

Engagement: so what?

CCGs working together

Airedale, Wharfedale and Craven CCG
Bradford City CCG
Bradford Districts CCG

Why do we engage with the public?



Who are we trying to engage?

NHS Bradford District and Craven CCGs consist of **73 GP practices** and serve a registered population of **638,423 people**

We have one of the youngest and fastest growing populations in UK. Our population is very diverse:

- In 2017, **3,781** new arrivals to Bradford District came from **68 countries**. The top three nationalities of new arrivals were Pakistan, Poland and Romania.
- 38.8% of the Bradford District's school population speaks English as an additional language, with **over a hundred different languages** spoken as children's native tongue.
- In contrast to Bradford District, the population in Craven is ageing: by 2025, there will be a **16% increase in people aged 65+** and a 5% decrease in the working age group.
- **Healthy life expectancy** for Bradford district and Craven CCGs is significantly lower than the England average.

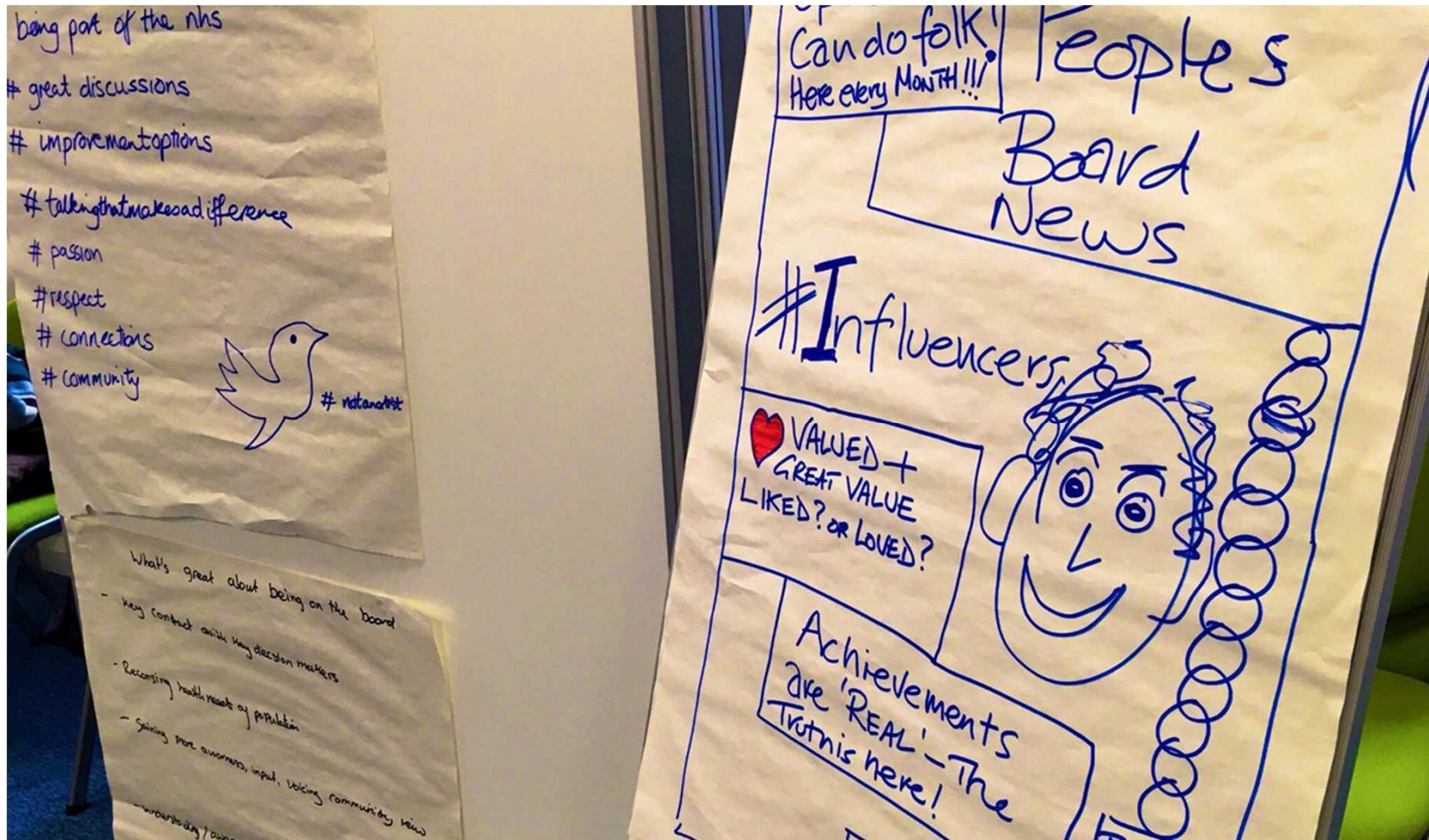
How do we listen to people?

- We want as many people as possible in Bradford District and Craven to get involved in what we do – so there are lots of different routes.
- We take an asset based approach – working with the groups and organisations that are already well connected in the community and trusted by local people.
- Information about all the different ways to get involved is available on our websites, and promoted through our Voluntary and Community Sector (VCS) partners, networks, member practices etc.

Patient Network



People's Board



Engaging People & the Voluntary Community Sector



Healthwatch



Women's Health Network



Grassroots

Grassroots is a system used by Bradford District and Craven CCGs, to bring together feedback from a variety of sources in order to gain an understanding of what people are saying about their experiences of local NHS Services.

The information received is collated using an analytical system, which helps identify themes and trends in people's experiences.



Grassroots aims to:

- Put people's experiences at the heart of the commissioning process
- Promote and embed the experiences of patients and carers within NHS culture
- Identify areas for further exploration through engagement projects.

Care Opinion
What's your story?
Stories shared anonymously by patients and carers online at careopinion.org.uk

healthwatch
Independently gathered experiences & comments about services
Insight from Enter & View visits and engagement reports

Breadford VCS Alliance
CNET
HALE
btm
Feedback from voluntary sector organisations & community groups
Insight from Engaging People project

NHS
NHS.uk user reviews
Complaints, concerns & compliments via CCG Patient Support Team

f **Twitter** **Instagram** **YouTube**
Feedback and experiences that people share on the CCG's social media accounts



Commissioners check patient experience insight in Grassroots when reviewing services and managing contracts with providers.

Patient experience feedback which highlights the need for improvements is passed on to providers and commissioning leads so they can take action.

Grassroots report
produced every 2 months

A summary of themes identified through Grassroots, and how the insight has made a difference is published on our website twice a year.

The Involve group uses Grassroots insight to identify areas where further engagement work needs to take place.

Joint Quality Committee discusses Grassroots report in its role to assure the CCGs Governing Body that services are safe, effective and deliver good outcomes for local populations.

So what?

One example of how Grassroots feedback has been used to improve services.

We heard from carers that people were having to wait too long for equipment at home once they had been discharged from hospices. This was because the equipment could only be ordered by an occupational therapist. The CCGs worked with local care providers to change this process. Now equipment can be ordered directly by the hospice before a person goes home.

So what?

Our approach to Care Navigation was influenced by the Patient Network. In response to their feedback, we developed a communications toolkit for practices to help make sure that patients across Bradford district and Craven were getting good information. In line with the feedback from the Patient Network, and comments from Grassroots reporting, we tried to make sure that people understood why they were being asked questions and emphasised patient confidentiality and choice.



NHS

You may be asked about your health issue when you call to book a GP appointment.

This is called **Care Navigation**.

It's about helping you get to the service you need.

Your local practice reception team have been specially trained and may suggest other professionals that could help you better.

Care Navigation

- Nurse
- Pharmacist
- Community services
- Wellbeing support
- Voluntary services and other groups

You can find out more about **Care Navigation** by picking up a leaflet in your local GP practice or visiting your practice's website.

The right care from the right person, first time

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So what?



- **200** people trained
- **21** workshops
- **94%** trainees said they gained knowledge, confidence and communication skills
- **98%** talked to other people about cancer as a result of the training

“That night, when I came home from the Talk Cancer workshop, I was talking to my daughter and her friend and her friend mentioned that she was supposed to be going for cervical screening the following day.

“She said ‘I’m not going to go’ and I said ‘No, you must go’ and we had quite a long conversation about it. It was fear of just putting a foot over the doorway – it was fear of the unknown – that was putting her off going.

“I’m really pleased to say that she went, and she went because of that conversation. And it’s a conversation I might not have continued if I hadn’t been to the workshop.”

What next?

- **A new CCG for Bradford district and Craven – what does that mean for how we engage?**
- **Joining up engagement across the system – working more closely with the council and Trusts**
- **Need to keep getting better at closing the loop**
- **Bringing people together e.g. Celebration Event**

How can you help?