

NHS Greater Glasgow and Clyde's Patient Focus and Public Involvement Annual Self-Assessment Report 2008/09

1. Summary

The NHS Board has continued to work to ensure progress across the nine main actions agreed as part of last year's Patient Focus and Public Involvement self assessment of 2007/08.

In 2003, we commissioned research to find out how patients and other stakeholders felt that NHS Greater Glasgow (as it was then) should organise public involvement. The findings from this research, along with follow-up undertaken in 2006, informed our subsequent approach, which includes:

- The establishment of the NHS Board's Involving People Committee with the remit to ensure that we discharge our duties around Patient Focus and Public Involvement;
- Co-ordination of Patient Focus and Public Involvement activity and standards across all of our services via identified lead officers;
- Development of more flexible and extensive arrangements to support formal public consultation;
- Ongoing innovation at service level, for example the establishment of an Acute Services Community Engagement Team to ensure that patients' experiences inform service re-design and the input of patients, carers and families in the design of new hospitals;
- Quarterly publication of *Health News* (with its content and style shaped directly by survey and reader feedback) as a way of keeping people informed about the 'big issues';
- A series of acclaimed *Our Health* events which allow up to 500 people at a time to find out more about some of the latest developments and major issues in the NHS and put questions and opinions direct to the people responsible for providing services;
- The top-to-bottom revamp of our website based on the feedback given to us by patients, visitors and other users, and;
- Innovative means of communicating with the wider public about service modernisation – such as the award-winning communications programme in 2005/06 concerning the New Beatson West of Scotland Cancer Centre and New Victoria and Stobhill Hospitals.

Since 2003, our performance in delivering Patient Focus and Public Involvement has been annually assessed by the Scottish Executive and more latterly, the Scottish Health Council.

In each of our assessments we have been found to have achieved good progress and demonstrated many examples of good practice. However, it is notable that between 2003 and the present that much effort and resource has gone towards strengthening our approach to 'Public Involvement'. At national and local level there is an accepted view that the NHS has to equalise the effort put towards 'Patient Focus'. We certainly have to be more systematic about what we do, particularly now that the most recent re-organisation of our services has begun to bed down.

We continue to make sure that Patient Focus and Public Involvement arrangements are working well through scrutiny arrangements that have now been formalised via the revised, interim Framework for Patient Focus and Public Involvement (2009 – 2010).

Whereas individual consultations are subject to Scottish Health Council review, the Involving People Committee will undertake an ongoing ‘system’ audit – a rolling programme of service presentation and discussion about Patient Focus and Public Involvement activity and arrangements. Longer-term progress in marrying up clinical governance, service development and Patient Focus and Public Involvement seamlessly is the responsibility of the Communications and PFPI Group with other groups, such as Planning, Policy and Performance and Heads of Policy, taking the lead to ensure strategic level co-ordination.

Across the nine areas we jointly prioritised with patient representatives and the Scottish Health Council for action in 2008 – 2009, some of the highlights in terms of progress are:

- The first new Framework for Patient Focus and Public Involvement since 2003 has been prepared with the help of patient and public representatives and adopted by the NHS Board in April 2009 – stakeholders are to be helped to shape the succeeding three-year Framework
- Community Health (and Care) Partnerships and their Public Partnership Forums have been organising a series of local initiatives designed to improve awareness of the role of Public Partners. These include coffee mornings, planning conferences, recruitment from diverse groups into Forums, advertising, posters, information screens and newsletters.
- Major engagement and consultation has been organised around the future of services in the Clyde area particularly, notably on the ‘Vision’ for the Vale of Leven Hospital, in which the main summary consultation newsletter, distributed to every household in the catchment, was designed on the basis of stakeholder feedback. Engagement with a range of representatives in the design and building of the new South Glasgow Hospital and Children’s Hospitals continues apace.

2. Progress against actions for 2008/09

2.1 Case Studies

The following six case studies were selected by stakeholder representatives attending a seminar on 11th May 2009.

Case Study 1 – South East Glasgow Community Health and Care Partnership (CHCP)

The South East Glasgow CHCP Public Partnership Forum (PPF) has progressed a programme of awareness-raising. This includes leaflets and posters advertising the PPF and its role distributed widely across the South East, publicity articles in the local press, attendance at local festivals, fairs and other public events, a newsletter circulated to the wider PPF network, stands in shopping arcades, libraries and other public places, and an annual event, which included an open question and answer session with the CHCP Chair and Director.

Case Study 2 - NHSGGC Health Newspaper Finds its Voice

NHS Greater Glasgow and Clyde is “talking” directly to the blind and partially sighted community thanks to its “Health News” newspaper now appearing in a new format.

Every issue of the 12-page tabloid newspaper will now be adapted for use with the audio software (called JAWS) when it is placed on NHSGGC's website... effectively creating a "talking newspaper" accessed online.

It is the latest development in the Board's drive to make information about health services available to everyone, regardless of sight restrictions or their reading abilities.

The Board's *Health News* newspaper is already inserted inside editions of The Herald and Evening Times and tackles key issues such as: how best to access health services: learn more about mental health conditions and how best to seek help: promote addiction services and key campaigns to improve health. The move has the backing of Big Brother's Mikey Hughes, a producer and journalist with Insight Radio, the station for blind and partially sighted listeners.

Mikey said: "I use the Internet every day, via the specialist software that talks to me. It works fine, when websites are designed correctly, but the majority have not got blind or partially sighted people in mind. I am pleased that NHS Greater Glasgow and Clyde have made it easier for visually impaired people to access health information, and welcome their commitment to making health information accessible for blind and partially sighted people".

The new format has been road tested by some members of the target audience, and one person who took part commented: "It reads very well, all by itself, with no need to know additional keystrokes, so as far as I am concerned its a very readable and accessible document."

Ally McLaws, Health Board Communications Director, said: "We fundamentally believe that everyone should have equal access to health services and our website is already piloting a project to trial BSL (British Sign Language). We have also introduced video clips to the website showing lead public health consultants, for example, talking out about healthcare acquired infections such as D & V. With so many people accessing information from our website on www.nhsggc.org.uk it's crucial that we make that information as available as possible to users – including the thousands of partially sighted, blind or those with problems reading and understanding the printed word."

A spokesperson for the Royal National Institute of Blind People Scotland said: "We applaud the move by Scotland's biggest health board to make news and information more readily available to the thousands of blind and partially sighted people in their area.

Case Study 3 - West Dunbartonshire Community Health Partnership (CHP) Confidence in Public Training Day 24th April 2009

Held at the Beardmore Conference Centre in Clydebank, the training was designed to allow staff and Public Partnership Forum representatives to explore ways to adapt and be confident when dealing with a variety of staff groups and members of the public. The training was intended to be fun, practical and reflective and allowed time for discussion. The training was led by Amy McDonald of Langside College.

Case Study 4 - North Glasgow Community Health and Care Partnership (CHCP)

The CHCP contributes towards cost of producing 'Connect' magazine - the local community planning partnership's free newsletter, that is distributed to every household in North Glasgow - and each issue has included an article outlining some aspects of Public Partnership Forum (PPF) activity. Also publicised are PPF events using North Glasgow Healthy Living Centre's regular e-mail shot that goes to all local organisations in our area.

The PPF organised two informal public workshops at Maryhill and Possilpark health centres with the two-fold objectives of

- gathering patients' views on local services
- highlighting role of PPF

Members of PPF, supported by CHCP staff, used a simple questionnaire to ask people about their good/back experiences of health and social care services. A graphic artist illustrated these and created a large poster in each health centre, which generated a lot of discussion. We have also had information stands at local community events including Springburn Fun in the Park, Queen's Cross Housing Gala day and Chinese new year celebrations.

The PPF held a successful open event in November, and report has been published and distributed to wide range of local organisations, and health centres. As well as publicising role of PPF to public, the need to raise awareness among CHCP staff was recognised - and the PPF had a stand at a staff open day in December

Case Study 5 - NHS 60th Anniversary

To mark the 60th Anniversary of the National Health Service in Scotland NHS Greater Glasgow and Clyde held a very special free, celebratory show. It was organised in conjunction with Radio Clyde and the Evening Times, and NHSGGC hosted the Diamond Anniversary Celebration Show on the afternoon of Saturday, 5th July 2008 at Glasgow Royal Concert Hall.

In the weeks leading up to the anniversary, a special set of web pages were launched which provided patient stories, archive photographs and told the story of local NHS services since 1948.

The Diamond Anniversary Celebration Show itself started at 2.00 pm and was staged in the Glasgow Royal Concert Hall's main auditorium. The hostess for the afternoon was Radio Clyde DJ Gina McKie and the show featured performances from the NHS Choir and the girl band Atlanta. Heart-warming and inspirational stories from patients and staff were told and one such gentleman who was first born 60 years ago in Glasgow on the 5th July 1948. A particular highlight was the presentation by celebrities of Diamond Awards to patients, staff and volunteers who have been nominated in ten categories by readers of the Evening Times and Radio Clyde listeners.

Additionally, in the Concert Hall's Exhibition Suite, the public were able to inspect a host of static and interactive information stands, which provided free health information from the NHS and partner organisations. The most popular features were archive photos and materials, bringing to life people and places important to healthcare in the last six decades. Exclusive 60th anniversary environmentally friendly shopping bags were handed out and the public were greeted by NHS staff of today dressed in uniforms from years gone by.

Also helping to keep the celebration going was Radio Clyde's 'Boogie Bus', hosted by Bill Smith, playing music and entertaining the crowds at the top of Buchanan Street by the steps up to the Concert Hall.

The show ended at 4.30 PM with Nicola Sturgeon, Cabinet Secretary for Health and Wellbeing and Deputy First Minister, wishing the NHS a Happy Birthday.

Special editions of both Staff news and health news were produced; this gave an overview over the past 60 years and also told some "good news" stories of patient's experiences.

Case Study 6 – Stakeholder Engagement in the Design of the New Children’s and South Glasgow Hospitals

There are three engagement strands in place to support the new South Glasgow Hospitals project: the New Adult Acute Hospital, the New Children’s Hospital and the South Glasgow Campus.

Significant work has been undertaken on each of these key themes, initially focused on establishing the views of services users and communities to inform the Outline Business Case for the new hospitals. This included separate scoping exercises involving over 500 patients, carers, families and volunteers to determine views on the physical design of the new adult and children’s hospitals. This was supported by an extensive outreach programme in South West Glasgow and Glasgow City to raise awareness of the proposed development.

A Community Engagement Advisory Group (CEAG) to support engagement has been set up. It will provide support and guidance to the new adult hospital project team to ensure the needs of patients, carers and the wider hospital community inform planning for the new adult hospital. A particular focus of the CEAG future activity will be to work closely with the children’s engagement structures, project team and design team to establish a dialogue and engagement process on each of the themes identified above throughout, the planning, construction and commissioning phases of the project.

Following extensive consultation, the children’s hospital engagement structures include A Community Engagement Advisory Panel with representation from clinical and nursing staff, the New Children’s Hospital Project Team, Community Health & Social Care Partnerships, family support services, families and young patients. This group oversees community engagement activity in the New Children’s Hospital.

There is also a Youth Panel to make sure that the issues, needs and aspirations of young people are included in the design of the new hospital and a Family Panel to provide guidance on how best to engage with families and to include their ideas in the planning and design processes. A total of 16 workshops sessions have been undertaken with patients, carers and families. The findings from this analysis will be fed back into the project teams for the new hospitals.

2.2 Summary Table

Progress made by NHSGGC in delivering actions agreed via stakeholder representatives and the Scottish Health Council

	Action	Summary of Progress
1	Preparation for the introduction of the national <i>Better Together</i> programme, so that there is a consistent approach to surveying patient experience and applying feedback to service development	NHSGGC Acute Services are taking part in a national pilot programme to test the proposed questionnaire and determine how useful the information gathered can be in changing services. Senior staff have been appointed to liaise with the Scottish Government and PriceWaterhouseCoopers, the company appointed to oversee the national project. The rate of progress is being led by the Scottish Government.

2	Completion of NHSGGC's Framework which encapsulates the vision for Patient Focus and Public Involvement and sets out a range of challenges and key actions that will have to be addressed in the period to March 2010 – this will include priorities identified by stakeholders	An interim, completed Framework and action plan for 2009/10 was adopted by the Involving People Committee in April 2009. The actions described were in part prioritised by stakeholders attending a special event in May 2008. Further stakeholder input will be sought in developing a new Framework for 2010 – 2013, including describing the best ways we can distribute and summarise the main points and issues in the Framework. It is recognised that there is a lot of work still to do in finding the appropriate formats to distribute the Framework publicly
3	Generating greater awareness of the role and impact of Public Partnership Forums (PPFs)	Each Community Health Partnership and Community Health and care Partnership has set out a tailored local programme to promote Public Partnership Forums and their role in local healthcare.
4	Public engagement and consultation in the delivery of new hospitals and services	Major consultation was undertaken between October 2008 and January 2009 on the future of the Vale of Leven Hospital, which included distribution of a newsletter to over 54,000 households, public meetings and drop-in sessions. This followed consultation on proposed changes/closure of services at Merchiston and Ravenscraig Hospitals as well as local Community Maternity Units and completes the final stage of a three-year period of engagement and consultation around services inherited from the former NHS Argyll and Clyde. In the meantime, a number of stakeholder groups are currently engaged in ongoing arrangements to support the design and build of the new children's hospital and the new Southern general Hospital in addition to a re-design of maternity services.
5	Encouraging greater involvement through NHS 60 events	A major event which attracted an audience of 2000 was staged in Glasgow Royal Concert Hall on 5 th July 2008. However, central to the event – and special webpages and an edition of <i>Health News</i> – were patient stories about individuals whose lives had been changed for the better by the NHS. These struck a chord with many people and prompted many comments and reactions, particularly when they were featured by the <i>Evening Times</i> and Radio Clyde.
6	Dealing with the information needs of hard to reach and vulnerable groups	NHSGGC is developing a Communication and Language Plan – this is being taken forward at national level through the Health Scotland Equality and Planning Directorate and includes letting of a national interpreting and translation contract. In addition recorded material, BSL material and JAWS translation systems are now actively being used on the NHSGGC website

7	Offering a variety of consultation techniques to ensure that groups and individuals are able to have their say in a way that meets their needs	A full range of consultative techniques are now routinely offered in the course of major exercises – ranging from one-to-one meetings to mass mailings. Additionally, <i>Health news</i> is being developed to cover key health issues in accessible formats – editions on Mental Health and Inequalities have been adopted as materials for schools – the <i>Our Health</i> on mental Health staged in October 2008 proved to be particularly well received in its use of plain language contributions from individuals such as Rosie Kane and Neil Lennon
8	Monitoring mailing lists and consultation responses to ensure that they are providing equality of access	All contacts on the Involving People database have been asked to provide more information about their interests and information needs so that NHSGGC can better target and format the material it supplies.
9	Recognising the difference between Patient Focus and Public Involvement – this means that our services must comprehensively focus on the former, whereas collectively we aim to facilitate the latter	The interim Involving People Framework recognises this central point. It will introduce more co-ordinated arrangements to ensure that each and every service will have its Patient focus and Public Involvement activity reviewed and discussed on a rolling basis and sets out the beginnings of a process to ensure Patient Focus and Public Involvement activity is completely integrated within annual service plans and clinical governance processes.

3. Scottish Health Council verification

The Scottish Health Council agrees that this self assessment represents a fair and accurate account of the progress made in the last year by NHS Greater Glasgow and Clyde in relation to Patient Focus and Public Involvement.

Sheila McGoran, Regional Manager West
29 May 2009