

Purpose

The purpose of this document is to provide an overview of Salford's Health and Care Conversation' public engagement activity which will take place from July 2017 – September 2017 as part of the Salford Together integrated care transformation programme.

Salford Together needs YOU to be aware of the Health and Care Conversation and champion it to the Salford communities you represent and work in. This includes all staff working across all the partner organisations - Salford City Council, NHS Salford Clinical Commissioning Group (CCG), Salford Royal NHS Foundation Trust, Salford Primary Care Together and Greater Manchester Mental Health NHS Foundation Trust.

Context and background

The NHS Five Year Forward View (October 2014) describes a vision for health and care service that will be needed by 2020. This vision empowers people, their families and carers to take more control over their own health, care and treatment supported by easy access to integrated care, in settings closer to where people live and organised to effectively support people with multiple conditions.

Salford is committed to driving improvements in outcomes within the context of both the Five Year Forward View and the responsibilities delegated to Greater Manchester since April 2016.

Integrated Care Transformation Priorities 2017

The Salford Integrated Care Organisation (ICO) leadership team have considered how to drive forward the implementation of the transformation programme for adults. It has been agreed that adult transformation activity will focus on a number of key programmes of work in order to accelerate the shift to neighbourhood working. This includes:

- Work in partnership to create the neighbourhood leadership and delivery model
- Work closely with Salford Primary Care Together to further develop Primary Care to support neighbourhood working
- Create a co-ordinated approach to extended care (home care, home safe, intermediate care, virtual ward, care homes) to support neighbourhood working
- Redesign the pathway for long term conditions across community assets, adult social care, physical and mental health, focusing on CVD initially.

Salford's Health and Care Conversation Objectives

From July to September 2017, patients, services users and the public will be invited to get involved in the development of proposals to transform the way health and care is delivered in Salford.

Salford Together wants to hear people's views as part of an on-going process of engagement which will help it to develop plans and ideas for the way community services in Salford might be best shaped and provided for in the future.

The overarching strategic objectives of the engagement are to work collaboratively with all partners to:

1. Provide early opportunities for active, open, dialogue to allow service users, carers and other stakeholders to input to and be involved in the transformation of community services

2. Increase understanding of the case for change and get people used to the idea of change
3. Gain understanding and perceptions of the following:
 - a. The vision for delivering care in a neighbourhood structure
 - b. The sharing of medical records between health and care professionals
 - c. The notion of broader teams for their medical care
 - d. The use of care navigation
 - e. The voluntary sectors contribution to their care and the use of community assets
 - f. Appropriate use of services and resources
4. Test terminology to ensure the language the programme uses is understandable and will be understood by the public
5. Create a movement in which Salford citizens are motivated to become involved with deciding what future services will look like
6. Encourage Salford citizens to consider what part they can play to manage their own health and care – promoting self-care and resilience
7. Engage with groups protected by equality legislation to ensure their views are heard, and that issues of equality are considered.

Approach and Methods

The aim is to achieve 20,000 meaningful interactions with as much of the adult population in Salford. The primary objective is face to face interactions with citizens - talking to them about what matters to them and their loved ones in relation to community services and asking them what they can do to make a difference to their health and wellbeing.

Online and paper survey

A survey will be developed and will be available at all engagement activity in hard copy and online.



Salford Together Pledges and Citizen Pledges

Salford Together will launch a number of pledges. The public will also be asked to suggest some pledges, things they can do to improve their own wellbeing.

Broadcast Media Partnerships

A promotion with GM radio station Key 103 will aim to motivate people in Salford to support the change. The Key 103 Media Bus will also visit prime locations and outdoor events across Salford over the summer period.



Community Outreach - Road Shows

A number of roadshows will be held around Salford. This will include engagement at community venues, e.g. Supermarkets, GP practices and outpatient clinics as well as outdoor events, e.g. Salford's Big Day Out, Pink Picnic and Walkden Family Festival.

Neighbourhood committee meetings

Salford Together plan to arrange for neighbourhood clinicians and other health and health social care professionals along with local ward councillors to attend neighbourhood committees in all the neighbourhoods between July and September.



Voluntary and third sector engagement

Voluntary sector stakeholders will be provided with opportunities to provide input and ideas about how their organisations can contribute to local delivery.



Pledge launch event

Working with Key 103, Salford Together will organise a feedback event after the engagement activity has ended and the input has been analysed. The event will also be the official unveiling of the programme pledges and the most popular pledges that have been made by the public.



Digital Activity

The digital campaign will consist of a mixture of interactive website content, social media sharing and interaction, consistent and frequent e-newsletters to staff in all partner organisations, using their existing channels.

How can you get involved?

One of the key success factors for the programme will be effective engagement with a large range of stakeholders, including politicians, front line staff, clinicians, the voluntary sector and the general public.

Frontline staff

Salford Together would like you to have conversations with citizens about the proposed changes to community services, as described above. This can be done formally by asking citizens to complete a survey (you will be provided with the link to the online survey and hard copies if required), or informally by just speaking to citizens and raising awareness.

Salford Together also requires support from front line staff for a number of engagement events. Please speak to your line manager for further information.

Senior Managers, Clinicians and Politicians

Salford Together requires clinicians and ward councillors to attend some key meetings (namely neighbourhood committee meetings and the CCG panel event). Stakeholders will be fully briefed and supported by members of the Salford Together comms and engagement team in order to ensure they have the knowledge and tools.

More information

Please visit the Salford Together website www.salfordtogether.com and following us on Twitter @SalfordTogether when the campaign begins in mid-July for more information. Also, keep your eyes on your organisation's staff newsletters where regular updates on the conversation will appear.

You can also contact the Salford Together Communications and Engagement team for more information by emailing duncan.mcgraw@nhs.net.

Finally, if you would like to take part in any of the above engagement activity, please speak to your line manager.