

Engagement Report for the Adult and Older People's Specialist Mental Health Service Redesign

Public Consultation – led by NHS Eastern Cheshire CCG and NHS South Cheshire and Vale Royal CCG and worked in partnership with Cheshire and Wirral Partnership NHS Foundation Trust

10 September 2018

Summary of Activity:

Hard copy of Consultation document sent to all 7000 patients on the caseload
A further 3,000 copies of the consultation document, including an easy read version, widely distributed in healthcare and community settings.
7 formal public meetings with 220 attendees.
A further 500+ people engaged with at an additional 26 events/meetings/briefing opportunities at local mental health forums and other health/community settings.
Widespread print, broadcast and social media reach, including over 2,000 people actively engaging with social media content such as videos, which reached 160,000 newsfeeds.
Over 100 media articles/adverts/advertorial generated across all platforms including TV, print, radio and internet.
Targeted updates to over 500 CWP members in Central, South and East Cheshire.
97 enquiries via the Freephone Patient Advice and Liaison Service (PALS) line

Consultation Products

Product	Purpose	Content	Formats
31 page consultation document with response form	To provide a narrative for the context of the consultation, as well as outline the options available.	<ul style="list-style-type: none">• Message from clinical leaders• Introduction and purpose of document• AOPMHS's in Eastern Cheshire, South Cheshire and Vale Royal• Why Redesign?• The development journey• A new model of care• The options for care delivery• How would the proposed changes look in practice?• How you can get involved• What happens next and how decisions are made• Glossary	<ul style="list-style-type: none">• Hard Copy• Electronic, available from CWP and CCGs' websites• Easy Read <p>Also available in:</p> <ul style="list-style-type: none">• Large Print• Translated copies• Braille• Audio
Pre Consultation	To provide the case to change services, the long list of options	<ul style="list-style-type: none">• Executive summary• Introduction and	<ul style="list-style-type: none">• Electronic version available at

business case	available and the options proposed to go forward to consultation.	background <ul style="list-style-type: none"> Improving quality and outcomes Options for delivery of adult and older peoples mental health services Capacity and workforce plan Finance Risks and mitigation plan Next steps 	ECCCG website. <ul style="list-style-type: none"> Presented at local authority health overview and scrutiny committees. Presented to governing bodies and boards Shared with stakeholders.
Animation	To provide a concise, visual outline of the consultation process and aims, including the case for change, the options and how to get involved.	<ul style="list-style-type: none"> Mental Health services now How mental health services could look in the future How we have listened to you Option 1 Option 2 Option 3 Tell us what you think 	<ul style="list-style-type: none"> Electronic, available to view on the CCG website and also shared on social media. Hosted on the Eastern Cheshire CCG YouTube channel.
Call to action videos – Dr Anushta Sivananthan, Dr Paul Bowen and Dr Jonathan Griffiths	To encourage people to get involved in the consultation and to make their views known through the various channels available	How people can get involved in the consultation.	Videos available on the Eastern Cheshire CCG, South Cheshire CCG, Vale Royal CCG and CWP websites and also shared on social media.
Online questionnaire	Electronic version of the survey.	<ul style="list-style-type: none"> Tell us about you The three most important things to you Comment on our proposals Demographic profiling 	Electronic version available on the ECCCG website and through the CSU
Frequently Asked Questions	A series of documents outlining the questions that consultation partners had received, or been asked at consultation events. The first document was produced at the beginning of the consultation (6 th March) and subsequent documents were produced which	<ul style="list-style-type: none"> Original general document published on 6th March Comments and ideas Funding New care model and crisis care 	<ul style="list-style-type: none"> Electronic versions hosted on the ECCCG website.

	were tailored to different categories of questions.	<ul style="list-style-type: none"> • Process • Staffing • Travel distances and facilities. 	
Communications and engagement strategy to support consultation and pre consultation.	To set out the approach to communications and engagement supporting the redesign of adult and older people's specialist mental health services in Eastern Cheshire, South Cheshire and Vale Royal.	<ul style="list-style-type: none"> • Introduction • Background • Communications, engagement and consultation • The approach • Media 	<ul style="list-style-type: none"> • Electronic version available on the website of Eastern Cheshire CCG.
Consultation poster for public display	To outline the aims of the consultation, the proposed new model of care and how people can join the conversation by giving details of upcoming public consultation events.	<ul style="list-style-type: none"> • Service users have told us they... • Our proposed new model of care will provide... • You can join the conversation and have your say on our proposals by... 	<ul style="list-style-type: none"> • Electronic version hosted on the Eastern Cheshire CCG website • Print versions distributed to services to put on display.
Bowmere Hospital Video	To outline the services that are available at Bowmere Hospital, which is a focal point of the preferred option, in response to requests at first public meetings.	<ul style="list-style-type: none"> • Outline of the facilities that are available • Outline of additional activities that service users can take part in 	<ul style="list-style-type: none"> • Available electronically and shared on social media.
Travel Analysis document	Summarising the impact of relocating some services to Chester and the proposed support available in this event.	<ul style="list-style-type: none"> • Introduction • Summary of findings • Mode of transport • Support for carers 	<ul style="list-style-type: none"> • Electronic version of the document hosted on the Eastern Cheshire CCG website.
Needs Analysis and Workforce Model	Intended to provide additional information to that contained within the consultation document relevant to workforce-related issues.	<ul style="list-style-type: none"> • Background • Methodology • Needs Analysis • Workforce Model 	<ul style="list-style-type: none"> • Electronic version hosted on the website of Eastern Cheshire CCG.
Evidence Documents	A variety of documents that displayed the evidence upon which information contained within the consultation was based.	<p>Documents included:</p> <ul style="list-style-type: none"> • Financial Appraisal • Options Appraisal Process • Crisis Care Evidence and Best Practice • Equality Impact Assessment: Option 1 • Equality Impact Assessment: Option 2 • Equality Impact 	<ul style="list-style-type: none"> • Electronic versions of the documents were hosted on the Eastern Cheshire CCG website.

		Assessment: Option 3	
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Communication and Distribution:

During the course of the consultation the local NHS has used a variety of promotional methods and channels to reach a wide and varied audience with information about the consultation, in line with the Communications and Engagement Strategy. More detail is below:

Print Media

- Issued 16 adverts to 12 local publications advertising the events, website and Freephone number
- Issued a press release at launch to publications across the footprint of the consultation and follow-up press releases with reminders about public consultation events.
- Produced three health columns for the Macclesfield Express and Congleton Chronicle
- Contributed to 83 articles generated by local publications across the footprint

Weekly circulation figures for major print newspapers:

- Congleton Chronicle series (plus Alsager, Biddulph and Sandbach titles) = 15,842
- Crewe Chronicle = 6,821*
- Knutsford Guardian = 3,763
- Northwich, Winsford and Middlewich Guardian series = 9,083**
- Macclesfield Express = 7,839
- Wilmslow Guardian = 1,235

Total circulation figures each time print media carried consultation content = 44,583.

Social Media and Digital Activity

- Website features on four NHS websites – three clinical commissioning groups and CWP.
- 200+ Tweets issued
- Reaching over 160,000 timelines.
- Facebook posts reached over 50,000 Facebook accounts
- Over 2000 engagements ie retweets/shares.

Broadcast Media

Interviews on:

- BBC Radio Stoke
- BBC Radio Manchester
- Signal 1

- Silk 106.9.

Stakeholder Engagement

Regular briefings to locally elected officials and public sector partners:

- MPs
- Elected members
- Members of the Health Overview and Scrutiny Committees
- Health and Wellbeing Board leads
- Local authority leads
- Local NHS hospital leads.

In addition, a communications pack was shared with partners to promote the consultation via their channels, it included:

- Text for website and/or newsletter
- Digital images to use on social media
- Example social media posts
- Links to the website.

Groups representing patients, carers and the general public also received detailed information to share via their channels. A list of the groups contacted was contained within the communications and engagement strategy published at the start of the consultation. They received:

- A briefing cover letter
- Consultation document
- Link to the website for further information
- Advice on how to obtain further copies of the consultation document.

In addition:

- Direct communication to all CWP foundation trust members in East and South Cheshire and Vale Royal, at the start of the consultation and at the mid-point – reaching over 500 members;
- The Patient Advice and Liaison Service (PALS) teams responded to 97 enquiries from members of the public in the 12 week period;
- Over 20 written submissions were received from members of the public and representative groups directly to the NHS partners during this period.

Specific targeted work included:

- Engagement with the Polish community;
- Engagement with young people via drop-in sessions in Crewe and Macclesfield;
- Outreach work to the Young Farmers' Association, providing information and offers to attend meetings;

- Offer of 1:1 meetings with people who found the public consultation meeting environment not conducive to talking about their experiences (see log below);
- In addition, range of informal events organised at outpatient clinics etc (see log below).

Engagement Events

Public consultation events:

Venue	Date	Time
Macclesfield Town Hall, Macclesfield	21/03/18	14.30
Hartford Golf Club, Northwich	23/03/18	09.30
Congleton Town Hall, Congleton	28/03/18	14.30
Crewe Alexandra Football Club, Crewe	26/04/18	18.30
Macclesfield Town Football Club, Macclesfield	03/05/18	14.30
Canalside Conference Centre, Middlewich	04/05/18	14.40
Macclesfield Town Football Club, Macclesfield	23/05/18	18.30

Engagement meetings

Date	Meeting
09/03/18	Crewe and Nantwich Open Minds
28/03/18	Healthwatch Meeting
03/04/18	East Cheshire Mental Health Forum
04/04/18	One to one meeting with Miss C
09/04/18	Mental Health Partnership Board
10/04/18	West Cheshire Mental Health Forum
10/04/18	Healthvoice
13/04/18	Crewe and Nantwich Open Minds
14/04/18	One to one meeting with Mr B
25/04/18	One to one meeting with Mrs A
11/05/18	Crewe and Nantwich Open Minds
21/05/18	Presentation to Cheshire East Councillors

Other engagement events

Date	Meeting
30/04/18	Pop Up Event – Lime Walk
01/05/18	Pop Up Event – Jocelyn Solly
11/05/18	Pop up Event – Congleton Hospital
15/05/18	Pop Up Event – Knutsford Hospital

15/05/18	Pop Up Event – Delamere Resource Centre, Crewe
16/05/18	MCHFT health and wellbeing event (attended by 450 people)
16/05/18	Audlem Village Community event
18/05/18	Pop Up Event – Vale House, Winsford
18/05/18	Pop Up Event – Macclesfield District General Hospital
21/05/18	Bevan House walkaround
22/05/18	Pop up event – Waters Green Medical Centre
22/05/18	Mill Street, Crewe, CAMHS Drop in
22/05/18	Polish mum and baby drop-in group, Crewe
23/05/18	Elm House, Macclesfield, CAMHS Drop in

Overall Summary of Feedback/Engagement:

