

WORKING DOCUMENT

Better mental healthcare for Bassetlaw

Adult and older people's inpatient mental health services

Engagement plan

1. Introduction

This plan details the activities for the engagement around the proposed service changes to the inpatient mental health services for adults and older people in Bassetlaw.

The engagement plan is built upon the following core elements:

- Stakeholder identification and mapping
- Developing the narrative on the proposed potential service changes for the local community and stakeholders
- Seeking early views from key stakeholder groups

Engagement at an early stage in the process is essential in ensuring that people have the opportunity to have a say in developing a shared vision for the future of inpatient mental health services for Bassetlaw. We know that any change to health services can be emotive, high profile and have a wide-reaching impact. It is important, from both a statutory and good practice perspective, to develop a transparent process which can help to maintain trust between the health authorities involved, the communities they serve and stakeholders.

Engaging within the context of the COVID pandemic presents both opportunities and challenges. Whilst many existing groups and networks will now be familiar a range of digital platforms, we must ensure that the process is inclusive for those who are not familiar and cannot access these.

2. Pre-engagement

The key lines of enquiry for the pre-engagement phase will explore the views on what principles should be taken into account when developing the future clinical model and location of inpatient and rapid response mental health services for adults and older people. We will take into account any feedback gathered to date to inform the discussion around future changes in service. Through engagement with key stakeholders and patient and carer representatives this should identify priorities, groups who may be impacted and areas of concern.

Whilst views and suggestions for these particular areas are being sought, other areas of concern and new ideas may also arise through the process of engagement and these will be captured and reported.

The insight gathered from this phase will be fed back to inform the development of any future public engagement.

3. Engagement preparation

In order to be meaningful and effective, the engagement will require the preparation of the following elements: stakeholder identification and mapping; engagement delivery plan; engagement tools and resources; and a timeline and key milestones. These are detailed below.

It should be noted that there are a number of interdependencies between these elements being prepared, which include the following being developed by the programme board:

- A narrative for the case for change (supported by appropriate background information)
- An agreed mandate for the engagement (addressing who is leading the engagement; whose views are being sought; the scope of the engagement and key lines of enquiry; what decisions are being influenced and what the wider aim is)
- Identification of key spokespeople and clinicians for the engagement process

3.1 Stakeholder identification and mapping

Stakeholder identification and mapping is a key part of any engagement process. Not all stakeholders will want, or need, the same level of engagement all of the time. Allowing time for mapping at the outset – and using this alongside impact assessments - enables effective prioritisation and can direct resources accordingly where gaps are highlighted.

Whilst mapping and analysis will help direct the initial engagement, ongoing research into existing networks and groups will continue to allow the engagement approach to constantly evolve and develop an understanding of the conversations they are having.

3.2 Engagement delivery plan

A forward plan of engagement delivery will be developed following the initial stakeholder mapping. So that resources can be used effectively, the plan will make use of existing networks and routes to communicate and engage stakeholder groups across the partnership organisations as well as preparing additional engagement routes where there are gaps or communities of particular interest.

The plan will cover pre-engagement with those key stakeholders who can help direct and influence the engagement process as well as the wider engagement with statutory bodies, service users and other stakeholders and will remain under constant review.

3.3 Engagement tools and resources

A suite of engagement tools and resources will be required to ensure that there is high quality, accessible information available for stakeholders. These will also ensure that the feedback and views are captured in as consistent a manner as possible to aid analysis and inform future decision making.

At this time we expect the engagement tools and resources required will be:

- Listening document (clearly explaining the need for change and the options under consideration)
- FAQs (to address related issues and specific questions as they arise)
- Discussion guide and survey (to ensure alignment of key questions across all engagement)
- Reporting template and data monitoring form (to include key characteristics, demographic information and option for contact details to be provided for future engagement)

3.4 Timeline and key milestones

The timeline for the engagement phase will capture key milestones and opportunities for engagement as well as providing a reference for the next steps.

4. Outline approach

Engagement will take place via a combination of established communications channels and bespoke opportunities set up for the purposes of this engagement.

The guiding principles of utilising communications channels should be:

- Using trusted and established channels where possible
- A digital first approach where possible
- Going to where people are at – attending existing networks and meetings in the first instance

We will offer a range of methods for people to have their say throughout the engagement period, including: online surveys; meetings; discussion groups; and social media. The following is a list of the existing communications channels available to reach stakeholders. It is not designed to be exhaustive but rather added to throughout the engagement phase.

Written (digital or printed)

Face to face (or virtual)

<i>Internal</i> Social media Intranet Email – all staff Email – targeted	<i>Internal</i> Briefings – including targeted meetings with managers Existing meetings
<i>External</i> Email Website Social media	<i>External</i> Partnership meetings Briefings

Our approach to engagement with specific stakeholder groups will be informed by our research into the most effective routes and mechanisms in light of the ongoing COVID pandemic.

To facilitate the engagement effectively, NHS Bassetlaw CCG will:

- Have copies of the engagement documentation available on the CCG's website throughout the process
- Details of the engagement and the documents will be distributed via email to key stakeholders including but not limited to:
 - MPs
 - CVS
 - Health Scrutiny Committee
 - Health and Wellbeing Board
 - Patient Reference Group
 - Healthwatch
 - Members of the Bassetlaw Mental Health Collaborative
 - Nottinghamshire Healthcare NHS Foundation Trust
 - Doncaster and Bassetlaw Teaching Hospitals NHS Trust
 - NHS England/Improvement
- Send media release to all local media outlets at the start of the consultation and at key points in the engagement process
- Use Facebook and Twitter, and other social media resources, to raise awareness of the engagement
- Ensure that translations are made available on request in key community languages and made available on the CCG website when requested
- Log all calls received with regards to the engagement
- Collate all letters and emails received as part of the engagement
- Ensure that there are records of all meetings, virtual or otherwise
- Attend meetings with the following key stakeholder and representative groups during the engagement

Following the engagement, an independent analysis of all responses to the engagement will take place and a report will be produced.

NHS Bassetlaw CCG will review the report and findings before making any decision. Feedback will then be provided via stakeholder briefings, meetings and media release.