

## Update on Path to Excellence Pre-engagement (listening) phase – December 2018

The Path to Excellence Phase Two pre-engagement phase, which is also referred to as the listening phase, began in February 2018 and is expected to continue until early March 2019.

This planned activity, which supports key objectives in the communications and engagement strategy developed in March 2018, is aimed at understanding local people's views with reference to acute medicine and emergency care, emergency surgery and planned care and outpatients services in South Tyneside and Sunderland.

To support this work, a marketing communications and engagement plan was developed and the key objective is to ensure all activity supports the successful preparation of a Pre-Consultation Business Case (PCBC).

This work builds on the success of early engagement activity:

- Involved over 700 hospital staff responses to an initial staff survey and over 200 staff who took part at each of the staff engagement session in March and June 2018. To ensure best practice, ongoing open and transparent communications with all staff about where we are in process and next staff engagement session will be in new year and;
- Targeted work during February 2018 collecting patient experience and feedback from 1000 participants on the clinical services in order to inform the ideas development being carried out by the clinical services review group and work stream design teams.

The two main methods for this patient engagement research and insight phase included surveys, either by direct mailing with a free post return or face to face questionnaires being carried out on hospital wards and clinics by trust patient insight staff and volunteers. In order to ensure good practice, surveys and questions were benchmarked against national surveys conducted by the NHS or special interest groups. All final versions were agreed by task and finish group and signed off by the lead medical director for the programme.

A draft issues document was published in July 2018 which set the context for why changes needed to be made and to help provide context for public conversation.

Following the summer, further planned engagement during autumn 2018/ Winter 2019 aims to socialise the issues, explain the current gaps in quality, share the early

thinking from staff on potential solutions and allow an opportunity for the public to influence potential solutions at the formative stage.

During this phase of engagement, NHS South Tyneside and Sunderland Partnership are sharing the draft case for change and asking people to share their views using a short survey on what's important to them when accessing hospital services and receiving hospital care and how they think the NHS can get value for money.

The project outlined clear tactical plans for delivery of the above objective and demonstrates a robust engagement methodology providing stakeholders and the public with opportunities to understand the issues and to influence the process, providing clinical teams and decision makers with valuable insight.

The engagement campaign was rolled out across the South Tyneside and Sunderland localities from early October 2018 to ensure the same information is given out across the two areas and later allowing local people to influence potential solutions from February 2019.

The draft case for change document was provided in printed format and also published on the dedicated website together with a short animation film highlighting the pressures facing local NHS services. This key document and video was supported with a presentation pack to use at local meetings and events and to share online.

### **Summary of 'Join our Journey on the Path to Excellence' campaign to date (Saturday 13 October 2018 to 4<sup>th</sup> December 2018)**

As part of the planned campaign of different ways we are engaging with local people in this Phase Two pre-consultation phase, we have been attending local meetings, and visiting local neighbourhoods with information about the case for change and sharing information about the bigger picture for local health services.

The 'Join our journey' roadshow team completed engagement surveys while in primary care centres, hospital outpatients, and local communities/shopping centres across South Tyneside and Sunderland, which focussed on asking people about what's important to them to gather their priorities for evaluation. This feedback will help us in how we assess ideas and solutions that are developed that could go forward into the future public consultation expected in Summer 2019.

Evidence of engagement with stakeholders for Path to Excellence Phase Two Draft case for change:

- Roadshow teams including HealthWatch volunteers have held over 20 roadshow drop-in events engaging with over 800 people in shopping centres, supermarkets, primary care centres and hospital outpatients across South Tyneside and Sunderland. There was strong agreement from task and finish group members that activity should be focussed in health centres and public

areas with a high footfall to ensure best levels of engagement and maximise resource

- Members of the programme group have attended 16 different public events between October 2018 and December 2018 and presented to approximately 514 people. These events included local area committees and forums, community and voluntary sector network events where the Phase Two draft case for change issues document and animation was an agenda item.
- 1030 people have completed a short face to face survey or online survey targeted via digital advertising and social media. This is the most successful on-street survey completion activity we have carried out. Early feedback indicates this is due to being both an important subject to the people of South Tyneside and Sunderland but also the ease and simplicity of the survey ensured it was easy for people to stop and complete.
- During this phase, team members also attended meetings with GPs in Sunderland and local community and voluntary sector organisations/networks in both localities to brief them on the issues, explain the engagement process.
- 141,416 total reach to date (calculated by the reach of media coverage and social media sponsored ads in table below- please note that people could have seen this information multiple times. This figure does not yet include final figures on video campaign work noted below with the Gazette and Echo)
- Over 6,079 engagements and 12,203 visitors and over with page sponsored video content (five videos and five sponsored articles) featuring programme clinicians which have been shared across Shields Gazette and Sunderland Echo, and boosted across Path to Excellence and Hospital Trust social channels. This work is ongoing – full analytics and total reach will be available at the end of this campaign.
- 13,500 flyers distributed during activity in over 1,193 outlets including retail, pharmacies, children's centres, health centres, etc. across South Tyneside and Sunderland.

Further public, staff and stakeholder engagement will take place over the coming months, and the case for change document will be updated as more information is gathered.

An analytics report of activity to date is included in appendix 1 highlighting activity from this phase. A full report, building upon the early desk reviews and including the

latest local engagement and research activity, will be produced to present the engagement feedback to programme management and clinical teams.

More information available at: [www.pathtoexcellence.org.uk](http://www.pathtoexcellence.org.uk).

## Appendix 1

### Overview of Path to Excellence Phase Two engagement activity

#### Summary

- **9,323 respondents have been involved to date, either answering a survey, attending a meeting or event or responding or engaging via social media– at present this gives a good representation of the local populations\***

More detailed information is noted below on each area of engagement and promotion

Engagement method	Results
<b>Survey - static/on-street and online</b>	<b>1030</b>
<b>Breakdown of roadshow activity</b>	
<b>Static - engagement</b>	
13 <sup>th</sup> October - Pallion Health Centre, Sunderland	5
15 <sup>th</sup> October - Houghton Primary Care Centre	41
16 <sup>th</sup> October – South Shields Asda	47
22 <sup>nd</sup> October - Ingham Wing Main Entrance, South Tyneside District Hospital	18
25 <sup>th</sup> October - Main Outpatients, Palmer Community Hospital	35
25 <sup>th</sup> October – South Shields Asda	75
29 <sup>th</sup> October - Kayll Road Entrance, Main Concourse - Sunderland Royal Hospital	21
29 <sup>th</sup> October - Grindon Lane Primary Care Centre, Sunderland	57
31 <sup>st</sup> October - Bunny Hill Primary Care Centre, Sunderland	68
2 <sup>nd</sup> November - Main Outpatients Entrance, Sunderland Eye Infirmary	22

7 <sup>th</sup> November - Cleadon Park Primary Care Centre	30
8 <sup>th</sup> November – Flagg Court Primary Care Centre	98
9 <sup>th</sup> November - Washington Primary Care Centre	45
14 <sup>th</sup> November – Boldon, Asda	76
<b>Total no. attendees</b>	<b>638</b>
<b>On-street engagement</b>	
19 <sup>th</sup> October - South Tyneside-South Shields High St	2
22 <sup>nd</sup> October - South Tyneside-South shields /market day	20
23 <sup>rd</sup> October - Sunderland Marketplace	47
24 <sup>th</sup> October - Sunderland Marketplace	55
15 <sup>th</sup> October – Jarrow/Hebburn	61
21 <sup>st</sup> Nov - Hebburn	67
<b>Total no. attendees</b>	<b>252</b>
<b>Council meetings/CAFS/VCS network meetings</b>	
<b>South Tyneside</b>	
30 <sup>th</sup> October - Riverside Community Area Forum	21 attendees
1 <sup>st</sup> November - West Shields, Cleadon and East Boldon Community Area Forum	15 attendees
15 <sup>th</sup> November - East Shields and Whitburn Community Area Forum	25 attendees
22 <sup>nd</sup> November – Jarrow and Boldon CAF	9 members of the public
26 Nov – Hebburn CAF	16 members of the public
7 Dec – HealthNet South Tyneside	32 attendees
<b>Sunderland</b>	
12 <sup>th</sup> November - East Sunderland Area Committee	13 attendees
14 <sup>th</sup> November – Coalfield Area Committee	21 attendees
14 <sup>th</sup> November – West Area Committee	17 attendees
15 <sup>th</sup> November – North Sunderland Area Committee	26 attendees
15 <sup>th</sup> November – Washington Area Committee	16 attendees
29 Nov - Sunderland VCS Network (Coalfield)	28
5 December - Sunderland VCS Network (West)	26
6 Dec - Sunderland VCS Network (East)	29
<b>GP Engagement</b>	

<b>South Tyneside</b> 15 <sup>th</sup> November - Education Forum: Commissioning Hot Topics Session		No uptake from event attendees
<b>Sunderland</b> 7 <sup>th</sup> November - Sunderland North Locality Meeting		18 attendees
<b>Democratic engagement</b>		
12 <sup>th</sup> September - P2E JHOSC informal workshop		23 attendees
6 <sup>th</sup> November - Jarrow Constituency Labour Party General Committee		39 attendees
<b>Social media sponsored ads</b>		
<b>Facebook – Roadshow ad</b>		<b>20,608 reached</b> 308 link clicks 5 post shares 22 post reactions 8 post comments
<b>Facebook – Survey ad</b>		<b>19,291 reached</b> 307 link clicks 8 post shares 18 post reactions 3 post comments
<b>Facebook – Video ad</b>		<b>9,961 reached</b> 70 link clicks 6 post reactions 1 post comment 6,700 have watched the video for 10 seconds 184 people have watched 100%
<b>Total social media reach</b>		<b>49, 860</b>
<b>Media coverage</b>		
<b>Shields Gazette (Online)</b>		4 (10120 reach per article)
<b>Shields Gazette (Main)</b>		6 (5584 reach per article)
<b>Sunderland Echo (Online)</b>		4 (23454 reach per article)
<b>The Journal (Main)</b>		2 (12587 reach per article)
<b>Evening Chronicle (Main)</b>		1 (26811 reach per article)
<b>Total reach</b>		<b>78,556</b>

**Video campaign – Gazette and Echo**

	Page Views	Visitors	Engaged Mins	Avg Time	Facebook Imp	Actions	Twitter Imp	Actions
Total Dr Shaz Wahid	1795	1615	1111	0.44	18302	1991	3835	188
Total Steve Green	842	718	576	0.47	11045	393	3123	78
Total John Painter	1023	910	611	0.47	12336	806	2200	53
Total Darshan	509	475	237	0.28	14837	691	2591	54
Total Mickey Jachuck	892	815	551	0.38	13358	349	3542	129
TOTAL	5061	4533	3086		69878	4230	15291	502

### Video campaign – PTE

	Page Views	Visitors	Engaged Mins	Avg Time	Facebook Imp	Actions	Twitter Imp	Actions
Total Dr Shaz Wahid	1,566	1,359	663	0:12	3,969	69	3,476	144
Total Steve Green	2,661	1,962	1,265	0:14	5,179	141	4,231	225
Total John Painter	1,889	1,248	791	0:13	3,914	79	2,588	134
Total Darshan	528	525	153	0:06	1,763	63	2,384	80
Total Mickey Jachuck	3,100	2,576	1,716	0:14	7,462	251	4,020	161
TOTAL	9,744	7,670	4,588		22,287	603	16,699	744

**NB.** Impressions is the number of times the ad has appeared on Facebook feeds.

Engagements is the number of people who've engaged with the post i.e. liking, commenting, clicking, sharing.

**Flyer-power distribution from Oct – Nov 18 draft case for change info card and poster**

- On average 1,500 flyers distributed per day (average 13,500 flyers distributed during activity)

<b>East Boldon/West Bolden/Boldon Colliery</b>	<b>100 outlets</b>
Retailers	89
Community Centres	2
Dental clinic	3
Health centres/GP	2
Pharmacies	4
<b>Sunderland East</b>	<b>149 outlets</b>
Retailers	139
Community Centres	1
Council	1
Dental Clinic	2
Health centres/medical groups	3
Pharmacies	3
<b>Sunderland North</b>	<b>77</b>
Retailers	74
Dental clinic	1
Health Centre	1
Pharmacies	1
<b>Washington</b>	<b>163</b>
Retailers	163
<b>South Shields</b>	<b>163</b>
Retailers	160
Dental clinic	1
Health centre	1
Hospice	1
<b>Sunderland West</b>	<b>112</b>
Retailers	112
<b>Coalfields</b>	<b>141</b>
Retailers	137
GP	1
Hospice	1
Pharmacies	2
<b>Jarrow/Hebburn</b>	<b>136</b>

Retailers	125
Council	1
Dental Clinic	2
Hospice	1
Pharmacy	4
Primary care centre/health centre	3
<b>Marsden/Whitburn/Cleadon</b>	<b>152</b>
Retailers	147
Dental clinic	1
Pharmacy	4
<b>Total number of outlets</b>	<b>1193</b>

<b>Comments</b>
<p><b>Feedback from HealthWatch colleagues involved in activity in South Tyneside:</b></p> <ul style="list-style-type: none"> <li>• The events team had done really well, plenty of people milling around shopping.</li> <li>• Few people commenting on staff having to pay car par charges, a few thought we were asking people to sign a petition to have the fees removed for staff.</li> <li>• Lady commented on the Stroke Unit at Sunderland how fantastic it was...but relayed a story of an 80yr old lady who lives in South Shields being discharged from Sunderland at 1am but asked to attend the Stroke Clinic in Sunderland at 9.15 the next day. This was difficult as the lady had to use public transport very early in the morning, especially after her ordeal the day before.</li> <li>• A number of people were full of praise about ST Hospital and understood the reasons behind services being moved, but would like to see ST Hospital not close.</li> <li>• One couple said what we were doing was great, "to hear it from the people involved and not reading stories in the paper".</li> </ul>
<ul style="list-style-type: none"> <li>• People are worried that south Tyneside hospital will close.</li> <li>• People worried about travelling to Sunderland hospital.</li> <li>• One or two people have said are they really going to listen to what we have to say.</li> <li>• Many people don't believe their opinion will make a difference and think the NHS have made their mind up all ready.</li> </ul>
<ul style="list-style-type: none"> <li>• This is the most successful survey completion activity we have carried out. Feedback suggests this is down to it being both an important subject to the people of South Tyneside and Sunderland but also the ease and simplicity of the survey. More in depth and complicated they are, we find people don't have the patience to stop and engage to complete.</li> </ul>

<b>Notes</b>
<p>*Activity is still being monitored and stats will be updated in the next update.</p>

