

SOCIAL CARE AND HEALTH OVERVIEW AND SCRUTINY COMMITTEE

Agenda item:

DATE: 15th September 2016

Presented by Noreen Dowd, Turnaround Director.

Public Engagement and Consultation Process – Outline

Executive Summary:

This report provides an overview of the approach NHS Walsall Clinical Commissioning Group will take for Public, Patient and Stakeholder engagement and consultation when undertaking any transformation and reconfiguration of local health services, and seeks to provide assurance to the Committee.

The Committee is asked to support the approach to Public, Patient and stakeholder Engagement.

Reason for scrutiny:

The Committee is asked to support the approach NHS Walsall CCG is taking to Public, Patient and stakeholder engagement and consultation when undertaking any transformation and reconfiguration of local health services

Recommendations:

The Committee support the approach to Public, Patient and stakeholder engagement and consultation.

Public Engagement and Consultation Process – Outline

1. Introduction

NHS Walsall Clinical Commissioning Group (CCG) is currently facing a significant financial challenge with a projected financial gap in the order of £22m this year.

With an ever increasing demand for services, the CCG needs to consider local needs yet balance this with the money available.

Without making savings now, funding will not be available for the future transformation of services. The CCG is looking at how it can be innovative, more productive and ensure services are still of the highest quality. Certain areas are being reviewed as part of an overall NHS programme known as QIPP – quality, innovation, productivity and prevention – which is all about making sure that each pound spent brings maximum benefit and quality of care to patients.

Key QIPP delivery themes

The areas the CCG will be looking at will be as follows:

1. Reducing the demand for Acute services
2. Achieving better value from Primary Care, Mental Health & Community contracts
3. Disinvesting from services with poor outcomes and low value
4. Driving greater prescribing efficiency & waste reduction

5. Tightening control on use of budgets

Although some efficiencies will be achieved through working differently, there are not enough funds available to continue to buy all the services that are currently provided in the same way.

The CCG needs to find ways of reducing costs in some areas to be able to protect other essential services that are currently commissioned and some difficult choices will need to be made.

2. Purpose

NHS Walsall CCG is committed to involving and informing local people, patients, public and stakeholders when redesigning or reconfiguring healthcare services and demonstrate how this has informed the decision- making process.

It is also legally obliged to inform and engage local people, patients, public and stakeholders in line with the NHS Constitution and the Health and Social Care Act 2012.

The engagement and consultation process involves:

- Seeking opinions on options before decisions are reached
- Seeking to increase the involvement of patients, local people, communities and voluntary sector in important decisions which impact on them.
- Listening to, and learning from local people and communities

This paper seeks to provide assurance on the approach NHS Walsall CCG will take for public and patient engagement and consultation process when undertaking services changes and reconfigurations of health services.

Once approval to the approach has been received from the Health Overview and Scrutiny Committee a separate more detailed public engagement plan will be developed jointly with the *NHS Walsall Patient Advisory Group and shared with the Committee.

*The NHS Walsall Patient Advisory Group is made up representatives from Healthwatch Walsall, Health Overview and Scrutiny Committee, Walsall Disability Forum, GP practice patient representatives, Walsall Borough Council children's services, Aaina Women's Group, other voluntary and charity sector representatives and the CCG Lay Representative.

3. Approach

We are seeking to avoid the proposed QIPP projects having a significant impact on any particular groups of patients, but where a QIPP project involves the potential redesign of a service or pathway, NHS Walsall CCG will engage fully with local people and stakeholders.

The CCG Communications and Engagement Strategy 2016 -2019 outlines how the CCG will communicate and engage with people and organisations. Any communications and engagement activity will adhere to the following principles:

- Accessible and inclusive, to all people in our community.
- Clear and professional, demonstrating pride and credibility.
- Targeted, to ensure people are getting the information they need.
- Open, honest and transparent.
- Accurate, fair and balanced.
- Timely and relevant.
- Sustainable, to ensure on-going mutually beneficial relationships.
- Two-way, we won't just talk, we'll listen.
- Cost effective, always demonstrating value for money

3.1 Aim

The CCG will demonstrate this by undertaking a range of techniques such as face-to-face public meetings, events, and by producing a suite of literature which includes online and face to face questionnaires to ensure that the process is as inclusive as possible and that all public, patients and stakeholders have the ability to fully participate. This range of techniques will recognise the different ways in which various stakeholder groups might choose to participate allowing for differing levels of engagement or interest reflected in the stakeholder analysis.

The aim of the public and patient engagement will be as follows;

- To understand the response of stakeholder, public and patients to the case for change
- To inform stakeholders about how proposals have been developed
- Ensure that a diverse range of voices are heard
- To run a process which maximises community support and minimises the risk of legal challenge
- Ensure the involvement of public, patients and carers in decisions relating to their care and the commissioning or redesign of local NHS services,
- Seek feedback on proposals

3.2 Stakeholder analysis

In order to ensure that the engagement process captures the views and feedback of a range of people, the CCG will undertake a comprehensive stakeholder mapping exercise to identify key stakeholders and the means of engaging with them. The CCG Patient Advisory Group, Governing Body and Commissioning Committee will be involved in this exercise.

Stakeholders will be mapped so that their ability to affect, or be affected by the 'Case for Change', or their level of interest in it can be assessed in order to meet their expectations for communications and engagement.

As an example, the stakeholder mapping exercise will include the following:

Staff and Clinical engagement: GPs and providers, unions and those working in social care and mental health and other parts of the health service, medical committees such as the LPC, LMC, LOC, LOD, frontline staff such as consultants, nurses, administration and clerical staff etc.

Partnership engagement: Civic leaders, local Councillors, MPs, Mayor, professional bodies, health and social care providers,

Stakeholder engagement: Third/voluntary/community and independent sectors. HOSC, HWBs, local Councillors and Cabinet Members, emergency services, Walsall Healthwatch, NHS England Area Team, Neighbouring CCGs and the Media,

Public and patient engagement: General public, young people, older adults, hard to reach groups that are traditionally difficult to engage with such as people with disabilities, black, minority and other ethnic groups, patients without a GP (e.g. homeless, travellers, and students)

4. Equalities considerations

Walsall has a diverse population made up of many different groups and communities. People have differing health needs which need tailored commissioning, communication and engagement. NHS Walsall CCG is keen to engage the widest-possible community in any engagement exercise and will undertake an equalities impact assessment to ensure that the engagement methodologies do not exclude groups from participating.

The CCG will work closely with voluntary and community sector organisations to ensure that the engagement process reaches those who may not traditionally engage. This will include:

- Raising awareness by distributing information at events via voluntary and community sector networks
- Targeted meetings with representatives from specific groups to seek feedback.
- Focus groups with those most affected by any proposed changes to services

5. Formal Consultation

The CCG will undertake a formal consultation should any significant service changes and reconfiguration be considered. The views and concerns of those affected as well as the wider public and partners, will be consulted upon before a decision is taken.

The approach to a consultation will be in line with the Gunning Principles which set out the legal expectations of what is appropriate consultation and state any consultation will:

- Take place at a time when proposals are still at a formative stage. If involvement is to be meaningful, it should take place typically at an early stage. However, it is often permissible to consult on a preferred option or decision in principle, so long as there is a genuine opportunity for the public to influence the final decision.
- Give the public sufficient information and reasons for any proposal to allow the public to consider and respond.
- Allow adequate time for the public to consider and respond before a final decision is made.
- The product of the public involvement exercise must be conscientiously taken into account in making a final decision.

A specific Engagement and Consultation Plan will be developed to detail the next steps NHS Walsall CCG intends to take to ensure an effective exercise.

The plan will be shaped with advice from the NHS Patient and Stakeholder Advisory group. Should a formal consultation be undertaken it will comprise of the four key phases, which help to give it shape and ensure focus:

5.1 Pre – consultation

There is a need to undertake some engagement activities as part of the pre-consultation process prior to the options assessments. In terms of audiences, NHS Walsall CCG will be aiming to reach a wide range of public, patient and staff groups effectively across the borough. The purpose of this will be to raise awareness for the consultation launch which will prepare patients, public and stakeholders.

Activities will include a briefing to civic leaders and local Councillors, MPs, professional bodies, local political stakeholders as well as engagement with the third/voluntary/community and independent sectors. This period will also be an opportunity to promote a series of public consultation events.

5.2 Consultation – a maximum of 12 weeks

The consultation will last for maximum 12 weeks which will give ample time for stakeholders to engage in the process.

The process will be supported by a range of accessible and clear communications materials produced for a diverse audience.

NHS Walsall CCG will work with the voluntary sector and Healthwatch Walsall to design an inclusive and accessible consultation comprising a range of special events, drop in sessions, meetings with existing groups etc. and a suite of communications materials (digital and printed) will be produced.

5.3 Post-consultation

An understanding of the importance of consultation in the process is central to ensuring stakeholder engagement. However, it is also crucial that stakeholders understand that the outputs from the consultation process are not the only factor at play. In addition to the consultation, information such as the clinical case for change, the health needs assessment and considerations of value for money are also factors in any final decision.

All engagement will be captured on a contact report so Healthwatch Walsall can continually engage with the process.

The outcome of a formal consultation will be reported to the NHS Walsall CCG Governing Body in public, together with the feedback received, and the CCG will demonstrate how this has been taken into account in any recommendations and decision making.

The CCG will consider an independent evaluation of the consultation and engagement feedback.

6. Next Steps

- A detailed engagement and consultation plan will be shared with the Committee at the next meeting *27th October*
- An update on the engagement process will be shared with the Committee at the meeting *29th November*
- The outcome of the engagement process will be presented to the Committee *19th January 2017*

Appendix one

Consultation core materials

To ensure wide access and to help people to engage with the consultation, a number of channels will be made available and a number of materials will be produced. These include:

A full consultation document containing a questionnaire about the proposals will be the cornerstone of the consultation process. It will help NHS Walsall CCG to describe the context, make the case for change based upon the needs and wishes that patients have expressed, set out the options clearly, show how they were developed and the impact of each (cost/convenience/accessibility), and detail how people can get involved. A questionnaire will also be included as a key route for feedback. The consultation plan will be Equalities Impact Assessed.

Other materials include:

- Easy-read information booklet and easy read questionnaire
- Consultation materials in accessible formats, on request:
 - i. Documents in languages other than English
 - ii. Braille documents
 - iii. Spoken word recordings
- Advertising materials for wider distribution
- Website
- An online questionnaire which allows users to respond to the consultation questions

All material will be produced with input from the CCG Patient Advisory Group and the Patient Liaison Group which is made up of GP practice patient representatives.

Consultation channels by which consultees will be able to feedback:

- Online, via website and email address
- Telephone facilitated feedback, offering help to capture information
- Written feedback via the post
- In person at events

NHS Walsall CCG is not currently planning to use feedback posted informally using social media sites such as Facebook and Twitter within the formal consultation feedback, however this will be informally monitored and those using these channels to express views will be encouraged to feedback more formally using the channels outlined above.