

Hampshire and Isle of Wight Empowering Engagement Showcase report

Background

We successfully concluded the Hampshire and Isle of Wight (HIOW) Empowering Engagement Programme (EEP) on the 23rd July 2019 with a showcase event held at Solent University, Southampton. The showcase brought together 36 colleagues from across health and social care to hear about the learning from this innovative patient and public involvement (PPI) development programme, which supports NHS colleagues to embed a culture of meaningful PPI into their everyday practice.

The event provided the opportunity for the course participants to share how they have developed this thinking into many aspects of their work. It was also a chance for those present to share and debate good practice and be inspired by new ideas.

Empowering Engagement overview

The programme is a six day course held over six months that develops leadership and cultural change around PPI. The course components covered are: what engagement is, collaborative commissioning, engaging leadership, change management, personal styles, and evaluation.

Each day involved a seminar and discussions in the morning, followed by Action Learning Sets where participants were encouraged to be reflective and take practical steps to apply their learning to their own work. The course was led by Paul England, of The England Partnership with support from Wessex Voices, Healthwatch Isle of Wight and other external subject experts.

Key learning from the Programme

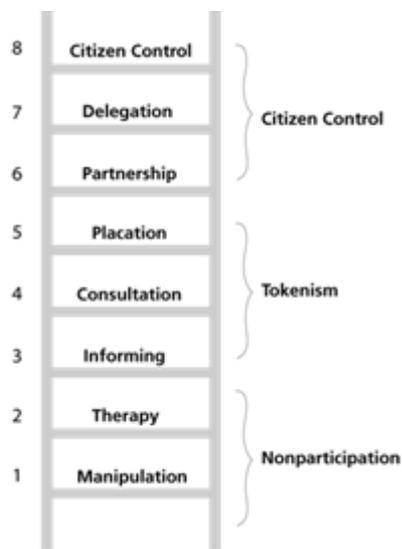
Participants shared the following key learnings at the event:

- The importance of engagement with a broad section of the population if we are to give the patients and the public a meaningful voice.
- The importance that the patient/public voice is heard and is integral to the design and development of a truly co-produced person-centred pathway.
- Good patient/public engagement is very often a long process. There are rarely 'light-bulb moments' but it is important to bring them all along the way for a truly co-produced outcome.
- Engagement should be the golden thread through everything that we do, not a static piece of work.

- Engagement should be adapted to fit the relevant audience, not the organisation, for it be to accessible and meaningful.
- Simply have a conversation, develop rapport, make the engagement experience about the person and give value to their voice.
- Don't be confined by deadlines. Engagement is always possible but it can take time and energy.
- Don't be deflated if at first you don't succeed, reflect and adapt.

They highlighted some of the key models reflected on as part of the programme:

Arnstein's Ladder of Participation

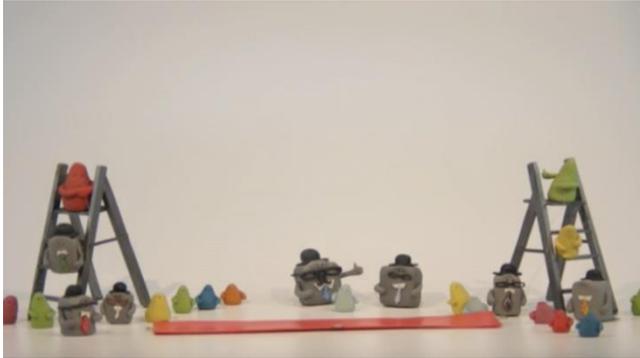


We are aiming far more ambitiously than just consulting. This takes a big shift in thinking and culture.

Yukl's Framework of Leadership Behaviours



Do we spend enough time paying attention to each of these 4 areas? Especially the external networking!

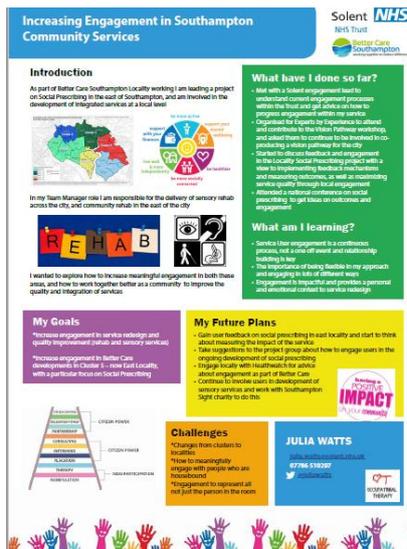


Co-production means delivering public services in an equal and reciprocal relationship between professionals, people using services, their families and their neighbours (New Economics Foundation).

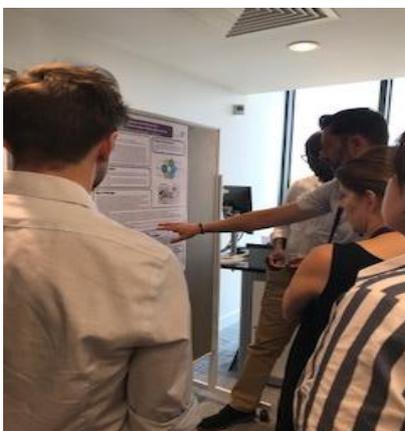
Is this reflected in the Parable of the Blobs and Squares?

The Empowering Engagement Programme projects

As part of the course, participants explored how best they could involve people in:



- the development of Isle of Wight, and Southampton's Primary Care Clusters and community services
- the Isle of Wight's Urgent Care Treatment Centre
- the development of Continuing Health Care and Personal Health Budgets across Hampshire
- personalised commissioning for people with complex learning disabilities
- the out of area mental health placements review
- the development of a 24-hour service Mental Health Crisis service in Portsmouth and South East Hampshire



Each participant produced a poster demonstrating their learning, which they displayed and presented on the day.

These have been published here.

Participants' reflections on the day

I am passionate about PPI ... but recognise we are at the start of the journey ...

... We say we are patient centred but are we? ... The EEP has reprogrammed me to be ...

I have learnt lots from colleagues on the course ...

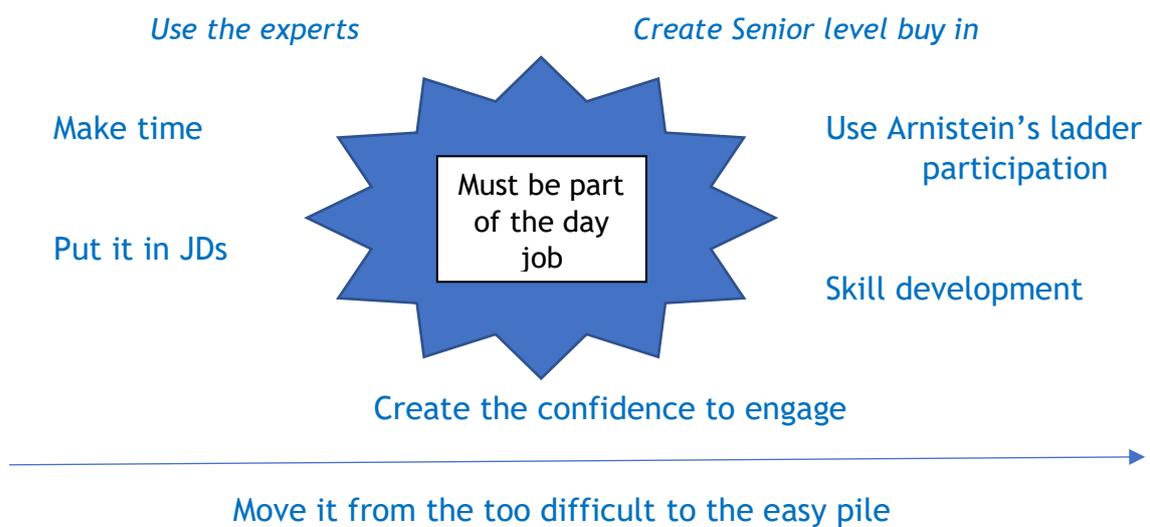
I dreaded the action learning sets. They were really challenging but I got lots out of them ... They created food for thought!

Action Learning sets took you outside your comfort zone and were hard work but really helped share thoughts and identify where to go for support.

How do we create a culture of engagement across Hampshire and the Isle of Wight?

At the showcase we all discussed how to create a culture of engagement:

Make engagement everyone's business



How do we do make this business as usual in and across organisations:



- Meaningful representation at board level that reflects the population
- Ensure that patient engagement comes before finance and the business case in Board papers
- Develop leaders and have objectives about engagement at senior levels
- Challenge senior people when it isn't happening
- Use both a carrot and stick - no engagement / no project
- Embed it in the culture through induction / mandatory training (involve patients/carers or Stimulated Patient Programme) / job descriptions/ competencies
- Role model and champion being person centred

- Empower new staff to be able to do this
- Provide support to reduce the fear of engaging
- Facilitate discussion at formal meetings around engagement
- Service design through problem solving together
- Honesty, reporting and sharing the issues to stimulate engagement
- Accelerating role around patient roles, e.g. interview panels
- Have an expectation around engagement
- Create the buy in by selling the benefits - recognise that engagement is a great use of time
- Plan engagement - it does take time and then...
- Just do it - find the time!

When should we engage:

- At all steps of the commissioning cycle
- Business cycle influence - bring the voices into business design cycle
- KPI's to measure - day to day meetings
- To understand variation in outcomes and experiences of services
- More robust engagement included at evaluation stages

How do we facilitate meaningful engagement:

- Understand that people share the same outcome of wanting better services too
- Create an understanding of what good engagement is, i.e. set of principles
- Make engagement personalised
- Keep It Simple - use clear visuals and fewer words
- Be comfortable with the uncomfortable
- Capturing feedback/ information in a meaningful way
- Invest in building relationships (professional, community and public)
- Close feedback loop - feedback outcomes to those you engaged with
- Consider how to increase diversity of those we are engaging
- Value public time, respect views and input
- Coproduce - led by people themselves
- Be innovative and try things
- Support each other

How do we share good practice:

- PPI/E 'Leads' need to network and support colleagues to achieve the above
- Lead by example - show your engagement passion and act as an ambassador for engagement, especially if you are a leader
- Build in time for reflection
- Hold showcase days
- Celebrate with awards
- Use champions to spread the word

Examples of good engagement from Hampshire and Isle of Wight

Suggested principles of engaging well:

- Active listening
- Create an environment where all can feedback allows for different needs
- Allow enough time
- Plan properly
- Adapt during the engagement process
- Treat everyone as a human being
- Remembering the 'so what'
- What matters to me, not what is the matter with me

Fareham, Gosport, Portsmouth and SE Hants CCG Big Health Conversation

- Transformation programmes - engagement is undertaken in phases. Phase 1 is survey focused and Phase 2 involves focused groups

Healthwatch Portsmouth

- Co-production to develop community research with our volunteers and staff team to find out patients awareness of the new Extended Access Service offered at one particular GP surgery in Portsmouth.

Healthwatch Southampton

Make engagement engaging!

A couple of examples:

- Table tennis with young people as part of engagement exercise about CAMHS
- Using arts and creativity to open discussions around health and wellbeing at the Umbrella Arts Festival and Stand Together exhibition

Southampton Clinical Commissioning Group

- Consult Challenge Group
- Community Ambassadors

Southampton CCG and Southampton Public Health

- Diabetes and heart health workshops in places of worship
- Multi-agency event based around a special meal prepared by the community
- Holding an event outside a supermarket as community members were very diverse and had no one communal contact place but all of them used the supermarket.
- Using language classes at a local college to deliver messages around vaccinations and screening.

Southern Health NHS Foundation Trust

- Developed a working in partnership committee chaired by a carer. The partnership has members of various patient groups, volunteer groups and individuals. They review and comment on a host of issues, including strategies, policies, etc., and report to the Board, with whom it can raise issues
- Unloc - Young persons' social enterprise which works collaboratively to gain feedback and involvement of young people.
- Staff induction booklet includes section on engagement and partnership working. Developed staff toolkit to encourage and support engagement, involvement and partnership working.

- Families and friends group focus on those issues that matter to them as carers
- Commissioned 'Carers Together' to develop and deliver staff training in relation to working with carers.
- Southern Health Portsmouth and South East Hampshire MH Focus groups

Isle of Wight

0 - 19s service

- Engaged with school and parents to get feedback on their experiences of their service. Led to some service changes and better continuity as an outcome.

IOW NHS Trust

- Patient council
- Involvement in service improvement (sit on quality committee and End of Life committee) and they provide links to PPGs across the island

Other examples were given but unfortunately it was not possible to identify which organisations had undertaken them to be able to reference them here.

Conclusion

The Empowering Engagement showcase event was a platform to share much of the learning from the programme and participants' projects, but more than that, to reflect and inspire each other around the opportunity to make meaningful public and patient involvement part of the culture of Hampshire and the Isle of Wight's health and social care system.

We will share the above report with the Sustainability and Transformation Partnership to consider and suggested the recommendations above are acted upon.

We wish our colleagues from the course all the best with their endeavours to influence others to come on this journey with them and to work as part of a community that wants to see this happen. We think they have already made a great start.

For further information contact:

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