

Community based health and care services engagement

Engagement will run from 30 January until 12 April 2020. Reach and activity will be reviewed every Friday afternoon and the plan will be adjusted and flexed as required to ensure that we are hearing from as many people as possible and any identified gaps are addressed.

Requests for additional events and meetings will be carefully considered and wherever possible will be facilitated.

The engagement plan includes:

Documents

- We have an engagement document, engagement summary, easy read document and survey. These will all be available via the Fit for My Future website with hard copies of key documents available across the county at key sites
- Briefings for staff at Yeovil District Hospital, Taunton and Somerset, and Somerset Partnership to be personalised by their leaders
- Copy for websites and newsletters for Parish Clerks, District Councils, local businesses, GP practices, Avon and Somerset Police, Chamber of Commerce
- Briefings for MPs, local councillors, Health Overview and Scrutiny Committees
- Briefings for all key stakeholders identified in our extensive stakeholder mapping
- FAQs – these will be on the website and will be updated and added to as we progress through the consultation

Community Hospitals and Minor Injury Units

- We are holding drop in sessions for staff, patients, carers and the public at each of the community hospital and minor injury unit sites – these will be advertised on our website and on social media

Community staff at Somerset Partnership

- We are attending Community Directorate meetings, Community Matrons meetings and other meetings on request

Partnership Organisations

- We are providing briefings for our providers to share with their staff and will attend meetings on request
- We will be developing a video presenting the engagement and make this available to our providers for them to share with staff
- We will be attending the Council of Governors meeting at YDH in February to raise awareness, gather feedback and answer questions
- We are arranging to attend the Council of Governors meetings at SomPar and T&S to raise awareness, gather feedback and answer questions

League of Friends

- We are holding two specific events for League of Friends Associations – one in the West of the county and one in the East
- We will respond to requests for meetings with individual League of Friends as appropriate

Patient Participation Group Chairs Network

- We are holding a special PPG Chairs network meeting in February/March (date currently being confirmed) to share information on the early thinking around community health and care services and same day urgent care, gathering feedback from PPG Chairs and asking them to support us to raise awareness of the engagement

Somerset Engagement and Advisory Group (SEAG)

- SEAG has over 140 members including voluntary, community and social enterprise organisations as well as individuals. There are two SEAG meetings during the engagement period (03 February 2020 and 06 April 2020). Both meetings will feature the engagement, gathering feedback from members and asking them to support us to raise awareness of the engagement

Voluntary, Community, Social Enterprise (VCSE) organisations

- Emails will be sent to all identified stakeholders in this group on the afternoon of 30 January 2020 with a copy of the engagement document and links to the website and survey
- We will attend the VCSE forum on 25 March 2020 to gain specific feedback from attendees

Talking cafes

- We will be attending talking cafes across the county to raise awareness of the engagement, gather feedback and answer questions

Libraries

- We will be attending libraries across the county to raise awareness of the engagement, gather feedback and answer questions. This includes Saturdays and evenings to maximise our reach to different demographics

Pop-up sessions

- We will be holding pop up sessions at Yeovil District Hospital and Musgrove Park Hospital to raise awareness of the engagement, gather feedback from staff, patients and visitors and answer questions. This will include evenings and may include weekends (depending on staff availability) to maximise our reach to different demographics
- We will be holding pop up sessions at local colleges to reach our young demographics – raising awareness of the engagement, gathering feedback and answering questions
- We are exploring holding pop up sessions at District Council buildings to see if this would help us reach a wider audience
- We are exploring holding pop up sessions at some of our more rural GP practices to reach more people (staff, patients and carers) – this will be subject to agreement from the practices and our availability

Primary care colleagues

- Information will be shared about the engagement via the GP bulletin to raise awareness and encourage feedback
- We will be holding four evening workshops for GPs and primary care staff in February and March to facilitate input and discussion
- See above re pop up sessions
- Copies of the engagement summary and survey will be sent to each GP practice for staff and patients to provide feedback

Media

- A media briefing will be held on 28 January 2020 to share information about the engagement and to provide interviews for print, radio and television

Social media

- One Facebook Live event will be held in the evening to raise awareness and widen our reach, gather feedback and answer questions
- We have a detailed social media plan to raise awareness of the engagement and encourage participation. This includes:
 - Regular scheduled posts on Twitter, Facebook and Instagram
 - Tagging partners, providers and other key stakeholders into posts to encourage sharing and extend reach
 - Boosted posts on Facebook and Instagram targeting specific demographics
 - Posting in groups and pages on Facebook to reach a wider audience
 - Seeking support from local influencers to spread the word about the consultation

Community assets

- We are piloting a community asset based approach to empower our VCSE colleagues to undertake focus groups and engagement with seldom heard groups in our key demographics

Talking cafes: Bridgwater, Burnham, Chard, Cheddar, Dulverton, Langport, Minehead, Street, South Petherton, Taunton, Williton, Wiveslicombe.

Libraries: Bishops Lydeard, Bridgwater, Bruton, Burnham, Castle Cary, Chard, Cheddar, Crewkerne, Dulverton, Glastonbury, Frome, Ilminster, Porlock, Somerton, South Petherton, Taunton, Watchet, Wells, Wincanton, Williton, Wivesliscombe, Yeovil.