

Public Participation Plan Stakeholder Event

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Public Participation Team

The Public Participation Team consists of our three main inter-related public-facing services

- Community Engagement
- Volunteering
- SaTH Charity



Get Involved

- Under the banner of ***Get Involved*** we are developing a range of ways that the public can be informed and engaged with the Trust
- Currently the Public Participation Team engage with the public through a series of regular events, including:
 - Monthly Cascade update meetings
 - Health Lectures
 - Quarterly Community meetings
 - Community Drop in sessions
 - Membership (with a monthly email update)
 - Specific workshops/focus groups (Section 242)
 - Attendance at events (virtually and face to face)
 - People's Academy
 - Volunteering
 - Working with local businesses and local fundraisers
 - Partnership working with other charities



Public Participation Plan

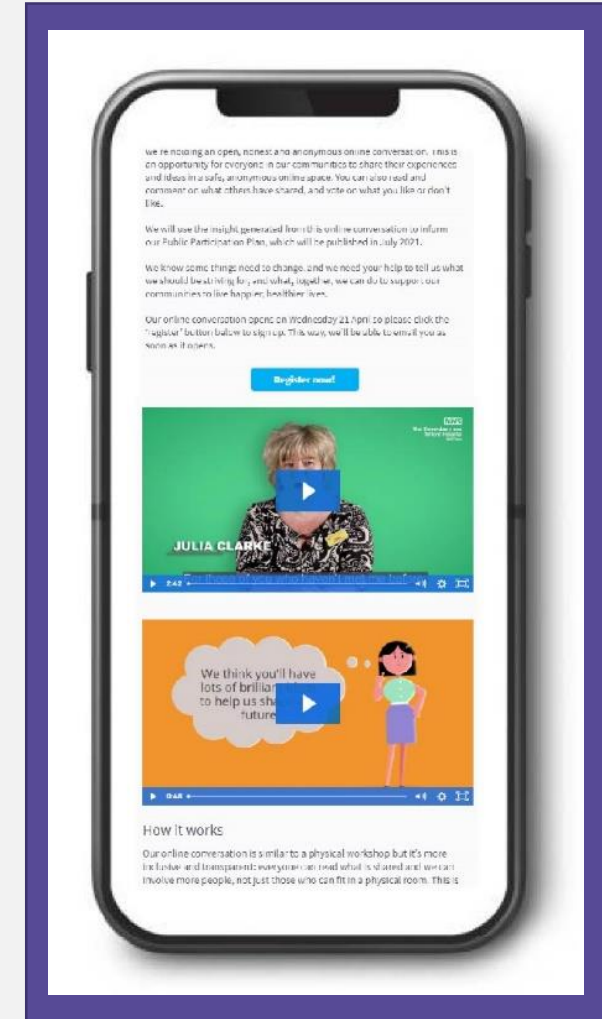
- What is it?
- Why are we creating a Public Participation Plan?
- How have our local communities been involved?
- Will it make a difference?
- What happens after the Plan is created?



Public Participation Plan – Get Involved

We want our Public Participation Plan to be co-produced with our local communities and workforce. The Plan should be reflective of those who have given their views and feedback. The engagement activities we have facilitated over the past year include:

- **Virtual Focus Groups** - Held a series of focus groups which were attended by over 100 members of the public and staff
- **An online survey** - asking our communities for their views on how they want to be engaged and involved with the Trust has been completed by nearly 550 members of the public.
- **Make a Difference online Platform** - In May, we held a 4 week online conversation *#GetInvolved* to find out people's views on Involvement with the Trust. **218** people logged into the online conversation, and over **1,200** ideas, comments and votes were shared.



Public Participation Plan

- During October/November 2020 we held a number of virtual focus group to start discussions around the development of our Public Participation Plan.
- We held 6 patient/public focus groups with 67 attendees – many of whom were representing patient/community groups
- In addition meetings were held with over 25 members of staff who have a senior management responsibility to ensure that staff engage with the public around service changes/developments
- These focus groups help in the development of the subsequent online survey.



Key Themes from the Virtual Focus Groups

Public/Patient Focus Groups:

- Communication - hearing about what is going on at SaTH through the newspapers and social media
- Unclear about how you can get involved with SaTH
- Closing the loop – simplifying ways to give feedback, and finding out what happened as a result
- Having a range of ways to get involved
- Getting involved at the right time
- Tokenism
- Being a critical friend
- Public Forum (?) – with links to Trust Board
- Difference between Public Engagement and Patient Experience
- Making better use of our online “tools” to engage – website/social media etc
- **Openness, transparency, listening and challenge**

Key Themes from the Virtual Focus Groups

Staff Focus Groups:

- Lack of understanding about our statutory duties (Section 242) and when they need to engage with the public
- All staff expressed a desire to engage with the public but were unsure of how to do this and for it to be meaningful
- Staff lack confidence and having the right engaging with the public (and how to do this in the right way)
- Managers have short time scales to implement service changes/developments
- A fear of engaging with the public in the wrong way



Online Survey

- An online survey was run by SaTH mid November for 6 weeks
- 539 survey responses were received
- The survey was made up of a combination of multiple choice and free text response questions
- In order to ensure the questions were clear and appropriate a workshop was held with People's Academy Graduates to review the questions prior to the survey being finalised and issued.
- The majority of responses came from people who classed themselves as members of the public (73%) and 16% as patients.



Online Survey - Key Findings

- Only a quarter of respondents thought it was easy to find out what was going on at the hospital (the majority of these were community members)
- Most respondents found out about what was happening at SaTH through the newspapers (42%), the other main sources of information included word of mouth (32%), Hospital website (27%), social media (25%), updates from the Community Engagement team (25%) radio (22%), television (21%)
- 50% of respondents would like to receive a regular update from the Trust
- 35% of respondents said that they had the opportunity to get involved with the Trust, whilst 39% said they did not have but would like to (within this 75% of responses were from 25-34 year olds)
- Having too many other commitments is the biggest barrier to involvement with the Trust, and this is most commonly cited in the 35 – 44 age group (53%).



Online Survey - Key Findings

People aged 35 – 44 (47%) and 45 – 54 (28%) were least confident that involvement would be meaningful, while younger respondents were most confident that it would be meaningful.

The key themes coming out of the free text response to lack of confidence in meaningful engagement were

- Paused volunteers
- Ability to attend meetings at the hospitals
- Disability
- Negative/positive experience of hospital service
- Covid19 and shielding
- Caring responsibilities

Examples of comments:

“Email and ZOOM would be OK but at 84 and poor health are my problems BUT I am very interested in the NHS”

“Working full time but still want to be involved”

“I have a disability and feel this might affect me negatively”

“Not sure how I would be treated with respect to my disability.”

Online Survey - Key Findings - Communication

- Nearly one third of survey respondents didn't think that the Trust listens to public opinion, and this was most prevalent in ages 54 and below (with the exception of 18 – 24 year olds where only one person (7%) expressed this view).
- 25% of respondents would like to know how SaTH responds to public opinion. Only a quarter of participants felt that their opinions made a difference to what was happening at the Trust.
- The most popular social media platforms that respondents used to find out about the trust were Facebook (54%), Twitter (18%) and Instagram (18%). Young people were most likely to use Instagram or Snapchat (68% for both)
- More than one third of the free text responses to this question indicated WhatsApp as the platform of choice and this has been corroborated anecdotally by community leaders.



Make a Difference Online Platform

- During April/May we held an online conversation with our local community
- The platform was accessible online 24/7 over 6 weeks.
- Individuals could anonymously share their views, experiences and ideas about what would make it easier to get involved
- 218 people logged onto the platform and there was over 1200 contributions



Make a Difference Platform - Key Themes

Theme	No. of ideas and comments	Sum of Likes	Sum of Dislikes	% of the conversation
Accessibility	29	163	7	13.0%
Communication with patients and families	28	163	6	12.9%
Volunteer opportunities	22	139	1	10.6%
Raising awareness and profile	19	113	2	8.8%
Information in advance	16	109	1	8.2%
Listen to and involve service users	16	93	5	7.5%
Compassionate care	11	94	0	6.9%
Space and facilities	17	75	0	6.0%
Make use of IT/digital	13	72	1	5.6%
Service design and offers	11	56	1	4.4%
Collaboration and working in partnership	12	52	1	4.3%
Review care and investigate complaints	12	27	0	2.6%
Shared medical records	4	35	0	2.6%
Trust and patient choice	4	32	3	2.6%
Supporting mental health care	7	16	0	1.5%
Efficient use of funds	5	12	4	1.4%
Visibility of who's who	4	5	0	0.6%
Local relevance	1	7	0	0.5%
Training and development	2	1	0	0.2%

Make a Difference Platform

Key themes:

- The majority of discussions centred around accessibility, communication and volunteering opportunities
- The main motivation to *Get Involved* was their desire to help the Trust Improve (43%)
- Over half of the participants stated that they were not currently involved with the trust (55%)
- 50% stated it was not easy to find out what was going on in the Trust
- 24% participants stated that they did not have enough information about becoming involved with the Trust, whilst 18% stated that they did not have confidence that they will be involved in a meaningful way.
- 26% stated that they have too many other commitments to become involved

Communication:

- The majority of participants found out about what was going on in the Trust by:
 - Newspaper (19%), Word of mouth (15%), Hospital website (12%), Radio and television (10%)
- Social media:
 - Facebook (30%), You Tube (11%), Twitter & Instagram (10%)

Moving Forward – Key Themes and aims

Developing our Public Participation Plan



Overarching Key Themes

Three key themes emerged throughout our engagement activities:

- Building confidence and trust with our communities
- Being transparent and open
- Working in partnership with our communities

For engagement with our communities to be effective with SaTH, we need to achieve these three goals.

These three themes reflect the mission and aim of our Public Participation Plan

What do you think?

Draft principles to guide our work:

- We will **listen** and **involve** our communities, seeking a diversity of views
- We will **collaborate** with our stakeholders and community partners
- We will be **compassionate** in everything we do

What We Need To Improve

- Transparency and openness – building trust
- Involvement at the right time
- Feedback – closing the loop
- Communication and getting involved with our communities (Individual and organisation level). Better use of the platforms which our community uses to engage with us.
- Engage and involve our communities at a strategic level – developing networks
- Show how involvement makes a difference and having clear routes for individuals to *Get Involved*
- Challenge tokenism
- Breakdown barriers to engagement



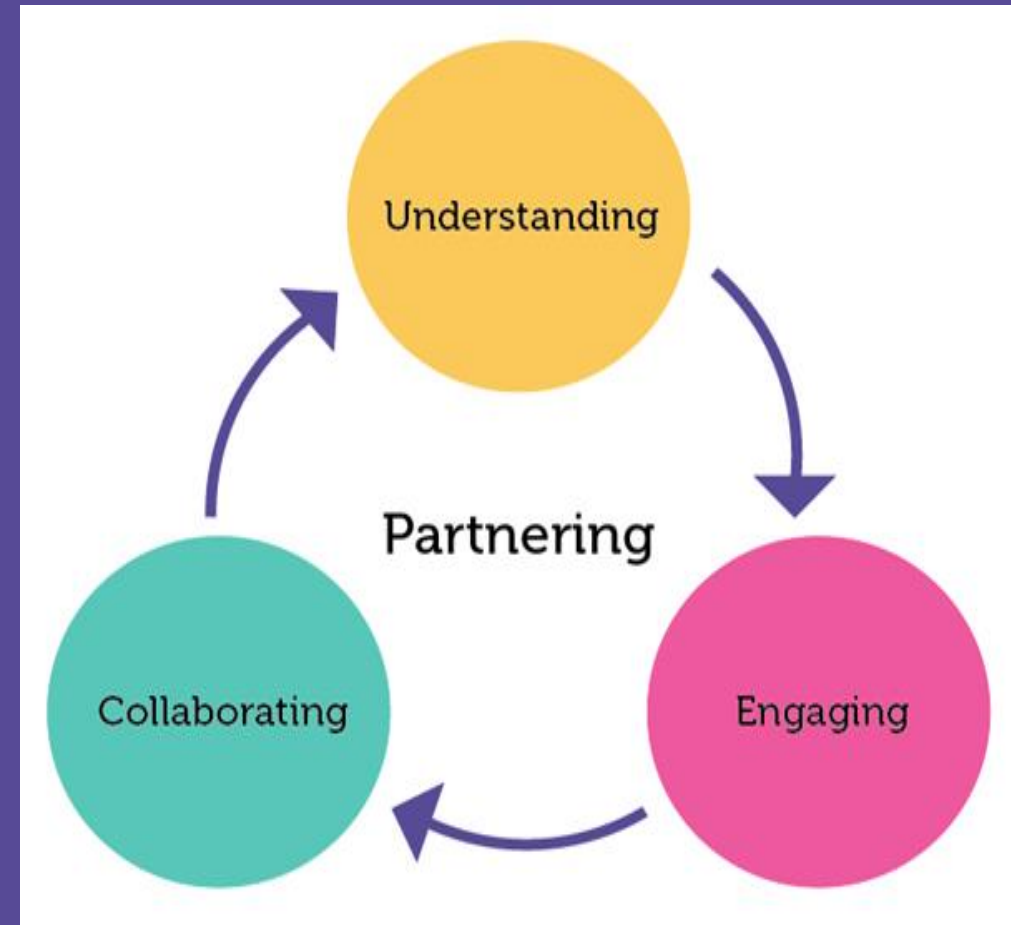
Key Aims of the Plan – in Detail

- Build greater Public confidence, trust and understanding by listening and being responsive to our local communities
- Promote honesty and transparency across the organisation and with local communities by creating accessible, meaningful and timely engagement with our communities
- Ensure our communities feel better informed and able to ***Get Involved*** if they choose too.
- Ensure that our patients/public/communities views and feedback form part of our service planning, delivery and development
- Enable our staff to have the skills and confidence to engage with our communities
- Ensure that our communities are engaged with in a meaningful and timely way



Model (?)

- **Understanding** – To have an on-going two way dialogue with our communities. To understand our communities experience and aspirations for health care at their local hospitals, and in doing so, improving decision making through public engagement and insight.
- **Engaging** – Working with our local communities to improve and develop hospital services, including reaching out and seeking the input of our seldom heard or underrepresented communities. Working with and enabling the public to be proactively involved with the organisation. It is important that involvement is undertaken in a meaningful way and staff are supported to embed public engagement across the Trust. Ensure that the Trust is honest and transparent about outcomes in relation to engagement.
- **Collaborate** – To work in a meaningful, and proactive partnership with our communities. Empowering all of our communities to work with us and influence decision making within the organisation.



Individual Involvement

- Monthly Cascade update meetings
- Health Lectures
- Quarterly Community meetings
- Community Drop in sessions
- Membership (with a monthly email update)
- Specific workshops/focus groups (Section 242)
- People's Academy

We need to:

- Make better use of social media to communication and have a dialogue with our communities
- Provide a range of opportunities for individuals to get involved
- Support individuals to link with their local communities and organisations within their local communities
- Targeted engagement to enable seldom heard groups to get involved

Organisation Involvement



- Stopping/challenge tokenistic representation – provide meaningful involvement opportunities
- Enabling strategic conversation
- Two-way dialogue with our communities
- Regular involvement of our communities
- Reaching out to our communities through other organisations

Public Assurance Forum

- The aim of a Public Assurance Forum is to bring a public and community perspective to, and scrutiny of processes, decision making and wider work at The Shrewsbury and Telford Hospital NHS Trust.
- The Public Assurance Forum is an advisory group who are there to ensure that decisions about services and the delivery of care are developed in partnership with our local communities.
- The Forum will provide constructive challenge and scrutiny of decisions from a patient and public perspective



Function and Remit

- To provide assurance to SaTH that the voices of patients, public and carers are heard and taken into account in relation to service development, changes, strategies and other key documents
- To support SaTH to develop ways of engaging and involving the public and local communities
- To review and support the development of public engagement plans in relation to service changes and developments (Section 242)
- To use the expertise of the group members to support making informed decisions and recommendations on service developments and changes within the Trust
- To provide assurance that Equality Impact Assessments are integrated and take into consideration the impact upon patients, carers and our local communities
- To support the Divisions in developing an ongoing dialogue and engagement plan with its patients, public and local communities



Function and Remit

- Quoracy?
- Frequency?
- Who should be members of the Forum?
- What would their role be?
- The length of appointment of each public/patient group?



Next Steps – the Plan will include

- Promoting Community Membership
- Become more active on Social Media – Facebook
- Have an identifiable Brand for Public Participation
- Visibility – internally and externally
- Build stronger and trusted links with our communities
- Public Assurance Panel (?)
- A range of engagement activities – with different levels of commitment
- Closing the feedback loop
- Continue with our current engagement activities e.g. health lectures, monthly updates
- Support our staff to engage with the public
- Develop a staff training programme
- Citizens panel (?)
- Volunteers and SaTH Charity

What are your ideas?



Next steps

- The ideas from today will be incorporated into a draft Public Participation Plan, which will include an action plan
- The Public Participation Plan will be approved at Trust Board in Autumn 2021
- We need your support in developing our engagement in the future.
- We need your support in reviewing the Plan on a regular basis – are we meeting the aims and objectives? Do we need to review or change the action plan?
- We want this Plan to be in partnership with our communities and to be accountable to them as well as the Trust.

