

The Path to Excellence

Public Consultation

How we create the best possible improvements for healthcare in South Tyneside and Sunderland

Wednesday 6th September

Partner third sector and
interest groups

Focus group delivery webinar





Your webinar hosts

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This Webinar and the accompanying Focus Group Moderator Pack materials have been prepared and delivered by

socialmarketingpartners
Ltd





Background – the consultation

- Following a public ‘listening’ phase, clinical experts in the two CCGs and the two NHS Hospital Trusts in NHS South Tyneside and Sunderland have developed options for further consultation
- A public consultation is asking for your views and ideas on different potential changes to stroke, maternity (obstetrics), women’s healthcare (gynaecology) and children and young people’s healthcare (urgent and emergency paediatrics) hospital-based services in South Tyneside and Sunderland
- The consultation explores how we create the best possible improvements for healthcare in South Tyneside and Sunderland.
- The formal consultation period is 5th July – 15th October 2017
- The vision for the two hospital trusts working together is: *“To deliver nationally recognised high-quality, cost-effective, sustainable healthcare for the people we serve with staff who are proud to recommend our services.”*



Purpose of the webinar 1

The purpose of this session is to build on the existing documentation prepared by Social Marketing Partners for the Path to Excellence Consultation, which can be found at <https://pathtoexcellence.org.uk/get-involved/hold-focus-group/>.

The session is timed to support partners and interest groups before 'Focus Group Fortnight', running from **11th – 24th September**, when additional telephone and other support will be available from NECS to deliver focus groups locally.





Purpose of the webinar 2

In addition to the available documents, the session will:

- **Highlight the consultation information and documents available around the service area options being consulted on**
- **Provide support to focus group moderators in advance of running their groups**
- **Assist moderators in identifying any issues and concerns and where needed to identify solutions with NECS.**

The session will not:

- **Provide any detailed information about the options being consulted on, which is already available in the consultation documents online**
- **Replace the support from NECS for individuals or groups on**
 - 1. consultation content and options development, or**
 - 2. process for payment**



Today we will cover...

- **An overview: The purpose and background to the consultation**
- **Developing a common approach:** working together to answer the frequently asked questions (FAQ):
 - Overview of qualitative consultation
 - Warming up your group
 - Running the group
 - Handling difficult or reluctant group members
 - Nonverbal communication and group interaction
 - Delivering the Discussion Guide – Exercise and suggestions
 - Evaluation of the event
 - Reporting format
- **Admin and timescales, including the payment process**





Contents of the briefing pack

The Facilitators Briefing Pack, including this slide deck, contains all the information you need to deliver a Focus Group for the consultation:

- Facilitators Guidance – tips on delivering a successful focus group
- Focus Group Discussion Guide – a guide to follow over the course of the group for consistency across the groups
- Signposting to sources of information needed to discuss the options being consulted on – from the full and summary consultation documents, travel and transport information and Health Inequalities Impact Assessments
 - NB: All can also be requested as hard copies from NECS
- Infographics – to ease discussion, especially if there are language or literacy barriers
- Monitoring form – to help us understand who has contributed
- Financial reimbursement form – and details about how to receive this.



The consultation documents

A summary of all the relevant consultation documents can be found at <https://pathtoexcellence.org.uk/>. This includes:

- The full consultation document
- The summary consultation document
- The pre-consultation Business Case

There are several documents relating to travel and transport:

- The Travel and Transport Impact Assessment
- The Travel and Transport Impact Assessment Public Summary
- Travel and Transport Impact Assessment service review

There are also individual Health Inequalities Impact Assessments for the service areas under consultation: Stroke, Obstetrics and Gynaecology, and Paediatrics Service Proposals

The online consultation survey can be found at:
<http://www.decidingtogether.co.uk/Default.aspx>





Qualitative research?



Quantitative Research (this is not...)

- Closed questions
- Statistical reliability can be calculated
- Leaves little room for the expression of emotion
- Follows a set pattern of enquiry
- Covered in this consultation

Focus Groups are a form of Qualitative Research

- Open questions
- Moderated impartially and objectively
- Follow a discussion guide that allows exploration of themes as they occur
- Allows exploration of emotional response – gets ‘beneath the skin’ of issues





Focus groups: outline principles

Focus groups are a form of Qualitative research:

- Open questions
- Moderated impartially and objectively (don't lead or bias with your own opinions)
- Follow a discussion guide that allows exploration of themes as they occur
- Allows exploration of emotional response – gets 'beneath the skin' of issues
- They are focused on a specific issue and guided to reach conclusions
- These are not the only form of engagement with the consultation process – it is important
- They are a constrained exercise, you are free to express your opinion outside of the group process

See Moderators Guidance for more detailed information





Getting a group together

Convening the group

- Why ask participants from third sector/interest groups?
 - Representative opinion is important to hear
 - Working with the sector helps bring a range of opinion into the responses and supports those who may not be able to contribute in other ways
- Ideal group size 8-10

A standardised approach is needed as it facilitates...

- The NHS's duty to consult
- Ready and level comparison
- Parity of opinion – everyone can have a say
- Quality Assurance and other scrutiny of the process



Warm up

Purpose: To get the group talking and to feel comfortable with each other

General (projective)

e.g. What did you have for breakfast?

- 👍 Very general and non-specific (bit of fun)
- 👎 Not linked to the subject – does not start the conversation directly

Specific

e.g. What's your general view of (subject)?

- 👍 Introduces the subject and sparks general discussion
- 👎 Could introduce negative opinion from the outset

Q Any other suggestions of good warm ups/ice breakers you have used?



Running the group 1

- **Preparation is key:** familiarise yourself with papers in advance
 - Use the Moderator Guidance to prepare
 - Read through the Discussion Guide
 - Print out the pack and papers you need
- **Agree ground rules:** see Moderators Guidance, or ask what others participants would like. Common ground rules are:
 - Respect others views
 - Its OK to disagree but don't make it personal
 - One person talks at a time
- **The moderator has a key role to:**
 - Keep the group on track
 - Balanced participation
 - Everyone to be heard
- **Moderator asks 'Why?' and 'How?'**... Not '*In my opinion*'!



Running the group 2

- **What lives below the first answers?** probe for more:
 - Feelings, perceptions, belief, etc.
- **Personalise the interaction:** what e.g. can people share?
 - BUT Personal stories – check if participants are happy to share as part of the feedback to the consultation (and not if not)
- **Objectivity is important** – it is the role of the moderator to bring participants back on track if needed, to retain the objectivity of the exercise.
- **The Discussion Guide is there to follow!**
- **Keep things moving:** try to keeping the group conversation flowing – fill any silences with a broad open question, e.g.
 - *How do people feel about Option 1? What do you think about Option 2?*
- **Stick to time** – it will go fast! plan your time to cover everything you need, including the monitoring at the end.



Difficult or reluctant?

Dominant or **Reluctant** participants...

BOTH have the impact of reducing the breadth of discussion and opinion, which may exclude or prevent others from contributing.

Q What would you do?

- No right or wrong answer
- Depends on personal style
- BUT – always be fair, polite, constructive and objective



It isn't all about what they say...

- Observe the group interaction:
 - Does body language suggest the group are uncomfortable or support the views of the dominant person?
 - What are the non-verbal cues telling you?
- Issue: the moderator is engaged in leading discussion, keeping the discussion flowing and exploring the how and why?
- Ideal (not always possible) solution is a two person moderation team:
 - Active moderator
 - Observer/note taker



Delivering the Discussion Guide

Consider the Discussion Guide provided for a moment, then we will collectively reflect on the following:

- **What are the main issues to be discussed?** (using the Discussion Guide as the guide)
- **What suggestions are there to help deliver open explorations of the options and associated issues?**
- **How do we deal with covering the specifics of the different service areas in the time we have?**
- **How do we ensure the questions are objective and not leading?**



It's all over, but how do you know if you did well?

About You

Q1 To help us better analyse the responses from this survey please could you tell us the basis on which you are sharing your views (tick all that apply)

Service User

Carer

Professional/Service Provider
(e.g. manager, clinical staff, care staff, volunteer, etc.)

Member of the Public

None of the above

Rather not say

Q2 Which of these age groups do you belong to?

Under 18	<input type="checkbox"/>	56-65	<input type="checkbox"/>
18-25	<input type="checkbox"/>	66-74	<input type="checkbox"/>
26-35	<input type="checkbox"/>	75+	<input type="checkbox"/>
36-45	<input type="checkbox"/>	Rather not say	<input type="checkbox"/>
46-55	<input type="checkbox"/>		

Q3 What is your gender?

Male

Female

Transgender

Rather not say

Q4 Do you consider yourself to have a disability?

Yes

No

Rather not say

Q5 Please choose one option that best describes your ethnic group or background

White British

White Other

Black British

Black Other

Asian British

Asian Other

Other Ethnic Group

Rather not say

Q6 Please choose one option that best describes your sexuality

Straight or heterosexual

Lesbian, gay or homosexual

Bisexual

Rather not say

Q7 Please supply your post code to help us to map the responses to ward level across the Newcastle Gateshead CCG area.

Post Code Rather not say

- Standardised evaluation and equality monitoring form
- Duty on the NHS to provide mechanisms to collect this information
- Good practice to ask participants what they thought
- Strongly encouraged but cannot be compulsory.



Reporting the group discussions

- Could you give this to the average person to read?
- Would they understand it?
- Standardised discussions = standardised reporting?
 - All groups are different, but read the **Focus Group Reporting Template** provided in advance and use this to summarise feedback after the session
- Does the report stand up to scrutiny and will participants agree it is an accurate summary?



These things are really important to help Social Marketing Partners as the independent analysts easily understand what was discussed, to ensure your group's opinion is included as they were presented.



Summing up and questions...

- Use the documents provided to get yourself ready – preparation counts!
- Use your Discussion Guide – it will help you keep the flow of conversation going, to cover the areas needed
- Don't tick boxes or ask people to show hands; this is qualitative session, not a survey
- Get examples and quotes where you can –these will be really useful in the analysis to tell people's stories
- Remember that impartiality of the moderator is vital
- Use the Focus Group Reporting Template provided to feedback.



**Any questions about delivering
the sessions?**

**What else do you need to get
going?**



When should we do this?

The formal consultation period runs from 5th July – 15th October 2017, though to facilitate the analysis all reports from the focus groups need to with with NECS **by 2nd October.**

You can run a group anytime you want to, but NECS will provide enhanced support in '**Focus Group Fortnight**' – from 11th – 24th September – when all groups are encouraged to deliver their groups.

To support you in delivering your focus group, there will be a dedicated phone line primed for queries during this period.



Focus Group Fortnight

- **Who?** Any group can run a focus group, but contact must be made with NECS in advance.
- **What?** A focused two week period when partner third sector and interest groups are encouraged to run their focus groups. A payment is given to support this where applied for. Additional telephone/other support is available during this period on the NECS contacts provided.
- **Where?** Focus groups can be held locally in a location of your choice which is most convenient.
- **What?** The Focus Group sessions we have just outlined, in one or more of the service areas under consultation.



Next steps...

To deliver a Focus Group, here's what to do...

- If you have not done so already, contact NECS to express an interest
- Read the rest of the Briefing Pack contents at <https://pathtoexcellence.org.uk/get-involved/hold-focus-group/> and use this to get set up
- Download and read the consultation documents from the Path to Excellence website <https://pathtoexcellence.org.uk/>
- ASK FOR HELP from NECS if you need it – enhanced support will be on offer in *Focus Group Fortnight*
- Deliver the group – this can happen anytime in September
- Write up your feedback on the Focus Group Reporting Template and submit the report electronically to NECS – **by 2nd October**



Contact details

Printed copies of the focus group toolkit and consultation documents can be requested by contacting NECS communications and engagement team using the details below.

If you have any queries about the consultation or would like further assistance, you can contact NECS at:

Email: nhs.excellence@nhs.net

Phone: 0191 217 2670

Write to: The Path to Excellence

Freepost RTUS–LYHZ–BRLE

North of England Commissioning Support, Riverside House, Goldcrest Way, Newcastle upon Tyne NE15 8NY





Thank you for listening and for your active participation!

