

Statement of involvement – Workshop Feedback

1. Background

The NHS Leeds CCG partnership engagement team held a successful workshop on the 16th of March with patients, volunteers from third sector organisations and staff, with the aim to understand how to best create an engaging, accessible and attractive 'Statement of involvement' for local people.

The 'Statement of involvement' is an annual document that the CCG produces to demonstrate how the duty to engage and involve the public and patients in commissioning activity had been achieved during the course of a financial year. The Statement of involvement is different than the Annual report, which as the name suggests, is also a mandatory annual document that CCG produces at the end of the financial year. The Statement of involvement is solely produced to demonstrate the public involvement duty, showing the readers how we've listen to the public voice ('**you said**') and acted on that feedback ('**we did**') in all commissioning decisions.

The workshop held on the 16th of March was organised with the intention to understand from a patient and public perspective what is an attractive, engaging and accessible document, and what we need to consider when creating the next Statement of involvement. The workshop focused on three main topics:

1. Who is the main audience and what needs to be included in the document to ensure it serves its purpose;
2. What makes a document attractive and accessible;
3. The suitability of the title 'Statement of involvement'.

The workshop was attended by 11 people (6 patient champions and volunteers, and 5 members of Communication and Engagement team), and produced valuable feedback.

2. Feedback from the workshop

2.1 Who is the main audience and what needs to be included?

a. Main audience

The group looked at the potential audience to understand who we are producing the document for in order to ensure it is accessible and designed appropriately.

The main audience identified was:

- Public and patients (including carers);
- NHS England;
- Providers - GPs, clinicians, Leeds And York Partnership NHS Foundation Trust (LYPFT), Leeds Teaching Hospitals NHS Trust (LTHT), Leeds Community Healthcare(LCH), receptionists, nurses, pharmacists, etc.);
- Wider stakeholders - voluntary sector organisations, local authority, Healthwatch Leeds, Health and Wellbeing Board, businesses etc).

Moreover, the group discussed seldom heard groups and young people as key audience to have in mind when thinking about the accessibility of the document and other possible formats of document.

The promotion of the document was also briefly discussed, suggesting that TV screens in GP surgeries could be a good place to advertise the document, sharing the document with the Patient participation groups (PPGs), as well as using social media to reach a broader and younger audience. There were also suggestions for targeting specific groups who might have been affected by the changes in services, for example: if in the previous year there were changes to hearing aids services, the document to be promoted amongst people with hearing issues.

b. What to include?

The group looked at what needs to be included in the Statement of involvement so the document is comprehensive enough to serve its purpose, but not too lengthy.

Discussing the overall structure and content of the document, the group agreed that it needs to:

- be focused on engagement;
- be readable, but not over simplistic;
- be jargon free, however, when not possible to include a glossary to explain the specialised language;
- contain brief and focused information - the information to be kept short, when possible to be narrowed down to bullet points, and to include further links that people could access to read more information if interested.

In regards to the type of information needed to be included to demonstrate the engagement in specific projects, the group agreed that it would be useful to include:

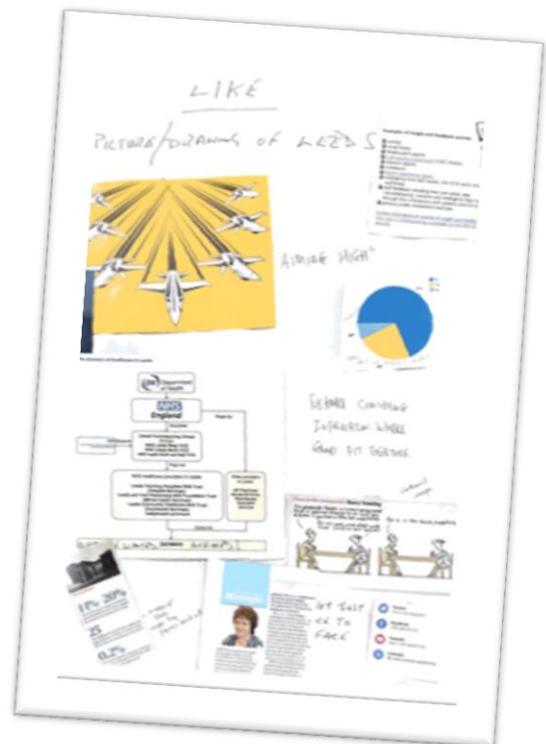
- Context – brief description about the project (what are the project aims and background) and the scope of engagement (consultation/engagement/information);
- Who did we asked – how many people, what groups of people (age, ethnicity, etc);
- How did we ask – what methods had been used to engage;
- What did people say – include quotes;
- Who did the change effect;
- What were the outcomes - 'we did';
- Key achievements;
- Challenges and any gaps - explain why something cannot be achieved (transparency);
- Ways to get involved – suggested to be included at the end of document;
- Any future actions;

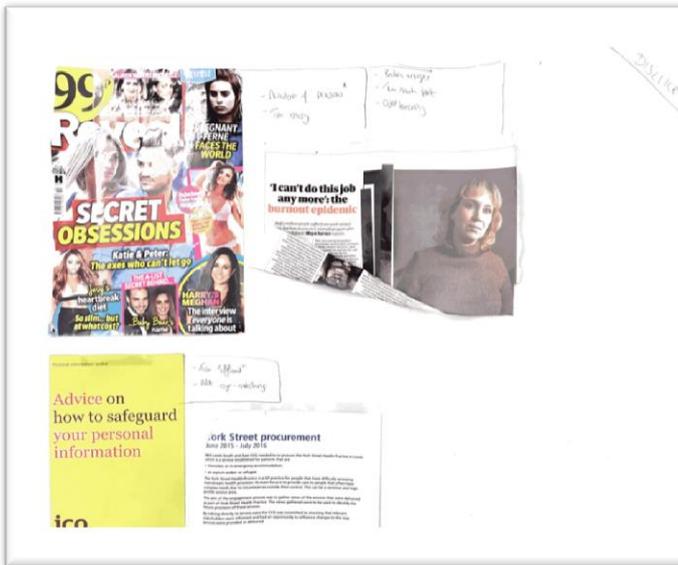
2.2 Sharing good practice

The group looked at different public documents/publications (current and previous statements of involvement, different organisational reports, popular magazines and other (non) professional publications) for ideas and inspiration for best design and layout. Working in small groups people identified what they liked and disliked about these documents (what made them stand out, what aspects made them engaging or unappealing, etc).

What people liked and suggested:

- 'Clean, not busy';
- Simple images;
- Catchy titles or subtitles;
- Short, snappy, good information that get the point across succinctly;
- Using charts, diagrams and infographics;
- Include categories and themes – group similar engagement together;
- Make quotes stand out;
- Use facts, figures, colour and numbers;
- Good quality of pictures;
- Use visuals in an adult way;
- Colour friendly background;





What people didn't like:

- Page being too busy;
- Too much text on a page;
- Being too official;
- Different coloured backgrounds that make text hard to read – such as white text on a light blue background;
- No images;
- Misleading information, such as displaying percentages, but not being clear about the overall numbers;
- 'Long and confusing sentences that don't mean anything';

2.3 Title

Finally, the group was asked to think about the first words that come to mind when thinking of the information presented in the 'Statement of involvement'. The aim of this exercise was to identify if there is a more suitable title for this type of document.

Some of the words shared by the group were:

empowering guide reacting
change
Focus . achieved together
data . accessible social
Leeds . Patients Your Future
Voice Forward You health
strategy . experience listening
proactive co-production
transparency cooperation create action participation
views possibilities information inclusive
produce engagement improvement
updates quality success diverse
you said, we did . community helpful
difference
prescription involvement
review next report issues

3. Next steps

This feedback will be used to produce a draft Statement of involvement for April 2017-March 2018 that will be shared with everyone who attended the workshop for further comments.

A future meeting will be set at the end of April 2018 to look at the final draft and at an alternative title based on the suggestions received.

The final draft will also be shared with our Reader group and Healthwatch for comments and suggestions.

The final document will be finalised and accessible to the public in June 2018. Ways to access it will be advertised at a closer time to its publication.

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