



## Bringing the public and professionals together

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## Healthwatch Cornwall

Developing a new digital engagement community platform

## Healthwatch Surrey

Increasing citizen and service user voice in transformation through collaboration

## Developing a new digital engagement community platform - Drivers

- Moving to place based services with more of a local community focus CloS ICS want a Citizens' Panel to understand
  - What matters to people using services both now and in the future?
  - How does this vary by locality and audience?
  - How can the system deliver place based care more effectively?
- Healthwatch Cornwall want to improve diversity
- People want to access information easily

# Theory of Change

## 3. What are our assumptions ?

- The public will want to contribute
- The system will want to listen
- The system will engage in real time dialogue
- The platform will be sustainable

## 1. What is our long term goal ?

- Enable ordinary people CIOs to share ideas ask questions, inform and co-produce H&SC services

## 2. What are our outcomes?

- People are engaged, listened to and contribute their views and ideas
- Communities and the system work together collaboratively to design and deliver the best services for people when and where they need them

## 7. How and to whom will we put our case to influence the outcomes?

- CCG Providers, Commissioners, the public, funders, Healthwatch England

## 4. What methods will we use to get the evidence we need ?

- Research with other STPs and Citizen Panels and NHSE RCS – Visioning
- Stakeholder focus groups

## 5. What inputs/resources do we need ?

- Funding for development
- Revenue funding (2yrs)
- Staff post to drive and manage
- \* Partnership with platform provider
- \* Stakeholder buy in

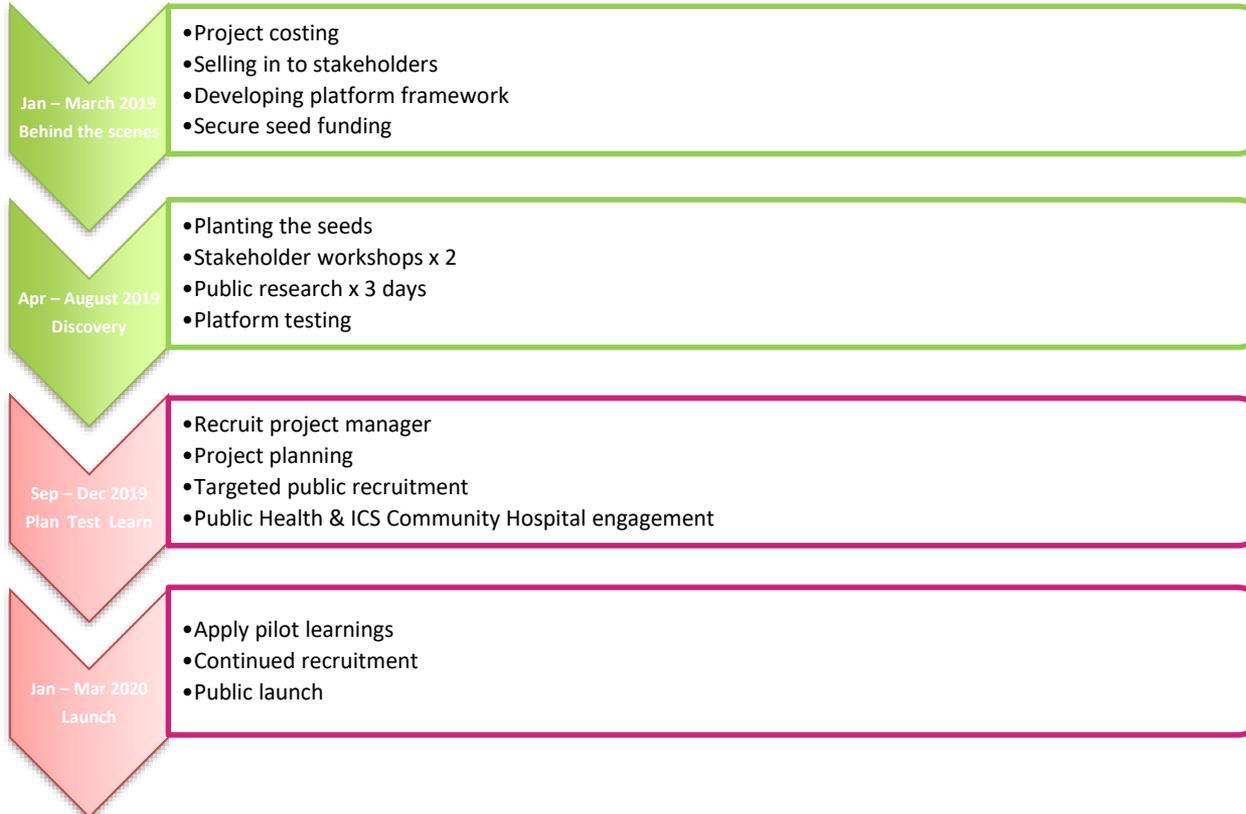
## 6. What will we measure to assess outcomes and activities?

- Public recruited to panel
- attrition rates
- System/Professional use
- Impact of information gathered
- Satisfaction ratings

## Working with a local Design and Technology company

Developing a platform underpinned by the principles of Edgar Kahn's work – The co-production imperative :

- **Recognising People** .... *as assets and equal partners in designing and delivering services*
- **Valuing work differently** .... *to recognise and grow people's capabilities*
- **Promoting reciprocity** .... *to enable us to work with professionals and each other*
- **Building social networks** .... *to transfer knowledge inside and outside of services*



## Challenges of the project

- Voluntary sector sceptics – It will not gain traction
- Governance – Open social platform
- Recruitment – Signing people up
- Profile raising on a limited budget – targeting
- Reality of dynamic conversations in LA and NHS cultures

## Costs and resource implications for Healthwatch

- Year 1      £20k Platform development and discovery  
                 £25k Staffing and recruitment
- Year 2      £40k Staffing and development
- Communications and marketing
- Development time
- Partner relationship management
- HR and line management

## Synergies with core contract

- Extension of bringing public voice and experience into the system
- Increases Healthwatch Cornwall reach and strengthens diversity
- Provides a tool for co-design
- Strengthens our research function
- Raises Healthwatch Cornwall profile
- Highlights partnership working
- Strengthens Healthwatch Cornwall reputation for independence

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## Early Adopters

- Kernow CCG
- Public Health
- Adult Social Care
- Royal Cornwall Hospitals Trust

## Talking to

- Primary Care Networks
  - Voluntary Sector Forum
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askcornwall.co.uk

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Ask Cornwall

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# Sharing ideas for better health and wellbeing

How can we improve health and wellbeing in Cornwall and Isles of Scilly? Join our community and make a difference.

Location   **Go** Advanced search

**Play video** **Read more**

 **Make connections**

Create your profile, make connections and stay informed.

**Register for free**

 **Add your ideas**

Share ideas to improve health services or rate ideas from others.

**Add an idea**

 **Ask a question**

Ask the community a question and gather ideas for better services.

**Ask a question**

 **Start a project**

Create a group and work with others to make ideas happen.

**Create a team space**

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## Next Steps

- Soft Launch
  - ❖ Public Health – Health and Wellbeing strategic priorities
  - ❖ CCG Engagement Team – Reshaping community services
- Apply learnings
- Media Launch 26<sup>th</sup> March 2020 at Healthwatch Cornwall annual conference

## Increasing citizen and service user voice in transformation through collaboration - Background

The Citizen Ambassador Programme is about,

*“Ensuring the voice of local people can truly influence how we are trying to improve and join up local health and care services is a fundamental part of our overall strategy. This programme aims to reach our ordinary citizens in a way that’s not been done before and we are already seeing the value of our Citizen Ambassadors around the table”*

– Rich Stockley, Head of Research and Engagement for Surrey Heartlands

## What is a Citizen Ambassador (CA)?

- The independent voice bringing insight from local people and communities
- Seven CAs were assigned to different transformation work streams within Surrey Heartlands ICS
- The CAs work 10 hours a month and are allocated 5 hours admin support
- Healthwatch Surrey were commissioned by Surrey Heartlands to manage the programme
- CAs provide the work streams with the citizen insight they require to make decisions based on meaningful service user experience

## Recruitment and Training

- Working with our ICS partners we ran 2 assessment days to recruit the 7 CAs
- We were looking for people that were passionate, independent and able to represent the views of people
- All CAs were trained on engagement and assessed against our engagement competency framework
- They were also trained on safeguarding, lone worker, data protection and equality and diversity
- We provide ongoing support, admin and project management throughout the duration of the 2-year programme

# Citizen Ambassadors -Reporting and information flow chart



Citizen Ambassador attends engagement activity



Citizen Ambassador writes summary sheet and sends to Healthwatch



Healthwatch enters high level engagement details and findings into activity database and sends to Research and Insight Lead & PMs

CA writes blog and provides updates for wider circulation

No further action required on this subject - discuss other areas CA can focus on

CA gets support from Research Team at Surrey Heartlands e.g. Citizens Panel

Further investigation needed?

Findings discussed at workstream programme board



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## Challenges of the Programme

- Clear focus and direction from the programme managers
- Being able to show the CAs they are making a difference
- Motivation of the CAs
- Time constraints of 10 hours per month
- Maintaining a balance between the desire for “research” and insight and outreach with seldom heard groups
- NHS staff churn and system change

## Cost and resource implications for Healthwatch

- Project management, set up and negotiation
- Admin support, training, line management
- Finance and HR e.g. payroll, contracts
- IT support needs

## Synergies with our core contract

- In line with our key principles of independence and amplifying the voice of local people
- More experiences for our informatics database from CA events
- Another source of themes and information from Surrey residents
- Award winning – HWE NHS70 award last year
- Press coverage and awareness for Healthwatch Surrey
- Demonstrating collaboration in practice

## What difference is the Citizen Ambassadors' work making to the NHS



*“Both Vicky and I want to express our gratitude to you all for the amazing work you have done in the build up to and on the day co-ordination of the first 1000 days event.*

*Without your input it wouldn't have been possible to pull together the day. Feedback so far has been overwhelmingly positive Twitter has gone bonkers!”*

- Trudy Mills, Director of Children and Family Health Surrey

Thank you

Questions and  
discussion

**healthwatch**

