



healthwatch

Week

Share.

Learn.

Celebrate.



Models of engagement showcase

Healthwatch Leeds

Healthwatch Croydon

Healthwatch Wiltshire



Welcome to our showcase

Aims of the session

Welcome to the launch of three models of engagement produced by Healthwatch Leeds, Healthwatch Croydon and Healthwatch Wiltshire. They were grant funded by Healthwatch England to produce these guides, after you told us that examining different approaches to engagement was your main priority in the 2019 learning needs survey.

In this session we will cover the highlights of:

- How to engage and work together with seldom heard groups
- How to engage people using video diaries
- How to engage and involve people with dementia

All will be available to download, adapt and use from the Healthwatch website

[Local Healthwatch models of engagement](#)

There will be time at the end for questions - please use the chat box once we get to Q&A and stay on mute when you aren't speaking!



Contents of the models



Some key things you will find in each of the guides:

- Why use this approach?
- Suggested steps to take
- Lessons learned
- Top tips for success
- The difference the work made
- Suggestions for delivering remotely





**How to engage
people using video
diaries**

**Harriet Wright
Healthwatch Leeds**



Background

What we did

- Filmed people with multiple health conditions
- Monthly video diaries capturing experiences moving in and out of services
- Videos shared with decision-makers who report back on actions



Why are video diaries a great way of capturing people's experiences?

“Nothing is more important or powerful than bringing the patient's voice, authentically, into the room of people charged with making decisions for a city. This has grounded us back in the reality of the people we serve, galvanised us to do better and reminds us that we are servants of the people of Leeds.”

Thea Stein, CEO of Leeds Community Healthcare NHS Trust and member of the Partnership Executive Group in Leeds.



healthwatch
Week

Other reasons to do video diaries

- Adaptable to a variety of settings
- Reach people whose voices might go unheard
- Accessible form of media
- End up with a resource that can be used in training, awareness-raising etc

How did we do it?

- Employed a film maker
- Invested in decent equipment
- Worked with partners to identify suitable participants
- Lots more info in the 'How to' guide

Video diaries during Covid

How can the model be adapted?

- Record and edit or transcribe phone calls
- Ask people to record their own video diaries
- Record and edit zoom meeting
- Socially-distanced filming

 SCREEN RECORDING

now

Screen Recording video saved to Photos

Breakfast





How to engage seldom heard groups

**Gordon Kay &
Robyn Bone**
Healthwatch Croydon



Why try this approach?

- With coproduction, you give the group the opportunity to decide what is important to them and to explore them - they set the agenda.
- You take on the role more of facilitator rather than researcher, guiding them through the process and ensuring it meets expectations.
- It is a more interesting experience, as you go into this without any preconceived ideas, you challenge the hard-to-reach group to come to decisions rather than making them all yourself.



Why try this approach?

- The hard-to-reach group learn skills which they can take on to other work, so you are enhancing the social value of the work you do.
- Your insight might have more weight with stakeholders as it has come directly from the hard-to-reach group they have been actively involved in the process rather than just passively responding to questions.
- Healthwatch values: We best represent the patient voice by involving them with the work, giving them true ownership.



Why was it a success for us?

- Based on discussions a proposal for a Young People's Mental Health Forum bringing together a range of 13-25-year olds from a range of needs to continue to give their views on services, share ideas and mystery test new services.
- We have raised the profile of our organisation in this areas and this has also informed other work. For example, the mental health impact of COVID.
- We have a tried and tested new method to engage with other hard-to-reach and seldom heard groups.



Top tips to consider

- Be prepared to take a risk: We did not know how this would turn out, but we had an end goal in mind and scenario-planned potential risks.
- Think about drop out: The larger the group, the lighter the load. It makes a big difference if the numbers drop by half as it did by the end.
- Resource intensive with staff time and facilities: Working with younger people or vulnerable groups may have extra safeguarding requirements meaning a DBS-checked adult needs to attend at all times.



Views of our participants – class of 2019



Beth tells us about her experience and what she hopes for the project:

<https://youtu.be/b4Vzd-2Qb5Q?t=306>



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Week

Delivering under COVID

- Format change: We ran via Zoom sessions to give participants discussion time and email and WhatsApp between meetings.
- Building rapport: We never met face-to-face so early team building exercises along with lots of work by the team to enable good working practices from different personalities.
- Platforms: Choose a platform that works for the coproducers.
- Staff resource: Took more time to get everything done. Students due to finish on 1 July stayed on throughout August but report still needed to be completed by Healthwatch staff team.



Participants during COVID



Syeda and Miriam on the experiences of this project:

<https://youtu.be/7HkRZDsxDUs?t=151>



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Week



**How to engage people
with dementia**

Julie Brown
Healthwatch Wiltshire



A model for dementia engagement



Includes:

- Partnership working
- Involving people with dementia in the project design
- Hints and tips for volunteers
- Visiting community groups



Involving groups in the project design



Top tips

- Prepare a few draft questions, but use only as a guide
- Take information to leave with people

Our learning from the group

- Keep background information short
- Defining terms
- Use of language
- Methods of engagement



Visiting community groups - hints and tips



What helped our volunteers at community groups?

- Join in the group activity
- Don't be afraid of quiet periods — people may take longer to process the information
- Don't worry about going 'off topic'
- Use spoken and written questions
- Flexible approach
- Say thank you!



Outcomes from using this approach



1. Accessible survey

An approach that is dementia friendly, enabling more people with dementia to participate.

'I have completed this form without help, but my husband is in the room with me. We have discussed each question and this has been very helpful. It has made me see things differently from before.'

Person living with dementia



Outcomes



2. Meaningful information

‘The group in Trowbridge has made a big difference. It helps me discuss issues and enjoy singing. I have noticed my epilepsy fits have become more infrequent, and I feel more confident.’

‘People don’t think I’m barmy, they help me find places. I take people’s deliveries in return.’

People living with dementia



healthwatch
Week

Outcomes



3. Promoting wider participation

Sharing your experience of involving people with dementia can:

- Encourage others to use the approach
- Increase confidence of people with dementia to be involved



Outcomes

4. A platform for impact

‘Healthwatch Wiltshire have been an integral partner in shaping and developing dementia services in Wiltshire. Key achievements can be directly related to comments raised by the public during Healthwatch Wiltshire’s Dementia Engagement work and subsequent published reports.’

Sara Young, Joint Commissioner – Dementia, Wiltshire Council

‘You put so much hard work into the engagement reports and without your great, empathetic demeanor, people would not be so happy to engage and the reports would simply not be as rich! You know we use them as definitive data – always have done – and shape our services accordingly.’

Babs Harris, CEO, Alzheimer's Support



Thank you for listening!

Any questions?

We are a big group so please use the chat box!



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Week

Next steps

- The guides are all available on the network site to download, adapt and use
 - [Healthwatch Leeds video diaries](#)
 - [Healthwatch Croydon engaging seldom heard groups](#)
 - [Healthwatch Wiltshire engaging people with dementia](#)
- Get in touch if you have any questions - contact details are in the guides
- Sign up for the Healthwatch Engagement Leads Network (if you haven't already!)
- Princess.menkiti-udom@Healthwatch.co.uk
- Watch out for the next round of grants and consider applying to share one of your models of engagement
- Let us know what you thought <https://network.healthwatch.co.uk/healthwatch-week-evaluation-form> Thank you and enjoy the rest of the day!