Increasing Involvement and Engagement of Seldom Heard Voices in Commissioning NHS Services in Southwark - An Outreach Project

1. Introduction

Southwark is a densely populated, geographically small and narrow inner London borough that stretches from the banks of the River Thames to the beginning of suburban London south of Dulwich. The population is relatively young, ethnically diverse, with significant contrasts of poverty and wealth.

NHS Southwark Clinical Commissioning Group (Southwark CCG) has worked hard over the past two years to put structures and processes in place to ensure that the patient voice is included in commissioning decisions for health and social care services in Southwark. The Engagement Pyramid enables patients and the public from local GP Practice Participation Groups to have their say about local health services which is ultimately fed up to the Southwark CCG Governing Body where decisions are made. (Figure 1.)

Figure 1: The Southwark CCG Engagement Pyramid.

Thus far engagement activities have mainly taken place within this structure with ad hoc outreach activities across the borough. Having established a foundation Southwark CCG is now in a position to determine more strategic, innovative methods of engagement to reach out to local people who would not usually engage in the commissioning of services. Therefore this document outlines an outreach project to engage with seldom heard voices in Southwark.
2. Overview of the project

This section will outline the objectives of this project.

2.1 Engaging Seldom Heard Voices

“Seldom heard is a term used to describe groups who may experience barriers to accessing services or are under-represented in healthcare decision making” (NHS Involvement 2014). The aim of this project is to reach out to a wide range of local people to get them involved and engaged in the commissioning of their health and social care services.

There are many groups of people that seldom heard could encompass. The Social Care Institute for Excellence focuses on four groups including; homeless people with addiction problems, people from black and minority ethnic communities, people with communication impairments and people with dementia.

NHS Involvement focus on a wider group and include; black and minority ethnic groups, gypsies and travellers, lesbian, gay, bisexual and transgender, asylum seekers and refugees and young carers. They also recognise that people who work, people with mental health issues and teenagers may also be considered seldom heard.

This project will map seldom heard and disadvantaged groups across Southwark and prioritise engagement with them according to need by working with public health and the local authority. The nine protected characteristics of the Equality Act 2010 (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation) will be taken into consideration but engagement activity will not be limited to this. This project will aim to be as inclusive as possible.

A range of activities will be planned and delivered, tailored to the engagement needs of different groups. This is outlined in Section 3.

2.2 Programmes of Commissioning and Commissioning Intentions

The outreach project will be based around the CCG programme board priorities and will focus on people that have the lowest health outcomes. This project will support the following programme boards:

- Building Resilient Communities and Prevention (smoking, obesity, alcohol)
- Primary and Community Care (extended service and extended access)
- Integration
- Mental Health and Parity of Esteem

Each programme board will be asked to identify key priority areas around which we can focus innovative engagement and outreach, using Public Health data to identify groups of people. This will inform the outcomes from Southwark CCG’s 2015/2016 commissioning intentions.

2.4 Working in Partnership

Southwark CCG will work closely with partner organisations and teams to deliver this outreach project. These partners include:

- NHS Southwark CCG Engagement and Patient Experience Committee (EPEC)
- Healthwatch Southwark
3. Planning and Evaluation

Section 3 will outline how this project will attempt to deliver and evaluate the overall aim; increasing involvement and engagement of seldom heard voices in Southwark CCG to inform the services that they will use.

3.1 Planning

Figure 2 highlights the activities this project will undertake to deliver specific aims that will contribute to delivering the overall aim. Please see Appendix 1 for the breakdown of the planning process.

Figure 2: A planning pyramid which highlights the overall aim, specific aims and activities of the project.
Section 3.2 Evaluation

Section 3.2 describes the evidence needed in order to demonstrate the impact of this project. Table 1 highlights the proposed outputs and indicators of the planned activities. Table 2 highlights the areas of change this project aims to deliver through specific, measurable outcomes and how they will be measured.

Table 1: An outline of activities, outputs and indicators for the seldom heard voices outreach project.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Outputs</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertise engagement opportunities where people are</td>
<td>A range of engagement materials (e.g. leaflets, pens, postcards)</td>
<td>Number of materials/ resources</td>
</tr>
<tr>
<td></td>
<td>Materials distributed in GP surgeries</td>
<td>Number of advertising &amp; distribution avenues</td>
</tr>
<tr>
<td></td>
<td>Materials distributed in libraries, community groups etc</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adverts in local newspapers</td>
<td></td>
</tr>
<tr>
<td>Training for patients/ local residents</td>
<td>2X training sessions 3X per year</td>
<td>Number of people attending each session</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Demographics of people attending each session (post code, age, ethnicity)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Good/ Excellent feedback from training sessions</td>
</tr>
<tr>
<td>&quot;you said we did” case studies</td>
<td>Written case studies published on website.</td>
<td>X4 case studies written &amp; included in quarterly newsletters.</td>
</tr>
<tr>
<td></td>
<td>Case studies distributed via newsletter</td>
<td></td>
</tr>
<tr>
<td>Attend patient group meetings, day centres, service</td>
<td>Attendance local events</td>
<td>Number of events attended</td>
</tr>
<tr>
<td>user forums</td>
<td>Information/ Engagement session at local events</td>
<td>Location &amp; type of event attended</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number of people attending event</td>
</tr>
</tbody>
</table>
Develop and pilot a range of engagement tools/ mechanisms | Co-Production/ Design Challenge  
Community Conversation/ Health Busking  
Art Engagement event  
Online chat forum  
Radio Programme- Blackfriars  
Theatre event  
Video | Number of people reached  
Qualitative feedback on mechanisms

Explore health champions model/ community development workers | Model piloted with one example e.g. alcohol, healthy living | Number of people reached

Hold events specifically aimed at young people, schools, colleges | X1 campaign with young people (co-production/ training)  
College engagement event (for students taking a health related study) | Number of people reached  
Feedback from participants

Pop up stalls on weekends in public spaces | Quarterly pop up stalls on a weekend (incorporating engagement materials, tools & mechanisms) | Number of people reached  
Increase in number of email contacts

**Table 2: An outline of the specific aims, outcomes and indicators for the seldom heard voices outreach project.**

<table>
<thead>
<tr>
<th>Specific Aims</th>
<th>Outcomes</th>
<th>Indicators</th>
</tr>
</thead>
</table>
| Increase awareness of opportunities for engagement and involvement | Increased awareness of opportunities | % of people who know about PPG’s/ LPPG’s  
Number of people who sign up to emailing list |
<p>| Build confidence in local people to | Increased confidence of local | Level of confidence pre training and |</p>
<table>
<thead>
<tr>
<th>have their say</th>
<th>people to have their say</th>
<th>post training</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Secondary outcome - people may feel more control of their own health and health related behaviours</strong></td>
<td>Participation in further engagement activities after training</td>
<td>Number of activities undertaken since training</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Level of confidence in Southwark CCG listening to ideas</td>
</tr>
<tr>
<td>Increase participation of people with mental and/or physical health issues and/or learning disabilities</td>
<td>Increased number of people with mental/physical health needs/learning disabilities contributing to commissioning services</td>
<td>How often proposed ideas implemented in commissioning plans “you said we did”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Type of changes made to commissioning plans</td>
</tr>
<tr>
<td>Increase engagement activities for people with different levels of literacy &amp; numeracy skills</td>
<td>Increased number of people with different skill set contributing to commissioning services</td>
<td>How often proposed ideas implemented in commissioning plans “you said we did”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Type of changes made to commissioning plans</td>
</tr>
<tr>
<td>Improve engagement with people who do not have English as a first language</td>
<td>Increased number of people who do not have English as a first language having a say and contributing to commissioning decisions</td>
<td>How often proposed ideas implemented in commissioning plans “you said we did”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Type of changes made to commissioning plans</td>
</tr>
<tr>
<td>Improve engagement with different age groups</td>
<td>Increased number of a range of ages contributing to commissioning services</td>
<td>How often proposed ideas implemented in commissioning plans “you said we did”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Type of changes made to commissioning plans</td>
</tr>
<tr>
<td>Increase engagement activities for people who have work commitments.</td>
<td>Increased number of people who work attending contributing to commissioning services</td>
<td>How often proposed ideas implemented in commissioning plans “you said we did”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Type of changes made to commissioning plans</td>
</tr>
</tbody>
</table>
### Overall Aim

Increase involvement and engagement of seldom heard voices in commissioning services in Southwark.

### Barriers to involvement/engagement

- Lack of awareness of engagement and involvement activities
- Lack of confidence to engage
- Mental and/or physical health issues & learning disabilities
- Lack of literacy or numeracy skills
- Language barriers
- Age barriers
- Work commitments

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### Specific aims

- Increase awareness of opportunities for engagement and involvement
- Build confidence in local people to have their say
- Increase participation of people with mental and/or physical health issues and/or learning disabilities
- Improve engagement activities for people with different levels of literacy & numeracy skills
- Improve engagement with people who do not have English as a first language
- Improve engagement with different age groups
- Increase engagement activities around people who have work commitments.

### Specific aims

- Increase awareness of opportunities for engagement and involvement
- Build confidence in local people to have their say
- Increase participation of people with mental and/or physical health issues and/or learning disabilities
- Improve engagement activities for people with different levels of literacy & numeracy skills
- Improve engagement with people who do not have English as a first language
- Improve engagement with different age groups
- Increase engagement activities around people who have work commitments.

### Activities

- Advertise engagement opportunities where people are - shops, pubs, online, libraries, forums, cafes
- Training for patients and Southwark residents, “you said we did” case studies
- Attend patient group meetings, day centres, service user forums
- Develop a range of engagement tools including the use of co-production, art, social media, community conversations, health busking
- Explore health champions model/ community development workers.
- Hold events specifically aimed at young people, schools, colleges youth councils.
- Pop up stalls on weekends in public spaces e.g., libraries & shopping centres