



South East
Commissioning Support Unit

HOW TO MEASURE IMPACT OF ENGAGEMENT ON THE GROUND - TRAINING WORKSHOP

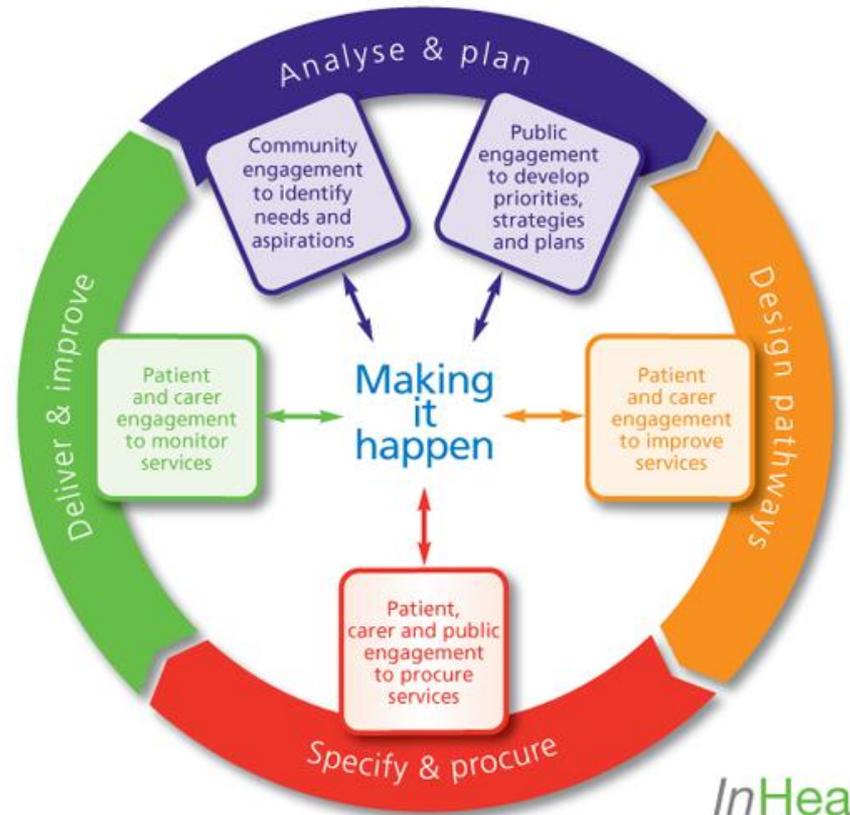
SOUTH EAST / CSU

Housekeeping

- Fire exits and facilities
- Please silence your Blackberrys, iPhones, etc during the session
- Documentation
- Workshop will last 2.5 hours
- Comfort break mid-way

Introduction

- Background
 - Transforming participation in Health and Care
 - Current duty on Commissioners
 - Feedback tends to focus on activity not impact?
- Defining impact assessment
 - What are you trying to assess?
 - NOT the policy itself!
 - Role of public engagement to support delivery of outcomes



InHealth
ASSOCIATES

Duty to publish evidence of what 'patient and public voice' activity has been conducted, its impact and the difference it has made'

Transforming Participation in Health and Care pg5

Agenda

- What is effective public engagement
- Benefits of impact assessment
- Elements of an effective impact assessment
 - Objectives
 - Target audiences and response
 - Designing an assessment rationale
 - Data collection
- Feedback channels
- Delivering a credible impact assessment
- Summary and questions

Activity 1: What is effective public engagement

Things to consider:

- Does your organisation have public engagement charter?
 - What commitments does it contain?
- Transforming Participation in Health and Care – see pgs. 29, 33 and 34
- The NHS Constitution
 - Involvement in your healthcare and in the NHS
- The Consultation Institute Charter – 7 principles
- Government Code of Conduct



ACTIVITY 2:

WHY DO WE NEED TO DEMONSTRATE IMPACT?

Health and Social Care Act 2012



Health and Social
Care Act 2012

Two legal duties on your organisation:

1. Patients and carers to participate in planning, managing and making decisions about their care and treatment through the services they commission
2. The effective participation of the public in the commissioning process itself, so that services reflect the needs of local people

Protect our NHS vs Bristol CCG

June 2014



- Protect our NHS launched judicial review proceedings against Bristol CCG
 - For failure to put in place arrangements to ensure patients and the public are involved in decisions taken by the CCG about NHS services in the Bristol area
- Case was withdrawn after Bristol CCG agreed to make substantial changes to its policies on public engagement
 - No judgment was made, however Bristol CCG is revising policies and changing their constitution as a result of the challenge
 - Bristol to cover 80% of Protect our NHS costs!
- Rosa Curling of Leigh Day & Co, representing Protect Our NHS, said:
 - **The “successful legal action should be a wake-up call for every CCG”**

Source: Leigh Day & Co, 11 June 2014

Elements of effective impact assessment

What is your public engagement intended to achieve?

- What is the engagement designed to achieve?
- How will involving the public support this achievement?
- What will we do with the information obtained?

Examples:

- Create better understanding of service user requirements
- Leading to pathways which better meet local need

Who, what, and how will lead to these outcomes being achieved?

- What audiences do we need to engage?
- What are the most appropriate mechanisms for engaging such audiences?
- How will the dialogue support our objectives?

Examples:

- Need to target on Group X and Group Y as they are most at risk and likely to benefit from designed pathway.
- Utilise existing community network

What indicators and measures can we use to demonstrate these outcomes?

- How will we know if we have been successful
- What measures can be linked to these outcomes?

Examples:

- Extent of the re-configuration
- Extent of changes after the engagement finished
- Stronger take-up of service
- Higher levels of awareness within the community

What data sources are already available?

- What data sources exist?
- What new data do we need to collect?

Examples:

- Commissioner feedback on changes made
- Service take-up
- Awareness tracking
- Complaint levels

What is your public engagement intended to achieve?

Who, what, and how will lead to these outcomes being achieved?

What indicators and measures can we use to demonstrate these outcomes?

What data sources are already available?

Stage 1: Engagement objectives

Demonstrating impact requires a clear set of objectives for the engagement:

- What is the purpose of the public engagement
- Specific objectives?
- What health outcomes are linked to this engagement:
 - NHS Outcomes Framework?
 - CCG Outcomes Indicator?
 - Patient dashboard feedback
- Key audiences affected by the issue you are engaging on?
 - What role do we want them to play in the process?
 - How can we demonstrate we have engaged sufficient numbers?
- How will the engagement make a difference?
- What will change as a result of this engagement?

ACTIVITY 3:

IMPORTANCE OF HAVING CLEAR OBJECTIVES?

20 MINUTES

The image is a composite graphic. The left side is a solid red diagonal shape. The right side is a grayscale photograph of a person in a plaid shirt sitting at a desk with a laptop, glasses, and a notebook. In the foreground, a glass of water is visible. The text 'COMFORT BREAK' is overlaid in white on the red area.

COMFORT BREAK

What is your public engagement intended to achieve?

Who, what, and how will lead to these outcomes being achieved?

What indicators and measures can we use to demonstrate these outcomes?

What data sources are already available?

Activity 4: Creating an assessment rationale

What is your public engagement intending to achieve?	Who will this issue impact?	How can we best engage with each audience?	What will engagement realise in terms of supporting intended outcomes?	What will you look for in order to decide whether this has been achieved?	What measures could we use to assess the extent to which this is achieved?	What data sources can we use to measure this?
<p>What are we setting out to achieve?</p> <p>What health outcome(s) does this link to?</p>	<p>What audiences are most likely to be impacted and how?</p> <p>What audience analysis has been undertaken?</p> <p>Could the Equalities Impact Assessment be of use?</p>	<p>What approach will you use to reach your target audiences?</p> <p>Why have you chosen this?</p>	<p>What decisions will the engagement inform?</p> <p>What might change as a result of the public engagement programme?</p> <p>How will public engagement inform these changes?</p>	<p>Where should we look to demonstrate changes?</p> <p>What are good indicators of change taking place?</p> <p>How can we best demonstrate that we have engaged the right audiences?</p>	<p>What measures exist that will allow us to track the extent of the change taking place?</p>	<p>What data sources already exist?</p> <p>What new data do we need to gather?</p>

ACTIVITY 5:

EFFECTIVE FEEDBACK MECHANISMS?

Delivering a credible assessment

- Current resources - external advisors not viable
- Transparency of plans
- Use publicly available data
- Timeliness of reporting
- Demonstrating independence:
 - Role of Governing Body/Board
 - Public Engagement Committee
 - Lay Members
 - Healthwatch

Conclusions

- Clear benefits of demonstrating impact from public engagement
- Having clearly defined objectives drives the assessment process
 - Strong planning for any engagement
 - Use impact assessment to confirm objectives are clear and relevant
 - Tailor the measures and analysis to the scope and scale of the engagement
- Use data sources which already exist
- Consider how best to provide feedback to participants

QUESTIONS?



Thank you
and Feedback Forms