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Final Report for Healthy Conversation 2019

*An NHS engagement exercise with the people of
Lincolnshire to understand what matters to them
in order to inform NHS service development in the
future*

People are at the heart of everything we do and it's important that they are involved not just in decisions about their care, but also in decisions that shape the current and future health services in Lincolnshire.

Introduction

We are pleased to present our first 'Lincolnshire NHS' engagement report. The engagement campaign 'Healthy Conversation 2019' took place during March to October 2019 and was delivered by the all the Lincolnshire NHS organisations together.

This report provides a summary of the feedback from the Healthy Conversation 2019 (HC2019) campaign to the public, staff, NHS organisations, partners and stakeholders. It details the campaign activity and explains how the feedback and results have informed the development of Lincolnshire's Long Term Plan and NHS work programmes as well as being used to shape emerging options for the Acute Services Review consultation.

The appendices provide further details of the campaign's communication and engagement activities and the feedback received.

Healthy Conversation 2019 Executive Summary

Through the HC2019 engagement campaign and associated communications, there have been a vast number of contacts using a variety of methods such as Facebook, Twitter and other social media platforms. Other methods have included face to face contacts such as events, surveys, forms, market days and supermarkets. Healthy Conversation 2019 has been communicated widely via different channels and with the support of our stakeholders and partner organisations, sharing information on our behalf. Below is a summary of these contacts, and the breadth of opportunity available for people to engage with.

Engagement



Launch day

- Successful event held in a central, accessible location within Lincolnshire
- Press and key stakeholders in attendance
- Clinicians and senior executives available to answer questions and provide interviews
- Also launched through communication channels such as local media, social media and radio
- Key stakeholder briefings took place and information provide via press packs

Open Events

- 9 events across the county
- 'Interactive' face to face approach involving clinicians, senior executives and managers.
- Displays showcasing information and opportunities for involvement in prevention and self-care, integrated community care, mental health, hospital services, enablers (digital, workforce, estates), NHS Long Term Plan, travel and transport
- Promotion of opportunities to get involved e.g. Survey, feedback forms, Keep in Touch forms

Workshops

- 4 workshops held in 2 locations
- 'Deep dive' sessions held in the localities for the public to ask detailed questions
- Clinicians and senior executives present to talk through rationale, opportunities and risks
- Feedback and FAQs from the workshops published

Roadshows

- Spokespeople visited 12 different communities by attending various market days and supermarkets across the county
- Provided opportunities to share information, answer questions and gather feedback
- Helped to reach people that may not attend other events or feel able or confident enough to speak up in unfamiliar settings
- Increased campaign awareness

Existing community meetings

- Captured people's views at community meetings with various groups such as Lincs Sensory Service, Parent and Toddler groups and village friendship groups
- Attended existing external events e.g. New College Stamford Fresher's Fair, Safeguarding Conference 2019, Race Equality Conference and Annual Public Meetings etc.

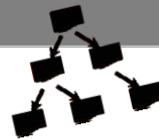
NHS Staff



- Initial detailed team briefings across all 7 organisations in Lincolnshire coincided with the launch day.
- Screen savers displayed on staff computers across 7 organisations
- Built on existing methods of communication in organisations such as websites, staff briefings, bulletins and local intranets
- Regular updates on staff wide bulletins, intranets executive blogs and emails and team briefings
- Captured staff views by attending events such as the STP Digital Connected Care Event where 300+ people attended

Stakeholder Management

- Partner working with EMAS, neighbouring Trusts and HealthWatch
- Updates presented to our Stakeholder Board and Voluntary Engagement Team
- Formal attendance at Health Overview and Scrutiny Committee and Health and Wellbeing Board
- Updates sent to local MPs, District Councils, Parish Councils, Health partners, campaign groups, local influencers, staff reps and regulators.



Summary of activities

HEALTHY
CONVERSATION 2019

Digital



Website

- Website established March 2019
- One central hub available to all for communications and engagement activity and background information
- Creation of FAQs section and 'You Said, We Did'
- Update report published September 2019
- Monthly infographic summarising communications and engagement activity
- 54,695 page views

Social Media

- Creation of Facebook, Twitter and Instagram accounts
- Post reach of over 175,000 Facebook
- A total of 286,531 tweet impressions
- Regular key messages and information shared widely
- Promotion of events and workshops
- Used as a platform for communicating good news stories and connecting with the public

Media



- Press/public hub established March 2019 on the day of the launch
- Encouraged media to attend and report on all events
- 160 enquiries handled from the press and the public
- 19 press releases issued
- Featured on radio, TV and print press
- Healthy Conversation hotline number and email address used for all enquiries
- Regular media monitoring- featured in 40 positive stories, 28 negative and 15 neutral.
- Several case studies created and published on Lincolnshire NHS' website

Marketing



- Pull up banners, leaflets, survey, stakeholder mailing lists, display boards and posters, 'You Said, We Did' leaflets, displays on TV screens in GP practices, information in County News, hand delivered leaflets and posters to local outlets, posted leaflets and posters to all GP practices and NHS organisations
- Freepost address established

Information films

- 20 information films available to all
- Covering various topics such as Breast and Stroke service and Urgent and Emergency Care services etc.
- Promoted and available to watch via YouTube, Facebook, Twitter and the Lincolnshire NHS website
- 1659 video views

Equality and Diversity

- Worked with People's Partnership to further engage with protected characteristics groups
- Worked with the Equality and Diversity team to distribute translated leaflets via Health Promotion Events which took place on several occasions at Bakkavor, Moy Park
- Survey translated into the 5 most spoken foreign languages in Lincolnshire
- Easy read, braille and audio versions of the survey available on request
- Downloadable and printable version of the survey online

Key messages from Healthy Conversation 2019

We have heard that the people of Lincolnshire:

- Have respect and admiration for staff in the NHS
- Believe that prevention is better than cure
- Would like more education on healthier lifestyles and prevention
- Want support to manage their own health conditions proactively
- Want help to look after themselves better
- Recognise that NHS staff and skills are precious and we should use them sensibly
- Acknowledge that seeing a doctor is not always the best option
- Are enthusiastic about engaging with us through digital means as much as possible
- Want joined up care
- Are genuinely concerned about how the NHS can help people living in deprived areas

We heard that people in the Grantham area:

- Want 24/7 'walk in' access to urgent care services at Grantham Hospital
- Support a centre of excellence for elective care at Grantham Hospital

We heard that people in the Boston area:

- Want to keep maternity, neonatal and paediatric services at Pilgrim Hospital (with only one option going into the ASR public consultation)
- Are concerned about travel time for people with symptoms of a suspected stroke if the service is no longer at Pilgrim Hospital

We heard that people across Lincolnshire as a whole:

- Are concerned that Lincoln Hospital is not big enough to have more services moved there
- Are concerned that some patients, families and those from deprived backgrounds will have difficulty travelling to Lincoln Hospital, exacerbated by general issues with road networks and public transport in the county
- Are worried about current difficulties getting a GP appointment, and believe GPs and other services could be better linked
- Are concerned about the recruitment challenges faced by the NHS locally and nationally

Next Steps

All feedback received throughout Healthy Conversation 2019 has been reviewed and analysed by our lead clinicians and is already being, or will be, used as follows:

- Lincolnshire's Long Term Plan (LTP) has been developed and will be published shortly in line with the national timeframe. The LTP details many actions being taken forward which are consistent with the feedback received from the public
- You said that you wanted improved joined up care – we have expanded how we work together through our integrated neighbourhood working teams and Primary Care Networks. These are groups of 'multi-disciplinary' staff, working across their skills in your local area to link up care
- To inform the next stage of the Acute Services Review (ASR) programme, most notably developing the emerging options being considered for full public consultation
- As the NHS enters its national annual planning cycle, all of the HC2019 feedback continues to be delivered to our clinicians and strategists as part of the briefing process which will influence this planning
- You said that you wanted more help on healthy lifestyles. In January 2020, we celebrated a reduction in smoking rates in the county in the past 12 months and we are committed to continuing to work with our Public Health England colleagues in the county to create continued successes across both prevention and self care
- You are concerned about travel in the county, both road networks and public transport. We are actively working with Lincolnshire County Council, who are responsible for these areas, and other relevant partners in order to develop solutions and improvements. A significant example of this co-development is the joint transport strategy we are all signed up to
- You are interested in how digital technology can improve access to the NHS in the county
- We are in the process of establishing a showcase and information event for the public in 2020 to hear your views on what solutions would work best for patients and their carers
- We heard that HC2019 was welcomed and the opportunity for the public to continuously influence decisions in this way is something we all want to commit to continuing. We are actively in the process of establishing Lincolnshire's Citizens Panel, which will help broaden

and deepen our interaction and feedback processes across the county, one of many examples of improved processes we are implementing.

Conclusion

Healthy Conversation 2019 has evidenced the public's willingness to engage in difficult conversations, and offer suggestions regarding how we can improve. They want the NHS to have increasing focus on prevention and self-care, use a common language and link all its different elements better. They welcome that we are listening. Healthy Conversation 2019 has not just been about what people want, but understanding what matters to them, what they think would work best and why.

These conversations have been framed within realistic parameters about what the NHS can and cannot deliver. Lincolnshire NHS pledges to build on Healthy Conversation 2019 and develop this conversation in 2020.

The feedback received has been used to inform the development of Lincolnshire's Long Term Plan, NHS work programmes and further shaped the emerging options for the Acute Services Review consultation. As the NHS enters its national annual planning cycle, all of the HC2019 feedback forms will also be used in the briefing process to influence this planning.

Appendices:

Appendix	Content
1	Healthy Conversation 2019 purpose and activities
2	Feedback from: <ul style="list-style-type: none"> • Open engagement events • Paper and online forms and queries • Workshops 1 & 2 • Market days • Community group meetings • Stamford Freshers' Fayre • Overview of Acute Services Review survey and The People's Partnership report
3	Workshop Frequently Asked Questions
4	Acute Services Review survey report
5	The People's Partnership Acute Services Review engagement with hidden and hard to reach communities