



StChristopher's

healthwatch
Bromley

Bromley Healthcare
better together



Communications and Engagement Network Group

Annual Activity report 2018

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Welcome

I am delighted to introduce the Communications and Engagement Network Group annual report for 2018. This is our opportunity to give an account of our work on behalf of the community in Bromley and to set out our future plans and strategic priorities for the next twelve months. Over the last year, we have continued to facilitate communication and engagement between Health and Social Care services in the borough thereby improving health and wellbeing outcomes for Bromley residents.

As the NHS and the social care system continues to change with new models of care and commissioning of services, it is important that services work together to share information, deliver joint campaigns, share engagement activities and deliver coordinated messages to the community to ensure clarity and consistent engagement for local people on borough wide priorities.

The Communications and Engagement group is uniquely placed to coordinate engagement, amplify and represent patient needs but also provides opportunity for organisations to work collaboratively, planning new initiatives and programmes jointly whilst sharing challenges and recognising what works whilst better understanding the role of partner organisations.

In 2018 the Group have combined to deliver focused campaigns on winter messaging, self-care, public health and extended GP provision. Surveys have been promoted focusing on Phlebotomy, young people's mental wellbeing and ageing well.

This year the group introduced a new engagement tracker to assist co-ordination of engagement activities and better ensure future planning of campaigns and surveys that can be coordinated with the right service partners and ensure that two campaigns of equal importance do not occur at the same time to avoid community saturation where possible.

Moving into 2019 the Group will be supporting the new integrated care system as well as supporting co-production with young people about mental health and wellbeing services, improving primary care services, engaging around direct payments and domiciliary care and importantly promoting new services, particularly evaluating understanding and access.

2018 has seen the Group progress with greater membership and impact. I look forward to the work that the group can achieve in 2019 and the outcomes that can be achieved through a coordinated and focused approach to communication and engagement from a focused, multi-disciplinary group sharing the same aims and goals.

Tim Spilsbury, Chief Executive Officer

Your Voice in Health and Social Care and Chair of the Bromley Communications and Engagement Network

1. Introduction

The Bromley Communications and Engagement Network (the Network) was established in 2014. It is made up of communication and engagement representatives from the health and social care statutory and voluntary organisations within Bromley. This report provides a brief summary of the purpose of the Network and the activity undertaken in 2018.

2. Purpose

The purpose of the Network is to contribute to the improvement of healthcare and wellbeing outcomes for Bromley residents. It is an operational group that works together to provide advice, share work, ideas, deliver joint campaigns, information and engagement activities, work together to help local people to improve community health and wellbeing and support the delivery of agreed borough wide priorities and other community initiatives.

3. Membership and format

The Network meets every eight weeks and is chaired by the Chief Executive of Your Voice in Health and Social Care, which delivers the Healthwatch Bromley service. As well as meeting face to face, the Network also operates as a virtual group so that joined up work can be continued in-between meetings. The benefits of the Network are described in section 4.

Members of the Network include representatives from:

- Healthwatch Bromley
- NHS Bromley Clinical Commissioning Group
- London Borough of Bromley
- King's College Hospital NHS Foundation Trust
- Oxleas NHS Foundation Trust
- Bromley Healthcare
- St Christopher's
- Community Links Bromley
- Bromley Third Sector Enterprise

4. Benefits

Since its creation in 2014, the Network has met on a regular basis (every two months) and has proved to be an invaluable way for staff with a communications and engagement remit to meet and share approaches, test ideas, and discuss issues that may impact on the whole Bromley health and care system. These benefits include:

- Sharing experiences and ways of working to learn from each other and understand local priorities.
- Sharing intelligence about local initiatives, challenges and activity going on within the different organisations.
- Working collaboratively on shared priorities.
- Building strong relationships between the different organisations, which is critical if there are difficult issues to address and joint communications/media responses to be developed. By working together closely through the Network it enables us to speak with 'one voice' when appropriate around issues that affect the whole borough or more than one organisation.
- Sharing planned and proposed campaign activity in order to ensure these meet with the local health and wellbeing priorities for Bromley and to link up efforts for a greater reach and impact across local communities.
- Sharing planned events to help encourage and arrange representation from organisations across the borough and to promote widely through established networks.
- Testing ideas for new approaches to engaging with different communities and sharing successes.
- Sharing challenges, ways of working and appropriate local intelligence to inform programmes of work; sharing best practice engagement approaches; sharing contacts and effective techniques to help deliver effective outcomes.
- Getting a better understanding of each organisation and its priority areas.

5. Peer support

A further benefit of the Network has been to bring together staff from a range of organisations that are responsible for communications and/or engagement. Due to the small teams providing this support within organisations, it can sometimes be isolating. Although our organisations have different functions, some of which are to assure and provide an independent perspective on local practice and engagement activity (Healthwatch), members have been able to share challenges and discuss how to approach these and where there are opportunities for shared learning and working together. We are not aware of any similar networks in place anywhere else in south east London health and social care services.

6. Activity

This section provides a summary of the work undertaken by the Network and the outcomes.

6.1 Campaigns

Information on high profile campaigns has been shared and members have promoted these across their own networks. This has led to greater reach in getting information out to the public and a better understanding of how different organisations can contribute to the messages. A campaign and events calendar is managed and updated so that any joined up working can be identified and members are clear on what is planned for the future. Over the last year, campaigns have included:



- **Winter messages** – including using the right service at the right time, easing pressure in A&E, stay warm, stay well, winter payments and getting the flu jab. Members have shared local approaches to promoting some of these messages so that joint working can be done and avoid duplication and confusing messages going out to the public.
- **Self-care for life** – encouraging the public to take good care of their own health
- **Joint working on public health campaigns** including diabetes, cancer, mental health awareness etc. Local service information is added to national campaign materials and then promoted across all partner websites and digital media.
- **Promoting the 8am to 8pm GP service**
- **Shared social media activity.** By using the Network, some CCG campaigns and engagement surveys had received much greater coverage through the support of members.



6.2 Events

The Network has been invaluable in helping to promote public events and other high profile meetings that are happening in Bromley and encouraging people to attend. This has included:

- Annual general meetings
- Stakeholder events to inform key programmes of work
- Membership events
- Public information events
- Open days for services
- Outreach hubs

Members have been able to piggy back onto some of these events to promote organisational priorities such as joining patient groups and completing surveys.

6.3 Surveys

Public surveys on a variety of issues have been promoted wider by using the Network. Information has appeared on websites and through internal and external bulletins which enables more people to be reached and encouraged to contribute to various surveys including:

- Changes to phlebotomy services.
- Young people's emotional and mental wellbeing.
- Ageing well in Bromley

Members have also received and discussed the outcomes of Healthwatch Bromley patient experience reports.

6.4 Engagement approaches

In 2018, the Network introduced a new Engagement Tracker. The purpose of the tracker is to record all the public engagement being undertaken within different organisations including the purpose, what activity has taken place and importantly the outcomes of that work. By sharing this information, we aim to avoid repetition – ie going out to the public to ask similar questions and to share the intelligence gathered by this activity. Both Healthwatch and the

Help shape services for
older people in Bromley



Changes to blood taking services in Bromley



CCG post engagement outcome reports on their websites which have been used by members of the network to inform local services.

Members have shared different approaches to reaching communities and how best to engage with them. This has been invaluable and contributed to increased shared intelligence and understanding of the groups and communities in Bromley. Discussions have focused on how to better target hard to reach communities – a shared challenge for us all.

Discussions have also supported the CCG to review and record, as part of its annual national assurance process, to record how providers are being held to account for engaging with the public regarding their experiences of care.

A few examples of the work discussed and recorded on the engagement tracker is provided in figure 1.

Figure 1 – Example insert from the Engagement Tracker

Org	Target Group	Theme and purpose	Activity	Outcome
CCG	Children and Young People	Co-production of emotional and mental wellbeing services for CYP	Ongoing programme of co-production to shape a system model for emotional and mental wellbeing services for children and young people. The CCG has been successful in a bid to the NHS Citizen Exemplar Project which will provide additional resources to support the youth engagement part of the coproduction work. The aim is to reach young people who are seldom heard and also support them to be confident about taking an active role in the coproduction.	Ongoing. Feedback reports from various groups and events that have already taken place are available on the CCG website's co-production section. Further outreach with young people and families is being undertaken to inform the new service specification for a new model of care. A report on the outcomes of these meetings and conversations will be produced.
	Older people	To inform the development of the ageing well strategy which is a joint endeavour between the council and CCG	Pre-engagement patient workshop held on 23 March with 18 members of the CCG's patient advisory group. Discussed further at the May and July C&E Network meeting and a programme of community engagement was undertaken in July and August in partnership with the local authority. Two co-design workshops with local people have taken place to inform the programme in November.	Outcomes report on the March patient work is available on the CCG website. Analysis of the outcomes of the engagement process and the co-design workshops is currently underway.
	Public	Changes to the walk in phlebotomy service at the PRUH	Two week survey to inform the impact of closing the walk in service at the PRUH and providing this in a near GP surgery.	Outcome report now published on the CCG website.

Org	Target Group	Theme and purpose	Activity	Outcome
	Public	Primary care needs assessment to inform future model of primary care services	Outreach engagement with various groups to understand what the general public need from their primary care services and also with primary care staff about what can be delivered.	Outcomes being used to inform new model of primary care – Outcome report now published on the CCG website.
BHC	Public	Review of website and the Care Co-ordination Centre	Patient reference group meets on a regular basis. Recent activity has included reviewing the website and Care Co-ordination Centre through a mystery shopping approach.	Outcomes being fed back into the BHC system to make any necessary improvements.
Oxleas	Research Net	Weekly meeting of people with mental health conditions. Takes place in Orpington.	Opportunities available to talk to people with mental health conditions through this group.	Ongoing – used by the CCG to reach people with mental health conditions.
	Adult Mental Health service users and carers	To get service user and carer views/experience of being treated in an acute ward and/or in a female PICU (Psychiatric Intensive Care Unit)	Focus group specifically for people who may have been treated in an acute ward and/or in a female PICU (Psychiatric Intensive Care Unit).	Outcome report to be shared on completion.
Bromley	All groups	Bromley Well has	The Bromley Well website has 112 events and	Local groups used by partners to

Org	Target Group	Theme and purpose	Activity	Outcome
Well		opportunities to engage with a wide range of groups in Bromley	groups happening and there is lots of active engagement ongoing. The third adult carers newsletter has been produced and recent presentations have been done to GPs at the Bromley Academic Half Day and to Job Centre Plus. The service is currently working with around 8,500 people in Bromley.	engage with patients/public – for example the Asian Cultural Group, AGE UK befriending groups on the Ageing Well strategy.
St Christopher's	Socially isolated communities	To help reduce social isolation	The compassionate neighbour scheme which visits people in their own homes to help reduce social isolation has gone well and will be rolled out to Bromley.	Will be reviewed once it comes to Bromley.
	Public	Fundraising campaign for new Education Centre	A capital appeal to raise £6.5million to fund a new Education centre that will help to improve end of life care locally, nationally and internally is underway.	Updates to be shared with the group as campaign progresses.
Bromley Council	Older people	Ageing well strategy – jointly with the CCG	See the CCG section – this is joint work.	Outcomes to be shared once results of the engagement have been analysed.
	Residents	Consultation on budget plans	Annual process to consult on the council's budget plans. Residents invited to communicate with the council leader.	Outcomes to be shared on completion of the engagement.

Org	Target Group	Theme and purpose	Activity	Outcome
King's	King's members, Associate members and interested public	Talk back sessions about a range of services/service developments: critical care, cancer care outpatients	Sessions take place approx. monthly at the PRUH with reports produced from each event for service improvement. PRUH events for October-December 2018 will focus on critical care, cancer service improvements and outpatient transformation	Reports produced from each event
	Young people in crisis attending emergency department PRUH	Experience of A&E and links with CAMHS	A joint project with Oxleas to gather some feedback from young people about their experiences of coming to PRUH A&E with a mental health issue. Aim to survey and interview some young people over Oct-Feb 2018/19	Report of feedback to be shared with Bromley partner agencies
	Older people leaving the PRUH	Experience of older frail people being discharged from the PRUH	A joint project with Age UK Bromley and the PRUH frailty team to gather some feedback from older people and their relatives about discharge from the PRUH and the frailty pathway of care through A&E and the frailty team. Aim to survey and interview some older people over Oct-Dec 2018	Report of feedback to be shared with Bromley partner agencies and inform frailty service development at the PRUH
Healthwatch Bromley	Patients and service users	Enter and View Programme	Programme of Enter and View visits to local health and care facilities across the borough. Approx. 2 x visits a quarter.	Reports published on the Healthwatch website.
		Patient Experience	Engagement Hubs in children and family centres,	Report published on Healthwatch

Org	Target Group	Theme and purpose	Activity	Outcome
		Quarterly feedback	hospital wards, job centre, GP Practices etc. Opportunity here for partners to cascade relevant information at these events. Theme and trend analysis report presented quarterly from approx. 600 patient experiences of health and social care provision.	Bromley website.
		Faith and health	In depth research project focusing on faith groups across the borough. Focus groups and surveys to be distributed to a variety of faith communities looking at their health needs and experiences in Bromley.	Outcome report to be published once completed.
		Homeless	Supported Public Health on their homeless health engagement and work with families in temporary accommodation	Final report published by Public Health team.

6.5 Organisational and system wide priorities

The Network enables partners in the Bromley system to discuss individual organisational priorities and those that impact on all parts of the Bromley health and care system. In 2019, a sub-group of the Network will be set up to take forward the communications planning for the new One Bromley – integrated care system. This will be a priority area of focus for the Network over 2019. Other examples of where Network members have provided advice and guidance to other priority areas include:

- Engaging with residents on the Ageing Well Strategy.
- Co-production work with children and young people on emotional and mental health wellbeing services.
- Working together on internal and external communications planning for winter pressures and promotion of winter resilience schemes.
- SEND.
- Improving primary care services.
- Safeguarding.
- Promoting the Joint Strategic Needs Assessment.
- Engagement approach for direct payments.
- Engagement approach for domiciliary care.
- New services – for example health and wellbeing hub.

7. Evaluation

The Terms of Reference for the Network is reviewed each year.

Members of the Network find the meetings very useful and productive and an excellent opportunity to discuss common priority areas and understand more about what is going on in the local health and care system.

Discussions and outcomes from Network meetings are taken back to individual organisations for further action and information sharing as required.