

Session 2d(2) – Partnerships and effective engagement

Facilitator: Kate Hurry

11 in group, including 1 GP, service users, members of LINK and Age UK

Top three priorities:

1. The consultation must be clear, transparent and honest. Be clear about what is being proposed and what people can change. Ensure there is a robust feedback loop. Outline the positives and the negatives.
2. Use the networks that already exist, and go out to talk to groups rather than expect them to come to you. Use LINK to facilitate.
3. Look at best practice from across the world and learn from what works well.

Questions:

1. Who are the stakeholders?
 - People aged over 40
 - Service users and carers; future service users
 - Involve the LINK – they can provide support and get information out to people
 - Alzheimer's Society and Age UK run dementia cafes – involve them
 - Promote through churches, mosques, etc
 - Patient groups linked to practices
 - OOH organisations and providers
 - Social workers and social services
 - Forums, e.g. older people's forum, women's forum, etc
 - Use existing networks
 - Women's Institute
 - Rural areas
 - Statutory services – police and ambulance have link liaison staff with reach into communities
 - Acute trusts
 - GPs, district nurses, mental health teams
 - 111
 - Independent sector
2. How can we best communicate and involve them?
 - Sell the benefits
 - Bring carers together
 - Contact carers through local authority mechanisms
 - Mail shots
 - Radio

- Open events and discussion groups through the LINK
- Go to events already taking place (LINK can present and get comments)
- Use GPs with an interest in mental health (mental health leads) to communicate with peers. Difficult to get all GPs on board, but can get reps on board. Some GPs are already involved in the reorganisation of the service
- Put on Health and Wellbeing Board agenda now to guarantee it being discussed
- Use other agency's communication systems
- Be careful about information overload
- Use GP practices and health centres. Use their TVs if they have them
- Need to reach whole population: posters; press releases; local newspapers and TV; supermarkets; pharmacies; mix of paper copies and the web (agency websites and social media)
- Ensure language is appropriate to the audience
- Feedback mechanism
- Work through other agencies

3. How can we best work through other agencies to deliver this change / How do you want to be involved?

- Talk to each other
- More events like this
- Review the findings of the consultation together
- Not aware of the OSC task and finish group – not been communicated and don't know how to get involved
- Regular bulletins – check distribution list of LCFT and Mental Health Partnership (Feedback) bulletins
- Be on a readers group as regards the consultation document
- Need confidence that my views will be listened to
- Look at best practice across the world
- Look at what's gone well and build on it
- Already involved through the TAG / group leading the change

Other points:

- Make sure before the consultation starts that people know what services already exist
- Listen to what people have to say
- Travel is an issue re the 30-bed site, particularly in rural areas / people on low incomes
- How will people travel to the 30-bed site within the NICE guidance of one hour?
- Ensure services are integrated with local authorities (county, unitary and district)
- Listen to the negative comments too – can learn a lot from listening to poor experiences