

Board of Directors' Meeting October 2021

Agenda item	/21			
Report	Public Participation Plan			
Executive Lead	Julia Clarke, Director of Public Participation			
	Link to strategic pillar:		Link to CQC domain:	
	Our patients and community	√	Safe	
	Our people		Effective	
	Our service delivery		Caring	
	Our partners		Responsive	
	Our governance		Well Led	√
	Report recommendations:		Link to BAF / risk:	
	For assurance			
	For decision / approval	√	Link to risk register:	
	For review / discussion			
	For noting			
	For information			
	For consent			
Presented to:	The final draft of the Plan was circulated widely for comment following engagement, including SLC-T (16 th September) and our external stakeholders - local patient groups, Healthwatch and CHC.			
Executive summary:	<p>The attached Public Participation Plan (2021-2026) strongly reflects the first of our Trust Values of “Partnering” and a commitment to continuously strengthen public and community engagement across the organisation. It has been produced following extensive engagement with our communities.</p> <p>The outlines how we will work to support our people in our clinical Divisions in engaging and involving the public, thus increasing the involvement of our communities in all aspects of service planning and delivery so our workforce can confidently involve the public and our stakeholders. This will enable us to consistently deliver services that are representative and accountable to those communities that we serve.</p> <p>The Public Participation Plan is being submitted to Trust Board for final approval.</p>			
Appendices	Appendix 1: Public Participation Plan			
				

1.0 Introduction

- 1.1 The Shrewsbury and Telford Hospital NHS Trust is committed to ensuring that the patient-public voice is at the centre of shaping our health services, both now and in the future.
- 1.2 The five year Public Participation Plan outlines how we are going to develop community engagement within the Trust and embed involvement in the work that we do.
- 1.3 The Plan will outline how we will work with our people in the clinical Divisions to engage and involve our communities in a timely and meaningful way.
- 1.4 This Plan outlines how we will engage with our local communities. We want to build greater public confidence, trust and understanding by listening and being responsive to the needs of our local communities.

2.0 How we have developed our Public Participation Plan

- 2.1 In the development of the Public Participation Plan we have engaged with our public and our workforce through a wide range of activities including holding focus groups, an online survey and an online conversation (through the Make a Difference Platform).
- 2.2 A summary of the engagement activities, which supported the development of the Public Participation Plan and the key themes are highlighted within the report.
- 2.3 We have held stakeholder events throughout the year to sense check and review the feedback we have received from our public and workforce and the final draft was reviewed at SLC, as well as by our external partners (such as both Healthwatches, CHC and patient groups)

3.0 Our Aims, Guiding Principles and Objectives

- 3.1 The Public Participation Plan outlines our four main aims for our work around engaging with our communities. These are:
 - Improve the depth of decision-making at SaTH, by ensuring the views of our local communities are part of the decision-making process, ensuring public scrutiny and assurance of our processes and decision-making
 - Build greater public confidence, trust and understanding by listening and being responsive to our local communities
 - Promote honesty and transparency across the organisation and with local communities by creating accessible, meaningful and timely engagement with our communities
 - Enable our workforce to have the skills and confidence to engage with our communities, so it becomes “business as usual”.
- 3.2 Our Public Participation Plan provides a framework for good practice in relation to how we engage with our community through our guiding principles for Public Participation at SaTH
- 3.3 The Public Participation Plan outlines 6 key objectives which will be achieved and embedded over the next five years at SaTH, these are:

- **Objective 1 – Inclusion:** To increase the number and diversity of people involved with SaTH, ensuring that they are provided with meaningful and timely involvement opportunities
- **Objective 2 – Responsive:** Build greater public confidence, trust and understanding by listening and being responsive to our local communities
- **Objective 3 - Decision- making:** To introduce a public and community perspective to decision making and wider work at The Shrewsbury and Telford Hospital NHS Trust, including, recruitment, strategic planning, training and service development and delivery
- **Objective 4 - Get Involved:** Ensure our communities feel better informed and able to **Get Involved** if they choose to. Develop a range of involvement opportunities that are rewarding, meaningful and enable individuals from a diverse range of backgrounds to get involved.
- **Objective 5 – Communication:** SaTH will communicate with our communities directly to ensure they are kept informed and update about what is going on at the hospitals (making better use of digital communications)
- **Objective 6 – Our Staff:** Enable our staff to have the skills and confidence to engage with our communities

3.4 The Public Participation Plan outlines how these objectives will be achieved and we will develop a detailed and prioritised yearly action plan, which will be reported back to the Board through the quarterly Public Participation update.

4.0 Risks and actions

Risk	Action	Timescales
1. Fail to deliver the Public Participation Plan, resulting lack of confidence of our communities	A detailed action plan will be drawn up and reviewed regularly with the implementation of the Public Assurance Forum	On going
2. Fail to deliver statutory duties (s242) to engage with the public	Continue to support our Divisions to ensure they meet their Statutory Duties.	Ongoing
3. Staff not having the skills or confidence to engage with our communities	The development of an online training module, and resource pack for manager	March 2022

5.0 Conclusion

The Trust Board are asked to:

- 5.1 Approve the 5 year Public Participation Plan and note that David Brown has been agreed as the Non-executive Director to support its implementation

Julia Clarke
Director of Public Participation
October 2021

Public Participation Plan 2021 - 2026

SaTH Charity

NHS
The Shrewsbury and
Telford Hospital
NHS Trust

Volunteering

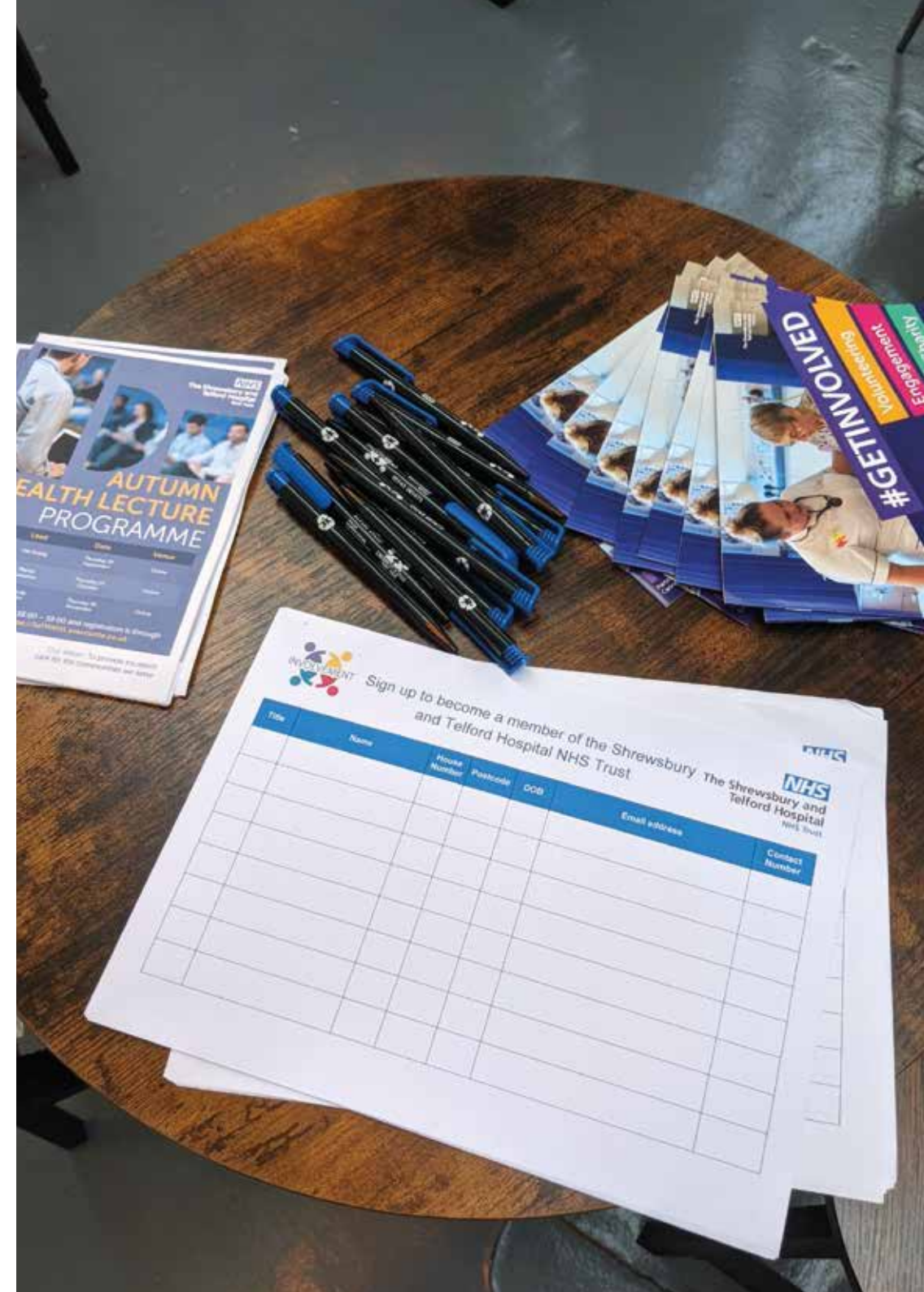
Community Engagement



 Partnering
Ambitious
Caring
Trusted

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FOREWORD



Louise Barnett, CEO



Julia Clarke, Director of Public Participation

At the heart of our organisation and its future success are our patients, carers and local communities. We aim to provide the best care and experience we can, and to ensure that we do this, our local communities need to feel listened to, and that as an organisation we are responsive to their needs in Shropshire, Telford & Wrekin and Mid-Wales.

As a hospital Trust, it is right that patients, carers and our local communities are at the heart of everything we do, and involving our community is important and needs to be strengthened.

Whilst we have a legal duty to engage with the public, we want to go far beyond this requirement. We want our communities' voice to be part of our approach, from service development to strategy and policy.

Through the delivery of this five year proposal we plan to have our communities' voice incorporated into the everyday business of our organisation.

Health services are so important to our communities and the views of our communities need to be heard and listened to throughout the organisation. We developed this Plan by listening to feedback from our citizens, our patients, our partners and our colleagues, working in partnership to co-produce a shared vision of the future.

Over the next five years we hope that the relationship between SaTH and our communities will grow and strengthen.

INTRODUCTION

This new five year plan (2021-2026) reflects the first of our Trust Values of “Partnering” and a commitment to continuously strengthen public and community engagement across the organisation. The Public Participation Plan will underpin our mission, aim and commitment to improve our ongoing engagement with our local communities.

The voice of our local communities should always be present in every part of our organisation. Patients, carers and their families, staff and the wider community should have the opportunity to be our partners in developing and delivering health services, and it’s important that as a responsible organisation we provide the opportunities to do this.

The Shrewsbury and Telford Hospital NHS Trust (SaTH) is committed to ensuring that the public/patient voices are at the centre of shaping our health services, both now and in the future. This Plan is intended to ensure that public and community engagement is approached in a meaningful and strategic manner, ensuring that we work in partnership with our communities.

The scope of this Plan encompasses the services provided by SaTH, primarily at the Royal Shrewsbury Hospital and the Princess Royal Hospital (with some services provided in the community). It applies to all patient facing and non-patient facing services, and to departments who may not have patient facing services but whose work contributes to patients’ experiences, such as education and workforce.



The Public Participation Plan outlines how we will work to support our staff and clinical Divisions in engaging and involving the public, increasing the involvement of our communities in all aspects of service planning and delivery. Working with our staff we will support them to confidently involve the public and our stakeholders so that we consistently deliver services that are representative and accountable to the communities we serve.

THE PUBLIC PARTICIPATION TEAM

The Public Participation department consists of three main inter-related public-facing services: Community Engagement, Volunteers and SaTH Charity. The team works across all the three areas of Community Engagement, Volunteers and SaTH Charity to give greatest flexibility and effectiveness.

They are also supported by Trust Volunteers who donate their time to support patients, relatives, staff and SaTH Charity.

Under the banner of **#GetInvolved**, we aim to provide a range of opportunities for our communities to be involved with us. We reach out to engage with the public and the emphasis is on everything we do directly linking to our local communities. This can be by joining as a Community Member to be kept up-to-date about what is going on at SaTH, having a say about hospital services, becoming a fundraiser for our charity or volunteering time to help at the hospitals.

"I would like to be involved more but I am not really sure how to do this. I have worked in the NHS previously and been a patient and I would like to offer some of my time to get more involved as I would like to do something useful to support the hospital."

- Feedback from a survey participant



WHAT DO WE MEAN BY PUBLIC PARTICIPATION?

Public Participation is often used as an umbrella term to describe conversations we have with the public and our local communities around shaping, developing and reviewing our services, strategies and policies. Other terms often used are involvement, engagement and consultation.

Members of the public and local communities, be it past, current or future patients of our hospitals, so often have an interest in how services are run or are being developed. In terms of public participation there is a distinct difference to **patient experience** which focuses primarily on the individual's experience as a patient, carer or relative within our hospital. Through engaging our wider community we have the opportunity to listen, respond and engage with a diverse range of individuals and groups who have a wider community interest and perspective of health.

The Public Participation Plan makes a distinction between **individual engagement** and **collective engagement**.

Individual engagement refers to a member of the public who has interest in our hospital. There are a variety of reasons why an individual may want to become involved including; showing their support of their local hospitals, wanting to make a difference, an interest in health, being a carer, working in health and social care or campaigning about a health issue important to them. Examples of individual involvement include fundraising for the Trust, Volunteering, or attending one of our People's Academies.

"I always feel that the hospitals will continue to prosper if the local public get involved and feel linked to their hospitals."

- Feedback from survey participant

"As an autistic person, I would like to be involved with SaTH by having the facility to make suggestions, and comments on the suggestions that other people make. This is important to me because as I age there is a greater likelihood I might need the services of the Trust."

- Feedback from and online conversation participant

WHAT DO WE MEAN BY PUBLIC PARTICIPATION?

Collective engagement refers to voluntary and statutory groups/organisations that represent the range of views of their group or wider community. We also recognise the importance of working and developing stronger partnership links with our **Statutory Bodies**, like Healthwatch, Community Health Council (CHC), Health Overview and Scrutiny Committee (HoSC) and Health and Wellbeing Board (HWBB). The independent role they provide in representing the views of our local communities as well as scrutinising our processes is important. We will work with our Statutory Bodies to ensure they are informed and engaged in a timely and constructive way.

It is important to ensure the collective views of all our communities are heard when planning and delivering health services. Through working with our voluntary/patient groups we can ensure the effective participation of patients, carers, stakeholders and the public. Partnership working supports a more coordinated and efficient approach to public participation and ensure that as an organisation we do not work in a silo.

We are committed to working with our partners within the NHS to ensure that we support the wider health economy engagement agenda, such as the Integrated Care System’s (ICC) Delivery Plan Pledge to increase **“Enhanced engagement and accountability”**.

Within the Public Participation Plan reference to working with our colleagues is specific to our staff engaging and involving our local our communities. Details of the our internal “Staff Engagement” can be found in the recently published three-year People Strategy.



STATUTORY DUTIES TO ENGAGE

There is a legal duty for the NHS (Section 242 of the Health and Social Care Act 2012 updated from the 2006 Act) to **involve** the public and patients in decision making. The Public Participation Plan has been created to go beyond what is legally required of the organisation, however it is important to acknowledge that the Trust also has legal duties to fulfill.

The legislation says NHS trusts are all under a duty to make arrangements to involve patients in:

- the planning and provision of services
- the development and consideration of proposals for changes in the way services are provided; which would have an impact upon the range of services available or the manner of their delivery and;
- decisions affecting the operation of services (change at the point they are received by patients)

There are also the four Gunning Principles which govern the process:

- proposals are still at a formative stage
- there is sufficient information to give 'Intelligent consideration'
- there is adequate time for consideration and response
- 'conscientious consideration' must be given to the consultation responses before a decision is made

These principles say organisations need to be open about the process they use to reach their decision. The emphasis is on 'fairness' and the process must be substantively fair and have the appearance of fairness.

It is essential when the Trust is looking at service changes or developments that we work with our staff, local communities and statutory bodies to ensure that we engage with our communities in a timely and meaningful way.



HOW HAVE WE DEVELOPED OUR PUBLIC PARTICIPATION PLAN?

In March 2020 the Community Engagement Team facilitated a Board Development session on “Engaging and Involving our Communities”. One of the outcomes of this session was the agreement to develop a Public Participation Plan, which would outline how we would engage and involve our local communities in the future.

It has always been important to the Trust that the Public Participation Plan was developed in partnership with our local communities – the aims and plans for the future of engagement within our hospitals should be something that is shared.

The development of the Public Participation Plan was paused during the first COVID-19 wave, however since then there have been several key pieces of engagement which have provided us with feedback and ideas which we have reflected in our Plan.

We have engaged with the public and our staff through holding virtual focus groups, an online survey and an online conversation (through the Make a Difference Platform).

Throughout the past year we have had held stakeholder events to sense check the feedback we have received and review the finding from the different engagement activities. The support and the time given by these different organisations has been invaluable to the development of this Public Participation Plan.



VIRTUAL FOCUS GROUPS

During November and December 2020 the Public Participation Team began conversations with our local communities and staff around developing a Public Participation Plan.

Over 100 members of the public and staff attended focus groups, where ideas, barriers and ways forward were discussed. 6 public and patient workshops were held with 67 attendees, including representatives of wider patient/public groups. We also met separately with different Trust staff groups within our Divisions and operational teams.

We focused on those who have a senior management responsibility to ensure teams engage with the public around service developments and changes, in total over 25 senior members of staff attended focus groups.

Key Themes from public focus groups

- Communication – wanting to hearing about what is happening at the hospitals from SaTH
- Unclear about what opportunities there are to get involved
- Making better use of online tools e.g. website, social media, emails
- Having a public forum for organisations
- Having a range of meaningful ways to get involved – stopping tokenism

Key Themes from staff focus group

- There is a lack of understanding about our statutory duties (Section 242) and when they need to engage with the public
- Staff expressed a desire to engage with the public, but were unsure how to do this and how to make it meaningful
- Staff lack confidence about having the right engagement with the public (and how to do this in the right way)
- Managers have short time scales to implement service changes/developments
- A fear of engaging with the public in the wrong way

ONLINE SURVEY

Nearly 550 people responded to an online survey (paper copies and a telephone number were made available as an alternative). The survey consisted of multiple choice questions and free text responses. In order to ensure the questions were clear and appropriate a workshop was held with graduates from the Trust’s People’s Academy to review the questions prior to the survey being finalised and issued. The survey was released in November and was available for 6 weeks.

MAKING A DIFFERENCE PLATFORM

To gain further insight into the views of our local communities, during April/May 2021 we held an online conversation which was accessible 24 hours a day 7 days a week. Individuals who logged on to the platform could share their views, experiences and ideas about what would make it easier to get involved with their local hospital. 453 people registered to join the online conversation, 218 people logged onto the platform and there was over 1200 contributions – a combination of ideas, comments and votes.

Key Themes from the online survey

- The majority of respondents (75%) did not think it was easy to find out what was happening in the Trust
- Having too many other commitments was the biggest barrier to getting involved with the Trust
- Half of all respondents would like to receive a regular update from the Trust
- Nearly a third of respondents did not think the Trust listens to public opinion
- 25% of respondents felt their opinion made a difference to what was happening in the Trust

Key Themes from the Make a Difference Platform

- The majority of discussions centred around accessibility, communication and volunteering opportunities
- The main motivation to Get Involved was their desire to help the Trust Improve (43%)
- Over half of the participants stated that they were not currently Involved with the trust (55%)
- 50% stated it was not easy to find out what was going on in the Trust

WHAT HAVE WE LEARNT FROM ENGAGEMENT ACTIVITIES?

Our engagement with our communities and staff over the past year has given us the opportunity to listen to the views of those we want to involve in the Trust.

From talking to the public and community groups and our staff., there were several themes that emerged from all of the engagement activities:

Our communities want to be involved with SaTH and support our organisation to improve

It can be difficult to find out what is going on at SaTH, and individuals often rely on newspapers or social media to find out what is going on

It can be difficult to find out what involvement opportunities are available

We need to engage with our communities in a timely, transparent and meaningful way to build trust and confidence in the organisation

We need to utilise digital more to communicate with our communities

There needs to be a range of involvement opportunities, acknowledging that our communities have different commitments which may be a barrier to get involved.

Closing the loop – when individuals and organisations give their time to support SaTH we need to ensure we keep them up to date and feedback to them as a result.

The Public Participation Plan aims, mission and guiding principles for engagement have been developed following the feedback and discussions we have had we our staff and local communities.

OUR AIMS

The Public Participation Plan sets out The Shrewsbury and Telford Hospital NHS Trust's approach to:

Improve the quality of decision-making at SaTH, by ensuring the views of our local communities are part of the decision making process, ensuring scrutiny and assurance of our processes and decision-making

Build greater public confidence, trust and understanding by listening and being responsive to our local communities

Promote honesty and transparency across the organisation and with local communities by creating accessible, meaningful and timely engagement with our communities

Enable our staff to have the skills and confidence to engage with our communities

OUR GUIDING PRINCIPLES FOR PUBLIC PARTICIPATION AT SATH

At SaTH we pledge to use the following engagement principles when planning and carrying out engagement activities. These principles will not only support us in meeting best practice, but also uphold our Trust Values of Partnering, Ambitious, Caring and Trusted.

- We will listen and involve the public, seeking views from all parts of our community
- We will collaborate with our stakeholders and community partners
- We will strive to involve our stakeholders early in our decision-making process
- Engagement will have a purpose and be clear and concise - it will not be a “tick box” exercise or tokenistic
- Engagement is an ongoing process, not a one-off exercise
- We will go out to seek views, not depend on people coming to us
- We will take time to seek the views of our seldom heard communities and provide them the opportunities to **#GetInvolved** in ways that are supportive and meaningful
- We will work with our partners across health and social care to avoid duplication and overloading the public
- We will listen to our communities and when they give us their views we will feedback and “close the loop”
- We will evaluate our work – do more of what works well and stop what doesn’t
- We will be compassionate in everything we do

THE SaTH MODEL FOR INVOLVEMENT

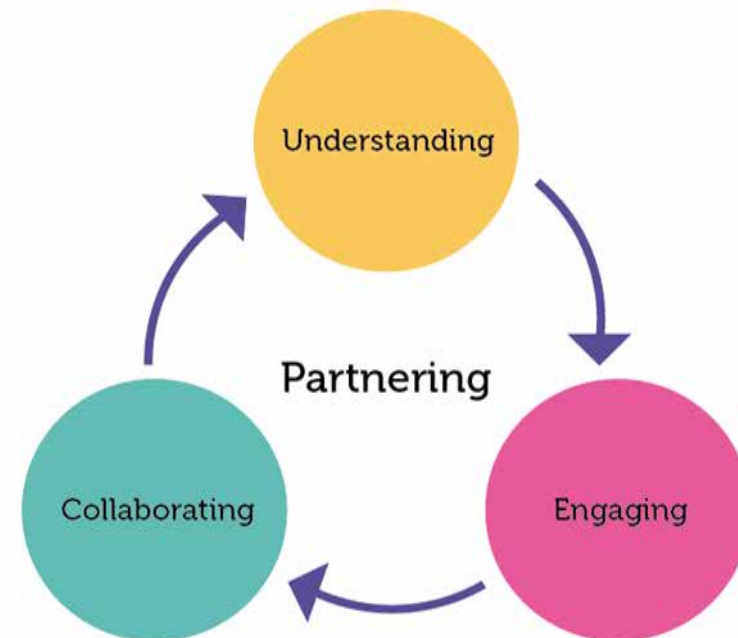
From our engagement with our stakeholders it is important that as an organisation we need to listen, communicate and engage in ways that are clear, transparent, timely and relevant. From our engagement with our communities over the past year, we have listened and understood that many people want to **#GetInvolved** with the Trust and make a difference. The main barriers to getting involved are the level of commitment and not understanding how their involvement can make a difference. It's also important to acknowledge that being involved with the Trust is a two way process - the Trust needs to listen and be responsive to the issues raised by our community. Our involvement activities need to follow our guiding principles to ensure that as an organisation we build on trust and transparency with our communities.

From our engagement with the public we understand that involvement needs to be at all levels - individuals and organisations have different interests and constraints which will impact on how and when they get involved. From conversations we have had with the public over the past year, we have collaborated to develop a model which acknowledges that engagement is a continuing two-way process operating at all levels within the Trust.

Understanding – To have an on-going two way dialogue with our communities. To understand our community's experience and aspirations for healthcare at their local hospitals and, in doing so, improve decision-making through public engagement and insight.

Engaging – Working with our local communities to improve and develop hospital services, including reaching out and seeking the input of our seldom heard or under-represented communities. Working with and enabling the public to be proactively involved with the organisation. It is important that involvement is undertaken in a meaningful way and staff are supported to embed public engagement across the Trust, ensuring the Trust is open and transparent about outcomes in relation to engagement.

Collaborating – To work in a meaningful, and proactive partnership with our communities. Empowering all of our communities to work with us and influence decision-making within the organisation.



ENABLING OUR STAFF

It is important to emphasise that involving our communities is “everyone’s business” and that there is ownership across the organisation to do this. When engaging about our Public Participation Plan we met with a number of senior leaders across the organisation to understand how they can be supported to engage with the public and what the barriers are.

We understand the training and development of our staff around public engagement is key to ensuring an embedded organisational approach to community involvement. It is acknowledged that there is a degree of uncertainty and anxiety from our staff around engaging with the public in a meaningful way.

As part of this Plan, the training and development of staff is key to enabling them to have the confidence to engage and have an ongoing dialogue with our communities around healthcare at SaTH.

We are working with colleagues in our People team to develop an easy to follow online training module and toolkit for the Leadership Academy. We are also working with the Service Improvement and Strategy teams to develop early involvement of the Public Participation team when service developments are being planned.



OUR OBJECTIVES - WHAT WE WILL DO TOGETHER

Over the next five years the key objectives to achieve and embed within SaTH are:

OBJECTIVE 1 - Inclusion

To increase the number and diversity of people involved with SaTH, ensuring that they are provided with meaningful and timely involvement opportunities

OBJECTIVE 2 - Responsive

Build greater public confidence, trust and understanding by listening and being responsive to our local communities

OBJECTIVE 3 - Decision-making

To introduce a public and community perspective to decision making and wider work at SaTH including: recruitment, strategic planning, training and service development and delivery

OBJECTIVE 4 - Get involved

Ensure our communities feel better informed and able to Get Involved if they choose to. Develop a range of involvement opportunities that are rewarding, meaningful and enable individuals from a diverse range of backgrounds to get involved.

OBJECTIVE 5: Communication

SaTH will communicate with our communities directly to ensure they are kept informed and update about what is going on at the hospitals (making better use of digital communications)

OBJECTIVE 6: Our Staff

Enable our staff to have the skills and confidence to engage with our communities

OBJECTIVE 1 - Inclusion

To increase the number and diversity of people involved with SaTH, ensuring that they are provided with meaningful and timely involvement opportunities

“ Having information in one place so it is easily accessible, as well as regular updates on what is changing in the hospital and how I can be involved in the discussion about those changes ”

- Feedback from online conversation participant:

We will achieve this by:

- Promoting and increasing our community membership each year by 10% ensuring that we have a representative membership across the areas we serve
- Contacting all new community members with information about how they could #GetInvolved
- Attending a programme of local events to promote the work and opportunities for involvement
- Providing a range of involvement opportunities for individuals and organisations to #GetInvolved including (but not restricted to):
 - Monthly Cascade update meetings
 - Health Lectures
 - Quarterly Community meetings
 - Community Drop in sessions
 - Community Membership (with a monthly email update)
 - Specific workshops/focus groups (Section 242)
 - People's Academy
 - Volunteering
 - Working with local businesses and local fundraisers
 - Partnership working with other charities
- Work with the VCSA, Local Authorities and other stakeholders to share information, gain their views and feedback and support them to get involved at SaTH

OBJECTIVE 2 - Responsive

Build greater public confidence, trust and understanding by listening and being responsive to our local communities

“

I'd like my hospital to be open and honest with me so that I know what is going to happen in the future.

”

- Feedback from online conversation participant:

We will achieve this by:

- Providing feedback and updates to those who give their time and **#GetInvolved**
- Regularly updating our **#GetInvolved** webpages to include information on:
 - o Service changes/Developments
 - o Equality Impact Assessments (EQIA)
 - o Upcoming involvement opportunities
 - o Recording of involvement meetings with Frequently asked Questions or Questions and Answers , where applicable)
- Monitoring of themes from questions raised by the Public at Trust Board and through Freedom of Information requests – these will shape some of our engagement activities
- Promoting the use of “You Said, We Did” across the organisation and ensure that the Public Participation team use this to support the feedback process
- Meeting with our statutory partners (e.g. Healthwatch, CHC etc) on a regular basis to share information, concerns and feedback
- We will work with our external stakeholders to identify the health and wellbeing needs of the populations we serve. We will work collaboratively with our partners with the information we received to feed into the Joint Strategic Needs Assessment
- Ensuring that when engaging with the public we feedback their comments, compliments, and concerns to the Patient Experience team. We will ensure there is a response to the individual/organisation to “close the loop”

OBJECTIVE 3 - Decision-making

To introduce a public and community perspective to decision-making and wider work at SaTH, including strategic planning, training and service development and delivery

“ I would like my views to be heard about service changes and how they will affect me - before the changes are made. ”

- Feedback from online conversation participant.

We will achieve this by:

- Developing a Public Assurance Forum to bring a public and community perspective to and scrutiny of processes, decision making and wider work at SaTH. The Forum will comprise representatives of organisations across the areas we serve and will be co-chaired jointly by a Non-Executive Director and an elected Public Representative
- Ensuring communities are provided with meaningful opportunities to #GetInvolved and we move away from the model of individual representation on committees, which can often feel tokenistic.
- Ensuring we meet our Section 242 duties by early and proactive engagement around potential service changes or developments.
- Embedding community engagement internally with our different teams and departments so that they understand how to start the engagement process.
- Ensuring service changes or developments are made available online for our public and staff to view
- Ensuring all service developments have EQIA's with patient and public engagement
- Working with our partners in Health and Social Care to ensure that our approach is collaborative and efficient
- Developing stronger partnership links with our statutory organisations such as Healthwatch, CHC, HoSC and HWBB

OBJECTIVE 4 - Get Involved

Ensure our communities feel better informed and able to Get Involved if they choose to. Develop a range of involvement opportunities that are rewarding, meaningful and enable individuals from a diverse range of backgrounds to get involved.

“

You need to have range of ways of getting involved - both passive and active to ensure that you are accessible to everyone.

”

- Feedback from a focus group participant:

We will achieve this by:

- Increasing the involvement of Seldom Heard individuals and groups. We will provide additional support to facilitate involvement of these groups, especially where there may be barriers to engagement
- Understanding how the Trust can include and support our seldom heard communities to **#GetInvolved**
- Increasing the number of seldom heard groups who are involved and giving their views
- Supporting the development of our Social Inclusion Project with the appointment of a Social Inclusion Facilitator
- Ensuring our community membership represents the diverse communities we serve.
- Developing new methods and tools to engage our communities which are inclusive and break down the barriers of “traditional” engagement
- Ensuring the views of our seldom heard groups are incorporated into the planning, and delivery of services, strategy and planning
- Involving patient and public representatives in assuring EQIA’s
- Developing a programme of training and support to be provided to individuals and organisations who want to **#GetInvolved** e.g People’s Academy

OBJECTIVE 5 - Communication

SaTH will communicate with our communities directly to ensure they are kept informed and up-to-date about what is going on at the hospitals (making better use of digital communications)

“

We need to communicate better, we need to listen better and learn and move forward with using all the technology that's available to help us achieve the best possible outcome.

”

- Feedback from online conversation participant:

We will achieve this by:

- Providing a monthly email update to all community members and organisations
- Promoting good news stories, features and pictures to our communities through email updates, social media and meetings.
- Using social media more effectively to communicate with our communities, including information about opportunities to **#GetInvolved**
- Revising our **#GetInvolved** webpages, so information is easy to find and is accessible.
- Ensuring information on our **#GetInvolved** webpages is current and relevant.
- Promoting involvement opportunities (such as the People's Academy) at external and internal events
- Working with other departments to promote the Involvement agenda.
- Promoting internally and externally the calendar of events which are hosted by the Public Participation Team (such as Health Lectures)
- Making use of digital technology to involve a wider audience (e.g Microsoft Teams) but not to the exclusion of face-to-face engagement
- Developing the **#GetInvolved** webpages to showcase positive examples of successful involvement, which demonstrate the positive impact of public engagement

OBJECTIVE 6 - Our Staff

Enable our staff to have the skills and confidence to engage with our communities

“ I think it would be easier to get involved with a specific department rather than the whole hospital. I don't have views on the whole hospital really but I do on certain departments where I have experience in using them. ”

- Feedback from online conversation participant:

We will achieve this by:

- Developing and delivering an online training video for staff
- Developing a tool kit that will be accessible to staff with a step by step guide on engaging the public around service changes and developments
- Supporting our Divisions in meeting their Section 242 duties and ensuring there is meaningful engagement with stakeholders
- Working with our departments and Divisions to create new and meaningful ways to become involved

WHO IS RESPONSIBLE FOR PUTTING THE STRATEGY INTO ACTION AND HOW LONG WILL THE PROGRESS TAKE?

Everyone in the Trust is responsible for supporting public engagement and for ensuring the engagement principles outlined in this Plan are used when carrying out engagement activities.

The Public Participation team are responsible for managing the implementation of this Plan, and delivering the objectives outline above, however these will require the contribution and involvement of the Divisions and departments at SaTH.

A detailed action plan with timescales and responsibilities will be drawn up and prioritised with our key stakeholders. This will be delivered through the development and implementation of the Public Assurance Forum who will be responsible for overseeing the progress of this Plan

An update on the progression of the Public Participation Plan will be reported in the quarterly Public Participation Update to Trust Board.

To ensure that the Public Participation Plan continues to support the Trust's and our communities' engagement priorities, it will be reviewed annually at the Public Assurance Forum, who may propose revisions or the development of new objectives. Any substantive changes will be approved by Trust Board.

For more information on SaTH Charity and Volunteering, including our policies, please visit our website www.sath.nhs.uk/getinvolved





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