

Working with patients and communities in Shropshire and Telford & Wrekin to shape the future of the NHS



Background

On 8 August, Shropshire Clinical Commissioning Group, Telford and Wrekin Clinical Commissioning Group, Shropshire Community Health NHS Trust, The Shrewsbury and Telford Hospital NHS Trust and the NHS England Area Team for Shropshire and Staffordshire attended to the Joint Health Overview and Scrutiny Committee for Shropshire and Telford & Wrekin to set out the need for a far-reaching debate with patients, communities and partner organisations to shape the future of the NHS.

This is because the NHS needs to be able to deal with challenges ahead, such as an ageing population, a rise in the number of people with long-term conditions, lifestyle risk factors in the young and greater public expectations. Combined with rising costs and constrained financial resources, these trends threaten the long-term sustainability of the health service.

Without changes to how services are delivered, a high-quality, yet free at the point of use health service will not be available to future generations. Not only will the NHS become financially unsustainable, the safety and quality of patient care will decline.

The presentation set out the aspiration to engage communities in defining the issues and problems we face, developing solutions together and agreeing the way forward. It outlined how the first phase of this work will take place as part of the Call to Action debate taking place across England.

CCG Approach to the Call To Action

Since the Joint HOSC meeting on 8 August, Shropshire CCG and Telford & Wrekin CCG have launched the Call To Action debate locally, with presentations being made to the respective CCG Boards.

This focuses on three questions:

- What do you think are the main challenges and opportunities for the NHS over the next 5 years?
- What is most important to you and why?
- What might be some options for change?

It is intended to run Call To Action until mid November in order to allow views to be fed into the development of CCG 3 – 5 year commissioning plans.



Shropshire CCG and Telford and Wrekin CCG are currently working up the detailed plans of the Call To Action engagement process. The CCGs have agreed to undertake Call To Action jointly, recognising the number of shared providers within the local health economy, and the level of shared experience of NHS services by our respective local populations. The proposed approach is three-fold:

- 1) There is an immediate need to introduce the call to action initiative to our local populations, which will explain the challenges the NHS is facing, to stimulate interest and debate, and to then signpost local people to how and where they can feed their views into the process.

In order to “spread the word” about Call To Action, we are proposing that senior clinicians and officers from the CCGs undertake a series of face to face presentations to key strategic local groups and stakeholder groups across the county, to introduce the need for Call To Action and to signpost how they can get their experiences and views fed into the process. We would also look to enlist these groups and organisations support, by asking them to use their own networks to spread the word beyond their immediate organisational boundaries.

The list below provides an indication of those groups and organisations we have identified to date. To support the delivery of these presentations the CCGs have developed a communication pack to be used by NHS representatives undertaking engagement activity on Call to Action which is attached as Appendix 1 for information.

- Respective CCG Patient Engagement Committees: Shropshire CCG Patient and Public Engagement Committee and Telford and Wrekin Roundtable
- Health and Wellbeing Boards
- CCG Staff briefings
- Healthwatch
- Shropshire CCG Locality Committees
- Telford and Wrekin GP Forum/ Practice Managers Forum
- Shropshire Council
- Telford and Wrekin Council
- Community and Voluntary Sector (CVS) Shropshire – CVS Assembly, Telford and Wrekin – CVS Chief Officers Group
- GP awareness/professional development sessions
- Shropshire and Telford and Wrekin Youth Parliaments
- Telford and Wrekin Senior Citizens Forum
- Shropshire CCG and Telford and Wrekin CCG Patient Participation Group (PPG) Network
- Shropshire Partners in Care and Telford and Wrekin Carers Partnership Board/Cares support Groups
- Shropshire Patients Group

The CCGs would welcome comments and suggestions from the Joint Health Overview and Scrutiny Committee on the content of the both the presentation attached as Appendix 1, and the list above.

In addition to the face to face meetings, we want to capitalise on the links the CCGs have to a large number of patient support groups developed across the health sector, as well as their own engagement structures and partnerships. In order to ensure that we provide as much exposure to Call To Action as we can, we propose to contact these groups directly, to cascade information about Call To Action and how they can feed their views in, with the offer of a face to face meeting where that can be facilitated within the timescales.

Call To Action is not just about prompting a debate with patients and the public. It is also about ensuring that health professionals also have an opportunity to debate and discuss the challenges and put forward potential solutions. As part of the Call To Action process, providers of NHS services are being asked to engage with their staff to understand the challenges and opportunities within, and between health services so that they can deliver the best quality and outcomes of care for patients and communities within available resources. The CCGs are also considering how best to solicit health professional views directly from all health sectors and the most effective mechanisms for capturing this information.

- 2) It will be important to create effective mechanisms for capturing feedback, suggestions, questions as part of the Call To Action debate, that patients and the public will use to feed into, and that the CCGs can signpost to. The CCGs are considering the use of web based feedback forms and online surveys, as well as the more traditional central postal address for information to be captured and then collated. We also recognise that social media is a more popular and immediate mechanism for engagement, particularly with children and younger people, and we will be considering how we can deploy this to reach specific audiences.
- 3) Finally the CCGs propose to hold one large event towards the end of the Call To Action engagement process to give an opportunity for patients, carers, members of the public, third sector organisations, NHS staff from across the whole county to attend, to discuss and debate the challenges presented in a more interactive way. The event details are being developed at the moment, but we anticipate that "hold the date" communications will be released shortly, once venue and dates have been agreed.

The CCGs intend to establish a rolling media plan to support the outlined engagement plan above, which will include both proactive media opportunities and reactive issues, which will be implemented on a week by week basis. We will ensure that through this plan, all opportunities to take part in Call To Action are promoted using local newspapers and radio.

What will the feedback be used for?

CCGs will use the feedback collated from Call To Action engagement process, alongside their wider involvement and engagement with patients and communities, to:

- inform the development of CCG commissioning plans across all NHS services for the next three to five years;
- form the foundations for the work over the next six to nine months to agree the best model of care for excellent and sustainable acute and community hospitals, that best meets the needs of our urban and our rural communities.

What happens next?

The Call To Action engagement process is taking place during September, October and early November.

The next steps are currently anticipated to include:

- Autumn 2013: Use our Call To Action programme to engage with patients, communities, health and care staff and partner organisations
- Autumn/Winter 2013: Debate and share the opportunities and challenges for NHS services in the county, capturing feedback, experiences and potential solutions.

- By February 2014: CCGs will publish 5 year commissioning plans, informed by the feedback from the Call to Action. Identifying tangible options for safe and sustainable acute and community hospitals.
- By Summer 2014: Agreeing the way forward to secure the best acute and community hospital health services now and for future generations.