



# Example approach to methods of Engagement

Big Conversations

&

Engagement events with service users

**Example only**

# Setting the context for the Plans

- NHS Five Year Forward View, set's out the strategy for improvement within the national financial allocation; the STP is the local version of this
- Focus of local Plan, is on ensuring that safe and sustainable services are delivered that benefit our citizens,
  - Reduce the projected future demand growth
    - Prevention and proactive care
    - Remodelling urgent and emergency care
    - Redesigning planned care
    - Productivity and efficiency, reducing unit cost
- Within a local context
  - Some of the redesign work has already been started with full engagement of citizens, patients and professionals –
    - Stroke service improvement
    - A couple of elements of the vision for a new functionally integrated urgent care offer commissioned this year ; e.g. new 111 service ; enhanced
    - Community health care redesign (out of hospital care )
  - Workforce deficits
  - Health economy deficits
  - Will need to develop a new “culture” for care

## Example – outline of actions for engagement with maternity service users

- Identification of those to be involved - parents who have had a baby in the last 12 months; NCT; SANDS; children's centres; other existing children's groups
- Identification of service users in seldom heard groups and appropriate methods/ language for engaging them
- Identification of key stakeholder groups or individuals – e.g. CCG health champions; voluntary organisations etc
- Finalise the engagement “Conversation” and event/s



Example only

# Ideas for identifying representation from seldom heard groups

- BME
- Gypsy travellers
- Teenage pregnancy
- Asylum seekers
- Homeless
- Mental health illness
- Domestic violence
- Bereavement service/agency/groups for stillborn



Example only

# Prior to the 'go live day'

- Prepare press release and social media plan, prepare FAQ's
- Email MPs and key Council leaders (HOSC; Health & Children's Portfolio holders etc), asking if they need a telephone briefing or happy to receive information by email
- Schedule telephone briefings if required before the 'go live' day
- Identify requirements of and timing of HOSC reports

# Service users

## Prior to the 'go live day'

- Identify stakeholders including for example new parents, NCT, SANDS, Children's Centres and the seldom heard, from stakeholder database and make sure contacts are up to date and ready to email questionnaire, questionnaire link and invitation to workshop on 'go live' day.
- Make sure the questionnaire is live on survey monkey by the first CCG's 'go live day' and send the link to all CCGs
- Draft email to go out on 'go live' day
- Prepare text for the websites – CCG and Provider
- Invitation to the engagement workshop sent out to new parents. Link to online questionnaire in the email
- Email to relevant stakeholders sent with questionnaire attached, link to online questionnaire and details of the event along with request to cascade to relevant target and seldom heard groups/representatives

# Go live day

- Send out press release
- Enact social media plan



Example only

# Example – Maternity focus group/ workshop

1. Set the context of the planning (STP) and describe the national vision

*‘Our vision for maternity services across England is for them to become safer, more personalised, kinder, professional and more family friendly; where every woman has access to information to enable her to make decisions about her care; where she and her baby can access support that is centred around their individual needs and circumstances’*



Example only



# Aim of the event

- To hear from service users what from their perspective are the critical success factors to achieve the vision

## What are critical success factors?

- As maternity services are reviewed we need to keep a list of important factors continuously in mind
- These are called critical success factors, in other words as new models of care are considered, they must be measured against the critical success factors

Achieving the vision

**Safer** more personalised

**family friendly**

**Kinder** professional

access to information to  
help make decisions

Mother and baby can access support that is  
centred around their individual needs and  
circumstances

# Workshop activity – Part 1

Discussion about experiences of maternity services from antenatal care to giving birth and post natal care

Think about the key words from the vision listed

With the key words in mind, from the participants experience:

- what was good
- what was bad
- how the experience could be improved

# Workshop activity – part 2

Identifying the 5 key factors of maternity care that are most important to participants

What participants have told us will inform the final list of critical success factors and be used to make sure that any new models of care take your views into account

# Developing a final set of Critical Success Factors

Collate the outcomes of,

- The Conversations,
- The questionnaires,
- The service users events,

.....to develop a set of critical success factors which will be used to make sure that any new models of care take citizen and service user views into account.