

Communication & Engagement plan

1. Project Title: End of life Single Point of Access

2. Project Lead: Sarah Follon

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3. Complete Equality Impact Assessment

(for support with this contact Sharon Moore Sharon.Moore@wsybcusu.nhs.uk)

4. This project is: citywide

5. Describe your project

a. Describe the engagement (what are you changing and why?)

End of life care is about caring for people who have an advanced, progressive and incurable illness so they can live as well as possible until they die. It is about providing support that meets the needs of both the person who is dying and the people close to them.

In 2013 a survey was carried out to get the thoughts of patients, relatives and staff about health and care services for people at the end of their life. The survey found that people struggled to get medical support in the evenings and at weekends, and that it can be difficult to know who to contact when extra support is needed.

We are looking at setting up a brand new free telephone service, exclusively for patients in the last years of life and their relatives to use. The aim of the service would be to improve the care of patients and their relatives and support people in their own home. The service would be available 24 hours per day, 7 days a week, 365 days per year. If a patient or their relative has any concerns or questions about their condition they can call the telephone line at any time of the day or night. Our plan is that the service will be provided by experienced nurses who can give telephone advice, organise for patients to be visited by healthcare professionals, arrange additional support for patients in their own home, and provide information about other services available.

b. Outline the aim of the project

To develop a 24 hour telephone service for people in the last years of life and their families.

c. Outline the objectives of the project

- Understand the experience of patients and carers by carrying out a survey and focus groups
- Hold a stakeholder meeting to identify barriers and opportunities
- Recruit one or two patient representatives to support the development of the project
- Hold regular steering group meeting to develop the work

d. Outline expected outcomes from the project

- A 24 hour, seven days a week telephone service for people at the end of their life and their families. The service will be easy to access and will provide the services

needed by patients and families

e. How will you use patient involvement to affect the outcome?

We want patients and carers to be active participants in the development of the service. We will use existing patient experience to develop a patient survey and run focus groups. The survey and focus groups will give us the chance to share our proposals and find out how we can change our plans to make our service meet the needs of our local community. We will feed our findings into a stakeholder meeting to start developing the service. We will also invite patients and carers to the stakeholder event. The engagement work will help us to identify patient representatives who will sit on our steering group and support contracting, procurement and ongoing monitoring.

f. How does the project support LWCCG strategic objectives?

- Strategic Objective 1: Priority Health Goals - To tackle the biggest health challenges in West Leeds, reducing health inequalities.
- Strategic Objective 2: Quality and Safety - To transform care and drive continuous improvement in quality and safety
- Strategic Objective 3: Best use of resources – To use commissioning resources effectively and responsibly

g. How does the project support the NHS Constitution?

- Ensures that patient choice, waiting times and access are maintained and improved where possible;

h. What is the level of service change?

This new service will be used by people at the end of their life and their families across the city. It will build on existing services to provide a more comprehensive and accessible service. It has been assessed at level two.

i. If this is classed as a 'major change' (level 3 or 4) consider the following guidance
n/a

6. Pre-consultation information

a. Have we done something similar before?

b. What learning can you use from previous events/projects?

7. What timescales are you working to?

(include planning implementation, evaluation and feedback)

Complete draft communications and engagement plan	29/8/14
Circulate plan to PAG	3/9/14
Brief scrutiny board (if level 3 or 4)	n/a
Carry out engagement	8/9/14 – 22/9/14
Complete engagement report	26/9/14
Run stakeholder meeting	8/10/14
Take business plan to CCC	?
Procurement process	?
Commencement	?

8. Engaging with your stakeholders
(consider using a stakeholder mapping tool)

a. Who is the change going to affect and how?
This service development will affect people in the last years of their life and the people who care for them. It aims to extend current services so that people can access support more easily in evenings and at weekends.

b. Who will you need to engage with?

To engage with the following...

group	who	how	By who
End of life patients	People who are cared for in hospices	We will provide hospice staff with paper copies of the survey to share with patients	LWCCG engagement team
		We will attend the two hospices in Leeds to hold focus groups.	LWCCG engagement team
		We will share the engagement with members of the CCG patient and public networks	LWCCG
	People who live in care homes	We will contact care homes across Leeds and ask them to share the survey through their existing communication channels	The LWCCG engagement team will email the care homes and ask staff to disseminate the patient survey
		We will share the engagement with members of the CCG patient and public networks	LWCCG
	People visited at home by LCH staff and voluntary organisations	We will share the engagement with LCH staff, Macmillan and Marie Curie who visit patients at home	LWCCG engagement team
	People at end of life in hospitals	We will contact the hospitals in Leeds to organise engagement with end of life patients in hospital and their carers	LWCCG engagement team
	Younger people at end of life (those in their 30's and 40's)	We will contact Macmillan, Marie Curie and Mesmac and ask them to share their the survey specifically with these people	LWCCG engagement team
People at end of life but do not have cancer	We will contact organisations who work with people with other life limiting conditions including: Alzheimers Society, Space two: Breathe, Parkinsons Society, MS Society, Mesmac	LWCCG engagement team	
The above will be supported by:	<ul style="list-style-type: none"> Continuous promotion on CCG's social media channels linking in and encouraging all identified groups/third sector partners to share using their own social media Writing and sharing a standard article for inclusion in any internal bulletins, magazines or websites of all the above identified groups/third sector partners 		
Carers	We will engage with carers, friends and family due to the	We will contact Carers Leeds and ask them to share the	Carers Leeds with material and suggested text

	nature of their relationship with people at the end of their life	engagement documents with its members and also look into the possibility of holding a one-off focus group or attending an existing group	developed by LWCCG communications and engagement team
		We will share the engagement with members of the CCG patient and public networks	LWCCG
		We will share the engagement with bereavement services in Leeds and NHS staff who work with bereavement services.	LWCCG engagement team
To inform the following...			
group	who	how	By who
People with protected characteristics as defined by Equality Act 2010	Black and minority ethnic (BME) communities	We will contact members of our VCF sector network and inform them of the engagement. In response to feedback from the PAG we will directly contact the following organisations: Citizens Advice, Royal British Legion, Leeds Black Elders Society, local mosques and temples.	We will ask our VCF sector colleagues to share details of the engagement with people affected by the change
	Carers		
	Children and young people		
	Older people		
	People with disabilities		
	Users of mental health services		
	Lesbian, gay, bisexual and transgendered people		
	Gypsies and travellers		
	Homeless people		
Underpinning principles for contacting people with protected characteristics	<ul style="list-style-type: none"> All the above will have access to material and suggested text developed by LWCCG communications and engagement team The bulk of the above activity will be done by email and on social media If we are requested to provide documentation in alternative formats we will do so, because of the complex and diverse nature of our communities we will not proactively produce materials in a range of formats from the outset 		
Partners	Leeds City Council (including public health and adult social care)	We will contact LCC with details of the engagement through social media.	LWCCG comms team
	Leeds North and Leeds South and East CCGs	We will contact the CCGs with details of the engagement through social media. We will invite PAG members to comment on the plan at our PAG meeting or virtually	LWCCG comms and engagement team
Political	<ul style="list-style-type: none"> Members of Parliament (MPs) for Leeds Leader of Leeds City Council Councillors (Leeds City Council wards) Overview and Scrutiny Committees Health and Wellbeing Board Local Area Committees 	We will contact LCC with details of the engagement this will be a briefing note that is emailed with a link to the survey	LWCCG comms team
Providers	<ul style="list-style-type: none"> LTHT, LCH and LYPFT Private/independent sector/ community 	We will contact all partners with information for them to disseminate using in-house	LWCCG comms & engagement team

	interest providers incl. Care UK and Local Care Direct <ul style="list-style-type: none"> • GP practices • PRG 	channels such as newsletters, websites and social media	
Media	<ul style="list-style-type: none"> • Local media 	We will send out a press release about the engagement and include the media in Twitter and Facebook activity.	LWCCG comms & engagement team

c. What methods will you use to engage with your stakeholders?

Outline in the action plan at the end of this document

We will use a variety of ways to engage with our stakeholders. This will help us to communicate in ways which are appropriate for our different communities. We will use the following methods to engage:

- A patient survey (this will be available in hard copy and can be filled in online. Alternative formats will be made available on request)
- A focus group at the two hospices in Leeds
- Identify patients to share their patient story
- Invite patients and their families to attend a stakeholder event in October
- Recruit patient representatives to support the steering group

9. What resources do you need for the engagement?

a. What additional staffing do you need?

None

b. If the information is complicated or is targeted at people with learning disabilities have you considered 'easy read' literature?

Alternative formats will be available on request

c. Outline the your budget

n/a

Resource	Cost

10. What are your consultation/engagement questions?

a. What do you want to find out?

We want to understand peoples experience of using end of life services, in particular their experience of care in the evenings and at the weekend. We also want people to share their thought on our plan to develop a 24 hour telephone service for people at the end of their life and their families

b. What questions will you ask?

See attached draft survey

c. How will you pilot the questions to ensure they are suitable?

The question will be shared with clinicians, commissioners and the communications and engagement team. We will take the draft survey to the PAG for comment.

d. How many people do you need to speak to?

We would like to speak with approximately 50 people. This includes patients and their families.

e. How will you demonstrate that you have consulted with a representative sample?

We will do a number of things to demonstrate this:

- We have included an equality and monitoring form on our patient survey and we will share the results of this in the engagement report.
- We will share the engagement with VCF sector services that work with people with protected characteristics
- We will share the survey with people who live across Leeds

11. Results

a. Who will collate the results?

The comms and engagement team

b. Who will analyse the results?

The comms and engagement team

c. Who will write the report?

The comms and engagement team

d. How will you use the feedback – what will you do differently?

We will use the feedback from patients and their carers to shape the SPA service so that it meets the needs of our local community.

12. Feedback and Evaluation

a. How and when will you feedback to your participants?

We will feedback the results of the engagement and the stakeholder meeting at the end of October 2014. The feedback will be in the form of a short report.

b. What will you feedback?

We will outline the engagement process and explain who we engaged with. We will also summarise what people told us and make recommendations based on the feedback we received

c. Will there be ongoing feedback or a follow-up event?

There are no plans for a follow-up event but we are hoping to recruit a patient to sit on the project steering group. We will produce a short update report at the end of the project to outline how what people told us has affected the shape of the service.

d. Have you filled in the PPI events Record log

n/a

Action Plan July 2014 – Oct 2014

	Action	Target audience	Lead	Deadline	Comments/ progress
1.	Recruit patient rep	Patients and the public	Chris Bridle	asap	5 patient identified
2.	Recruit patients and carers to stakeholder meeting in Oct	Patients and the public	Chris Bridle	asap	5 patients recruited
3.	Write communications and engagement plan	Staff Patient reps PAG	Chris Bridle Sarah Follon	26.8.14	
4.	Write patient survey	Patients Carers Wider public	Chris Bridle Sarah Follon	26.8.14	
5.	Send updated plan to the LWCCG PAG and reps from the other PAGS	PAG members	Chris Bridle	26.8.14	3.9.14
6.	Write engagement covering letter	All	Chris Bridle	5.9.14	
7.	Add survey to snap survey	All	Matt	5.9.14	8.9.14
8.	Add engagement onto website	All	Matt	5.9.14	8.9.14
9.	Press release	Media public	Matt	5.9.14	
10.	Social media plan	All identified partners both those who we plan to engage with and those who we will inform Patients and their carers Wider public	Matt	5.9.14	
11.	Email out link PDF of survey and link to online survey	<ul style="list-style-type: none"> • Other CCGs (to share with PAG, practices and networks) (12.9.14) • LWCCG patient network (18.9.14) • LWCCG VCF sector network (10.9.14) • LCH network (17.9.14) • Care homes (18.9.14) • Hospices <ul style="list-style-type: none"> ○ St Gemma's (10.9.14) dropped off 18.9.14 ○ Wheatfields (18.9.14) dropped off 18.9.14 • Older peoples groups (10.9.14) • Healthwatch (18.9.14) • Carers Leeds (9.9.14) 	Chris Bridle	8.9.14	

12.	As a result of PAG feedback contact the following specific organisations	<ul style="list-style-type: none"> • Leeds Palliative Care website (11.9.14) • Macmillan (18.9.14 – tweet) • Marie Curie Yorkshire (18.9.14 – tweet) • Breathe (9.9.14) • Parkinsons Society (9.9.14) • MS Society Yorkshire (10.9.14) • West Yorks MS Therapy Centre (9.9.14) • Royal British Legion (10.9.14) • Mosques <ul style="list-style-type: none"> ○ Makkah Masjid (10.9.14) ○ Leeds Grand Mosque (10.9.14) • Temples - Sikh Gurdwara - Guru Nanak Nishkam Sewak Jatha (10.9.14) • Citizens Advice (10.9.14) • Leeds Black Elders Association (10.9.14) • Mesmac (9.9.14) • Leeds Myeloma Support (10.9.14) • Bereavement services <ul style="list-style-type: none"> ○ Hope (10.9.14) ○ Cruise (10.9.14) 	Chris Bridle	8.9.14	
13.	Mail-out covering letter and paper surveys	LWCCG network members who do not have access to email	Chris Bridle	8.9.14	18.9.14
14.	Add to staff e-bulletins and share content with partners identified in the plan	<ul style="list-style-type: none"> • Staff • Colleagues at partner organisations • Patients and carers (from coverage in partner bulletins) 	Natasha	8.9.14	12.9.14
15.	Organise and run focus group at Carers Leeds	Carers	Chris Bridle	26.9.14	Leeds Carers Morley 16.9.14
16.	Attend carers Leeds training event to promote engagement	Carers	Chris Bridle	26.9.14	16.9.14
17.	Attend Macmillan 'Big Coffee morning'	Patients and carers	Chris Bridle	26.8.14	
18.	Write engagement report	<ul style="list-style-type: none"> • stakeholders 	Chris Bridle Patient rep	1.10.14	
19.	Hold stakeholder meeting	<ul style="list-style-type: none"> • stakeholders 	Sarah Follon	8.10.14	

			Chris Bridle		
20.	Send engagement report to stakeholders	<ul style="list-style-type: none"> All stakeholders People who contributed to the project 	Chris bridge	31.10.14	
21.	Write follow-up report and send to patients	<ul style="list-style-type: none"> People who contributed to the project 	Chris bridge Patient rep	tbc	

Appendix A – Stages of engagement

Definitions of reconfiguration proposals and stages of engagement/consultation			
Definition & examples of potential proposals	Stages of involvement, engagement, consultation		
	Informal Involvement	Engagement	Formal consultation
Major variation or development Major service reconfiguration – changing how/where and when large scale services are delivered. Examples: urgent care, community health centre services, introduction of a new service, arms length/move to CFT			Category 4 Formal consultation required (minimum 12 weeks)
Significant variation or development Change in demand for specific services or modernisation of service. Examples: changing provider of existing services, pathway redesign when the service could be needed by wide range of people		Category 3 Formal mechanisms established to ensure that patients/service users/ carers and the public are engaged in planning and decision making. In most cases this means 12 weeks engagement period	Information & evidence base
Minor change Need for modernisation of service. Examples: Review of Health Visiting and District Nursing (Moving Forward Project), patient diaries	Category 2 More formalised structures in place to ensure that patients/ service users/ carers and patient groups views on the issue and potential solutions are sought	Information & evidence base	
Ongoing development Proposals made as a result of routine patient/service user feedback. Examples: proposal to extend or reduce opening hours	Category 1 Informal discussions with individual patients/ service users/ carers and patient groups on potential need for changes to services and solutions	Information & evidence base	