



# Newsletter

January 2011

## In the world of patient and public engagement... — what does *good* look like?



Well, *good* could look like Jessie Cunnett and her company, *PPI Solutions*, who have enjoyed a particularly good 2010 — a year in which Jessie has been commissioned to deliver a number of significant projects across the UK bringing her unique approach to the challenges of community engagement. Jessie continues to deliver innovative and robust solutions with a friendly and engaging style and to illustrate this, she shares a few highlights from some of her recent work below.

“With such huge change and transition on the horizon we are faced with continued challenges,” Jessie says. “Amongst the rhetoric of the ‘Big Society’ and ‘Equity and Excellence’, keeping real people at the heart of everything we do and our feet firmly planted will be critical. Amidst challenges grow opportunities and the seeds of innovation. At PPI Solutions we are passionate about staying connected with

what is important and believe that by working together we can make sure that people of our communities are the heart and soul of the public services of the future.”

Jessie invites you to have a look at some of the supportive material and resources developed by the team that may be able to help you with your engagement issues. And if you need a solution that isn't on the shelf, all you have to do is get in touch. Contact details are at the end of the Newsletter.

### Good News Flash!

#### ActivEat – How to solve a problem like size zero!

Jessie has recently won a prestigious financial award to develop a social innovation for young people with eating disorders.

ActivEat is an exciting new project borne out of Jessie's personal experience of being a parent carer. As a result she has partnered with [www.healthunlocked.com](http://www.healthunlocked.com) to create ActivEat.

“As part of my daughter's treatment she was asked to keep a food diary”, Jessie explains, “But following a Google search it became clear that an on-line food diary for people wanting to gain or maintain weight didn't exist”.

ActivEat will develop a safe, useable on-line food diary/tracking system that encourages an empowered relationship between the person, their relationship with food and those caring for them.

“1.1 million people in the UK are affected by an eating disorder, with the 14-25 age group being most at risk. Evidence shows food diaries to be a valuable part of recovery and maintenance therapy”, says Jessie.

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## Mid Staffordshire NHS... — what does *good* look like?

PPI Solutions has been selected by Mid Staffordshire NHS Foundation Trust to help define the Trust's strategy for ‘Listening, Responding and Acting’ on what their patients and communities are telling them. As well as the strategy Jessie is working on refining its component parts.

The work has also involved instigating a collaboration between Mid Staffordshire and Addenbrooke's Hospital, Cambridge. PEST (Patient Experience Support Team) is a programme developed by Addenbrooke's that enables a shared and personal responsibility for listening, acting and responding based on working directly with staff teams through facilitated workshops.

Learning “What does good look like?” through the eyes of patients has been an important part of this work. To find out PPI Solutions designed and ran four focus groups, two made up of people who are involved in or have good knowledge of the organisation, like Trust Governors, members of carers support groups and so on, and two with a randomly selected group of patients who had used the hospital's services in the very recent past.

“The result was a fascinating report that I was able to present to the regulators who monitor how good Mid Staffs is”, Jessie says. “As a result of this the Care Quality Commission are now interested and the work has been passed by the Strategic Health Authority to Kings Fund and Kings College Hospital to inform the Department of Health funded research on ‘What Matters to Patients’.

To see the report on what people who took part thought good looks like click on the following link:

<http://www.patientpublicinvolvement.com/FinalWhat%20Does%20Good%20Look%20Like%20%20A%20series%20of%20focus%20group%20presentation.pdf>

## Mid Staffordshire NHS... what does *good* look like? Continued from Page 1

**“What you have told me is really interesting, and it could be really useful if the hospital knew about that. Would you mind if I pass it on?”**

A challenge facing any health provider is how to capture patient feedback in order to improve services. In Mid Staffordshire, PPI Solutions working in partnership with Age UK has devised and piloted a process that uses the relationships that their team of volunteers already has with patients.

“It occurred to me that these volunteers are often viewed as friendly faces by patients and get told all sorts of things. This is valuable intelligence about patients’ experiences that hasn’t gone anywhere in the past and has been lost”, Jessie explains.

“The pilot simply involves issuing volunteers with a brief guide, a pencil and a packet of Post-it notes to record and share some of the stories that patients tell them. When the volunteers finish for the day, they stick their Post-it notes in the signing out book, from where they are collected and reviewed. It’s simple, low cost and effective!”

## Community Voices Project... helping GP practices engage using new media

Earlier in the year PPI Solutions was invited by the Department of Health to help GP Practices create **virtual** patient participation groups using ‘new media’ like email, text and Facebook.

One of PPI Solutions’ associates, Bernie Beckett, says, “One of the first things we did was to spend a day in a GP practice in West Sussex talking to every patient that walked through the door, so we could understand what would make them sign up, what would stop them and their preferred method of communication.”

“Working with four Practices across the county we then carried out an audit on how each of the Practices engage with their existing patients, before creating a mini project plan, talking them through it and providing additional support when they needed it — like explaining how coming out ‘front of house’ from behind a reception desk can make all the difference to how people respond”.

The process - named ‘Community Voices’ - enabled GP Practices to recruit a patient participation group and to start involving them straightaway. The pilots were hugely successful with each Practice recruiting between 70 and 100 patients and receiving feedback from them within a few weeks.

The work has also been put forward by one of the Practices involved in the pilot to the Health Service Journal’s ‘Liberating Ideas’ Innovation Award.

If you would like to learn more on how this might work for you in your organisation, click on the following link:

[http://www.patientpublicinvolvement.com/community\\_voices.pdf](http://www.patientpublicinvolvement.com/community_voices.pdf)

## Good Uni News!

Already a familiar face at London South Bank and the University of Sussex, Jessie will be working with them this year and developing new modules for Patient & Public Involvement.

Jessie has also been invited by the University of Ulster to devise and run a workshop to support lecturers to involve patients in the development of course materials.

## ActivEat – continued from Page 1

The proposal is to create a friendly online food diary tailored to this large population.

“Our partners within Health UnLocked will create a system that can grow and develop through the continued use, and one that supports the relationship with clinicians and the ‘whole’ community of service users and providers.”

“We envisage it will ultimately be available as a widget in high-traffic websites like fashion outlets”, Jessie explains.

“We are talking to B-eat, the Eating Disorders Association, and hope to license a ‘pro’ version of the tool for professionals in mental health trusts or GP consortia”.

“In the pilot year we expect to have 15,000 non-clinical participants and 500 clinical participants, with numbers reaching 60,000 and 10,000 respectively within three years.”

ActivEat is “an UnLtd project” funded by 4ip - an initiative of Channel 4 Corporation.



## Working better together — a new era of patient and public involvement

Effective approaches to working with patients and other stakeholder groups in difficult situations is unquestionably important. Recognised for their expertise in handling sensitive situations and their skill in achieving real change, PPI Solutions were delighted to be approached by the Directors of Patient and Public Affairs and Primary Care at the Department of Health to lead a project in community engagement and involvement in Staffordshire.

Their choice was quickly rewarded as Jessie soon had all the key partners with an interest in engagement and involvement in the health sector sitting around a table, together.

### New model for LINK and HealthWatch

Part of this work resulted in PPI Solutions working with the local LINK to implement a new model.

Building on their previous work with Kent LINK a selection process, rather than election process, was adopted to bring a group of local people and voluntary organisations together to make sure the LINK could be as successful as possible.

The new co-ordinating group is now working on a number of local projects and supporting the implementation of the Engaging Communities model for future engagement and HealthWatch.

PPI Solutions designed and ran an innovative workshop creating a case study of a woman with dementia and her carer, and involving poet John Killick who is pre-eminent working in the field of dementia. Click on the following link to read one of the poems — 'Miffed' by Sally Jane Petitt — that inspired the day:

[http://www.patientpublicinvolvement.com/john\\_killick\\_poem.htm](http://www.patientpublicinvolvement.com/john_killick_poem.htm)

Jessie explains; "Using poetry and this case study we mapped how many organisations interacted with this woman in a 28 hour period of care and looked at how many of those had a duty to involve her". Then we talked about all the layers, the departments and teams involved in the process — around 25 in all, each with their own duty to involve her and each with their own structures and teams to do that".

"And, at the end of that", Jessie continues, "everyone around the table agreed that if they were completely honest, the woman with dementia or her carer could easily not have been involved in any of it!"

This result spurred an interest in working better together, while at the same time PPI Solutions was able to gain agreement from the

Department of Health, the PCT, the hospital trust and the County Council to put funding behind creating something that would be more coherent.

"The result of that was another innovative piece of work for us to work across the County to create a new social enterprise that would bring engagement and consultation together in a central organisation and provide Healthwatch too. Called "Engaging Communities" it will be community led — not filled with staff and departments but using those agencies that locally already do things well. It will become a hub of information, an intelligent organisation that, once it gets good at what it does, could go on to provide community engagement services for say, fire and police services and in time the private sector too", says Jessie.

Staffordshire County Council is funding the business planning phase and it is planned the organisation will be established as a legal entity by January 2012.

### Busy across the UK, throughout the year...

- ★ Associate Bernie Beckett is project managing the public consultation for reconfiguring Adult Care Services for a London Borough. PPI Solutions is running all of the associated public consultations to ensure independence.
- ★ PPI Solutions has also developed and facilitated focus groups for **Kensington and Chelsea PCT** in respect of cardiac care, and has advised on a community engagement strategy for **Hampshire Fire Service** (identifying a need for this work beyond the health and social care sector).
- ★ And, in West Sussex it has designed the process for Public and Patient involvement in practice based commissioning which is now being implemented.

## More resources

“This last busy and successful year for PPI Solutions, with its reputation bringing opportunities from existing and new clients, has been the right time to invest in expansion of the company,” says Jessie. “A number of associates have worked with PPI Solutions since the company began and now a new Lead Consultant, Ruth Cottingham-Bray, joins us”.



“Ruth and I were work-colleagues many years ago and our paths have crossed professionally many times since. We are also good friends. Ruth is a skilled facilitator in developing and supporting groups and multi agency partnerships with many years experience at the forefront of public engagement. She has also worked at the heart of health and social care for over 13 years. Ruth has extensive experience of working within the voluntary sector too and a detailed knowledge and understanding of the current national agenda for public involvement.”

Ruth, pictured, says, “When the opportunity arose to work alongside Jessie and support the development of the learning and training programmes that she has so successfully created, I knew it would be an exciting challenge.

I am creating tailored active learning sets for clients to meet their local needs. So if you have a particular issue that you would like to talk through, please get in touch. We are currently thinking about how to best support organisations in planning for HealthWatch and will be providing further information in the near future.”

“There are, of course, a number of learning sets available for specific activities, such as *Enter and View*. And we have recently developed a very exciting learning module for any organisation that would like to increase the number of volunteers engaged in ongoing involvement – this is called our *Community Network Development* learning set. For further information click on the following links:

*Enter and View*: [http://www.patientpublicinvolvement.com/e\\_and\\_v\\_ind.pdf](http://www.patientpublicinvolvement.com/e_and_v_ind.pdf)

*Community Network Development*: [http://www.patientpublicinvolvement.com/community\\_net\\_dev.pdf](http://www.patientpublicinvolvement.com/community_net_dev.pdf)

The website has full details of other active learning sets and will be updated as new resources are developed. You will also be able to see feedback from current clients: <http://www.patientpublicinvolvement.com/training.htm>

Another key area of development for 2011 will be working with universities to establish accreditation of our learning sets and materials. This is in response to clients (many of whom are working with volunteers) who wish to have accredited learning materials to support both their own and their volunteers personal development. It looks like being a very busy start to the new year...”

## Stay in touch



For more information about PPI Solutions you can visit the website by the following link: <http://www.patientpublicinvolvement.com/index.htm>

You can also follow PPI Solutions on  <https://twitter.com/PPIolutions>

... or join them on  (see the link below)

<http://www.facebook.com/pages/Patient-and-Public-Involvement-Solutions/123836184301559>

... where you can pick up some great ideas and resources that you will find there.

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