



NHS
Solihull
Clinical Commissioning Group

Our Engagement Commitment



Engagement commitment

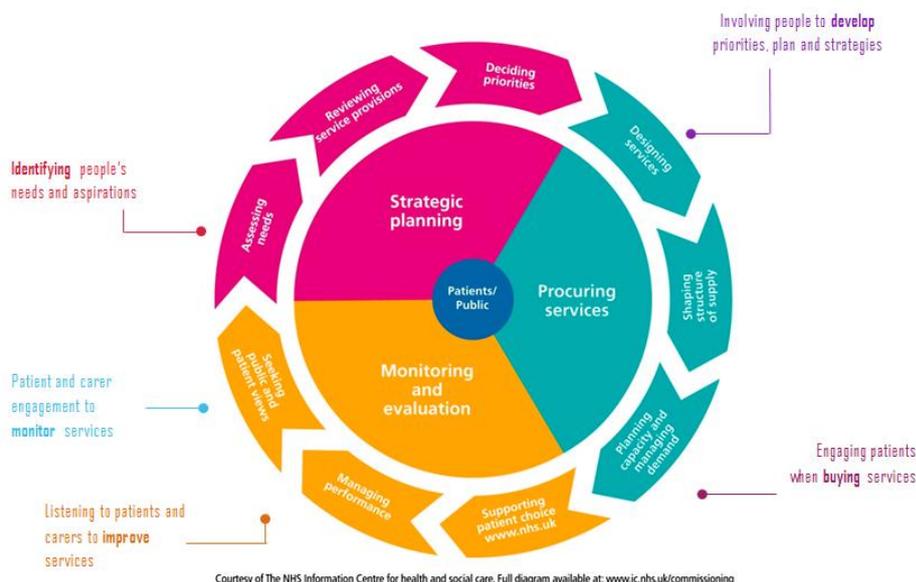
Engagement is a broad term covering information-giving through to full partnership working (involvement).

Involvement	5	Partnership
	4	Participation
Consultation	3	Forums for debate
	2	Obtaining information
Information	1	Giving information

We strive to communicate and engage in ways that are accessible to everyone. A range of diverse approaches is used, including digital and social media approaches alongside the more traditional focus groups and forums.

We use the NHS Institute’s Engagement Cycle Framework (below) to build a robust, inclusive approach to engaging with patients and residents in Solihull, so that our decisions are informed by patient voice.

The five stages of engagement mapped to the commissioning cycle:



We use a wide range of methods to learn about the needs and wishes of people, directly through dialogue, but also indirectly through analysis of complaints data, patient experience data via the contractual route, NHS Choices patient feedback and providers’ ‘friends and family’ test results.

Patient voice informs each and every stage of the commissioning cycle from assessment of need at the outset through to monitoring existing bought services. We publish evidence of what ‘patient and

public voice' activity has been conducted, its impact and the difference it has made [here](#) on the CCG website.

We review all feedback received and we proactively seek feedback from patients and the local population on the services we commission. This supports continuous improvement of services and embeds experiences into future service design and commissioning arrangements.

We are developing a new patient engagement programme, Your Health, Your Voice, to include a larger, more diverse representation of the population at different levels of involvement, one of which will be a Patient Voice Panel.

Governance arrangements for engagement lie through the Patient Panel, Communications and Engagement Group and the Senior Management Team, making it very much part of 'business as usual'. Governance of patient experience feedback is through the Quality, Safeguarding and Experience (QSE) Committee, which meets monthly, is chaired by a lay member of the Governing Body supported by the Chief Nurse and is a formal sub-committee of the Governing Body.

Evaluation

It is important to monitor and benchmark performance of the communications and engagement activity to measure achievement against agreed objectives and to ensure value for money against the investment. Success in meeting communications and engagement aims and objectives is measured in a number of ways, including:

- Feedback from the Patient Voice Panel and Your Health, Your Voice programme members
- Considered success of GP focused communication and engagement activity to include feedback from member practices
- Feedback from stakeholders to include:
 - Levels of awareness of the work of the CCG
 - Number and diversity of stakeholders engaging in the work of the CCG
 - How patient and public feedback has impacted on commissioning
 - Patient experience data
- Feedback from staff including Annual Staff Survey
- Type, nature and amount of media coverage
- Website statistics for CCG web pages and intranet, including movement tracking, hits, downloads of documents and on-line engagement e.g. completion of patient facing surveys
- Twitter analytics
- Nature and type of comments entered on social media sites e.g. Patient Opinion, I Want Great Care etc
- Political sound bite to include levels of positive political support and political noise in the system e.g. members inquiries

It is important for feedback to be a two-way process. All organisations and individuals engaged with should be given feedback about the impact of their involvement and the difference they have made.

We will know we have been successful if:

- Patients report they feel able to make informed decisions about their care

- Patients and carers report they feel involved in decision-making regarding services
- Patients have resources and information available to them to make decisions and take control of their own health.