

People and Communities Engagement Group

Engagement at Place – Q4

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Overview

- These slides describe our engagement work at Place between January and March 2024 – Quarter 4.
- These reports are also being reviewed and assured by each Place
- We group our engagement work at Place in these areas – as illustrated by the overview slide to follow:
 - Demand management and pressures
 - Infrastructure and relationships
 - Health inequalities and community outreach
 - Primary care and Primary Care Networks (PCNs)
 - Prevention and early intervention
 - Horizon scanning and issues management
 - Service improvement and change
- For each Place, these slides include:
 - An overview slide for each Place
 - Worked examples of Place based engagement work – demonstrating the impact and the difference made for local people and communities
 - A case study - a local example of our engagement work and its impact on services.

Members of the People and Communities Engagement Assurance Group are invited to:

- Review the content of this report and questions welcome.

Demand management and pressures

Getting people to the right place at the right time

- **Behaviour change** – communicating to support demand management
- **Reassurance and Confidence** – outlining the robust health and care system response to winter pressures

Infrastructure and relationships

Building trusted relationships with our people, partners and local communities.

- **Representation** at decision making forums e.g. Healthwatch, VCSE and patient or public partners (someone with lived experience).
- **Working with Healthwatch & VCSE** organisations to reach into communities
- **Supporting our teams** to work with people and communities in the design and delivery of local services.

Health inequalities and community outreach

Building trust and identifying health gaps sooner

- **Understanding our communities and potential barriers** – to access, we need a meaningful, ongoing conversation with communities we serve, in an appropriate way and in places familiar to them.
- **Building relationships, improve trust and increase health literacy** – to reduce the gaps we see amongst our population. We also collate insights, identify emerging themes to influence the way we provide services and ultimately reduce health inequalities.
- **Community led approaches** – by having a more regular presence in our communities e.g. led by our community connectors/champions.

Place-based communication and engagement

Supporting primary care and PCNs

Being receptive to local needs

- **Primary care networks** – supporting primary care networks to hear from their patients and the wider communities they serve.

Prevention and early intervention

For longer, happier lives

- **Living longer and happier** – the NHS long term plan set out our responsibilities to not only treat people, but also prevent them from getting ill in the first place. This activity supports residents to live longer happier lives and allows us to treat avoidable illness early on.

Horizon scanning, issues and crisis management

Preparing, connecting and responding

- **Current issues** – staying aware of current issues to advise on and plan for media or stakeholder interest and management
- **Crisis** – working with senior leaders to manage the comms and engagement elements during issues and crisis management and link between SWL and place during incidents as part of ICB EPRR role
- **ICP Strategy**– Plan to collate and analyse insight from across South West London to influence the development and delivery of the ICS Strategy and its priorities
- **Joint Forward Plan** - forward planning engagement activities.

Service improvement and change

Meeting legal responsibilities

- **Legal duty to involve** – people where services or access to services change from the earliest stages
- **Understanding changes** – making sure that residents, external stakeholders and staff understand what the changes might involve, why we are making them and any potential implications

Croydon engagement assurance report

Quarter 4: January -
March 2024



Demand management and pressures

Getting people to the right place at the right time

- **Behaviour change** – communicating to support demand management
- **Reassurance and Confidence** – outlining the robust health and care system response to winter pressures

Examples of current activity:

Mental health:

- Ethnic Minorities Health Improvement Project
- Health and Wellbeing Space
- Be Well Hubs
- Community hubs

- **Pharmacy campaign**
- **Urgent and emergency care**
- **Virtual wards:** core narrative and staff and patient case studies to explain

Health inequalities and community outreach

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Examples of current activity

Building trusted relationships with our people, partners and local communities.

- **Representation** at decision making forums e.g. Healthwatch, VCSE and patient or public partners (someone with lived experience).
- **Working with Healthwatch & VCSE** organisations to reach into communities
- **Supporting our teams** to work with people and communities in the design and delivery of local services.
- **Croydon People's Panel:** Developing a joint health and care panel by going out into communities for recruitment, rather than those already engaged – drawing on this group of people with lived experience for specific task and finish groups as they arise

Infrastructure and relationships

Building trusted relationships with our people, partners and local communities

Prevention and early intervention

For longer, happier lives

- Working with senior leaders to manage the comms and engagement elements during issues and crisis management and link between SWL and place during incidents as part of ICB EPRR role.
- Staying aware of current issues to advise on and plan for media or stakeholder interest and management

Horizon scanning, issues and crisis management

Preparing, connecting and responding

The NHS long term plan set out our responsibilities to not only treat people, but also prevent them from getting ill in the first place. This activity supports Croydon residents to live longer happier lives and allows us to treat avoidable illness early on

Examples of current activity:

- **Vaccines:** Covid-19, Flu, Polio
- **Cost of living** information and sign posting
- **Dementia Strategy**
- **Frailty Strategy**
- **Healthy weight** – tier 3 for both children and adults

- **ICS Strategy and Joint Forward Plan** – collating feedback from Croydon residents to influence the development and delivery of the ICS Strategy and Joint Forward plan
- Working with system partners and local residents to ensure the investment in **Family hubs** is co-designed to meet local need

Supporting primary care and PCNs

Being receptive to local needs

- **Primary care networks** – supporting primary care networks to hear from their patients and the wider communities they serve.

Examples of current activity:

- **Enhanced access for primary care** following national change in provision – communications and engagement advice and framework development for local PCN engagement
- **Primary care** dashboard

Service improvement and change

Meeting legal responsibilities

- **Legal duty to involve** – people where services or access to services change from the earliest stages
- **Understanding changes** – making sure that residents, external stakeholders and staff understand what the changes might involve, why we are making them and any potential implications

Examples of current activity:

- **Community Diagnostic Centre** planning and development programme
- **Planned new estate facilities**



Croydon: Making Every Contact Count



South West London

Engagement Lead: Jo Austin, Senior Communications and Engagement Lead, Croydon
January-March 2024

Why did you seek the views of local people and or communities?	What activities did you do?	Who did you speak to and why?	What were the key themes that people raised?	What difference has this feedback made?	Are you planning any further engagement work on this programme or a related programme?
<p>NHS England funded a national company called NTAF to organise a Make Every Contact Count (MECC) event for Croydon residents.</p> <p>The aim of the event was to showcase local health and care services to engage with local people and greater understanding and dialogue with communities.</p> <p>One Croydon Alliance partners suggested a collaboration with Croydon BME Forum to advise on how best to appeal to local communities experiencing health inequalities.</p>	<p>The event was opened by the Mayor of Croydon and showcased 34 local health and care services. This included dance sessions from R&B Soul Stepping and Beeja’s Bollywood dancing class as well as exercises with Age UK Croydon’s seated exercise class. Following a free taster of the activities on offer in the borough, residents were able to enjoy a nutritious lunch organised by a local caterer.</p> <p>We also had a team of vaccinators at the event who were able to offer vaccinations for Covid-19 for eligible cohorts as well as answering questions about people’s worried and concerns about vaccinations.</p> <p>Diabetes, blood pressure and weight management projects also attended to give health checks and general wellbeing advice.</p>	<p>Around 200 local people participated on the day.</p> <p>Our intention was to open a dialogue with local communities outside of clinical settings to help us to understand what is most important to them and to build trust in the local community.</p>	<p>Many who attended event commented that they were unaware of the range of local services and activities and appreciated the opportunity to find out more about how to take care of themselves.</p> <p>Residents told us that they welcomed the chance to have taster sessions of the activities on offer and that they would be less nervous about attending classes following the event.</p> <p>One resident told us that they were leaving the event with a new sense of hope about the future having discovered more about the support on offer for them and their family.</p>	<p>We have made connections with new communities and community projects.</p> <p>The local community is engaged in health and care initiatives that they had not been before.</p> <p>We learned that there is an appetite for this kind of event and that these will be well attended.</p> <p>We heard feedback from local residents about how to build on the event and how to publicise in future to reach even more people.</p> <p>Community organisations told us that it was really helpful for them to have the opportunity to network and find out more about support on offer for people they work with.</p>	<p>While we don’t have an immediate plans to hold an event like this, we heard from local people that they would like this to be a regular event and we are exploring the option to hold further events.</p> <p>Watch a film about this event, including a list of partners who participated:</p>



Croydon: Self care with the Welderlies

Engagement Lead:
January-March 2024

Jo Austin, Senior Communications and Engagement Lead, Croydon

Why did you seek the views of local people and or communities?

What activities did you do?

Who did you speak to and why?

What were the key themes that people raised?

What difference has this feedback made?

Are you planning any further engagement work on this programme or a related programme?

Croydon Health Services' Chief Executive attended one of our winter events organised by an active citizen who runs a group for older people offering a range of activities. While we were there, the older people told us that they felt that clinicians didn't always have enough time to give them general advice about staying well as they aged. They told us that they wanted to take more responsibility for self care and wanted to know more about modern ways of being proactive in looking after themselves.

To start to address this, we offered to host an event in the café at Croydon University Hospital on Shrove Tuesday.

The event was attended by 47 members of the local community as well as Dr Chris Bell, Consultant in General and Geriatric Medicine and Deputy Medical Director and Dr Alan Earnshaw, Consultant in Geriatric Medicine and General Internal Medicine and Clinical Director for Integrated Community, Older people and Rehabilitation and Specialist services.

The two doctors led a Q&A session which also included introductions to the work of the engagement team at the ICB and the patient experience team at CHS so that people attending could find out more about how they could get involved in improving local services.

At the end of the session, everyone rolled up their sleeves for a pancake flipping race.

We spoke with just under fifty local residents to find out more about barriers to self care and how they experience modern healthcare. Many attendees came from countries with very different medical traditions.

Patients told us that:

- They felt ignored as they got older, that they didn't get the same attention as younger people.
- They would like longer waiting times especially for complex issues.
- They would like consultants to consider the whole person and appreciate that health concerns can become complex
- Some told us that they had difficulties using technology and that they didn't like to use the internet for personal information.
- Some asked general medical questions such as 'can vitamins help to prevent arthritis?'
- One resident told us she had been round the houses trying to get help for a neighbour who was old and confused.
- "we have a much bigger population now, but the number of hospital beds has stayed the same."

One of the talking points was that people felt that sessions like this was good for their mental and physical health. They told us that keeping active, getting out of the house and staying connected with others made them feel more resilient.

Some residents signed up to help the PALs team to develop a navigation tool to help people find their way around the hospital.

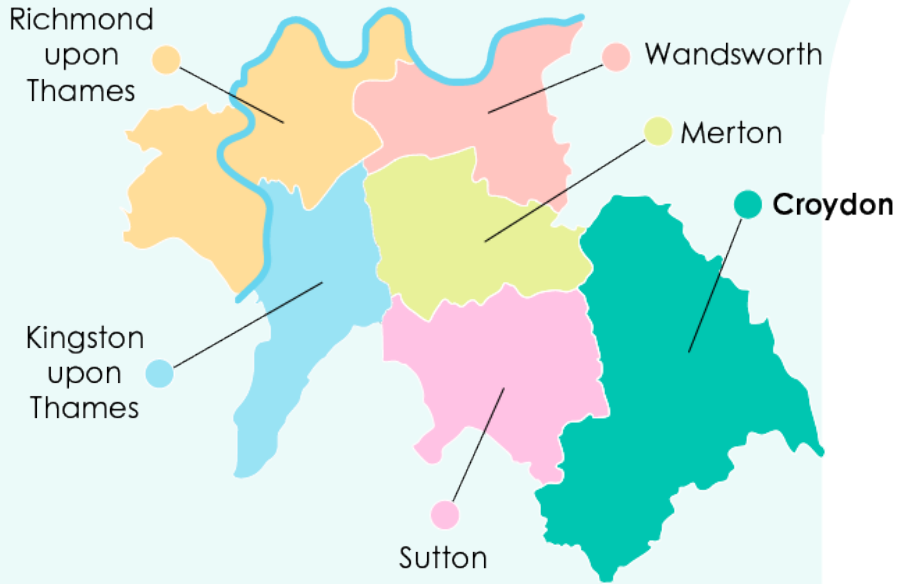
Some residents said they felt more open to exploring technology such as virtual wards than they had been before the session.

We heard from one resident "this has been a very informative meeting, a great team. Congratulations, thanks for caring for us."

We are planning a further session in the summer to talk about coping with heat. It is our intention to keep running these sessions on a regular basis.

[Watch our film to find out more about coping with heat](#)

Talk 2 a Brother podcast



Proud to be working together to create healthier communities

Partners involved:

Talk 2 a Brother

South West London ICB

Find out more

Learn more about our work and get involved at www.southwestlondon.icb.nhs.uk

How we're making a difference

To help us reach the male community living in Croydon, NHS South West London worked with a local grassroots groups to organise a podcast about issues impacting men's health. As part of the NHS winter engagement fund, which awarded small grants to community organisations to people to run events to raise awareness of local community health services, preventing ill health and vaccinations.

The panel was joined by Dr Dev Malhotra (GP at Brigstock Medical Centre and Mental Health Lead for NHS Croydon) and Rasheed Giwa (Programme Director for the Ethnicity and Mental Health Inclusion Project) who talked about men's mental health issues as well as key NHS messages around staying well in winter.

[Watch the podcast on YouTube](#)



South West London



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“I was heartened by the open and honest discussions amongst the participants for their support for one another. The discussions were non-judgemental, relevant and appropriate for what traditionally has been a challenging area, due to historic stigma.”
Dr Dev Malhotra

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Winter Engagement Fund 2023/24 – insight and learnings

Communications and Engagement Team, NHS South West London
June 2024

South West London: Winter engagement fund



January – March 2024

South West London

Why did you seek the views of local people and or communities?

To help people stay healthy and well this winter and to ease winter pressures.

- Building relationships with groups we already know and with groups we have not worked with before - providing inroads to other communities
- Gather insight to share with programme/operational leads and inform our communications and feed into future engagement.
- Raise awareness of key NHS messages including utilising local pharmacies and the NHS App to help ease operational pressures
- Raise awareness of how to stay safe and well over the winter period; signposting to local support including mental health programmes
- Raise awareness of immunisations, how to access them and address any concerns or questions.

What activities did you do?

Grants of up to £500 were available to local organisations and groups for activities and events which support their community to stay healthy and well.

We worked closely with Croydon Voluntary Action (CVA) who managed the grants process on behalf the SWL Voluntary, Community and Social Enterprise (VCSE) Alliance.

90 organisations/groups were awarded grants with activities taking place between December 2023 – February 2024. These included

- Yoga
- Mindfulness
- Line dancing
- Financial awareness session
- Sports activities
- Sessions on mental health
- Focus groups
- Christmas events
- Cooking, sessions with food shops and food banks
- Coffee mornings

Some used the funding to enhance their usual activities and include a focus on health and wellbeing.

Who did you speak to and why?

To reach communities in our Core20+5 areas. Target audiences included families and parents of children under 12, groups over 65 years and those from at risk populations.

- As a result of the WEF, we engaged with over 7000 people across SWL from over 80 different ethnic backgrounds.
- 43% of the groups who received a grant hadn't worked with NHS SWL before.
- 37% of groups funded engaged with parents of children under 12.
- 68% engaged with individuals over the age of 65.
- We received requests for leaflets to be translated into Gujarati, Urdu, Polish, Ukrainian, Arabic, Tamil, Somali, Portuguese, French and Romanian.

What were the key themes that people raised?

Not always aware of the services available in pharmacies & unsure of pharmacists' qualifications. Prefer to see their GP and felt pharmacists often referred back to their practice anyway.

Continued mistrust about vaccinations for some communities. Others want more information about other vaccinations e.g. shingles and pneumonia.

Difficulties getting an in-person GP appointment and long waiting times.

Waiting time for mental health support and services puts people off using services. Unclear where to go for help and negative previous experiences.

Lack of digital skills and owning a smart devices stop people using the NHS app. Older people concerned that increase in technology means they may not be able to access services.

Impact of cost of living on making healthy lifestyle choices.

What difference has this feedback made?

Residents engaged in WEF activities reported that they now would...

- Get a vaccination
- Access mental health services
- Download NHS app
- They would share information with their family or friends
- Felt more confident to use local services
- Use the NHS 111 service if needed
- Find out more information about mental health services
- Visit a community pharmacy for advice or support
- Feel better informed about where to get help during strikes and over the festive period.

Are you planning any further engagement work on this programme or a related programme?

An insight and learning report has been completed and we are already using the learning to inform an MMR grants programme to launch after the election.

We will also use the learning to improve our approaches to winter engagement and working with the VCSE in SWL.