

COMMUNITY ENGAGEMENT

Quarter 1

Julia Clarke – Director of Corporate Services



Highlights of Engagement - Q1

- First Virtual Community Engagement Meeting with updates from:
 - Maternity
 - Operations- Covid impact
 - Clinical Research Team
 - Hospital Transformation Programme
 - Executive update - Cascade
- Virtual Community Drop in Sessions using Microsoft Teams.
- During the 'Values Listening Week' (8 June) a survey was sent to community groups for their feedback.
- Changing Places – as part of the application process for fully accessible toilets on both sites, we have asked for feedback from our local community through an online survey.
- A monthly online 'Community Engagement' Newsletter has been sent to community groups
- Hamar Centre Redesign Stakeholder Group has been looking at the interior look of the Centre as well as completing a wayfinding exercise.



Volunteering during COVID-19

Many of our current volunteers paused their volunteer placements due to COVID-19, however, we have seen our local communities offer to support our hospitals through volunteering during this time.



Since March 2020

- 400 individuals contacted us to express an interest in volunteering at our hospitals.
- 24 of our pre-COVID-19 volunteers chose to continue.
- New roles were created to support the hospitals during COVID-19. 145 volunteers have been deployed into roles such as estates, stores, portering, catering, communications and IT assistants, phlebotomy and radiology 'meet and greet' roles, pharmacy and therapies' drivers, charity fundraising donations support, and visitor face mask distribution.
- The average volunteer commits to at least 4 hours a week but many take on multiple roles or shifts.
- The Volunteer Team maintains regular contact with the entire volunteer base through bi-weekly updates to current volunteers and bi-monthly newsletters to paused volunteers.

SaTH Charity Update

Income has been strong throughout the quarter but importantly the engagement with the Trust has as much value.

Dozens of Just Giving pages have been set up linked to the Trust's Just Giving page, it has provided a great platform for local people to support their local NHS Trust. All fundraisers have been thanked and offers of support made to maximise their fundraising.

Merrythought has been making handmade traditional NHS 70th Birthday teddy bears at £10 each. Donations have now exceeded £3,000 and they are also collecting on our behalf using our very own Bevan pin badge.



SaTH Charity Update

Since March 2020

- Donations of scrubs, uniform washbags and “ear savers” have been provided to staff by local sewing groups and local people – this has been a great public engagement tool.
- We secured 6,500 uniform wash bags from Absolute Clothing based in Wolverhampton.
- Britvic has delivered in over 5,000 drinks for our staff.
- Taylor Wimpey funded a large 8 seater outdoor picnic table.
- Telford Councillors ran a competition to design a cake representing the support local people had for their local hospital. The winning design was turned into a massive cake and was presented to the Trust on the NHS’s 72nd Birthday.
- Local Telford based company Lyreco donated 640 boxes of chocolates on 16th July
- Reconomy, based in Telford, will £5 donate from every skip order to raise funds to develop a courtyard at the Princess Royal Hospital.



Forward Plan Engagement 2020-21

It is important we continue to engage and involve our local populations in a meaningful and inclusive way.



COVID-19 has impacted the way we engage with our local communities, however, it's essential we continue to have an ongoing dialogue with our communities and ensure they have the opportunity to be involved.

Over the next 6 months the Community Engagement Team will be working on developing a 'Community and Patient Involvement Strategy' which is aligned to our Trust's objectives and ensures the opportunity for wider participation of our local communities. We will continue to work with other directorates and our local communities to ensure that the strategy is meaningful and fit for purpose

4PI: A Framework for Involvement

It's important, moving forward, that we ensure the involvement and engagement of our local communities is meaningful and not a tokenistic gesture.

We will use the 4PI Framework:

Principles, Purpose, Presence, Process, Impact

Principles: Meaningful and inclusive involvement starts with a commitment to shared principles and values.

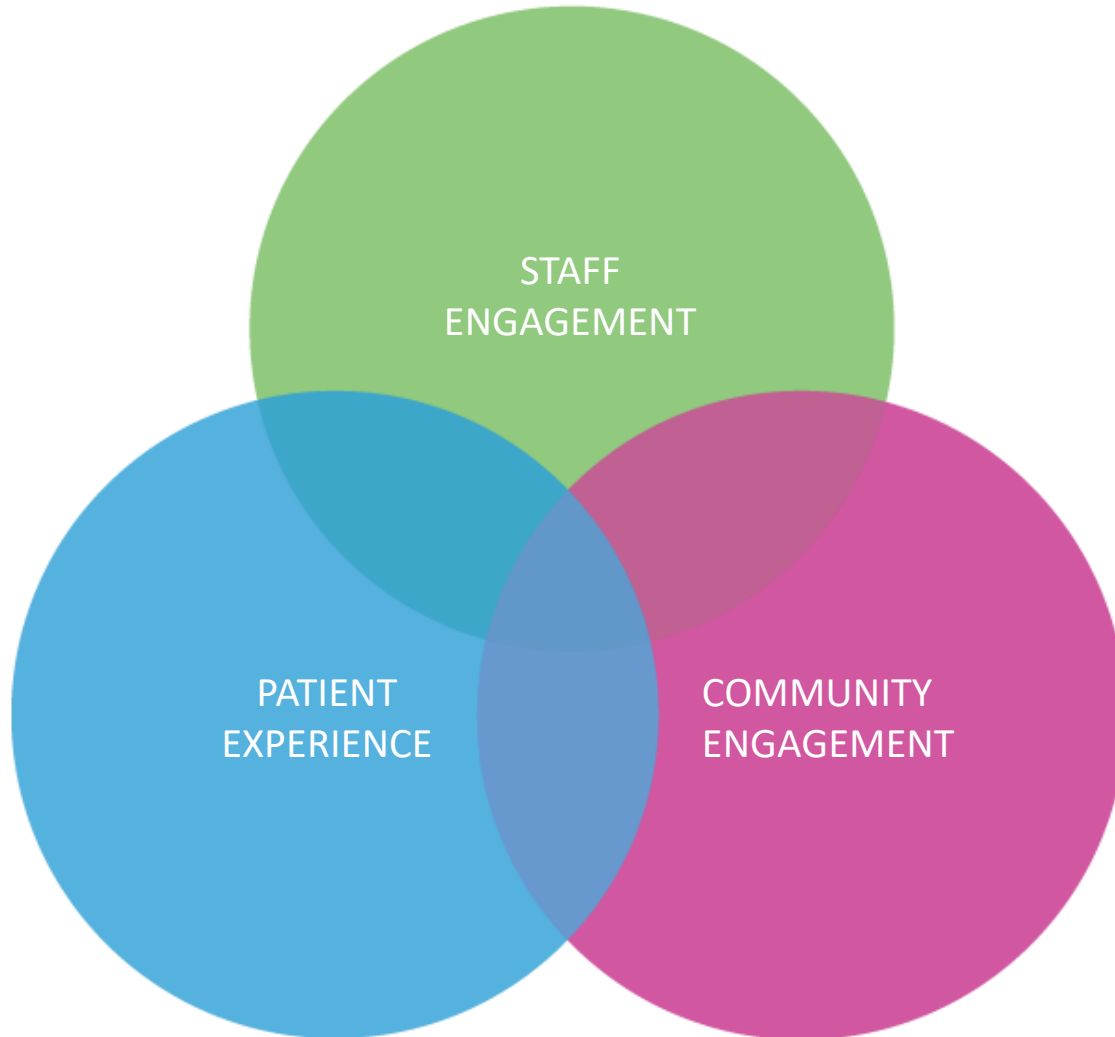
Purpose: People need a reason to get involved. The purpose of involvement needs to be clear and communicated to everyone involved in the activity, as well as the wider organisation.

Presence: The Trust would like to see a diversity of service users and carers involved at all levels and at all stages of a project or organisation. The people who are involved need to reflect the nature and purpose of the involvement.

Process: The process of involvement needs to be carefully planned to make sure that our communities can make the best possible contribution.

Impact: For involvement to be meaningful, it needs to make a difference to the lives or the experiences of patients and communities.

Engaging Directors



Information about the diagram

Engaging our Communities

Over the next 6 months

Maximising Individual Health and Wellbeing

Activities to support greater ownership of health and care (such as self-management, expert patient programmes, peer support, shared decision making).

Supporting Care and Service Delivery

Fundraising, volunteering and potentially 'paid' patient roles, including to support other categories of involvement (such as collecting patient feedback or acting as a peer support worker).

Improving Care and Services

Taking part in activities to develop and test out understanding of what improvements are needed, how they can be achieved, and whether they have worked (such as experience-based co-design, focus groups, clinical and health service research providing feedback).

Strategy, Policy and Planning

Involvement in developing and implementing strategy and policy (such as lay representative roles on programmes and project boards).

Engaging our Communities

Maximising Individual Health and Wellbeing

- A programme of Virtual Health Lectures
- Virtual Community Drop-ins
- Volunteer programme
- Utilising social media as a method to engage our communities
- Provide more opportunities for our 10,000 public members to get involved
- Developing our involvement page on the SaTH website, which will highlight involvement opportunities.

Supporting Care and Service Delivery

- 'Virtual' Community Meetings
- Continue to develop volunteering roles to support our hospitals
- Develop a training programme and tool kit for staff on Section 242
- Regular community newsletters
- Attending Community and Patient support groups on behalf of SaTH

Improving Care and Services

- Regular meetings with the local Healthwatches and CHC
- Stakeholder focus groups for specific services
- Gaining feedback from surveys and online forums
- Providing public Involvement opportunities
- Virtual Academies
- Support public involvement in EQIA's (Equality Impact Assessments)

Strategy, Policy and Planning

- Develop mechanisms for the community to have greater involvement in the development of strategies and policies in the Trust e.g. focus groups, surveys etc
- Build links with our voluntary and community sector organisations with focus a on social inclusion

Forward Plan – Q2

Over the next 6 months the engagement team will be focusing on the following:

- Supporting and providing more opportunities for our 10,000 public membership to get involved and increasing the number of members we can contact electronically.
- A virtual health lecture series for the public
- Meet our local Healthwatches and CHC on a regular basis around the community engagement agenda
- Develop stakeholder/focus groups that are aligned to specific services, to support service development and delivery on a more continuous basis
- Develop and implement virtual People's academies
- Develop a tool kit for staff on Section 242 requirements and responsibilities to supporting the Trust to engage with the community around strategy and planning e.g. focus groups, surveys etc
- Engage with hard to reach groups through a socially inclusive approach