


Future Fit Programme Board Communications and Engagement update Mid Point Review July 2018



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Communications
and Engagement
Lead***



- Present the quantitative equalities data received at mid point
- Present information from the Future Fit communication and engagement team's analysis of activity delivered in the first half of the consultation and a summary of what we propose to do for the remainder of the consultation
- Present the informal feedback from the discussions with the Consultation Institute (tCI) on 19 July 2018
- Share the Consultation Institute recommendations with the Future Fit Programme Board for discussion and agreement

**Purpose of
this
presentation**

- The Future Fit public consultation started on 30 May 2018 and is planned to run for 14 weeks to 4 September 2018
- The Consultation Institute is undertaking the Quality Assurance for the consultation
- On Wednesday, 19 July 2018 tCI commenced the planned mid point review:
 - The Future Fit Programme Team met with tCI to share and discuss a review of equalities data from the survey responses received to date, activity undertaken, issues raised and planned activity for the remainder of the consultation
 - TCI advisor and assessor held a review meeting with the joint SROs, the Programme Director and Communications and Engagement Lead
 - TCI provided preliminary recommendations in time for sharing at the Future Fit Programme Board
 - TCI will provide formal feedback w/c 30 July 2018

**Where we
are now**

- Opening Equality Impact Assessment
- Pre-Consultation Engagement Review
- Report on Seldom Heard Groups
- Equalities data taken from the survey responses received to date - online and freepost
- Additional Northumbria Comparator report
- Reports on public consultation events, meeting invitations and pop up displays
- Consultation Plan and mid point review action plan update
- Media and social media activity, including Issues raised and managing the debate

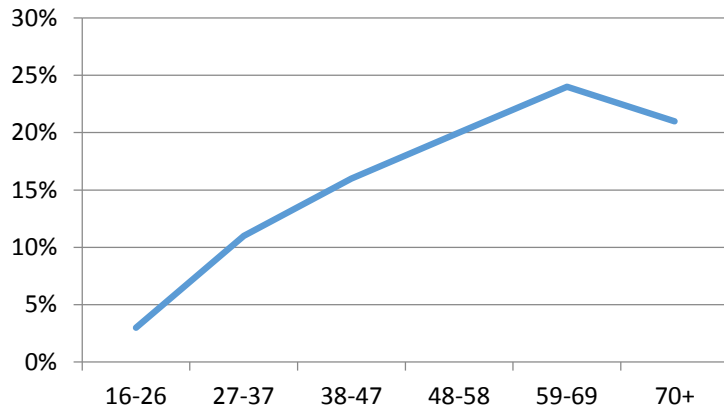
**Information
shared with
tCI**

- 1515 survey responses as at mid point review (over 100 returned 'blank')
 - 611 Telford & Wrekin
 - 653 Shropshire
 - 251 mid Wales
- Majority of respondents responding as a member of the public rather than on behalf of an organisation or charity
- 84% of respondents white British and 5% Welsh
- 16% identified as carers
- 23% as parents of one or more children under the age of 16
- 15% identified as having a disability
- 57% of respondents identified Christianity as their religion and 33% declared no religion
- 84% of respondents heterosexual and 10% preferred not to say



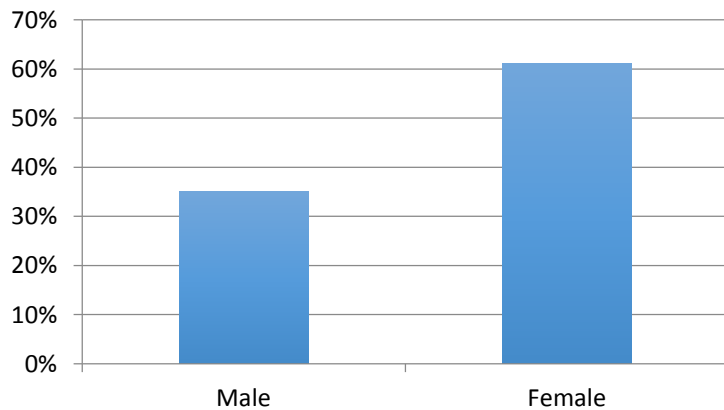
Survey data

Age of respondents



Age of respondents	%
16-26	3%
27-37	11%
38-47	16%
48-58	20%
59-69	24%
70+	21%

Gender



Gender	%
Male	35%
Female	61%

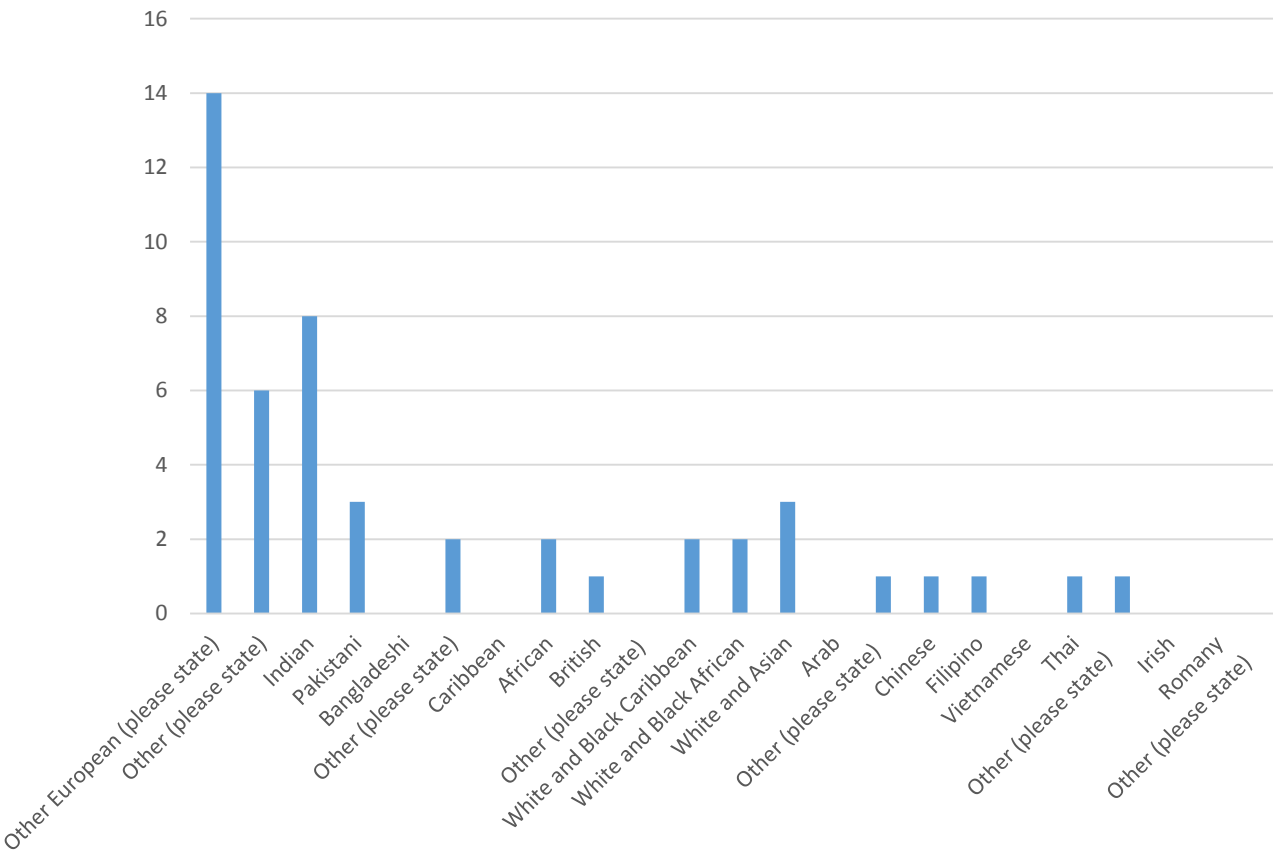
		1641	100%
Q6.1. What is your gender?	Male	581	35%
	Female	1003	61%
	Intersex	-	-
	Other	4	0%
	Prefer not to say	32	2%
	Refused	21	1%

		1641	100%
Q6.2. Gender reassignment: Have you gone through any part of a process or do you intend to (including thoughts and actions) bring your physical sex appearance and/ or your gender role more in line with your gender identity? <i>(This could include changing your name, your appearance and the way you dress, taking hormones or having gender confirming surgery)</i>	Yes	6	0%
	No	1450	88%
	Prefer not to say	93	6%
	Refused	92	6%

		1641	100%
Q6.3. How old are you? Please select one answer only.	16-26	55	3%
	27-37	176	11%
	38-47	260	16%
	48-58	331	20%
	59-69	400	24%
	70+	340	21%
	Prefer not to say	61	4%
	Refused	18	1%

		1641	100%
Q6.6. How would you define your sexual orientation? Please select one answer only	Heterosexual (straight)	1374	84%
	Gay	18	1%
	Lesbian	10	1%
	Bisexual	14	1%
	Other	15	1%
	Prefer not to say	161	10%
	Refused	49	3%

Ethnicity



Data excluded from graph:

White British: 1383

Welsh: 82

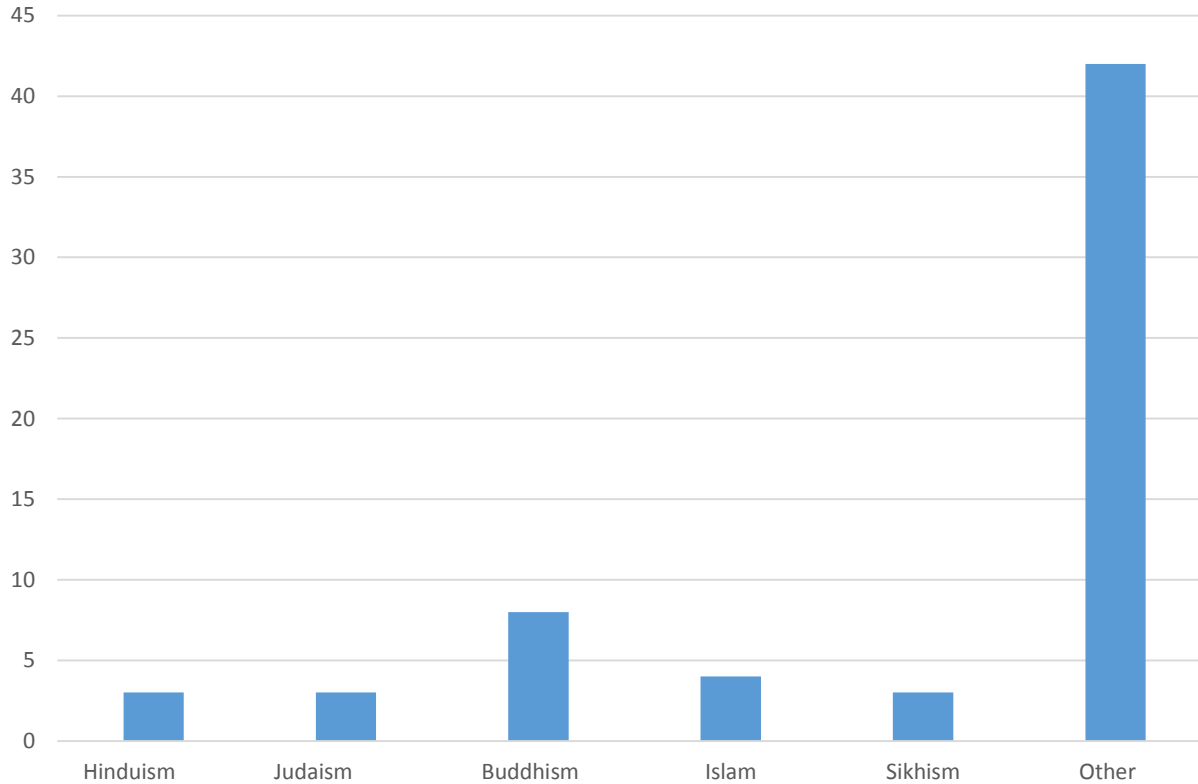
Irish: 10

Prefer not to say: 84

Refused: 34

		1641	100%
Q6.4. Which of the following best describes your ethnicity? Please select one answer only	White British	1383	84.28%
	Welsh	82	5.00%
	Irish	10	0.61%
	Other European (please state)	14	0.85%
	Other (please state)	6	0.37%
	Indian	8	0.49%
	Pakistani	3	0.18%
	Bangladeshi	-	0.00%
	Other (please state)	2	0.12%
	Caribbean	-	0.00%
	African	2	0.12%
	British	1	0.06%
	Other (please state)	-	0.00%
	White and Black Caribbean	2	0.12%
	White and Black African	2	0.12%
	White and Asian	3	0.18%
	Arab	-	0.00%
	Other (please state)	1	0.06%
	Chinese	1	0.06%
	Filipino	1	0.06%
	Vietnamese	-	0.00%
	Thai	1	0.06%
	Other (please state)	1	0.06%
	Irish	-	0.00%
	Romany	-	0.00%
	Other (please state)	-	0.00%
	Prefer not to say	84	5.12%
Refused	34	2.07%	

Religion



Data excluded from graph:

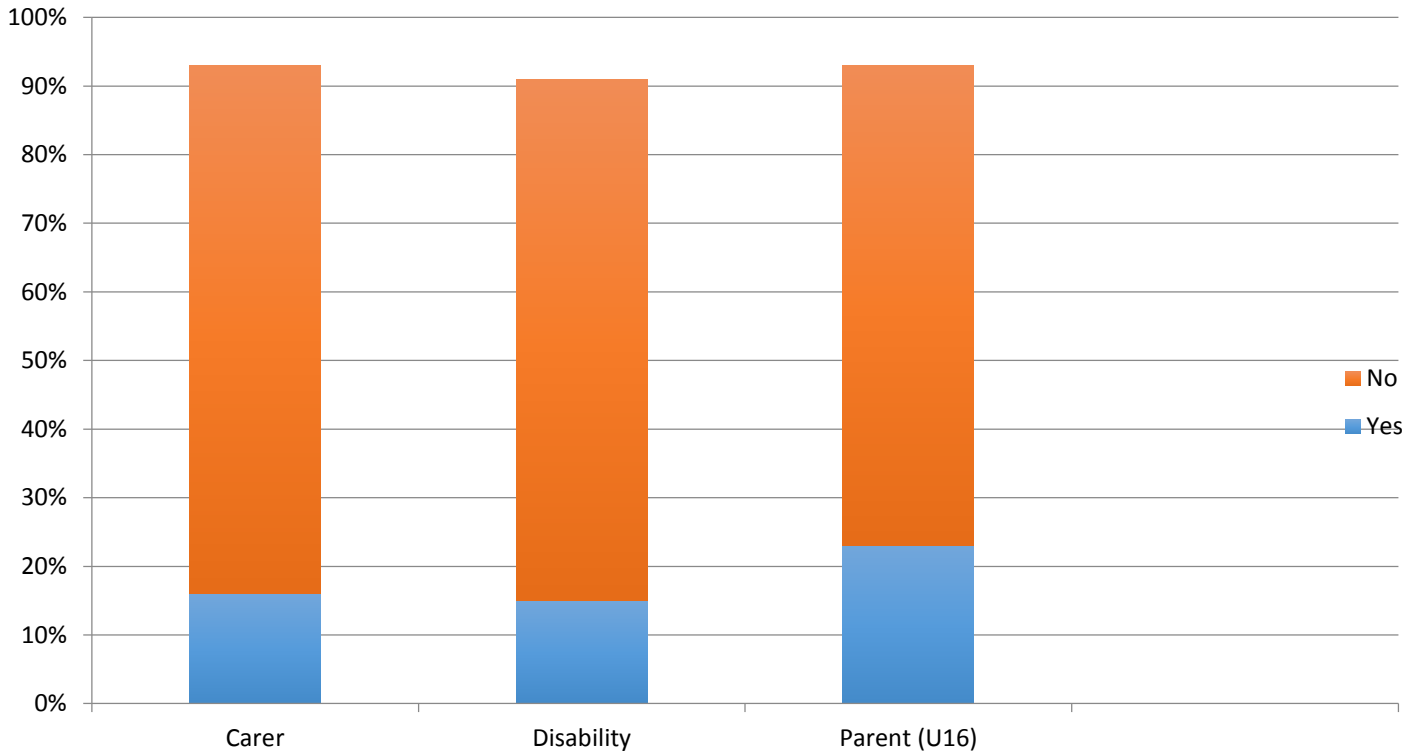
Christianity: 779

No religion: 540

Prefer not to say: 152

Refused: 107

		1641	100%
Q6.5. What is your religion or belief? Please select one answer only	Hinduism	3	0.18%
	Christianity	779	47.47%
	Judaism	3	0.18%
	Buddhism	8	0.49%
	Islam	4	0.24%
	Sikhism	3	0.18%
	Other	42	2.56%
	Prefer not to say	152	9.26%
	No religion	540	32.91%
	Refused	107	6.52%



	Carer	Disability	Parent of U16
Yes	16%	15%	23%
No	77%	76%	70%

		1641	100%
Q6.7. Are you a parent of a child or children under 16? Please select one response only.	Yes	375	23%
	No	1149	70%
	Prefer not to say	67	4%
	Refused	50	3%

		1641	100%
Q6.8. Do you consider yourself to have a disability? Please select one response only.	Yes	247	15%
	No	1254	76%
	Prefer not to say	92	6%
	Refused	48	3%

		1641	100%
Q6.10. Are you a carer for anyone? Please select one answer only.	Yes	258	16%
	No	1267	77%
	Prefer not to say	73	4%
	Refused	43	3%

Total responses – 1641 (completed total was 1515 as over 100 ‘blank’) at mid point review. As at 23/07/18 this total has risen to 2445 – approx. 0.5% of the 500,000 population served by the two hospitals. Around 14% of the population served by the two hospitals lives in mid Wales. Approx. 15% of surveys received to date are from mid Wales postcodes.

Gender - 61% women and 34% men have responded. This compares to the combined area data of 50.5% and 49.5% respectively. Anecdotally, women are more likely to respond to health consultations on behalf of their families and the women and children’s element of the consultation may be prompting more women to respond.

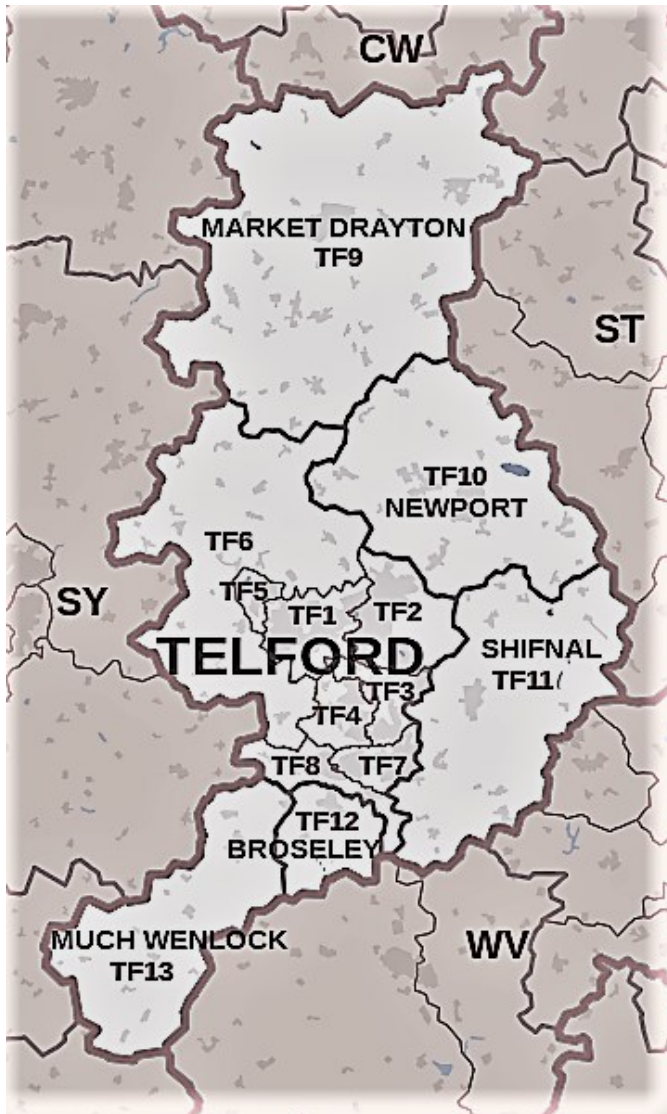
Age - 45% of respondents to date are aged 59 and over. However we are seeing significant % of respondents in the working age brackets: 27-37 (11%); 38-47 (16%); 48-58 (20%).

Ethnicity

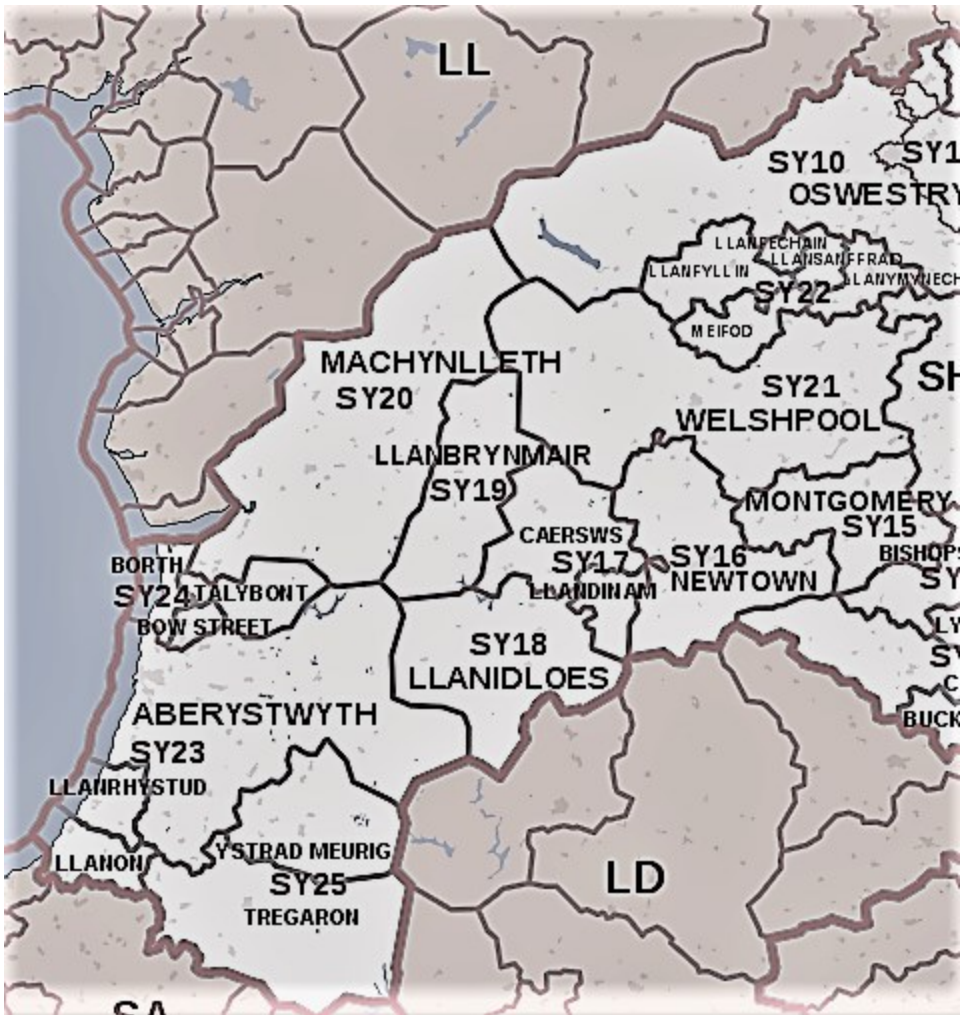
Combined area data shows White British as 93.7% compared to 84% of survey respondents. Other ethnicity data is currently in line with expectations from combined area data, however significant activity is planned for the second half of the consultation to reach various race and religion groups.



Postcode	LA area	Responses
SY1	Shropshire	53
SY2	Shropshire	83
SY3	Shropshire	138
SY4	Shropshire	37
SY5	Shropshire, Powys	80
SY6	Shropshire	27
SY7	Shropshire, Herefordshire	15
SY8	Shropshire, Herefordshire	95
SY9	Shropshire	14
SY10	Shropshire, Powys	25
SY11	Shropshire	26
SY12	Shropshire	11
SY13	Shropshire	8
WV6/7/15/16 &DY14		41
TOTAL		653



Postcode	LA area	Responses
TF1	Telford & Wrekin	69
TF2	Telford & Wrekin	99
TF3	Telford & Wrekin	76
TF4	Telford & Wrekin	67
TF5	Telford & Wrekin	14
TF6	Telford & Wrekin	16
TF7	Telford & Wrekin	91
TF8	Telford & Wrekin	46
TF9	Shropshire	15
TF10	Telford & Wrekin, Stafford	75
TF11	Shropshire, Stafford	16
TF12	Shropshire	18
TF13	Shropshire	9
TOTAL		611

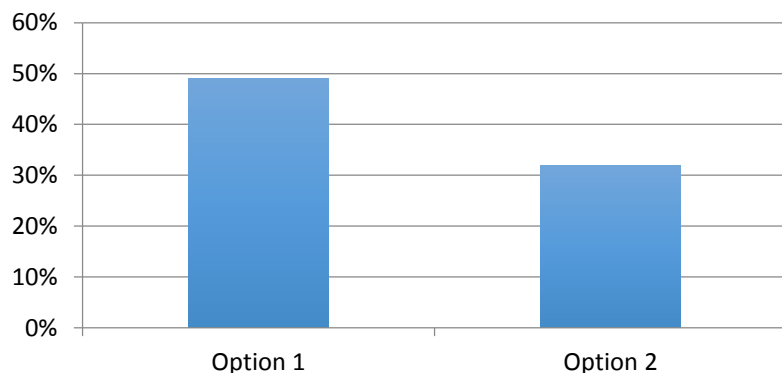


Postcode	LA area	Responses
SY15	Powys, Shropshire	19
SY16	Powys	87
SY17	Powys	19
SY18	Powys	14
SY19	Powys	1
SY20	Powys, Gwynedd	2
SY21	Powys, Shropshire	80
SY22	Powys	16
SY23	Ceredigion	1
SY24	Ceredigion	0
SY25	Ceredigion	5
LD3/7/8 & LL13		7
TOTAL		251

Postcode	Post Town/Coverage	LA area	Responses
LD3	Brecon	Powys	1
LD7	Knighton	Powys, Shropshire	4
LD8	Presteigne	Powys, Herefordshire	1
LL13	Wrexham	Wrexham	1
WV6	Perton, Pattingham, Whitmore Reans, Tettenhall	Wolverhampton, South Staffordshire	1
WV7	Albrighton	Shropshire	5
WV15	Bridgnorth (Low Town)	Shropshire	6
WV16	Bridgnorth (High Town), Ditton Priors	Shropshire	25
DY14	Cleobury Mortimer	Shropshire	4
TOTAL			48

- To what extent do you agree that option 1 (Q2a) / option 2 (Q3a) would meet your needs or the needs of the people you care for or those of the group or organisation you represent?

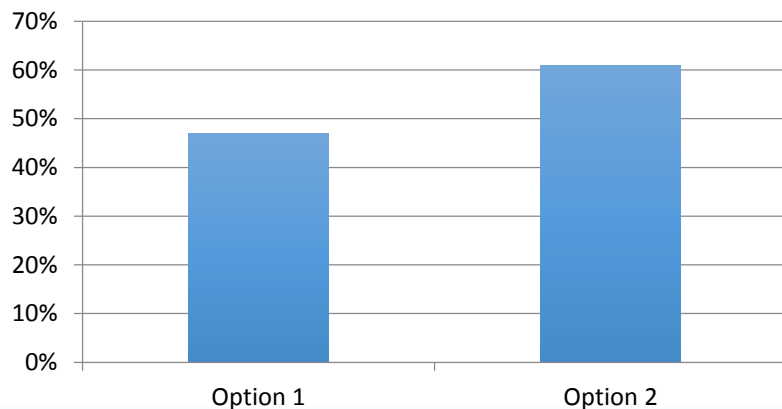
Strongly agree/agree



49% of respondents strongly agree or agree with Option 1

32% of respondents strongly agree or agree with Option 2

Strongly disagree/disagree



47% of respondents strongly disagree or disagree with Option 1

62% of respondents strongly disagree or disagree with Option 2

		1641	100%
Q2a. To what extent do you agree that Option 1 would meet your needs or the needs of people you care for, or those of the group or organisation you represent? Please select one answer only.	Strongly Agree	635	39%
	Agree	162	10%
	Neither agree nor disagree	50	3%
	Disagree	70	4%
	Strongly disagree	700	43%
	Don't know	11	1%
	Refused	13	1%

		1641	100%
Q3a. To what extent do you agree that Option 2 would meet your needs or the needs of people you care for, or those of the group or organisation you represent? Please select one answer only.	Strongly Agree	420	26%
	Agree	93	6%
	Neither agree nor disagree	106	6%
	Disagree	178	11%
	Strongly disagree	819	50%
	Don't know	13	1%
	Refused	12	1%

- **Activity to date**
 - Press releases, articles, interviews, public responses to letters such as 20 questions
 - Welsh and English language interviews
- **What has gone well?**
 - Frequent and high impact balanced coverage on radio and newspapers, good interaction with public at events for interviews and knowledgeable spokespeople
 - Clinician features well received
 - Range of interviews covering broad range of subjects particularly across top four requested subjects
- **What will we do in the second half of the consultation?**
 - Tackle some of the less well covered themes
 - Continue to diversify range of spokespeople
 - Encourage interviews with partners and frontline staff
 - Encourage where possible interviews with specific groups to share their concerns



Media

- Activity to date
 - Planned schedule of tweets and tweeting from events, tweetchats, use of shorter clips from videos
 - Developed 1079 followers on Facebook and 1530 on Twitter
- What has gone well?
 - 158,000 impressions on twitter and followers grown (60%/40% female/male)
 - 1079 facebook followers and reach averaged at 2,319 day period
 - 3500 visitors to the website
 - tweetchats with clinicians have proved popular
 - Live tweeting from events and images in tweets have led to increased engagement levels
 - Clinicians and CCG staff have had high engagement levels
- What will we do in the second half of the consultation?
 - More use of social media to reach 'gaps', particularly in seldom heard groups – young mums etc through targeted cost effective advertising
 - Increase general reach through video etc
 - Achieve more balance in followers across genders through different channels
 - Assessing opportunities from engagement feedback to reach specific communities

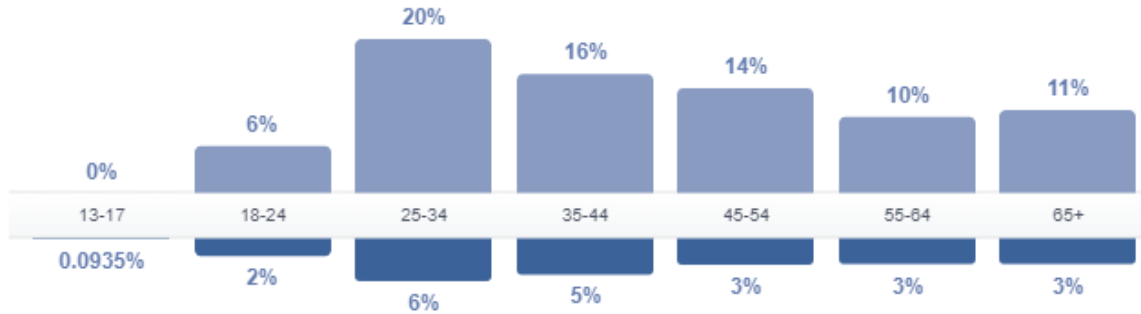


Social media

The people who follow your Page

Women

77%
Your followers



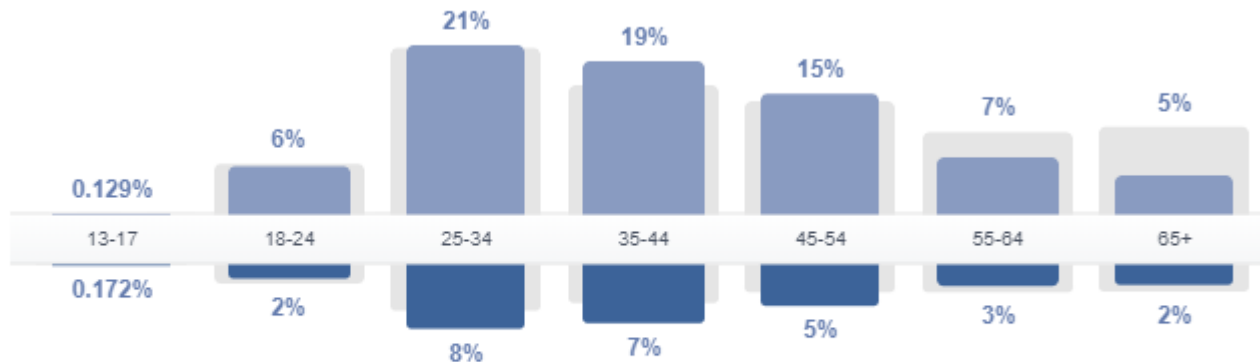
Men

23%
Your followers

The number of people who saw any content by your Page or about your Page, grouped by age and gender.

Women

72% People Reached
77% Your Fans



Men

27% People Reached
23% Your Fans

- Activity to date
 - Stakeholder Reference Group and voluntary organisations informed mapping and activity
 - Attended numerous groups including dementia, young people, older people, sensory impairment, and religion
 - Engaged with the additional four characteristics: carers, Welsh language speakers and rurality and deprivation
 - Commissioned PAVO, RCC and IMPACT to conduct focus groups
- What has gone well?
 - Engagement with young people
 - Engagement with military families
 - Engagement with people with dementia and their carers
- What will we do in the second half of the consultation?
 - More targeted activity through social media advertising
 - More reach into diverse communities including race and religion – early post mid point success with Bulgarian and Syrian communities
 - More focus on parents, young mums and pregnant women
 - Continue to work with partners and undertake research to find new opportunities to reach groups



**Seldom heard
groups**

- Activity to date
 - Five public exhibition events held in Telford, Shrewsbury, Newtown, Ludlow and Wellington
 - Scribes capture themes and Q&A
 - Q&A fed into Frequently Asked Questions on website
 - 36 Pop up displays in various locations
- What has gone well?
 - Over 500 people reached at first five public exhibitions
 - Good feedback regarding access to clinicians and executives have questions answered
 - Over 1300 people reached at pop up displays
- What will we do in the second half of the consultation?
 - Pop up displays – ongoing communication regarding purpose of signposting and handing out materials
 - Pop up displays – venues have been reviewed based on reach/footfall
 - Additional public exhibitions already planned (Whitchurch and Newport plus remaining from original eight: Bridgnorth, Oswestry, Market Drayton)
 - Mid sized pop in events planned for Bishops Castle, Woodside and Welshpool (TBC)

**Public
exhibitions
and pop ups**

- Activity to date
 - Local Joint Committees and parish council meetings
 - Engagement with large employers and with SMEs through networking groups
 - GP and Practice Manager engagement
 - MP and AM engagement
 - Staff engagement
 - Patient group engagement
- What has gone well?
 - Good reach to public through council meetings
 - Good reach to additional (non-SHG) groups including military
 - Locality forums for GPs in Shropshire and GP meeting in Telford (through the chair)
 - Weekly staff engagement in SaTH, PTHB, with partners e.g. RJAH and Powys CC
- What will we do in the second half of the consultation?
 - More engagement with the business community, including those employing large numbers of certain communities e.g. Bulgarian Community in and around Oswestry
 - Extend reach to younger working age people
 - Continued attendance at 'invited to' meetings for ongoing public Q&A
 - Further staff engagement alongside partner organisations
 - Stakeholder and GP letters to be issued following mid point review

**Invitations to
engage**

- More than 3,000 people have been spoken to in the course of the first six weeks of the consultation
- Just under 200 people reached through Local Joint Committees in Shropshire
- Direct face to face activity with seldom heard groups has reached more than 400 people to date
- Over 1300 people have been reached through the pop-up displays including mid Wales additional activity
- More than 500 people have attended the drop-in Public Exhibition events
- At least 529 interactions from Telford & Wrekin CCG activity
- Please note these figures do not include activity from PAVO, VCSA and IMPACT as part of the Seldom Heard Group activity. Nor do they include SaTH engagement or any additional engagement by Healthwatch Shropshire, Healthwatch Telford & Wrekin or Powys Community Health Council

**Reach of
engagement**

- Activity to date
 - Responses to 20 letters and emails from key stakeholders
 - FOIs responded within required timescale
 - Ongoing work with media to answer questions that arise from each Public Exhibition
- Key issues raised
 - Cost of the two options and financing
 - Alternative clinical models
 - Workforce numbers
 - Women and children's services and population demand
 - Travel and patient safety, including ambulance services' performance and pressures
 - Travel in relation to deprivation and rurality, including Welsh travel passes
 - Community service offering
- What will we do in the second half of the consultation?
 - Continue to log all letters and email
 - Continue to respond directly
 - Continue to update FAQ
 - Continue to share with the public through the radio, newspapers, website, social media etc

**Key themes
and
managing the
debate**

- Impressive level of commitment to the mid point review from all
- Acknowledgement at a senior level of the amount of work and commitment going into the consultation
- Comprehensive consolidation reports - opening EIA and Pre Consultation Engagement Report
- Progress reports with detail across all layers of activity pulling everything consultation process related together
- Stronger consultation process position due to the focus on all activity at the mid point

**tCI
feedback on
review meeting**

- Programme Board to receive the opening Equalities Analysis and approve recommendations, further analysis to be undertaken in second part of the consultation
- Programme Board to receive and approve pre-consultation engagement report. This report to signpost reader to PCBC where detailed description of option development and appraisal can be found
- Programme Board to receive the Northumbria Comparator report. The board should consider making this review and the board's recommendation on it available on the consultation website to demonstrate openness and transparency and to re-emphasise the use of robust criteria for long and short listing of options in past

**The Consultation
Institute
recommends**

- Programme should consider the impact of deciding to add further public consultation events in later weeks of the consultation to increase reach providing members of the public time to respond
- Programme Board should consider an extension to the consultation period on basis of new material information becoming available at this stage in the consultation process. (Allowing more than six weeks until the consultation end date for consideration).
- Programme to ensure travel analysis is still progressing to timescale
- Programme Board should consider publishing its decision-making process as soon as possible
- Programme Board should consider impact of any **related** engagement/consultation process on the current consultation. This is particularly pertinent to maternity and community service redesign.

The
Consultation
Institute
recommends

- Receive the content from the mid point review
- Note the recommendations for the proposed activity for the second part of the consultation
- Note the additional public exhibition events:
 - Whitchurch: Tuesday, 21 August 2018
 - Newport: Thursday, 9 August 2018
- Note the additional mid-sized pop-in events:
 - Bishops Castle Pop-in Q&A session: Wednesday, 8 August 2018
 - Woodside Pop-in Q&A session: Wednesday, 29 August 2018
 - Welshpool Pop-in Q&A session: Thursday, 30 August 2018 (TBC)

**Programme
Board
is asked
to:**

- Approve the publication on the FF website of:
 - Northumbria Comparator Report
 - Opening EIA
 - Pre-Consultation Engagement Report
- Approve the one week extension of the consultation with a revised end date of midnight on Tuesday, 11 September 2018. Based on:
 - Publishing new information (Northumbria Comparator)
 - Sharing the consolidated reports (EIA and Pre-Consultation Engagement Report)
 - Allowing time for visitors to the additional events to respond to the consultation (Last public event now scheduled for 30 August, 2018)

**Programme
Board
is asked
to approve**