

# Communication & engagement plan

**1. Project Title: Improving primary care services for people with learning disabilities**

**2. Project Lead: Sue Wilkinson/Karen Newbould**

**Contact details: 0113 843 5482/0113 8435477**

**3. Complete Equality Impact Assessment**

(for support with this contact Sharon Moore

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**4. This project is: NHS Leeds West CCG based**

## 5. Describe your project

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

People with learning disabilities often have more complex health problems and may not always get equal access to healthcare, due in part to communication difficulties. There is evidence that shows people with learning disabilities have asked for better information to ensure that services are more accessible and health inequalities are reduced.

In response to a recent inquiry into premature deaths of people with learning disabilities, the government response set out recommendations highlighting the prevention, early intervention and access to services, acknowledging that these services may need to be delivered differently for people with learning disabilities, to achieve the same outcome

GPs, practice nurses and other healthcare professionals need specialist skills and especially communication training, which could be provided by service users with learning disabilities.

### b. Outline the key aims and objectives of the project

- Raising awareness in primary care of the differing needs of people with learning disabilities
- To improve the health and wellbeing of people with learning disabilities
- To provide a service user led training programme for healthcare professionals – CHANGE were identified after 4 companies were approached to bid to deliver this work for the CCG

### c. Outline expected outcomes from the project

- Improved health and wellbeing for patients with learning disabilities
- Improve the health outcomes for patients with learning disabilities
- Ensure that primary care services will be more accessible for all patients with learning disabilities
- Increase knowledge of all primary care resources available for people with learning disabilities

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

We will ask patients with learning disabilities for their experiences of primary care services which we will use to

- Develop more appropriate primary care resources
- Improve staff awareness of the diverse needs of people with learning disabilities

<ul style="list-style-type: none"> <li>Develop more opportunities to access primary care services for people with learning disabilities</li> </ul>
<p><b>e. How does the project support LWCCG strategic objectives?</b></p> <ul style="list-style-type: none"> <li>Strategic Objective 1: Priority Health Goals - To tackle the biggest health challenges in West Leeds, reducing health inequalities.</li> <li>Strategic Objective 2: Quality and Safety - To transform care and drive continuous improvement in quality and safety</li> </ul>
<p><b>f. How does the project support the NHS Constitution?</b></p> <ul style="list-style-type: none"> <li>Ensures that patient choice, waiting times and access are maintained and improved where possible;</li> <li>Develops more alternatives to hospital appointments.</li> </ul>
<p><b>g. What is the level of service change?</b> This is a relatively small population of people to make aware of the existing services and improve access and has been agreed at a level 2</p>
<p><b>h. If this is classed as a 'major change' (level 3 or 4) consider the following guidance</b></p>

## 6. Pre-consultation information

<p><b>a. Have we done something similar before?</b> Carers and people with learning disabilities were consulted as part of the development of the joint strategic needs assessment.</p>
<p><b>b. What learning can you use from previous events/projects?</b> A city wide audit in 2012/13 highlighted a need for member practices support</p> <ul style="list-style-type: none"> <li>To improve awareness of the needs of the people with a learning disability</li> <li>To improve practice registers, identifying people with a learning disability to ensure that health needs are met appropriately</li> <li>To improve management and access for people with a learning disability</li> </ul> <p>In March 2014 CHANGE in co-production with Leeds West CCG held a number of training sessions with member practices. The practices were sent a short survey to complete and the views and comments of the staff allowed the training to be tailored to the needs of the practice. One of the aims is to make staff aware of best practice when working with people with disabilities e.g communication, accessible information, attitudes and perceptions</p>

## 7. What timescales are you working to? (include planning implementation, evaluation and feedback)

Complete draft communications and engagement plan	W/e 27.06.14
Take plan to the PAG	06.08.14
Brief scrutiny board (if level 3 or 4)	N/A
Carry out engagement	W/C 11.08.14
Complete engagement report	W/E 10.10.14
Take business plan to CCC	N/A
Procurement process	N/A
Commencement	

## 8. Engaging with your stakeholders

(consider using a stakeholder mapping tool)

**a. Who is the change going to affect and how?**

Patients with learning disabilities, their carers and family. This will also impact on GPs, practice nurses and other healthcare professionals

**b. Who will you need to engage with?**

(delete as appropriate)

Stakeholder group	To include (examples below)
Internal	<ul style="list-style-type: none"> <li>• CCG member practices</li> <li>• Practice staff including nurses, support and admin</li> </ul>
Patients	<ul style="list-style-type: none"> <li>• HealthWatch</li> <li>• Patients</li> <li>• Patient groups</li> <li>• Voluntary, community and faith sector organisations</li> <li>• Communities of interest (BME communities, carers, children and young people, older people, people with disabilities, users of mental health services, lesbian, gay, bisexual and transgendered people, gypsies and travellers and homeless people)</li> </ul>
Carers/parents	<ul style="list-style-type: none"> <li>• Healthwatch</li> <li>• Relatives</li> <li>• Carers Leeds</li> </ul>
Communities	<ul style="list-style-type: none"> <li>• Healthwatch</li> <li>• Voluntary, community and faith sector organisations</li> <li>• Communities of interest</li> <li>• Autism Plus</li> <li>• Service User Network (SUN)</li> <li>• Mencap Leeds</li> </ul>
Public	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• public health and wider business units</li> <li>• Neighbouring CCGs</li> <li>• NHS / non-NHS providers</li> </ul>
Political	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Providers	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Third Sector	<ul style="list-style-type: none"> <li>• Community forums</li> <li>• HealthWatch</li> <li>• Voluntary organisations as providers</li> <li>• Religious groups</li> <li>• Voluntary and community groups/ organisations</li> </ul>
Media	<ul style="list-style-type: none"> <li>• Local newspapers and broadcast</li> <li>• Community media / websites (eg East Leeds FM)</li> </ul>
Professional bodies	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Schools</li> <li>• Higher education colleges</li> <li>• University of Leeds / Leeds Metropolitan University / Trinity and All Saints</li> </ul>
Other	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

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

Outline in the action plan at the end of this document

- Online questionnaire
- Paper-based questionnaire
- Easy Read questionnaire
- Information on the CCG website
- Drop in sessions at surgeries/clinics
- Social media campaign
- Engagement events/focus groups

<ul style="list-style-type: none"> <li>• Staff engagement</li> <li>• Media – press release</li> <li>• Patient representative</li> </ul>
<p><b>d. Which groups are traditionally under-represented in your areas and how will you engage with them?</b></p> <ul style="list-style-type: none"> <li>• People of working age – social media, CCG newsletter</li> <li>• People with protected characteristics – voluntary, community and faith sector organisations</li> <li>• Children and young people – schools, youth clubs</li> </ul>
<p><b>e. What local knowledge can support recruitment and engagement?</b></p> <ul style="list-style-type: none"> <li>• VCF sector organisations</li> </ul>

**9. What resources do you need for the engagement?**

<p><b>a. What additional staffing do you need?</b></p> <ul style="list-style-type: none"> <li>• Communications team</li> <li>• Primary Care team</li> </ul>
<p><b>b. If the information is complicated or is targeted at people with learning disabilities have you considered 'easy read' literature?</b></p> <p>We will be working with people with learning disabilities and therefore information will be produced in easy read formats</p>

<p><b>c. Outline the your budget</b></p> <p>??</p> <table border="1"> <thead> <tr> <th>Resource</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>Design and print of questionnaires</td> <td>550</td> </tr> <tr> <td>Venue hire and refreshments</td> <td>?</td> </tr> <tr> <td>Analysis of survey responses</td> <td>N/A</td> </tr> <tr> <td>other</td> <td>N/A</td> </tr> <tr> <td style="text-align: right;">TOTAL</td> <td>£</td> </tr> </tbody> </table>	Resource	Cost	Design and print of questionnaires	550	Venue hire and refreshments	?	Analysis of survey responses	N/A	other	N/A	TOTAL	£
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other	N/A											
TOTAL	£											

**10. What are your consultation/engagement questions?**

<p><b>a. What do you want to find out?</b></p> <p>We want to ask people with learning disabilities to tell us their experiences of primary care services and ask them how it should change to make it easier for them to access services</p>
<p><b>b. What questions will you ask?</b></p> <p>See survey here <a href="#">LINK</a></p>
<p><b>c. How will you pilot the questions to ensure they are suitable?</b></p> <p>The questions have been developed with CHANGE which is an organisation led by people with disabilities. We will have patient representatives to work closely with us and the engagement plan will be taken to the Patient Assurance Group (PAG) in August 2014.</p>
<p><b>d. How many people do you need to speak to?</b></p> <p>As this engagement has been agreed at a level 2 we hope to engage 50 people</p>
<p><b>e. How will you demonstrate that you have consulted with a representative sample?</b></p> <p>The survey will be sent to relevant organisations and we will produce an engagement report at the end</p>

**11. Results**

<p><b>a. Who will collate the results?</b></p>
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NHS Leeds West Communications and Engagement Team
<b>b. Who will analyse the results?</b> NHS Leeds West Communications and Engagement Team
<b>c. Who will write the report?</b> NHS Leeds West Communications and Engagement Team
<b>d. How will you use the feedback – what will you do differently?</b> The feedback from

<b>12. Feedback and Evaluation</b>
<b>a. How and when will you feedback to your participants?</b> A written report will be circulated to people
<b>b. What will you feedback?</b> We will feedback the findings of the survey and the recommendations made
<b>c. Will there be ongoing feedback or a follow-up event?</b> Follow up report will be produced in Spring 2015
<b>d. Have you filled in the PPI events Record log</b> This is the responsibility of the engagement lead.

## Action Plan date - date

Resource (examples)	Stakeholders (examples)	Citywide or CCG specific	Date	Date	Date	Date	Date
<b>Online questionnaire</b>	<ul style="list-style-type: none"> <li>• Patients and the public</li> <li>• Citizens' Panel</li> <li>• Staff and member practices</li> <li>• Partner organisations including local authority and providers</li> <li>• Third sector incl. HealthWatch</li> <li>• Political incl. HWBB, Scrutiny, MPs and councillors</li> <li>• Professional bodies including LMC and Community Pharmacy West Yorkshire</li> </ul>						
<b>Paper based questionnaire</b>	<ul style="list-style-type: none"> <li>• Patients and the public</li> <li>• Third sector partners including HealthWatch and Leeds Involving People</li> </ul>						
<b>CCG website</b>	<ul style="list-style-type: none"> <li>• Patients and the public</li> <li>• Staff and member practices</li> <li>• Share link with other stakeholders in tailored comms materials such as emails or letters</li> </ul>						
<b>Campaign pack</b>	<ul style="list-style-type: none"> <li>• Member practices</li> <li>• Community groups</li> </ul>						
<b>Social media</b>	<ul style="list-style-type: none"> <li>• Patients and the public</li> <li>• Staff and member practices</li> <li>• Partner organisations including local authority and providers</li> <li>• Third sector incl. HealthWatch</li> <li>• Political incl. HWBB, Scrutiny, MPs and councillors</li> <li>• Professional bodies including LMC and Community Pharmacy West Yorkshire</li> <li>• Local businesses</li> </ul>						

<b>Public engagement events</b>	<ul style="list-style-type: none"> <li>• All</li> </ul>						
<b>Focus Groups</b>	<ul style="list-style-type: none"> <li>• Patients with protected characteristics</li> <li>• VCF sector organisations supporting people with protected characteristics</li> </ul>						
<b>Staff engagement events</b>	<ul style="list-style-type: none"> <li>• Staff and Board members</li> </ul>						
<b>Media</b>	<ul style="list-style-type: none"> <li>• Patients and the public</li> <li>• All other stakeholder groups</li> </ul>						
<b>Copy for bulletins (internal/external)</b>  <b>PowerPoint Graphic for display screens</b>	<ul style="list-style-type: none"> <li>• Partner organisations</li> <li>• Citizens' Panel</li> <li>• Other partner organisations such as the Police, Fire Service, schools, universities and colleges, one stop centres</li> </ul>						
<b>Patient Advisory Group and Patient Reference Groups</b>	<ul style="list-style-type: none"> <li>• LSE PAG</li> <li>• Member practice reference groups</li> </ul>						
<b>Patient stories (blogs, Twitter, videos)</b>	<ul style="list-style-type: none"> <li>• Partner organisations</li> </ul>						

## 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
<b>Major variation or development</b> 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			<b>Category 4</b> Formal consultation required (minimum 12 weeks)
<b>Significant variation or development</b> 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		<b>Category 3</b> 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
<b>Minor change</b> Need for modernisation of service. Examples: Review of Health Visiting and District Nursing (Moving Forward Project), patient diaries	<b>Category 2</b> 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	
<b>Ongoing development</b> Proposals made as a result of routine patient/service user feedback. Examples: proposal to extend or reduce opening hours	<b>Category 1</b> Informal discussions with individual patients/ service users/ carers and patient groups on potential need for changes to services and solutions	Information & evidence base	