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Reviewing the way you work across organisational partnerships to streamline engagement

- Why do Community Engagement
- What the law says
- Towards a Community Engagement Process
- Working Together across the LSP
- Returning to why we do Community Engagement

Context: Why do CE?

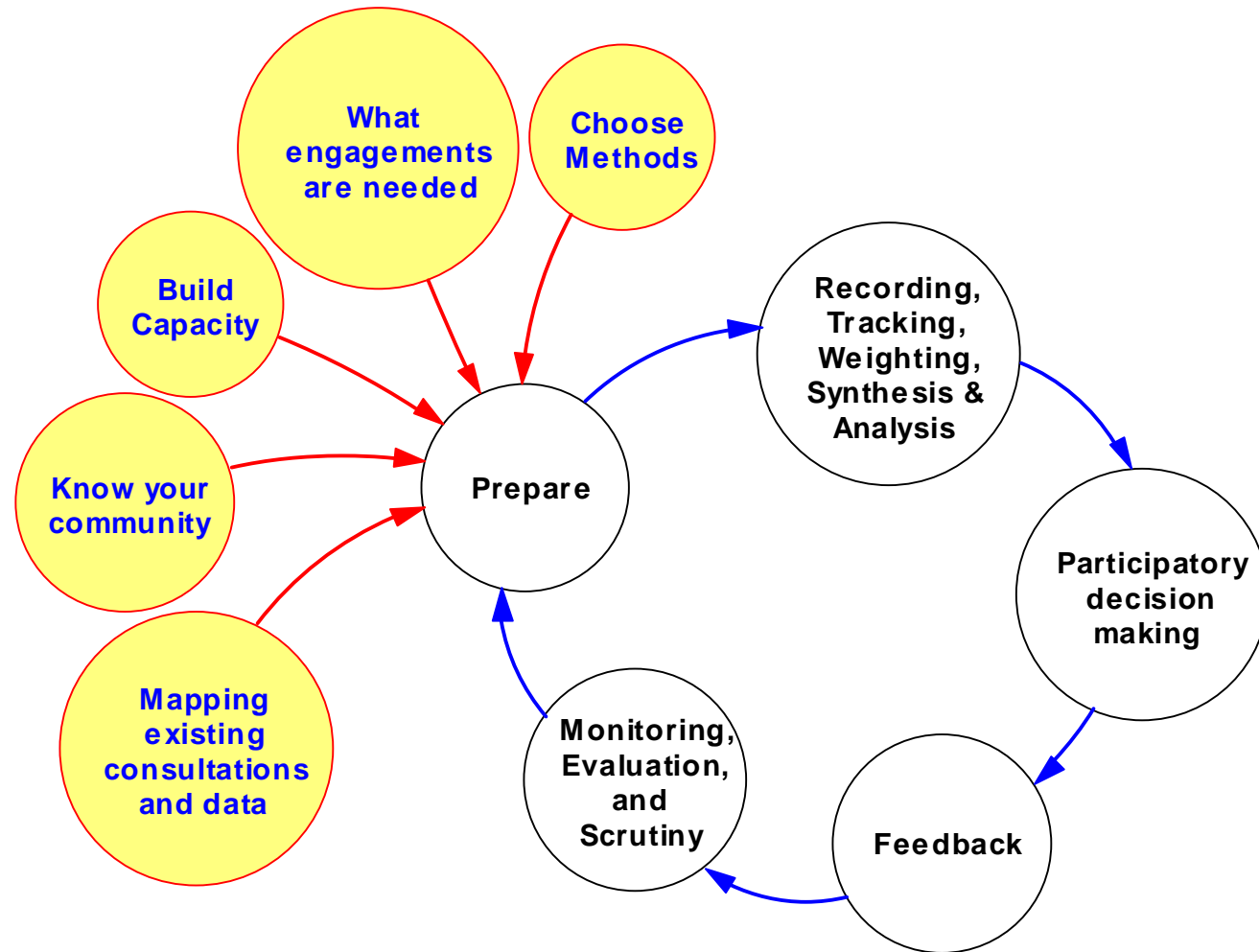
- Democracy
- Community Cohesion
- Effectiveness
- Legal

What does the law say?

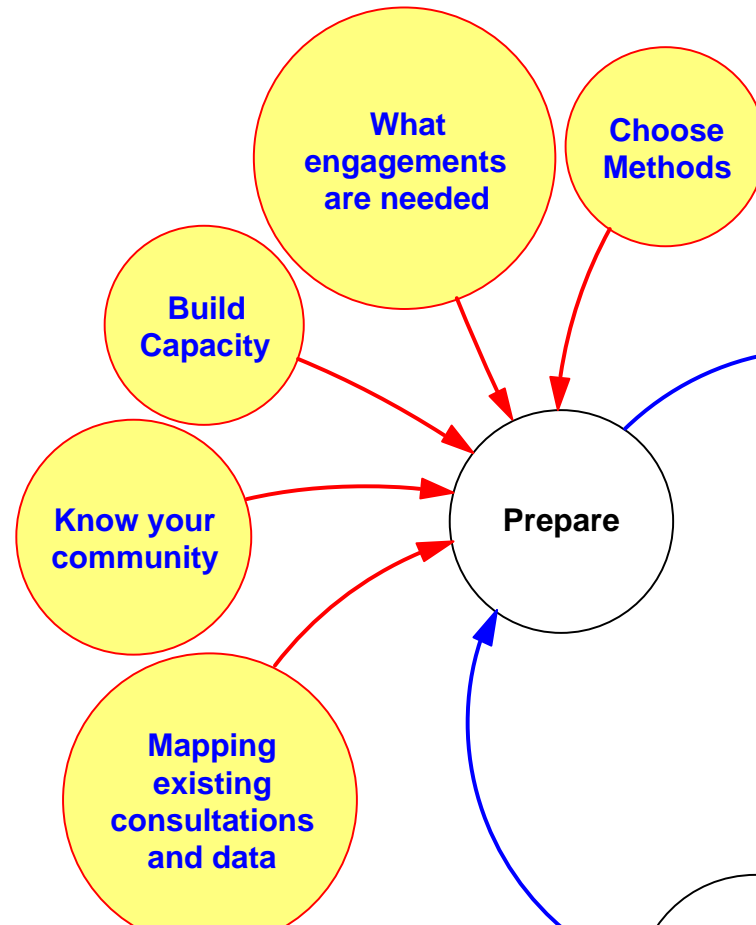
- “... proactively seek and build continuous and meaningful engagement with the public and patients, to shape services and improve health”
- “... report on how people’s views have shaped the decisions they make when commissioning services”
- “... cover routine functions, as well as significant one-off decisions”
- “... appropriate engagement and empowerment should be embedded as standard practice throughout authorities, central to service delivery, policy and decision making”

How are you going to do this?

Fig 1
Community
Engagement
Process



CE Process - Preparing



Preparing - Mapping



**Mapping
existing
consultations
and data**

Preparing - Mapping



Mapping
existing
consultations
and data

**1. Surveys,
consultations or
engagements**

2. Routine Data

3. Other Data

4. Complaints Unit

Prepare - Schedule



**What
engagements
are needed**

Prepare - Schedule



**What
engagements
are needed**

1. List possible engagements

a) Borough Wide

b) Area based

c) Service based

Preparing – Who to engage

Selecting participants and understanding the community



Preparing – Who to engage

Selecting participants and understanding the community



Know your
community

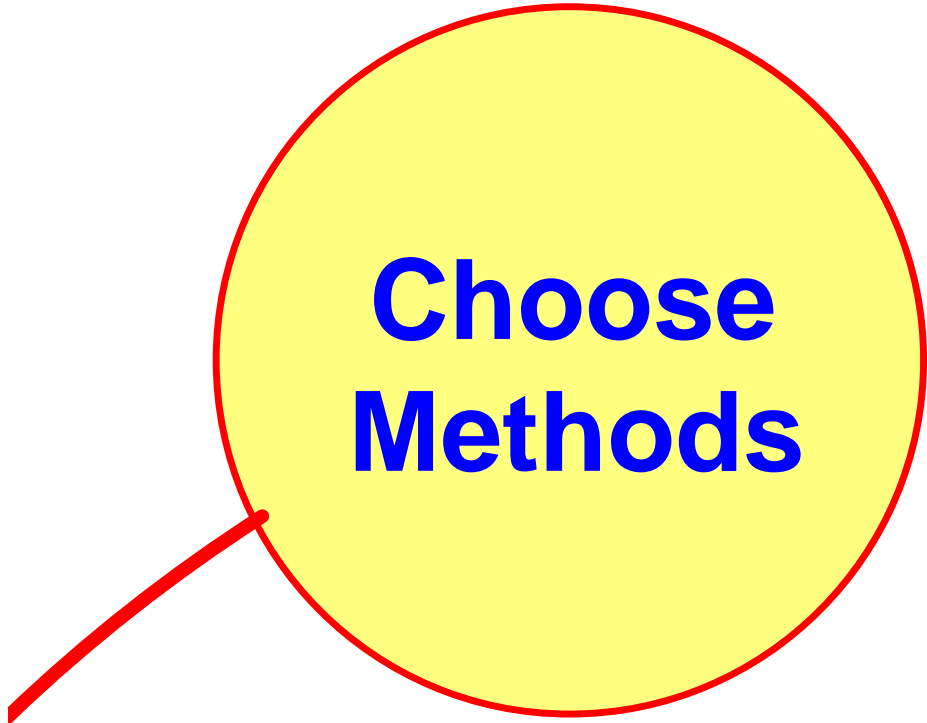
- 1. Age, ethnicity, gender, and physical or mental disability**
- 2. Social Marketing**
- 3. “Hard to Reach”**
- 4. Marketing Plan**
- 5. “Usual Suspects”, Representatives etc**

Box 1: 'Hard to reach' and 'seldom heard' communities

Eastern and Coastal Kent PCT identified six categories, each with a number of sub-categories

- **Children and young people**
 - School leavers with low educational attainment
 - Youths with a record of repeat offending
 - Young parents including teenage mothers and fathers
 - Children with mental health illness
 - Sexually active teenagers
 - Children with learning difficulties
 - Children from ethnic communities whose first language is not English
 - Young people who fail to access the services available
- **Hidden communities**
 - Drug users
 - Sex workers
 - People with alcohol addictions
 - People with mobility needs
 - The housebound
 - Carers
- **People who are uninterested and/or disillusioned**
 - People who tend to have poorer health
 - The long-term unemployed over 50
- **People who require different ways of communicating**
 - People with learning difficulties
 - People with hearing or sight impairment
 - People from BME communities & other people whose first language is not English
 - People lacking basic life and social skills and who lack basic literacy and numeracy skills
 - Sexual orientation Gay, lesbian, bisexual and transgender people
- **Transient groups**
 - Homeless people
 - Gypsies and travellers
 - Refugees
 - Asylum seekers

How to engage



**Choose
Methods**

How to engage



**Choose
Methods**

Depends on

1.Scope

2.Question

Box 3: Range of consultation and involvement methods

| Methods of consultation | | Methods used in Tower Hamlets | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------------|-----------------------------------|
| 'Pre-consultation' methods (or informing) Word of mouth, letters, leaflets/flyers, Council newsletter, special publications, adverts in the local newspapers, media releases and interviews with local journalists | | +++ | |
| Traditional methods Questionnaire surveys and polls Interviews Community meetings, forums and committees Focus groups/workshops User forums/satisfaction surveys Steering/advisory committee Community exhibitions, conferences, large public events Community leaders/champions | | +++ +++ +++ +++ +++ ++ ++ + | |
| Newer/innovative methods Residents panels/Citizens juries E-consultation Scenario building/visioning exercises Community cultural development activities World café Appreciative inquiry ¹⁷ Aspirational visit ¹⁸ | | ++ +++ - + ++ + + | |
| <i>Key:</i> | +++ Widely used | + | Not widespread/gaining ground |
| | ++ Moderately used | - | Not used/no information available |

people and participation.net



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Process Planner

Methods

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List of methods with brief descriptions

21st Century Town Meeting

These events involve a large number of citizens (between 500 and 5,000) in deliberating on local, regional or national issues and make use of modern technology voting pads and networked laptops. They combine the benefits of small scale face-to-face discussions with those of large group decision making.

Action Learning

Action Learning is an educational method that lets participants study their own experiences and actions to help learn more and solve problems.

Action Planning

Action planning is a strategic method to help focus and decide what steps to take to achieve certain goals.



Enable Engagement



**Build
Capacity**

Enable Engagement



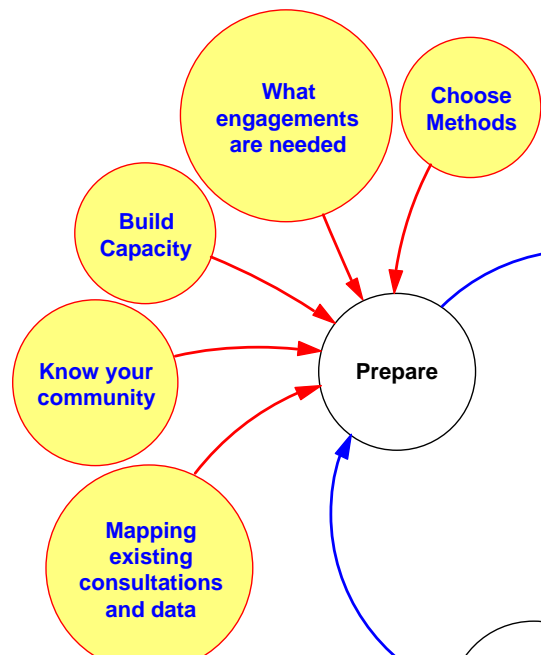
**Build
Capacity**

Train in how to engage

a) Community

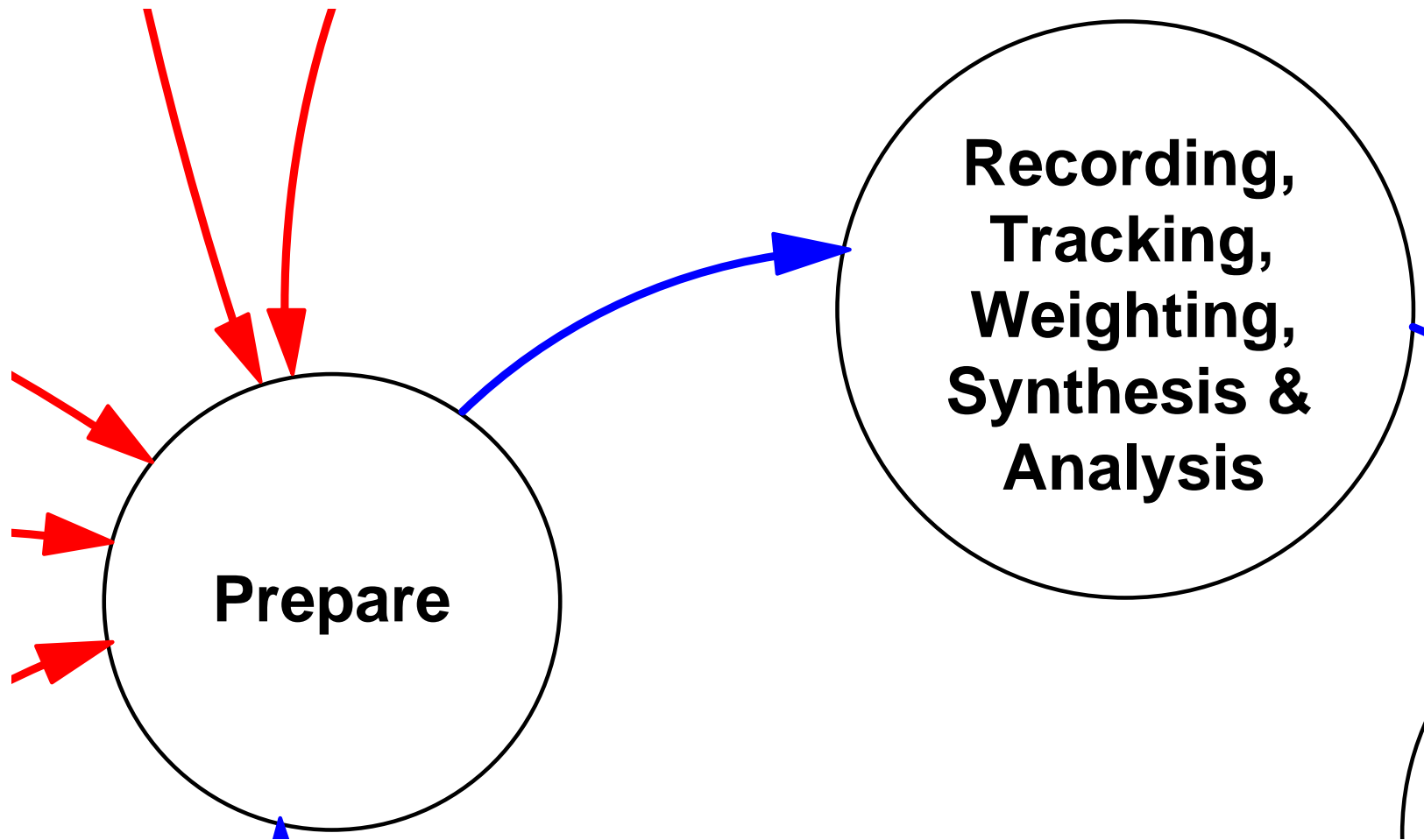
**b) Staff – dedicated team
&/or mainstreaming an
understanding of CE to
all staff**

Working Together



1. All public bodies have duty to involve
2. Most public bodies involved with health – avoid silos
3. Share & gather data together
4. Avoid duplication
5. Reduce consultation fatigue
6. Organise at LSP level
7. Consider Appointing Executive Director/SRO for CE at LSP level
8. Produce Engagement Calendar
9. Share cost & resources
10. Share learning

Knowing what we've done





to go and have a game. Especially not for free. The sports centres they all do badminton and squash but nowhere for table tennis.

1029: I don't like the table football, its rubbish the little men don't do what you want them to I don't feel in control. It's the same with the Wii. I expected it to be better graphics and more control from the user. But even if you just move you wrist you hit the ball in tennis. Its rubbish, I don't like it. I do like the idea of using it to get fit the Wii board is a good idea.

1031: I don't get the point of Facebook. Everyone uses it but what's the point of uploading all the pictures and then tagging each other? Isn't it easier to call people? Not if you live in America! (Michelle)

1033: We have Table tennis and pool tournaments before but not for a while.

1035: I really like doing some of the projects we've done over the summer (summer camps run for two weeks 12-6pm for two weeks of the summer holidays. We printed T-shirts, played basketball, did graffiti spray painting on small canvases. BBQs were banging. Everyone came and bought their own cooking. That stereo over there, we had that out it's on the blinkers now.

1087: There is a really strong sense among young people of being from the estate. 30+ young people see each other as friends.

1089: Catalyst and Ealing Homes are both looking at apprenticeships and training with developers. Opportunities for young people here building their own homes.

1091: Ealing Homes could provide NVQs for young volunteers, Youth Achievement Awards; Tim has ideas about who this might appeal to. Ealing Homes may be able to fund some of this as a pilot project. Council could look to chip in, council and contractors (Inspace) too.

1093: Outcome: Aim to establish a core group of young people (through Tallo Centre, local schools, youth centre) who could be involved in the youth engagement activities and act as ambassadors of young people. Regular meetings could be held at Oak Tree. Support this group to consult and work with a wider group. Ealing Youth Action could feed into this.

1097: TO: Have set up a programme of youth activity for over the half term, it's easy to link into this.

1098: Starting a new session at Bollo youth centre called Bollo Juniors for the 13-14 age group. Wednesday after school 4-6pm. Opportunity to develop that age range. Often they want to use the centre but are intimidated by the older kids. Aim for regular attendance of those living on the estate. Starting Bollo Juniors Wednesday June 4th.

1126: o We need a community centre with things for young people like DJ and music classes. Also more playgrounds for children.

1127: o Better shops and things; like a Chinese restaurant. I don't think that is healthy but that's what we want.

10 Young People

“Youngsters need to be amused, and occupied, or they feel worthless (322).”

“We must pour the money into looking after the kids (1415).”

Much of the discussion during the café sessions centred on young people. In general it was felt that there was an overall lack of provision for young people across the board. In general, throughout these discussions, young people were seen to be at risk of developing anti-social behaviour due to the lack of provision and lack of structures that guide them into the wider community.

Youth Clubs

The local Youth Club was discussed a lot at the café events – this is the Bollo Project for over 13 year olds and is situated on Bollo Bridge Road. However the facilities here were seen by many as substandard.

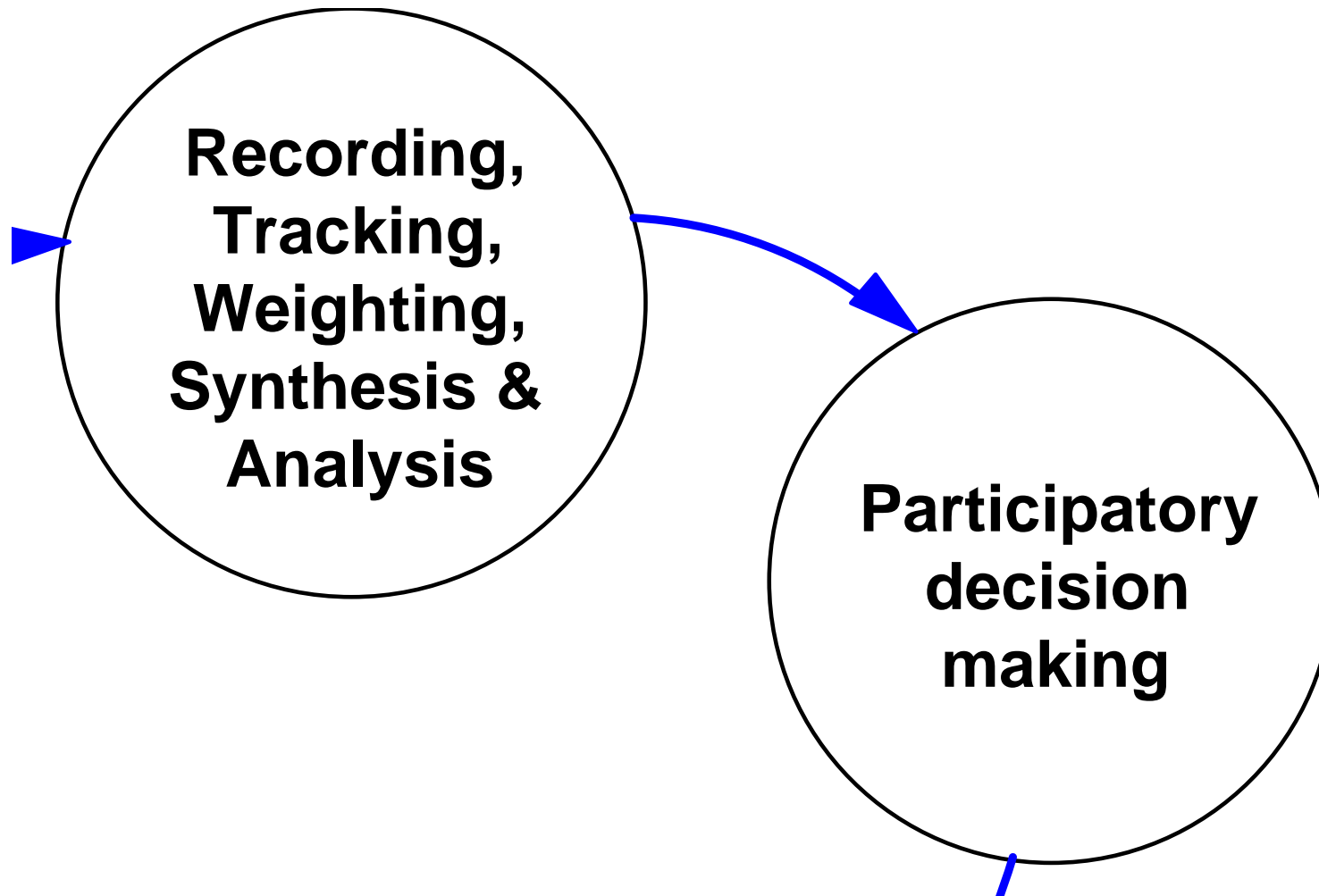
“The local youth centre is very limited in facilities. (It is) quite boring (244).”

Also, the club only provides activities for over 13 year olds, so that under 13 year olds have no provision for any activities in the local area. Alongside this the club is seen for mostly boys – leaving a gap in provision for girls. The Bollo club is only open four nights per week, and not on the weekends (1025). They provide table tennis, and pool which are popular with the young people that attend the club. There is also a youth charity for young people on the estate called the Roadshow, which runs through the summer months (1156).

Youth safety

“The youth seem to take it for granted living with violence, both as victims & perpetrators (71).”

Making a decision

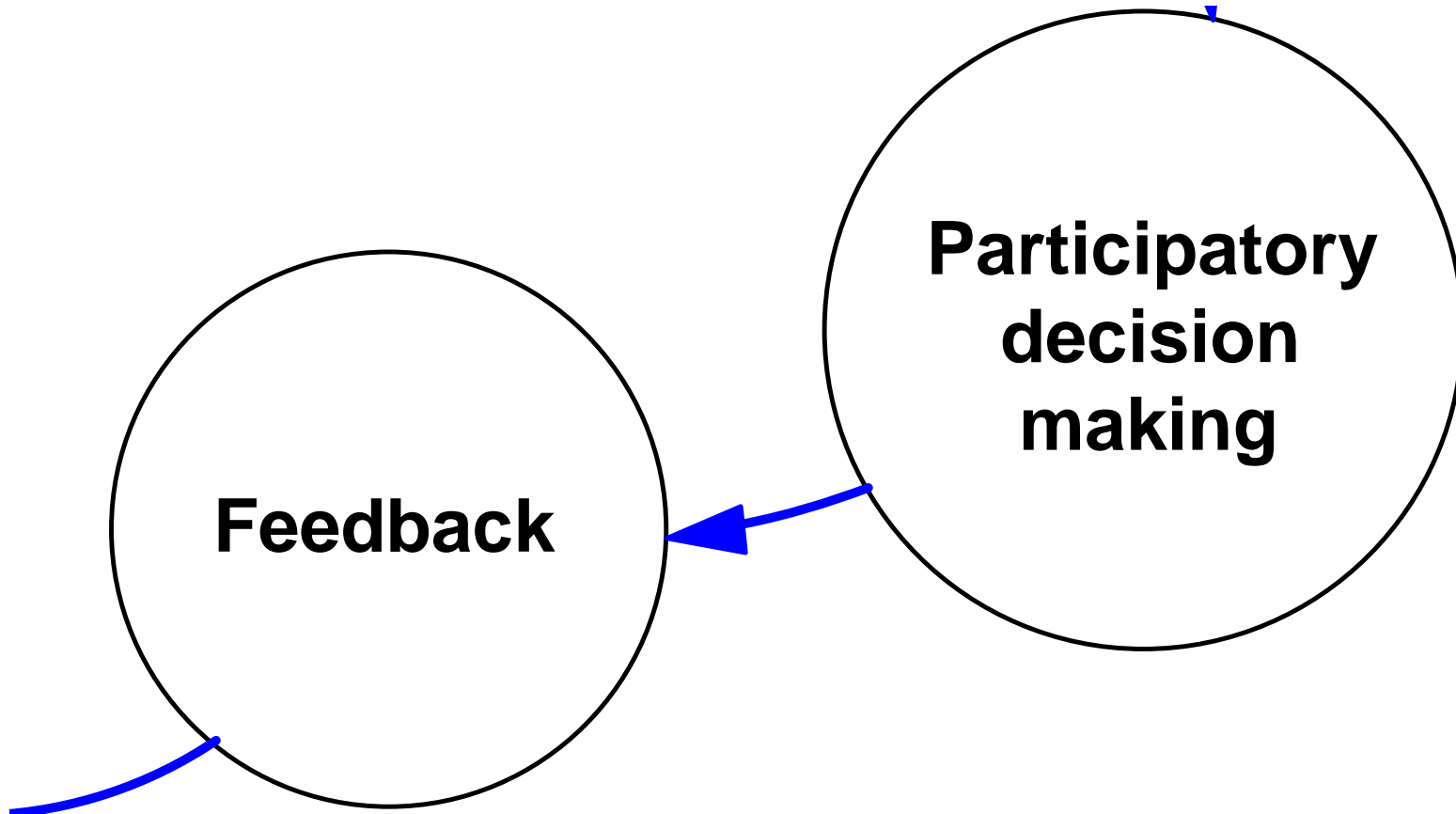


Prioritisation Matrix

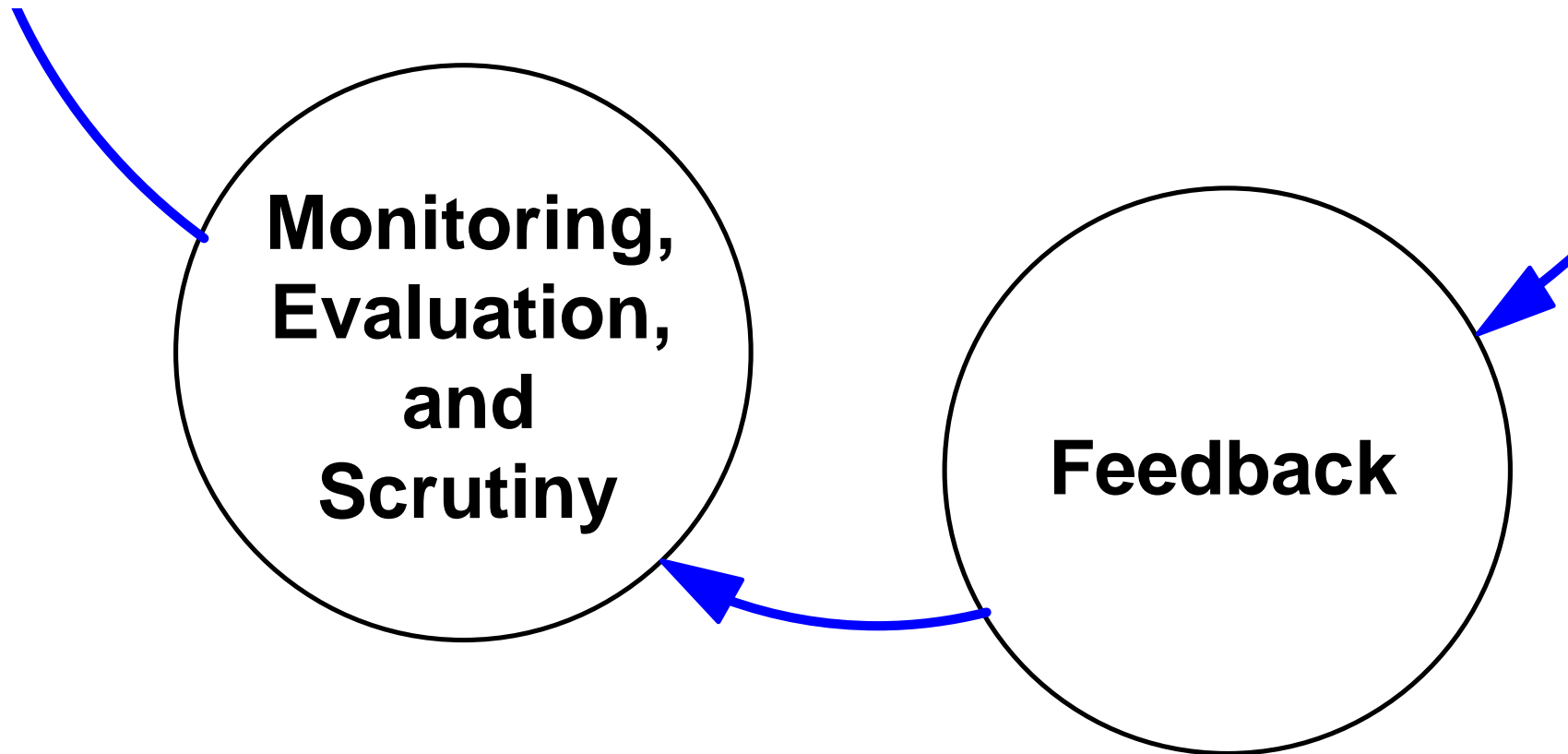
| Prioritisation Criteria | 1. National Priority | | 2. Reduce mortality | | 3. Reduce morbidity | | 4. Increase quality & patient experience | | 5. Feasibility | | Sum of Criteria = Benefit (X) | Cost (£000 (Y)) | Benefit / Cost* (X ÷ Y) |
|-------------------------------------------------|----------------------|------------|---------------------|------------|---------------------|------------|------------------------------------------|------------|----------------|------------|-------------------------------|-----------------|-------------------------|
| | W | Score 0-10 | W | Score 0-10 | W* | Score 0-10 | W | Score 0-10 | W | Score 0-10 | | | |
| 1. Dual Diagnosis | 10 | 5 | 10 | 2 | 10 | 5 | 8 | 5 | 4 | 5 | 180 | 410 | 0.44 |
| 2. Enhanced child protection | 10 | 7 | 10 | 2 | 10 | 3 | 8 | 4 | 4 | 9 | 188 | 39 | 4.82 |
| 3. Extended GP opening hrs | 10 | 9 | 10 | 6 | 10 | 6 | 8 | 8 | 4 | 10 | 314 | 678 | 0.46 |
| 4. Stroke hyper acute & thrombolysis | 10 | 7 | 10 | 4 | 10 | 5 | 8 | 4 | 4 | 6 | 216 | 200 | 1.08 |
| 5. Obesity for children | 10 | 8 | 10 | 6 | 10 | 7 | 8 | 8 | 4 | 4 | 290 | 500 | 0.58 |
| 6. Increased psych support for end-of-life care | 10 | | 10 | | 10 | | 8 | | 4 | | | 44 | |
| 7. Locality based cancer screening | 10 | | 10 | | 10 | | 8 | | 4 | | | 140 | |
| 8. Recruitment to HCAI Team | 10 | | 10 | | 10 | | 8 | | 4 | | | 84 | |

*The lower the overall score, the greater the marginal benefit is considered for the population of Tower Hamlets.

Constant communication

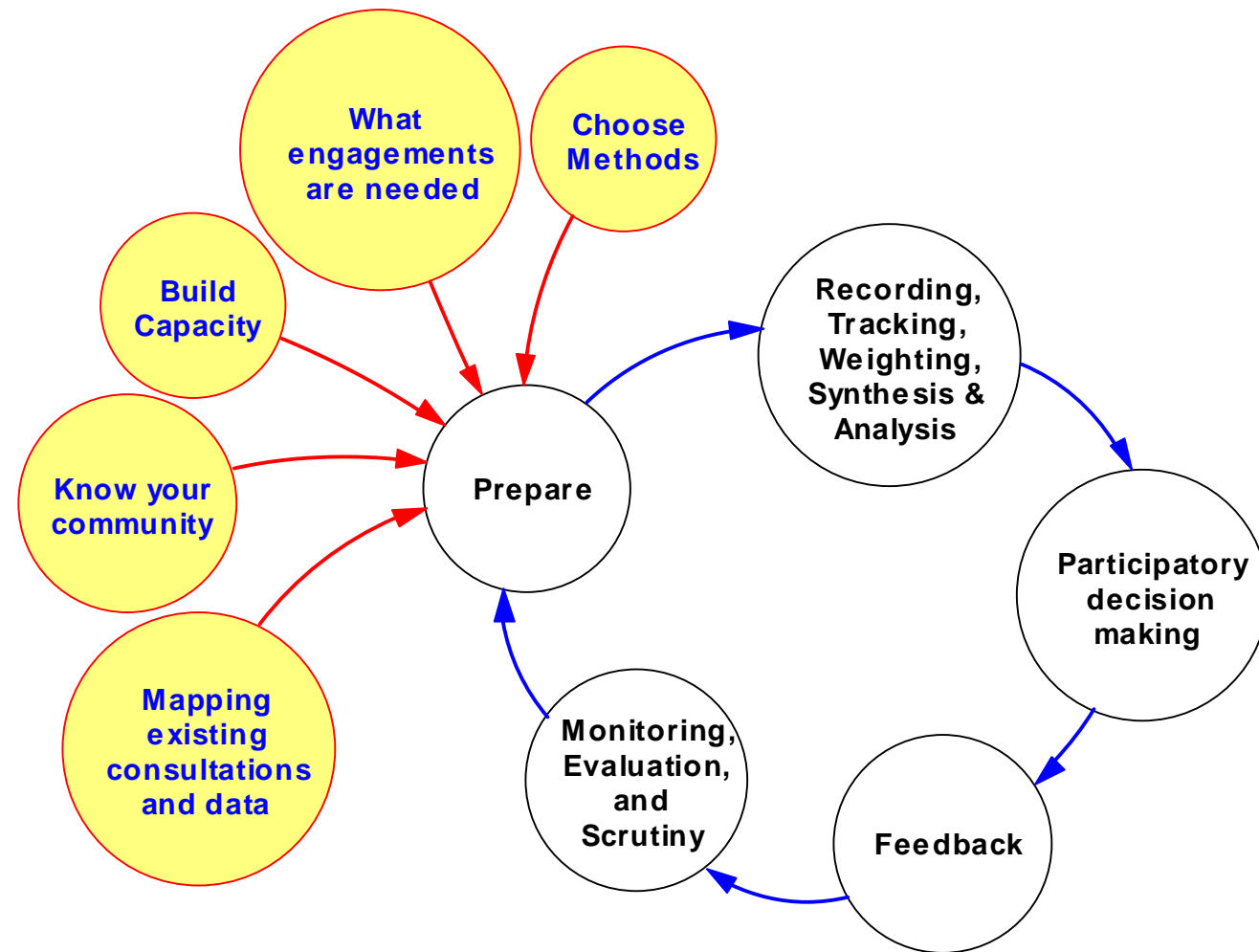


Checking it happened



Iterative Process

Fig 1
Community
Engagement
Process



















Why do CE?

- Renew Democracy
- Improve Public Services
- Restore Faith

“Start the culture change now
because it takes many years to
successfully implement”

How to Achieve World Class Commissioning
Competencies. Practical tips for NHS
Commissioners. DoH 2008

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