



## East Sussex County Council

A Local HealthWatch Development Group led by the County Council was established, with involvement from Local Authority staff, the LINK, their Host, the Voluntary and Community Sector and the NHS.

In East Sussex, PPI Solutions ran some of the focus groups and some were run by SpeakUp a local charity. 11 focus groups were held in total with over 90 people attending

PPI Solutions produced a Discussion Document using the output from the focus groups.

The Local Authority hosted a stakeholder event in December 2011 using the Discussion Document to explore the issues for Local HealthWatch development further and 35 people attended this event representing a range of organisations, groups and interests.

An electronic survey was distributed to seek further views and thoughts on the proposals and developments. The survey was aimed at two different stakeholder groups which were:

1. A. Partnerships, forums, networks and  
B. Voluntary and community organisations.

The survey for group 1 was to identify whether their activities are related to the proposed functions of Local HealthWatch as identified in the Health & Social Care Bill and was sent to a targeted audience. It was distributed in October 2011 and to enable further responses to be considered will remain open until February.

2. The public, patients and carers

The survey for group 2 was to gather views/experiences of health and social care in the area and use those to shape Local HealthWatch and is available for the public to respond to.



Participants getting creative at the Stakeholder Event.

## London Borough of Newham\*

In May 2011 PPI Solutions were commissioned to design and deliver an Action Planning event for the development of Local HealthWatch and produce a follow up report from that day to support Newham in it's planning.

The day was attended by 16 LINK Host staff and LINK participants. To support them in their action planning the approach taken was to explore the differences between LINKs and Local HealthWatch, recognise and celebrate current success and consider how to build on strong foundations. A SWOT analysis (strengths, weaknesses, opportunities, threats) was undertaken of the existing LINK and action plans developed for the short, medium and longer term in relation to Local HealthWatch planning.

The report of the day recommended next steps for Newham including an action plan as requested.

In January 2012 PPI Solutions designed and led a second workshop with a broad range of stakeholders to explore the main functions of Local HealthWatch and to explore some potential delivery models for Local HealthWatch. A report will be produced.

## Oxfordshire County Council\*

In Oxfordshire, the Local Authority undertook the engagement activities itself using the materials and resources developed by PPI Solutions.

3 focus groups were held, one with the existing LINK, one with Community Engagement staff in the Local Authority and NHS and one with a group of Voluntary and Community Sector representatives.



Views from the Stakeholder Event.

Oxfordshire County Council has a particular interest in engaging children and young people in the design and development of Local HealthWatch and has held 2 evening café style workshops with a broad range of adults, children and young people.

Face to face visits were conducted with the Age UK Health, Social Care Panel, a Chinese community group and children with disabilities. There was also a drop-in session held for county councillors.

Responses were also sought through the Polish Community website and some targeted involvement was undertaken in the Polish community which resulted in involvement from people who have never taken part in such engagement work previously.

An online survey was carried out and received 90 responses.

The raw data from all of the engagement and involvement activity was sent to PPI Solutions for analysis as well as being analysed by the Local Authority itself.

An interim report on progress to date was written by PPI Solutions and this information was sent to a wide range of stakeholders.

An event with over 100 attendees was then held and the information from that and the interim report was used to compile a discussion document.

## **Staffordshire County Council\***

Staffordshire is somewhat unique in that it has been engaged in a project to develop an effective mechanism for local people to provide feedback, receive help and support with complaints and concerns, using this information to influence decision makers since 2009. This work has developed further in line with the Health and Social Care Bill and it is hoped that it will provide an effective Local HealthWatch as one of its services.

The Engaging Communities Staffordshire project proposes a modern approach to community engagement in health and social care and has been developed following extensive engagement and involvement activities involving the public, community and staff as well as many other local organisations with an interest in health and social care.

PPI Solutions developed the Engaging Communities Staffordshire concept, in November 2009. This was part of follow up work commissioned by the Department of Health after the publication of the Colin Thomé report in to the failings at Mid Staffordshire NHS Foundation Trust.

Further details of the Engaging Communities Staffordshire project can be found at [www.engagingcommunitiesstaffordshire.co.uk](http://www.engagingcommunitiesstaffordshire.co.uk)

The project has developed into a sustainable partner funded initiative with strong local leadership from the County Council and a strategic partnership that includes health and social care leaders from each of the commissioning and provider organisations across the County.

Engaging Communities Staffordshire is currently receiving seedbed funding from 10 stakeholder organisations including most NHS trusts. The Local Authority leads the development phase with more funding and resources in kind.

A public consultation, involving questionnaires, face to face group visits, telephone interviews and public events, on the principles underpinning Engaging Communities Staffordshire started on 17 October and is open to January 16<sup>th</sup> and to date has received over 1500

responses. The project is also on track in readiness for becoming a formally constituted body from April 2012.

### **Warwickshire County Council\***

A Local HealthWatch Transition Team was formed to manage the process, led by the County Council and with members from the NHS, LINK and the Voluntary and Community Sector. PPI Solutions was commissioned to support them in their work to shape the Local HealthWatch.

4 focus groups were held with a total of 60 people attending. 2 surveys were distributed, one for people working or volunteering in health and social care organisations and activities and the other was for wider members of the public, with a total of 327 responses received.

A Discussion document was compiled to explore the issues raised in more detail. This document used the information and feedback from the focus groups and the questionnaires. The Discussion document with associated information was made available in August 2011 and sent out widely to people, groups and organisations that had an interest in how Local HealthWatch would be provided

In October 2011 a local HealthWatch stakeholder event was held. With broad involvement of over 60 people from across community groups, voluntary organisations, the NHS and the Council.

All the gathered information to date is being used to create a detailed service specification.

### **West Sussex County Council**

A Local HealthWatch Project Board led by the County Council was established, with involvement from County Councillors, Officers, the LINK and the NHS. PPI Solutions was commissioned to support them in their work to shape the Local HealthWatch.

A survey was undertaken and distributed widely across residents, staff and LINK participants and received 590 responses in total. The survey was made available on-line.

PPI Solutions led 5 focus groups with a total of 48 people attending. A further 20 workshops were held across the county with an extensive range of social care user groups including BME groups, Learning disability, mental health, carers and customer focus groups. The Local Authority facilitated 16 of these and 4 were facilitated by the group itself. A total of 285 people took part in these workshops

A Discussion document using the questionnaire responses, focus group feedback and workshops was developed by PPI Solutions and has been used to inform 'soft marketing' discussions with organisations who have an interest in providing Local HealthWatch. The discussion document was distributed widely and was posted on the Local Authorities e-procurement portal.

All findings are being considered and will be used to hold a workshop to further explore the commissioning vision with potential providers and work will commence on a detailed service specification in the Spring of 2012.

## **DETAILED METHODOLOGY OF EACH ENGAGEMENT ACTIVITY**

### **Local Healthwatch Transition Groups in Local Authorities**

Most Local Authorities, as the organisation responsible for commissioning a Local HealthWatch, has overseen the formation of a Local HealthWatch project group. Membership in each area has tended to include representatives from the Local Authority, the NHS, existing LINKs, and the Voluntary and Community Sector.

The remit of the groups has been to oversee the process to develop a vision for Local HealthWatch.

### **Targeted Focus Groups**

PPI Solutions designed the framework for the Shaping Local HealthWatch focus groups.

Focus groups were used to explore in depth with a range of stakeholders four key elements of an effective Local HealthWatch:

1. Features of a 'good consumer champion'
2. An organisation that is accessible to all
3. An organisation that is able to represent others
4. An organisation that is able to influence decision-makers

All focus groups were 2.5 hours in length and worked on the same format. The focus groups consisted of targeted attendees to allow people to express themselves freely amongst those bringing a similar perspective to the table. Focus groups with the following stakeholders were held:

- County Councillors
- Customer services staff
- Children and Young People
- LINK participants
- LINK Host organisations
- Members of the public (with remits in Foundation membership schemes and other forums)
- NHS Community engagement and public involvement leads
- Patient Advice and Liaison Service Staff
- Voluntary sector organisations with an interest in health and social care
- User led organisations

The format for the Focus Groups was as follows:

Ground rules were established in each focus group. A simple yet comprehensive background document was written in a Q&A format. The same Q&A was used with all focus groups regardless of experience or knowledge of Local HealthWatch. All those attending were taken through the Q&A by a facilitator who allowed people to raise any points for clarification.

The facilitator then took the group through a set of four questions, using further probing questions and prompts as appropriate to enable each group to consider the questions in depth.

Every group had their discussions recorded by a note taker, who took notes on flipchart paper throughout. Each group was invited to observe the note taking to ensure it was an accurate representation of the views being shared.

At the end of each focus group everyone was given the opportunity to add any further information or comments they wished.

All attendees were asked to complete an evaluation of their experience in the focus group. Some typical comments include:

- *“An excellent opportunity to influence the steps in this journey which is full of so much potential. Thank you”* – **LINK participant**
- *“Very interesting discussion/debate. Let’s hope HealthWatch turns out to be a positive step forward”*. **Voluntary and Community Sector representative**
- *“This is a very important issue and I am pleased that so many organisations are being consulted at this stage: County Councillor*

## Surveys

Nearly all of the Local Authorities have used surveys to try and reach a broad range of people and receive their input into developments. As engagement activities were undertaken in different areas the surveys were further developed and tailored to individual area needs.

What is interesting to note is that regardless of the way survey questions were phrased or presented, the responses from communities across all areas has presented similar wishes and results in their vision for their Local HealthWatch

## Discussion Documents

Discussion documents were developed in some areas on the basis of feedback from the focus groups and surveys and used to explore the emerging vision in more detail.

Discussion documents were targeted to those with an active interest, in how Local HealthWatch would be provided, this included all those who had taken part in any focus groups or events as well as other potential providers of Local HealthWatch with the Discussion document being posted on the Local Authority websites as well as being sent out to stakeholders.

The structure of the Discussion documents was as follows:

- To set out the commissioning vision for the Local Authority
- To move the discussions from ‘What’ Local HealthWatch should be to the ‘How’ Local HealthWatch could be delivered.
- Test out further the ideas that had been put forward to date in all involvement and engagement activities
- Explore any barriers or difficulties in delivering the vision
- Consider what success would look like
- Consider a range (not exclusive) of possible delivery models

Discussion documents were used to stimulate creative ideas with potential providers of Local HealthWatch and to ‘test the market’. They have been used to encourage collaboration and partnerships and actively support local organisations to discuss together ways to provide potential delivery models for Local HealthWatch.

Responses to both written formats of the Discussion documents as well as feedback from events based on discussion documents demonstrate very clearly that communities want, and are willing to work to provide, new ways of working to deliver Local HealthWatch. They stress the need for a professional, genuinely inclusive, well led and managed organisation with a vision for its community that has clear outcomes, easily identified in robust business plans. Many comments were made saying that the 'old ways of working' in patient and public involvement had to go and greater professionalism that delivers diversity and inclusion was the way forward.

### **Hosted Stakeholder Events**

As part of listening and learning many Local Authorities held hosted stakeholder events. Some areas used this approach to 'kick start' local discussions and in other areas they have been used to explore Local HealthWatch issues in greater depth using Discussion documents which had been written using the information and learning taken from focus groups and surveys.

### **Café Style Drop-Ins and Workshops**

Some areas have undertaken a range of additional drop-ins or workshops to further broaden the range of views and open up opportunities for engagement amongst minority groups. For example, with Polish communities, mental health client groups, young people, acquired brain injury patients, people with learning disabilities and ethnic minority community representatives/partnerships, this being a small sample of groups that have been contacted.

A combination of approaches was adopted in each group to reflect the needs of individuals. This included art work, the presentation of options to which people could attach stickers to demonstrate their agreement and the use of interpreters, personal assistants and carers to support involvement