



North West Ambulance Service



NHS Trust



Delivering the right care, at the right time, in the right place

Communities Strategy 2013-2015

Six month progress report

October 2013

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1. Introduction

The Trust's Community Committee and Board of Directors approved the Communities Strategy in April 2013. The Strategy was subject to consultation from external and internal stakeholders and there was an agreement to produce a six monthly progress report for the Communities Committee to provide assurance of progress with the strategy. This progress report is also made available to all stakeholders through the Trust website. The full Strategy and progress report can be found on the publications page of the Trust website at www.nwas.nhs.uk

2. Purpose of the Strategy

This strategy describes the Trust's approach to community engagement and sets out clearly the Trust's commitment to being a high quality service provider, an employer of choice and a promoter of healthy and safe lives.

NWAS has identified five main aims to demonstrate how we will deliver our commitment to communities in the North West:

- Acting on the views of patients and their communities
- Providing a seamless service for patients, in partnership with other health and social care bodies
- Ensuring equality of access to services and valuing diversity
- Protecting the environment and being a good corporate citizen
- Promoting healthy and safe lives

3. Progress Report

3.1 Acting on the Views of Patients and their Communities by:

3.1.1 Providing patients and the public with information about our services

Satisfaction with the information patients and the public receive is one of the measures in the Trust's patient survey programme. Below are some of the information and education activities being undertaken:

Emergency and Urgent Care Services

The Trust launched the first stage of its new marketing communications campaign in March this year. Key components included a timeline of the ambulance service evolution, tweetathon, video, interactive quiz and associated publicity materials. Stage 2 of the campaign is going live in October. The campaign, is part of the Trust's patient experience CQUIN (commissioning for quality and innovation) scheme and will target particular demographic groups working with an external PR agency to ensure maximum impact and evaluation. The campaign will encourage a public conversation so people know what to expect from their ambulance service. The campaign includes

evaluation through focus groups and perception surveys as well as media monitoring and awareness testing.

Phase 2 will run through until end of February with a full evaluation. Outcomes of the campaign will steer the content of future public education programmes.

Patient Transport Service

A new awareness campaign is being developed to support Patient Transport Service (PTS) users, representatives and health care professionals. Mapping and planning of the campaign is underway.

A new PTS Patient Charter has been launched, based on feedback from patients and the public, and is available widely on the Trust's website, hospital environments, HealthWatch and GP surgeries. A dedicated PTS microsite is also available.

3.1.2 Asking patients, the public and members about their experiences and perceptions

A proactive programme of patient experience activity has been developed for 2013/14, based on the success measures and recommendations of the 2012/13. A set minimum target of patients to be surveyed has been agreed and systems are being developed to increase the level of real time patient feedback information as well as ensuring all PTS patients, at any point of their care, are given the opportunity to give feedback.

Initial findings for this year's patient experience programme demonstrate high levels of satisfaction with the core patient transport service (PTS); 86.1% rate their experience 8, 9 or 10 out of 10 and 87.5% for users of discharge ambulances. The Paramedic Emergency Service (PES) Urgent Care Desk survey demonstrated 78.3% rated their experience 8, 9 or 10 out of 10.

Recommendations from feedback are fed into service line improvement plans.

3.1.3 Creating an active public membership, representative of the North West

A new membership engagement strategy has been drafted for discussion with the Shadow Council of Governors. An engagement programme is in place and activities and engagement are being monitored with the aim of minimum of five member events for the year - to date three events have been held. The Trust recently undertook a survey of members as part of the public conversation and campaign outlined in section 3.1.1 with more than 200 members of the public participating (results are being collated). In addition they are being asked to participate in focus groups for the campaign outlined. The new strategy proposes the development of an active membership cohort to act as a connecting group between the large public membership and the Council of Governors.

A membership and communications group sub-group of the Council of Governors has been established to support future membership engagement activities, including a review of public information.

3.1.4 Working in Partnership with Community Groups and Stakeholders across the North West footprint to design services which meet their needs.

Mapping and gap analysis of community engagement has been undertaken and a community engagement programme for 2013/14 launched. Examples of areas identified included rural areas, learning disabilities and mental health representative groups. A new patient experience board game will be trialled with a number of groups as well as a public perception survey – these will inform future service improvement plans and patient information materials. Outputs from the programme will be shared in the annual review of the Communities Strategy report.

BME groups are a key target group for the new campaign outlined in section 3.1.1.

3.2 Provide a seamless service for patients, in partnership with other health and social care providers by:

3.2.1 Creating a framework which will enable effective engagement with all health and social care partners

A stakeholder engagement framework has been developed and approved by the Executive Management Team (EMT). Multi-disciplinary teams have been established across the NWAS footprint to map and plan stakeholder engagement activities for the Trust ensuring consistent messages which reflect local needs. Regular meetings are now established with a log of stakeholder activity maintained. This ensures the Trust can satisfy the needs of stakeholders in terms of information and engagement as well as contributing to partners' strategies and service development to support whole system working with patient care at the centre. The Groups are now developing their strategic approach to target particular stakeholders based on the local stakeholder mapping. Regular reports on presented to EMT.

3.2.2 Working with stakeholders on major service delivery projects to ensure patients receive effective and integrated care.

There is good evidence of progress in this area with the Paramedic Pathfinder project, Patient Transport Service transition to the new contract and NWAS significant contribution to service reconfigurations and new integrated service models in the North West. The Trust will ensure active engagement with the urgent care and clinical network developments in the North West.

3.3 Ensure quality of access to services and valuing diversity by:

3.3.1 Engaging with protected groups and wider communities to inform the Trust's Equality Delivery System

A full review of the EDS system is currently under way – this is expected to be completed by November 2013 with a report to the Board of Directors. The review will assess current progress with the system with the aim of demonstrating, through self-assessment, "Achieving" across all outcome areas by 2015.

3.3.2 Promoting access to services and address any barriers with protected groups.

An audit of tools and knowledge available to staff has been undertaken which has led to the reissue of a number of materials and the development of new ones, eg. pictorial handbook, multi-lingual phrase book. The patient experience board game and community engagement programme look at

access issues and perceived or real barriers, with a number of improvements being reviewed including the promotion of the SMS texting service to a wider audience, audio CDs and the development of easy read public materials. A minimum of five community engagement events are undertaken each year. New training workshops on a number of equality and diversity issues have been made available to staff as a result of a gap analysis of staff training needs.

3.3.3 Demonstrating the Trust's commitment to being a good employer

The Trust was recently awarded the Investors in People (IiP) Gold award (the first ambulance service to achieve this) and subject the IiP health and wellbeing award. In September 2013, the Trust was confirmed as a IiP health and wellbeing champion. Further work needs to be undertaken as part of recruitment activities to further increase representation from minority groups.

3.3.4 Ensure all protected groups are reflected when asking patient views and expectations of the service.

Monitoring information is included with the patient experience programme and community engagement activities to measure the involvement of representatives from protected groups. The patient experience annual report includes narrative on engagement with and feedback from protected groups.

3.4 Protecting the environment and being a good corporate citizen by:

3.4.1 Reducing its energy consumption

A number of initiatives are underway including

- A voltage optimisation unit was installed at Broughton office site 4th June 2013. A minimum period of 60 days is required to ensure a sufficient time lapse to enable meaningful data to be produced. This will allow us to assess potential efficiency savings. This data should be available for the next update.
- Solar Photo Voltaic Panels were installed at Fazakerley ambulance station around October 2012 and to date they have generated approx. 31.41 Megawatt hours of electricity resulting in a carbon saving of 17,276 tonnes and a cost saving equating to around £2.5k.
- LED lighting is now installed at Fazakerley ambulance station with a projected saving of 62.94% against the old units, however this is yet to be verified. Further lighting installation is being completed at Elm House and will be rolled out to Broughton in the future.
- Energy efficient boilers have been installed recently at Barrow, Ulverston, Ambleside and Leyland. Savings will be calculated once sufficient usage data has been accumulated. Boilers will continue to be replaced on an adhoc bases when they reach the end of their working life with high efficiency units.

The Trust will continue to look at opportunities for energy efficiency as part of its estate development plans.

3.4.2 Reduce the carbon footprint of the organisation

The statutory target for the NHS as a whole is to reduce its carbon footprint by 10% for 2015 based on CO2 emissions from 2007. To assist in achieving this target, along with its estates rationalisation programme and fuel/utilities consumption management, the Trust is planning to invest a minimum of £1.2 million over the next two years on energy efficiency projects as a follow on to the trials undertaken recently.

3.4.3 Achieving the targets set out within the Good Corporate Citizenship Model

The original GCC model set a target of 70% achievement across various operational areas by 2015 and the Trust was well on the way to achieving this by being rated at 55% in 2012. However, towards the end of 2012 the Model changed significantly following national consultation. The Trust has signed up to the new model and is currently in the process of completing the revised questionnaire with the relevant status data requirements. The results of the new model will be advised in the year end update.

3.5 Promote Healthy and Safe Lives

3.5.1 Increase the number of people in the North West able to provide basic emergency life support and the availability of AEDs

1677 people have been trained in Basic Life Support (Heartstart UK course).

2962 people trained in Basic Life Support and the use of a defibrillator (AED).

The Trust has presented 20 Cardiac Smart awards to community groups, responders and organisations across the North West to recognise their commitment to community resuscitation.

3.5.2 Promote awareness within communities of accident and falls prevention to reduce the impact on health services, encouraging healthier lives and safe communities

84 Community Champions have now been engaged. The funding of the Chain of Survival Team is confirmed until April 2014. A new strategy paper is being developed to consider the possibility of working alongside our other partners to look at different models for CFRs in the future.

3.5.3 Engage with local communities to ensure partnership working and sustainability

There is an established North West Chain of Survival Steering Group with representatives from NWAS and key external agencies and community partners. The county wide groups meet regularly and are now well established. We now have a comprehensive list of 322 stakeholders across the North West of England and a list of 199 assets across the North West of England.

4. Conclusion

This is an interim mid-year report of a two year strategy. Positive progress across all deliverables in the Strategy is demonstrated and there are currently no concerns to indicate that overall achievement of the outcomes planned for 2015, cannot be delivered.

A year-end report which will be available in April/May 2014 will include the Trust's progress with achieving the success measures laid down in the strategy. It will also identify if there are any risks of not achieving the final outcomes by 2015, with associated actions for resolution if appropriate.