Effective Engagement with Bracknell and Ascot CCG

Ally Green
1. Health Connect
2. Patient Opinion
3. HealthMakers
4. Collaborative Care for Older Citizens
Using technology to strengthen engagement
The challenge we are facing

• If we want the NHS to survive it needs a public mandate for change.
• Existing approach is patchy and uncoordinated.
• We often make it difficult for people to engage with us.

“DOING NOTHING IS NOT AN OPTION – THE NHS CANNOT MEET FUTURE CHALLENGES WITHOUT CHANGE.”
Person-centred participation

• Individual chooses WHAT to participate in and HOW they want to take part
• Can opt to get involved at early stages
• CCG informs and engages according to an individual’s preferences
• No ‘spam’!

Health Connect

...together
A valuable tool

• Much more than just another ‘Survey Monkey’
• Analyse any response against any demographic data e.g. age, gender, ethnicity
• Capture qualitative data from face-to-face events
• Automatically links to social media to widen our reach
• Improves our communications with people who have registered an interest.
Accessible - Reaches people who may not normally participate

- Reaching people that work, young people, parents, carers and others that don’t like find face-to-face engagement or find it difficult.
- Evidence shows membership across a wide age range.

Health Connect

your health
your voice
...together

Bracknell and Ascot Clinical Commissioning Group
NHS Strategy documents or care pathways

• ‘Structured documents’ used for complex or longer documents such as strategies:
  • Easily comment on long documents by breaking it down into sections
  • Survey questions can be placed at key points
  • Comment can be made at key points
  • Feedback can be targeted to the section of the document that is of interest without commenting further.
  • More feedback received (strategy docs not easy to get feedback).
Surveys

- Most popular method
- High response rate
- Easy to report
- Summary reports at any point in the process, not just at the end

Health Connect

your health your voice... together
Qualitative feedback

• Identify themes from workshop discussions
• Identify themes in survey responses
• Provides evidence of trends in qualitative data
Mapping

- Visually shows participation across a CCG or bigger area
- Identifies any ‘gaps’ in engagement
Engaging new and existing members

• Write to members of Berkshire Health Network

• Invitation to first ‘test’ survey – PPGs, CPF, Healthwatch, WAM Involve, practices, staff and GB members.

• Leaflets and posters

• Develop newsletter to summarise activity on quarterly basis

• Promote ‘Health Connect’ on our social media sites, email footers, public events, posters, intranet, partner organisations, local councils etc.
Benefits

• Strengthens our engagement and broadens our reach.
• Demonstrates more clearly what we have done.
• ‘You said…..we did’ approach.
• Builds body of evidence of engagement.
• Can support PPGs engaging at practice level.
• Consistent with Thames Valley CCGs to support engagement on issues crossing borders.
Next steps

• Views welcome on leaflet
• Look out for invitation to first survey
• Feedback any comments about registration and completing survey
• Help to raise awareness with leaflets and poster
• Consider how Health Connect could support your engagement with practice patients.
Trip adviser for patients

- Leaving feedback about your experience can help others
- If there was a problem with your care, leaving feedback triggers a response
- If one patient receives poor experience but others don’t it could be a one-off
- If several patients experience the same thing, this may indicate a problem with the system
- If experience is gathered in one place, themes can be tracked
Find on the Bracknell and Ascot CCG website in the ‘Getting Involved’ section.
HealthMakers

Join a community of patients making a real difference

www.bracknellandascotccg.nhs.uk
What is HealthMakers?

HealthMakers will help to create strong communities using their own experience to support improvements in health and wellbeing in Bracknell Forest and Ascot area. They will complement the work of health care professionals.

This pilot is focussing on these three conditions:
• Diabetes
• Chronic Bronchitis
• Arthritis
Why HealthMakers?

HealthMakers will be the health and wellbeing equivalent of the Olympics' ‘Games Makers’.

Volunteers will be recruited, trained and motivated to be ambassadors for health in a variety of roles.

Volunteers will be offered training in leadership, facilitation and self management depending on their role as:

- Advocates
- Experts by Experience
- Contributors
- Listeners
The training offered to HealthMakers:

Self-Management and Facilitation –

- Enables patients to understand their condition and the benefits of good self management to improve quality of life.
- Facilitation skills for delivering self management training in pairs (lay/clinician)

HealthMaker Leadership –

- Developing leadership skills - using personal experience to effectively influence decisions about local health services.
What will HealthMakers gain?

Self Management Facilitators

• Acquire knowledge, skills and attitudes for good health and wellbeing in their condition
• Listening skills and ability to learn from others
• To inspire and be inspired.
• Create and participate in strong local networks / groups around their condition and train others to do so
• Make a strong and local difference and improve health outcomes for others.
• Reduce the need for medication and hospital admissions.
• Evidence of team building/counselling and leadership for their CVs.
• Certificates will be provided which can be used to support continued professional development
What will HealthMakers gain?

HealthMaker Leaders

- An opportunity to influence health services and improve patient care.
- An opportunity to develop confidence and skills.
- Involvement in developing and improving the HealthMakers Programme.
- Meeting and working alongside others who are also keen to make a difference.
- An opportunity to raise the patient voice within the Clinical Commissioning Group.
- Evidence of leadership for their CVs.
- Developing/refreshing knowledge and skills that will mean we have more empowered patients.
So Far:
• Bracknell Open Learning Centre as the HealthMakers’ base.
• Recruitment via practices, events, Healthwatch and CCG.
• Group interviews for self-management facilitation training.
• Self Management Facilitation Training.

Next Steps:
• Interviewing young HealthMakers at Bracknell and Wokingham College
• Complete Self-Management Facilitation
• Deliver HealthMaker Leadership training
• Recruit HealthMakers for roll out of Self Management training
• Evaluation of pilot and development of business case for further roll out.
Long-Term Aims

NHS England have expressed a strong interest in HealthMakers.

The long term aim is that each cluster (Ascot, North Bracknell and South Bracknell) have HealthMakers at all levels to deliver training, peer support.

Improved health outcomes and fewer hospital admissions, A&E attendances and visits to GP.

Improved relationships between patients and healthcare professionals.

Improved engagement with the community.
HealthMakers Roadshow

17 February
11am – 12.30pm
Room 7, Times Square

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Collaborative Care for Older Citizens
Background

• Demographics are changing:
  • Increasing life expectancy
  • Increasing number of people living with one or more long term condition
  • Increasing opportunities for delivering care differently
• New Foundation Trust and opportunities to improve care.
• Care of older people is the first area to focus on.
• Organisations:
  • Bracknell and Ascot CCG, Slough CCG. Windsor, Ascot and Maidenhead CCG, Chiltern CCG
  • Bracknell Forest Council, Royal Borough of Windsor and Maidenhead, Slough Borough Council, Buckinghamshire County Council
  • Frimley Health FT, Berkshire Health FT
The model of care

- Three workshops being planned starting end of March
- Patient and carer involvement being sought.
- Different approaches to consider
Engaging patients, carers, public

- Establish a patient and carer reference group to work alongside the project
  - Three workshops to feed into the clinical workshops
- Engage existing Older People Forums
  - Briefing provided and feedback gathered from each
- Seek wider engagement through Health Connect
  - Wide invitation to final event in June