

Public Engagement Plan 2018/19

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Introduction

This CCG public engagement work plan for 2018/19 outlines our public engagement activities and priorities during 2018/19. It aims to achieve the best balance of engagement on specific service changes/redesign in the short term, whilst laying the foundations to work in partnership with local people in transforming local health and care in the longer term.

The plan sets out how we will achieve the aims for public engagement in our Communications and Engagement Strategy. Specifically developing a more planned approach to public engagement to help us achieve our organisational objectives and enable better decision making; and Shifting our focus from informing to engaging in dialogue with our stakeholders and moving up the engagement ladder (see appendix 1).

We have grouped our public engagement plans into four themes: our overarching narrative; proactive and preventative; access and awareness; and coordinated. Within these themes there are several sub-themes. For most of the sub-themes a separate, more detailed communications and engagement plan has been, or is being developed. At appendix 2 you can see an outline timeline which maps activity for the themes and sub-themes and at appendix 3 a timeline listing opportunities for engagement. Appendix 4 includes the detailed work plan which is a live document and will be updated regularly.

Ultimately, our success in public engagement, will be measured by how feedback from our public engagement activities influence our commissioning and service redesign decisions. Evaluation will be a key element of all of the areas in this plan and progress will be reported to the Public Engagement and Equalities Forum (PEEF) regularly.

To achieve these plans we will need to work regularly and effectively with Lewisham Health and Care Partners¹, Healthwatch Lewisham, and community and voluntary organisations.

¹ Lewisham Health and Care Partners include NHS Lewisham CCG, London Borough of Lewisham, Lewisham and Greenwich NHS Trust, South London and Maudsley NHS Foundation Trust and one Health Lewisham GP Federation

1. Overarching narrative

As well as using the overarching narrative to engage around difficult decisions to meet our QIPP² requirements for 18/19 we will also be engaging to lay the foundations for public engagement and involvement in future transformation work.

Objective: Increase awareness of the context in which we are operating in. Develop and maintain connections with our communities to lay the foundations which will enable us to work with local people to develop and implement our plans to transform local services in 2019/20 and beyond.

We will communicate with and engage in ongoing dialogue with local residents about the context in which we are operating and our three transformation themes: proactive and preventative; access and awareness; coordinated. Our narrative is aligned to Lewisham Health and Care Partners' narrative and we will be working closely with our partners in Lewisham to engage with and communicate with local residents. This will include communications across our channels and engagement activities and events including Lewisham People's Day, Phoenix Festival, CCG AGM and community activities listed in the work plan at appendix 1. We will maintain our existing relationships and extend our reach to ensure that we cover all of the protected characteristics.

Key audiences: Our initial focus will be on key influencers in the community, we will target community and voluntary organisations, particularly those working with people with protected characteristics, campaigners and the wider population.

Current status: Communications and engagement plans developed and initiated.

Measurement: We will collect some baseline data through surveys which measure the number of people engaged and their understanding of key areas (eg CCG finances) in the narrative and repeat the surveys later in the year to monitor the impact. We

² The Quality, Innovation, Productivity and Prevention programme, or QIPP, is a tool developed by the Department of Health to drive quality improvement and efficiency throughout the NHS. For 2018/19 Lewisham CCG has a QIPP efficiency target of over £20m.

will also measure the numbers of interactions with community and voluntary groups, visits to our website and interactions on social media.

Dependencies/partners: Lewisham Health and Care Partners, plus CCG SMT and Clinical Directors

2. Proactive and preventative

Pharmacies

Objective: Increase awareness of the range of services provided by pharmacies in Lewisham

We know that many people attend A&E or GP appointments unnecessarily when they could have self-cared or seen a pharmacist. Also, as prescribing guidance has changed, there is a need to promote the Pharmacy First Scheme. We will engage with local residents at local festivals and events including People's Day, Phoenix Festival. We will link up with Lewisham libraries and host talks about over the counter medicines and Pharmacy First. We will also continue to link with West African communities to promote malaria prevention information.

Key audiences: Working age adults; parents/carers of children; hayfever sufferers; people travelling to countries at risk of malaria.

Current status: Communications and Engagement plan in place and activities underway.

Measurement: We will use existing baseline data from Healthwatch Report: Pharmacy Services in Lewisham (Sept 2016) and repeat some of the questions in the survey to measure the impact/increased awareness. Feedback will also be recorded at events and engagement activities.

Dependencies/partners: Medicines Management Team; Lewisham Health and Care Partners

Self-help and self-care

Objective: Improve awareness of the importance of self-help and self-care

We are developing communications and engagement plans around cancer focusing on our priority areas (breast, bowel, smoking). The Joint Strategic Needs Assessment (JSNA) identified some inequalities when it comes to cancer (eg Black African people are less likely to take part in screening or be referred via the 2 week wait pathway). We will prioritise engaging with these communities. Our activities will increase awareness of the importance of screening and diagnosis locally and also, within the CCG/LHCP), awareness of why the inequalities occur.

We will also link in with public health and other partners to promote healthy lifestyles and activities. Diabetes prevention will be an important element of this. We will speak to people and provide information at festivals and other community events and by inviting community organisations to CCG events such as the AGM.

Key audiences: BAME groups, adults over 55 (bowel screening), women over 50 (breast screening)

Current status: Communications and engagement plans in process for cancer and diabetes. Links established with public health and Lewisham Health and Care Partners.

Measurement: participation in screening; surveys to measure awareness; records of conversations at events.

Dependencies/partners: Lewisham Health and Care Partners; Ian Ross Associate Director of Planned Care and Cancer; Victor Ferreira, Commissioning Project Manager; Healthwatch Lewisham.

Social prescribing

Objective: Increase awareness of social prescribing among Lewisham residents and link with community organisations to identify potential new opportunities for social prescribing

35-40% of GP consultations relate to social issues, such as debt, family and general wellbeing problems. We will work with our Health and Care Partners to engage with the local community and encourage new opportunities for social prescribing and promote understanding and awareness of existing opportunities. We will create opportunities for different stakeholders to share information, improve signposting and avoid duplication. This will contribute to the mapping of services and a quicker and easy-to-use prescribing mechanism, for both prescribers and service users.

Key audiences: Young adults with a learning disability, men's groups and people experiencing mental ill-health

Current status: Further discussion required with commissioners and LHCP partners to develop plans.

Measurement: Awareness of social prescribing in Lewisham; number of events with records of discussion and sharing of information.

Dependencies/partners: Fiona Kirkman, Prevention and Early Intervention Lead, Whole System Model of Care; Lewisham Health and Care Partners

3. Access and awareness

Whole system A&E improvement

Objective: To develop urgent and emergency care pathways in partnership with patients and staff, improving the patient experience

Working with Lewisham and Greenwich NHS Trust and partner CCGs and Healthwatches in the three boroughs we will explore the benefits of experience based co-design (EBCD). Experience-based co-design (EBCD) is an approach that enables staff and patients (or other service users) to co-design services and/or care pathways, together in partnership. We will identify areas where the approach could have most impact and carry out EBCD projects to improve in these areas, training staff to build capacity and culture to enable future transformation.

Key audiences: Patients

Current status: Plans been discussed with Bexley and Greenwich CCGs and LBG Healthwatches. Awaiting confirmation of resourcing.

Measurement: The projects and the impact on patient experience will be evaluated using a mixture of EBCD methodology and existing mechanisms such as friends and family test, PALS and complaints data. Evidence that engagement has influenced service provision and commissioning decisions.

Dependencies/partners: Lewisham and Greenwich NHS Trust; Bexley CCG; Greenwich CCG; South London and Maudsley NHS Foundation Trust; Oxleas NHS Foundation Trust

Primary care access

Objective: Increase understanding amongst residents about the range of primary care services available and which service to access and when.

We will run communications and engagement campaigns which reinforce the Use the Right Service messages. We will talk to people about the barriers that prevent them from accessing the right service which will inform our commissioning plans.

Key audiences: BAME communities, vulnerable adults (eg homeless and rough sleepers, undocumented migrants), all residents.

Current status: Continued promotion using Use the right service materials included as a key element of Communications and Engagement Plans.

Measurement: Awareness of the GP Extended Access Service and satisfaction survey results. Feedback from dialogue with residents. GP Patient Survey results. Healthwatch engagement.

Dependencies/partners: Primary Care Commissioning Team; Lewisham Health and Care Partners

Planned care

Objective: Engage and involve local people to shape plans to transform outpatient appointments. Engage or consult around proposals for changes to the South East London Treatment Access Protocol (TAP).

In 2018/19 we will engage with local residents about how we can transform outpatient appointments discussing areas such as follow up clinics and virtual clinics. South East London is considering changing the TAP in line with the London Choosing Wisely initiative. This will be coordinated at an SE London level however we are likely to need to carry out public engagement or

consultation in Lewisham. We will ensure that Lewisham residents have a voice and we will engage widely with local residents, ensuring that we reach all of the protected characteristics, particularly any identified as most affected by the Equality Impact Assessment.

Key audiences: Groups identified as most impacted by the TAP Equality Impact Assessment; outpatients.

Current status: Need to link in with the Planned Care Group to develop plans around outpatient appointments and the SEL work around TAP.

Measurement: Levels of involvement in plans for outpatient appointments. Responses to public engagement exercises. Evidence that engagement has influenced service redesign and commissioning decisions.

Dependencies/partners: Ian Ross, Associate Director of Planned Care and Cancer; SE London CCGs, NHS England

4. Coordinated

Frailty

Objective: To involve local people and community organisations in plans to transform care for people who are frail

We will run a Frailty Summit involving local people and a range of partners including our providers and community organisations. We will share proposed commissioning outcomes and intentions, map current services across the community and identify what is required to inform transformation work. We will also involve our Public Reference Group and carry out engagement activities with community groups.

Key audiences: community and voluntary organisations working with the frail and/or elderly; older adults

Current status: Discussed with Public Reference Group in June. Plans to be further developed following Frailty Summit on 04/07/18.

Measurement: Participation in and outcomes from Frailty Summit. Evidence that engagement has influenced service redesign and commissioning decisions.

Dependencies/partners: Victor Ferreira, Commissioning Project Manager; Lewisham Health and Care Partners

Neighbourhood hubs

Objective: To involve local people and community organisations in plans to develop neighbourhood hubs

Within each of the neighbourhood areas, Lewisham Health and Care Partners are aiming to create neighbourhood hub premises to accommodate a range of community based services. These hubs will provide fit-for-purpose, flexible, adaptable and accessible premises for the delivery of health and care and, by bringing services together, support networking across the system. This includes clarifying any services for children and young people delivered in the hubs and ensuring clear links with the children's centre and health visiting neighbourhood model. With Lewisham Health and Care Partners we will engage with local people about the plans to develop the hubs, discussing the locations, range of services included in them and how the hubs will operate.

Key audiences: community and voluntary organisations

Current status: Engagement plans to be developed. To be discussed further at Lewisham Health and Care Partners Communications and Engagement Steering Group.

Measurement: Feedback from public engagement events and input to plans.

Dependencies/partners: Lewisham Health and Care Partners

Children and young people's services – transition

Objective: To support the engagement needs of Lewisham Children and Young people's services, with an emphasis in transition from young to adult services.

The Children and Young People team are working on the 2018-21 Plan. This is likely to include:

- increasing therapy provision for young people aged 19 and over with Education, Health and Care Plans
- increasing provision for complex disabled young people aged 19-25 to support transition into adulthood
- increasing opportunities for independent travel training
- increasing post 19 college provision for young people with complex special educational needs and disability (SEND)
- increasing availability of internships and supported employment for young people with special educational needs and disability (SEND)

We will work with the CYP team and support them to engage with service users and carers or families to develop plans to improve the transition from children's to adult services.

Key audiences: Young people and young adults, specifically with special educational needs (SEND), physical disabilities, mental ill-health or a learning disability. Carers and family members.

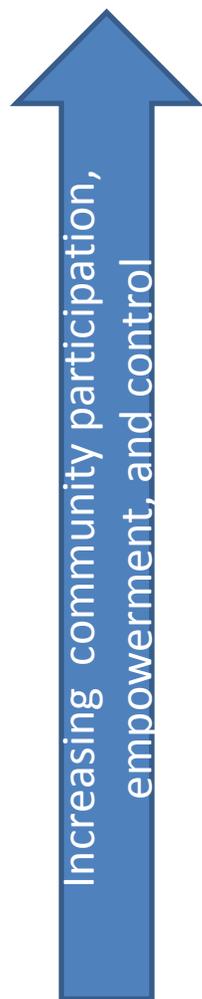
Measurement: Number of events, participation and outcomes.

Current status: Meeting arranged on 20/07/18 with adult and children and young people's commissioners to clarify the objective and scope of this work.

Dependencies/partners: Caroline Hirst, Service Manager CYP Joint Commissioning; LBL adult and children's services

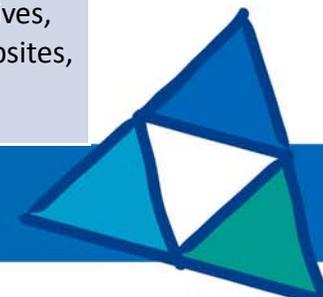
Appendix 1

The engagement ladder

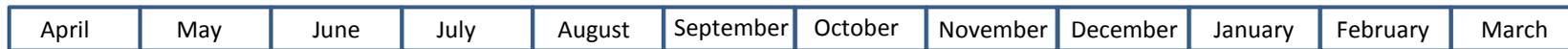


Levels of Engagement and Communication	
Devolving	Placing decision-making in the hands of the community and individuals. For example, a community development approach.
Collaborating	Working in partnership with communities and individuals in each aspect of the decision, including the development of alternatives, and the identification of the preferred solution.
Involving	Working directly with communities and individuals to ensure that concerns and aspirations are consistently understood and considered. For example, partnership boards, reference groups, and service users participating in policy groups.
Consulting	Obtaining community and individual feedback on analysis, alternatives and/or decisions. For example, surveys, citizens' panels and focus groups.
Informing	Providing communities and individuals with balanced and objective information to assist them in understanding problems, alternatives, opportunities, solutions. For example, websites, newsletters and press releases.

Activity on every step of the ladder is valuable, although participation becomes more meaningful at the top of the ladder.



Appendix 2 - Draft Outline CCG Public Engagement timeline 2018/19



↑
 Downham celebrates
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 People's Day Phoenix Festival
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 AGM



Narrative | Lewisham Health & Care Partners narrative

Proactive and preventative | Pharmacies
 Self-help and self care (cancer, diabetes)
 Social Prescribing

Access and Awareness | Whole system A&E improvement (focused around LGT)
 Primary care access: Current and extended access and Use the right service campaign
 Planned care access: Transforming outpatients appointments (new/follow up/ virtual clinics)
 SE London Treatment Access Policy engagement

Coordinated | Neighbourhood hubs
 Children and young people's services - transition
 Frailty (respiratory, urinary tract infection prevention, falls, diabetes, lower limb service...)

Protected characteristics | Protected characteristics

Appendix 3 - Public Engagement Opportunities 2018/19

	April	May	June	July	August	September	October	November	December	January	February	March
Public Reference Group meetings		09/05	20/06		01/08	12/09	31/10		13/12			
Governing Body meetings		10/05		12/07		13/09		08/11				
Primary Care Commissioning Committee meetings	17/04		19/06		21/08		16/10		18/12		19/02	
PE and Equalities Forum meetings	25/04		12/06		21/08	26/09	16/10		04/12			
PPGs OHL	17/04											
Festivals			Downham celebrates 09 June	People's day 07 July Phoenix Fest 23 July								
Frailty - summit		End of May										
Urgent care pathway engagement (Bexley, Greenwich and Lewisham CCGs and HWs)				Training		Staff feedback event		Patient feedback event		Joint patient-staff feedback event		
NHS 70			Public	70 th bday	conversations			#iwill				
						Youth volunteering celebrations						
CCG AGM						CCG AGM						
Neighbourhood Community Development Partnerships		May 18 Meeting 1				September 18 Meeting 2				January 19 Meeting 3		March 19 Meeting 4
Local assemblies (every quarter – 18 wards)	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Food markets	29/04 --/04	27/05 --/05	24/06 --/06	29/07 --/07	26/08 --/08	30/09 --/09	28/10 --/10	25/11 --/11	30/12 --/12	Catford - Last Sunday every month Deptford – Wed/Fri/Sat		
GP surgeries										South Lewisham Surgery and ...		
Fun Palaces							06/10			Art/Science Health – National initiative		
Voluntary Action Lewisham										Phoenix 2 days/month		
Healthwatch								Diabetes showcase		Awaiting additional dates		
Lewisham BME Network										Awaiting for event dates		
Pensioners Forum							Mental health Meeting (October)			Awaiting for event dates		
LGT events										Awaiting for event dates		

