

Communications and Engagement Plan for Dulwich

Name of project / Initiative:	Development of Dulwich Health & Care Services	Project lead:	Malcolm Hines, Chief Financial Officer Rebecca Scott, Programme Director
How will this plan be monitored?	By the Engagement and Patient Experience Sub group of the Southwark Clinical Commissioning Committee, and the EPEG and LINK reps as part the Dulwich Project Board		
Person responsible for monitoring:	Rosemary Watts, Head of Communications and Engagement		

1. Project Summary

Provide a brief summary of the project and the project deliverables. This will help to identify what the communications and engagement work will need to support/deliver.

This paper sets out the process for engaging and communicating with patients, the public and wider stakeholders in developing the clinical model for a Health and Care Facility in the Dulwich locality. The engagement phase of the project on the clinical model will take place February – April 2012 and builds on the results of the Transforming Southwark's NHS consultation which took place in 2009. There will be a formal consultation on services and buildings later in 2012 once we have developed some tangible and more detailed options, which will include the future of the Dulwich site. A separate consultation action plan will be developed to outline communications and engagement activity for the consultation.

There has been an extensive previous programme of community engagement in the development of proposals about the future of a health facility in Dulwich.

The Community Involvement Planning Group (CIPG) was set up in 2000 as part of the project structure for the development of a proposed health facility for Dulwich. It was originally chaired by the Community Health Council. However, when this was abolished in 2002, the PCT took over the chair and organisation of the meetings. The role of the CIPG was to ensure that local people were able to play an active role in determining the services to be provided in the new community hospital and influencing its development. Community Development workers were employed by the CHC culminating in an Ideas Fair in 2001. A series of mini-forums were held in 2003 to raise awareness of the work around the community hospital. In 2004 the CIPG become the Community Involvement and Communications Group (CICG) in recognition of the increasing importance of informing local people of the developments at Dulwich. The last meeting of the CICG took place in September 2009.

The PCT submitted the stage 1 business case to NHS London in March 2007, following approval of the PCT Board. However, this was not

A partnership of primary care trusts in Bromley, Greenwich, Lambeth, Lewisham Southwark and Bexley Care Trust

approved by NHS London. The PCT understood that the reasons for non approval were that there was considered to be insufficient fit with the emerging Healthcare for London strategy and then impending plans for polyclinics across London, along with concerns regarding high revenue cost of a large scale new building. The last joint meeting of the Project Board and the CIGG took place in April 2008 in order to share the NHS London feedback with members of CIGG. The last joint meeting between the Dulwich Project Board and CIGG held in public was on 19 March 2007.

Southwark PCT, therefore, decided to review key services areas on a borough wide basis to ensure that area specific developments fitted within a borough-wide vision for primary and community health care. The service review resulted in the proposals set out in Transforming Southwark's NHS consultation which took place 19 January 2009 to 17 April 2009. The consultation was on the vision for primary and community health services across Southwark over the next ten years and also included specific proposals about services for Dulwich.

Southwark PCT commissioned an independent organisation Vision Twentyone to conduct the consultation with a particular focus on reaching a wide range of people including those who are traditionally under represented.

In total 1,687 people responded to the consultation, of which 569 responded to the Dulwich specific questions.

Respondents who completed the Dulwich element of the surveys	Sample
Public & patients (telephone survey)	254
Public & patients (web based / papers surveys)	228
Staff	41
Hard to reach participants	46
TOTAL	569

A large proportion of the 228 public and patients who completed surveys (83%) and 65% of staff were supportive of a centre in Dulwich.

It should be noted that Southwark Council will be asking for peoples views on their new draft Strategic Planning Document (SPD) for the Dulwich area in January and February 2012. This topic has been raised as part of the Health and Wellbeing Board developments in the borough. The Council SPD will talk about mixed use development on the existing Dulwich Hospital site, including health facilities, office and ancillary facilities, and housing development.

NHS Southwark led the previous processes around health services in the Dulwich area. GPs, in their role as clinical leads, are increasingly leading the commissioning of health services and they have identified the development of health services in the Dulwich area as a clinical priority. They are now leading the process, including this engagement process.

2. Objectives

- To ensure there is a planned and monitored Communication & Engagement activity to support delivery of the project
- To demonstrate that any development of a health and care centre in Dulwich will be delivered in a fair and transparent manner
- To ensure that communication to all stakeholders is timely, accessible and clear
- To ensure that stakeholders are aware of the opportunities to give their views as part of the engagement process
- To ensure that a wide range of stakeholders, including local residents, patients, community and voluntary groups, clinicians, providers and local councillors have the opportunity to give their views on services to be included in a centre and all stakeholders are involved in a timely and appropriate manner as the project develops
- To communicate the outcomes of the engagement to all those involved
- To enable NHS Southwark to evaluate the impact of our engagement on decision-making

2.1. Scope and Aims

We want to build on the results of the Transforming Southwark's NHS consultation which took place in 2009 and which was a consultation on our vision of health and care services across Southwark with a particular section on the Dulwich area.

The process will comply with Section 242 of the NHS Act 2006 which places a duty on PCTs and other specified NHS organisations to make arrangements in respect of the health services for which they are responsible, to involve users (whether by being consulted or provided with information, or in other ways) in:

- a) the planning of the provision of those services;
- b) the development and consideration of proposals for changes in the way those services are provided, and
- c) decisions to be made by the organisation that affect the operation of services.

This duty applies if the implementation of the proposal or decision would have an impact on –

- the manner in which the services are delivered to users of those services, or
- the range of health services available to those users

In May 2010, the Secretary of State for Health, Andrew Lansley, set four new tests that must be met before there can be any changes to NHS services. These tests were to measure:

- the support for change by local GPs commissioners;
- that plans were based on sound clinical evidence to improve outcomes for patients;
- that there was strengthened public and clinical engagement on any proposals;
- that patients' choices of where to be treated were considered when deciding how local NHS services should be arranged.

Our engagement and future consultation activity will need to demonstrate that these four tests are met.

Future consultation including buildings and the specific Dulwich site will need to meet the Building Research Establishment Environmental Assessment Methodology (BREEAM) requirements, which are that the general consultation and questions posed will, as a *minimum*, cover the following areas:

- Functionality, building quality and local impact (including aesthetics)
- Building user satisfaction/productivity
- Local traffic/transport impact.
- Opportunities for shared use of facilities and infrastructure with the community

In the Summer of 2012 the clinical leads applied the Lansley four tests as part of a prioritisation process and this helped to identify developing health services in the Dulwich locality as an important area to take forward.

Any new services to be provided will build on service level patient experience and engagement incorporating a co-design approach.

3. Message and purpose

The focus of the initial communication and engagement process is to find out and agree what health services are required for the Dulwich area. Once we have developed the service / clinical model there will be a consultation on facilities:

<p>Communication message What information do you want to get across?</p>	<p>NHS Southwark is exploring developing health services in the Dulwich area.</p> <p>We want to hear your views about what health services should be provided in the Dulwich area.</p> <p>Developing health services in the Dulwich area will have implications for the current Dulwich Hospital site. The initial engagement phase of this project will focus on services and this will be followed by a consultation which will focus on facilities which will include the Dulwich Hospital site.</p>
<p>Purpose of engagement What do you want to know / better understand / explore in more detail?</p>	<p>We want to finalise the service model for Dulwich, revisiting and exploring in more detail the findings from the Transforming Southwark's NHS consultation that was carried out in 2009, prior to developing our plans for better facilities in Dulwich, within the current context of public sector financial constraints and current clinical policy changes. We want to refresh this across a range of local stakeholders.</p> <p>Findings from the 2009 consultation on Transforming Southwark's NHS specific to Dulwich include the following:</p> <p>Over 80% of the 254 people interviewed over the phone and of the 46 hard to reach participants of the Transforming Southwark's NHS agreed with the proposed services for Dulwich.</p> <p>In terms of service provision at Dulwich, the 228 survey respondents were asked to indicate their top 5 priorities:</p> <ol style="list-style-type: none"> 1. Diagnostics, incl. x-rays, scans and blood tests 82%

2.	Community & social care services incl. MH	70%
3.	Services for people with urgent needs	63%
4.	Management of long term conditions	62%
5.	GP services	51%

People also said they thought that the following points were important to them:

- Prevention and early intervention
- Clinical Quality and Safety
- Easy appointment systems and long hours
- Accessible- less travelling around for services
- Better communication with patients

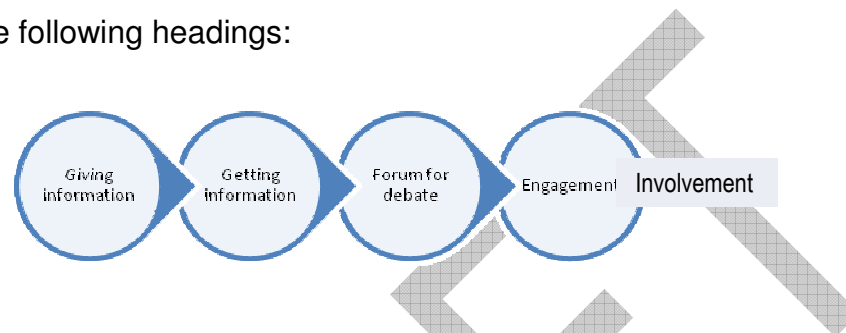
We want to know whether the areas identified in the 2009 consultation are still applicable in the Dulwich area given that the economic and policy context has changed over the last 3 years. We need to ensure services are

- 'Affordable', looking at the relative costs of services and where they are provided;
- Meeting the needs of the local population, both in terms of capacity/quantity, and the kind of services required.
- Identifying ways of improving the efficiency of services and the patient experience.

We specifically want to use this engagement to talk about what services local people need to be able to access at their or at a neighbouring- general practice or at a local centre or 'hub', and we want to show how the priorities they have identified are reflected in this.

4. Tools

A range of tools will be used under the following headings:



Giving Information

- NHS Southwark website
- NHS Southwark's Patient and Public Involvement Database
- Exhibition space at Dulwich Hospital
- Press release and use of local media e.g. SE22 magazine, Southwark News Dulwich edition
- Partner organisations newsletters e.g. GSTT community services, King's College Hospital, Dulwich Helpline newsletter, TRA newsletters, church newsletters
- Flyers in book bags for Dulwich parents
- Links on East Dulwich Forum and Herne Hill Forum e-discussion forums
- Cluster staff bulletin
- Southwark BSU staff e--bulletin

Getting Information

- Web based surveys
- Paper based surveys
- Comments cards
- Tours of current facility

Forums for Debate

Presentations and discussions at:

- Local Patient Participation Groups

- South Southwark Locality Patient Participation Group
- Dulwich Community Council
- Public meetings / roadshows
- Health and Wellbeing Board
- Local community groups e.g Dulwich Helpline and TRA meetings
- Local faith groups s e.g. St Barnabus Church, St John the Evangelist at Goose Green, St Thomas Moore Catholic Church, Mosque & Islamic Centre on Northcross Road
- Local PTA meetings
- Other existing stakeholder meeting, including NHS Partners

Engagement

- LINK and EPEG representatives on the Dulwich Project Board
- Public meetings
- Focus groups

5. Stakeholders

There are a range of stakeholders that need to be engaged in the project and who are extremely important to the successful delivery of the development of a health and care facility in Dulwich. Some of these will not only receive information and partake in engagement but will also be the communicators, delivering messages outlined in this plan and leading engagement work to inform and involve local people and interested parties.

5.1 Stakeholders who need to be kept informed

1. Local residents
2. Local businesses
3. Campaign groups
4. Tenants and Residents Associations
5. Parent and Teacher Associations
6. Community Groups
7. Voluntary sector and Community Action Southwark

8. Church and Faith Groups
9. Current patients
10. Carers
11. Wider public
12. Local GPs, pharmacists and other providers
13. GSTT community services staff
14. King's College Hospital
15. Local Authority - social care teams, planning department
16. NHS South East London - leadership team
17. Lambeth and Lewisham LCCCs
18. NHS London
19. Staff
20. Media

5.2 Stakeholders that need to be actively involved

1. Current patients
2. Local GPs & SELDOC and practice staff
3. LMC
4. Local Councillors incl. ward, Exec member for Health, DCC chair,
5. Local MPs,
6. Campaign groups
7. Clinical commissioners
8. LINKs
9. OSC
10. NHS South East London – estates dept
11. Clinicians and providers delivering services in currently in Dulwich

5.3 Stakeholders that can help by communicating messages and engaging local people

1. Clinical commissioners, GPs and practice staff
2. Local Councillors
3. LINKs
4. OSC

- 5. Local media
- 6. Voluntary and community groups
- 7. Faith groups

6. Engagement planning

Purpose of the engagement activity

	Answer	Additional comments
What is it that I want to know? - See section 3	NHS Southwark is exploring developing health services in the Dulwich area. We want to hear your views about what services should be provided in the Dulwich area.	Once a service / clinical model as been developed there will be a consultation on facilities
Which stage of the commissioning cycle am I aiming to influence?	<ul style="list-style-type: none"> • to identify health needs and planning • to set priorities and strategies • service design and improvement • patient centred procurement and contracting 	
We aim to:	Get information and engage fully on the service model prior to consultation on buildings and facilities	
What is the timescale for the engagement activity?	February - April 2012 Feedback – May – June 2012 Finalise service model Summer 2012 Consultation Summer / Autumn 2012	
What support will the engagement and communications work need?	Clear information to inform the development of material during the engagement period including	

<p>e.g., information, skills, practical help</p>	<p>presentation, surveys etc. Members of the DPB to go out to a series of stakeholder meetings to present the work and opportunities for engagement. Additional communication and engagement capacity may be required. Support with analysis of engagement</p>	
<p>What do I already know?</p>	<p>We know the top 5 priorities identified in the 2009 consultation on the vision for primary and community services;</p> <ol style="list-style-type: none"> 1. Diagnostics, incl. x-rays, scans and blood tests 82% 2. Community & social care services incl. MH 70% 3. Services for people with urgent needs 63% 4. Management of long term conditions 62% 5. GP services 51% <p>People also said they thought that the following points were important to them:</p> <ul style="list-style-type: none"> • Prevention and early intervention • Clinical Quality and Safety • Easy appointment systems and long hours • Accessible- less travelling around for services • Better communication with patients 	

	<p>However, we want to know whether the areas identified in the 2009 consultation are still applicable in the Dulwich area given that the economic and policy context has changed over the last 3 years.</p>	
<p>What type of work will it compliment?</p>	<p>The engagement will feed into the development of the service model. Once the service model is agreed, a consultation process will take place on services and buildings including the Dulwich site</p>	
<p>What scope is there to influence decisions and make changes – be realistic</p>	<p>The engagement will identify services that a range of stakeholders would want provided in a health and care facility in Dulwich. This will inform the development of the clinical service model.</p>	
<p>What resources do I have (money, time, skills, people etc)</p>	<p>The Communications and Engagement team, the Project Manager, members of the DPB</p>	
<p>Are you aware of potential risks? Is this a sensitive issue? Is it likely to be unpopular? Will there be media interest?</p>	<p>This is a sensitive issue which will attract media attention. A keep Dulwich Hospital Campaign was started in the 1990's and there has been previous engagement in an earlier Business Case which was not approved by NHS London.</p>	
<p>What document/process will the information feed into? Is there a committee or board you need to report to? Deadline for decision-making? Or is this about setting up channels and protocols for ongoing communication?</p>	<p>The process will feed into the Dulwich Project Board which is a sub group of the Southwark Clinical Commissioning Committee and is chaired by a local Non Executive Director.</p>	
<p>How will we know that the engagement been successful?</p>	<p>The development of a health and care facility is in Dulwich which has the local support of local stakeholders and provides a range of services that local stakeholders want.</p>	

How will I do this?

	Answer	Additional comments
<p>Who is my target audience?</p> <p>How wide / detailed a response do I need? How representative a view do I need to get? What has worked well elsewhere or previously? What will work best for the hardest to reach? Clinically, do they have particular communication needs?</p>	<p>We need to engage a range of local stakeholders as set out in section 5.</p> <p>There is a large younger family population in the East Dulwich area and previous engagement and consultation has not necessarily harnessed their views.</p>	
<p>What method will I use to involve them?</p>	<p>See section 4.</p> <p>It is proposed to distribute flyers outlining the project and with links to electronic surveys via book bags to parents in the area, to link with PTAs and to post links on local e-forums</p>	
<p>How will I reach them?</p> <p>- Existing groups / advertising / through current services</p>	<p>In addition to the above, we will contact stakeholders via existing groups (community, faith, TRAs), use of press and existing meetings and mailing lists</p>	
<p>How will I support, reward and recognise their contribution?</p>	<p>An incentive policy is in place which incentivises participants attending NHS meetings or public meetings organised by the NHS. It does not incentivise people when we go to their meetings.</p>	
<p>How will I make sure I have a range of views?</p>	<p>Through using a range of different methods of communication and engagement as outlined in section 4 and the plan attached at appendix 1.</p>	
<p>How will I feedback to participants?</p>	<p>Website, use of local newsletters, write / email participants for whom we have contact details, attendance at meetings, use of exhibition space at Dulwich and we will need to consider hosting</p>	

	a local public meeting to feedback and introduce next steps.	
How will I evaluate the engagement activity?	Via the Engagement and Patient Experience Sub group of the Southwark Clinical Commissioning Committee.	

Once the initial engagement activity has taken place, the project will:

1. Have a complimentary questionnaire online
2. Ask participants to complete an engagement feedback form (appendix five)
3. Complete a Demonstrating Outcomes form (appendix six)
4. Send a letter to all those invited to take part explaining in detail how their feedback has been used and why some things may not be changed

8. Resources

This is a significant engagement project which will take up a lot of the existing engagement and communication resource of NHS Southwark. A Programme Director has been appointed to oversee and steer the project, reporting to the project board. Members of the project board, including GPs, NED and Senior Directors will all be briefed to present the project and the engagement at a range of stakeholder meetings. Productions of paper based flyers to distribute widely to parents via book bags and also to other stakeholders such as isolated older people via Dulwich Helpline volunteers will incur a cost, as will the production of any new exhibition material to be used in the space at Dulwich. Payment of incentives will come out of the existing engagement budget.

9. Action Plan

Attached at Appendix 1 is the communications and engagement action plan. The plan outlines initial engagement activity.

The action plan should be monitored on a regular basis. Attached to this is a log to record actions that have been taken.

10. Evaluation

Progress on the communications and engagement plan should be reviewed by the Programme Director and Head of Communications and Engagement on a regular basis and be reported to EPEG and the Dulwich Project Board.

The communications and engagement activity will need to be evaluated. The Communication and Engagement team can advise on appropriate evaluation methods. For the engagement activity, the project lead should complete the Demonstrating Outcomes template (appendix six) and ask participants to complete an evaluation form (appendix five). This will help the organisation to record, evaluate and demonstrate to the public and funding bodies how we engage and what we achieve.

11. Equality Delivery System

The Equality Delivery System (EDS) is the new health inequalities reporting framework for NHS organisations that supports commissioners and providers to deliver better outcomes for patients and communities that are personal, fair and diverse. The EDS has a set of 18 outcomes grouped into four goals, which include complying with the Equality Act 2010 to ensure that no one is unlawfully discriminated against on the basis of the nine “protected characteristics” (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, sex, religion or belief and sexual orientation).

We are currently developing our EDS implementation action plan, which will include conducting an equality analysis (formally known as equality impact assessment) on the Dulwich Project to ensure that any identified equality and human right gaps are addressed as part of the commissioning process.

Appendix 1

Communications and Engagement Action Plan for the Development of a health and care services in Dulwich

Engagement phase February - April 2012

Consultation – Summer/Autumn 2012

This plans highlights activity as part of the engagement exercise and will be continually updated throughout the engagement process. A separate consultation action plan will be developed.

Action / Event	Output	By Whom	By When	Status & Notes
2011 Communications and Engagement Activity				
Establish Project Board	Terms of reference	MH	23 Sept 2011	Complete, subsequent meetings 21 Oct and monthly
Invite LINK to Project Board	Invitation letter	RW / KL	16 September 2011	Complete, looking for additional EPEG reps at EPEG meeting 27 January 2012
Monthly Project Board meetings		MH	23 Sept, 21 Oct, 25 Nov, 19 November	
Meeting with to OSC chair, Cllr Mark Williams prior to OSC meeting 7 Dec to brief and update on the project		AB	28 November 2011	Complete
Meeting with Cllr Lewis Robinson, chair of Dulwich Community Council to brief and update on the project		MH	29 November 2011	Complete
Brief Tessa Jowell MP		AB / RG	23 November	Complete
Verbal Briefing to South Southwark Locality PPG		MH / RD	6 December	Complete
Meet with Cllr Dora Dixon-Fyle, Cabinet Member for Health and Social Care and Susanna White, Executive Director, Adult Social		AB	9 December	Complete Cllr DDF sated she would brief Labour group on project

Care to brief and update on project				
Meeting with Lib Cllrs to brief and update on project: James Barber, Jonathan Mitchell, Rosie Simmell (East Dulwich ward), Robin Crookshank-Hilton (Village ward) and David Noakes (Opposition lead for Health & Vice Chair Health OSC)		MH	12 December	Complete
2012 Communications and Engagement Activity				
Paper to SCCC held in public at 12 January 2012 meeting	Briefing paper	MH	Meeting 12 January. Papers dispatched 5 Jan	Complete
Meet with and brief Eleanor Kelly, Interim Chief Executive, Southwark Council (from 1 Feb)	Verbal update	MH & RS	16 January 2012	Complete
Design & print flyers and leaflets advertising 8 Feb drop-in event and link to front page of website	Flyers	KL	18 – 20 Jan 2012	In progress
Drop in event advertised on East Dulwich Forum		KL	18 January 2012	Complete
Article in Dulwich edition of Southwark News		RW	19 January 2011	Complete
Produce an accessible and engaging document describing what we are engaging on with clear questions	Engagement document Survey questions	RS Programme Director RW & KL	End of January 2012	In progress
Disseminate flyers via: <ul style="list-style-type: none"> Fundraiser for Community Garden 22 Jan Exhibition space at Dulwich Dulwich Helpline & other VCS 	Flyers	RW / KL	20 January onwards	In progress February 2012 newsletter? Advert sent

<ul style="list-style-type: none"> • Coppleston centre • Community Action Southwark mailing and e-bulletin • EPEG members • PPI Database • LINK mailing list and website • Faith Groups • East Dulwich Community Forum • East Dulwich Society • Keep Dulwich Hospital campaign • Local TRAs <ul style="list-style-type: none"> ○ Dulwich schools for book bags ○ PTAs ○ Heber School Jumble Sale ○ Libraries (Grove Vale, Dulwich, Kingswood & Nunhead) ○ Dulwich Leisure Centre ○ Dulwich Community Council mailing list ○ South Southwark GPs ○ South Southwark pharmacies ○ Councillor portal ○ MPs 				<p>CAS ebulletin last Monday (30 Jan, 27 Feb) of each month. Copy preceding Friday (27 Jan, 24 Feb) communications@casouthwark.org.uk</p> <p>LINK weekly e bulletins link@ch1889.org</p> <p>List of TRAs from resident.involvement@southwark.gov.uk 020 7525 3326</p> <p>List of TMOs from tenantmanagement@southwark.gov.uk=k 020 7525 1251</p> <p>Southwark Group of Tenants Organisations samuel@sgto.co.uk 020 7639 6718 28 January</p> <p>PTAs emailed 18 January</p> <p>Letter to MPs and local councillors week beg 23 Jan 12</p>
Provide briefing for OSC for meeting 1 February 2012	Briefing paper	MH / RS paper AB & RS attend meeting	Papers dispatched 24 Feb 1 Feb 2012	Presentation from Dulwich Community Council and copy of this plan
Presentation to Dulwich	Verbal briefing /	MH / RS / RW	24 January 2012	Lewis Robinson (Chair)

Community Council 24 January 2012	presentation			beverley.olamijulo@southwark.gov.uk (meeting planner) Complete
Brief Cllr Dora Dixon Fyle	Verbal update	RS & RP	25 January 2012	Complete
Verbal briefing South Southwark Locality Commissioning group meeting	Verbal Update	RD JC RS	26 January 2012	
Presentation to EPEG 27 January 2012	Comms & Engagement Plan	RW & AB	27 January meeting 19 January 2012 papers dispatched	
Issue press release - SLP, Southwark News	Press release	RW / MH / AB	Deadline 30 January	Southwark News Dulwich pages 2 Feb
Establish survey and post on front page of website Announce on Twitter page	Electronic survey	KL	Beg of Feb 2012	In progress
Launch of engagement exercise drop-in event in exhibition space at Dulwich	Engagement document & surveys	RS, MH, RW, RD	8 Feb 2012	RD available, FO & JC 6 -7
Provide engagement plans & survey on request to above groups		Admin team		
Link survey to East and West Dulwich, Herne Hill Forums	Electronic survey	KL	Beg of Feb 2012	8 Feb drop in on East Dulwich forum 18 Jan
Brief clinical leads to provide interview for press	Briefing document	RS & RW	Beg of Feb 2012	
Explore information stalls outside Co-op and Dog Kennel Hill Sainsbury's	Engagement document & Surveys	KL & RW DPB members	Throughout March and April	
Advert in SE22 and SE21 magazine (free and distributed to all households in area)	Advert engagement starting in Feb and signposting to website Follow up article	RW	Deadline 15 January for Feb issue Deadline 15 Feb for March issue	Advert complete and dispatched

	March magazine			
Discussion with members of South Southwark Locality PPG	Engagement document & Surveys	RD JC RS	28 February	
Present and discuss plans with South Southwark GPs at South Southwark Locality management meeting (GPs as commissioners)	Engagement document & Surveys	RD	23 Feb or 29 March?	
Meeting to discuss plans with pharmacists, dentists, opticians as well as GPs (GPs as providers)(Engagement document & Surveys	RS RW KL		May need separate meeting: day time for GPs, eve for other groups
Attend other stakeholder meetings, including local PPGs, TRAs, VCS	Presentations & surveys	Members of DPB, esp clinical leads & directors	Feb - April 2012	
Organise tours of existing facility for interested parties, followed by focus groups	Briefing notes Surveys	RW & KL Members of DPB	April 2012	
Organise a public meeting	Presentations Surveys	RW & KL Members of DPB	April – after Easter not in School holidays Week beginning 16 or 23 April or 1 May	Identifying community centre for meeting
Meeting with Tessa Jowell, MP		AB	23 March 2012	Goldsmith Room Dulwich Hospital
Write to all stakeholders who were engaged with outcome and invite to a public meeting for feedback	Letter Outcome document	RW & KL	May	
Organise a public meeting for feedback and final clinical model and highlighting next steps including consultation	Presentations Outcome document	RW & KL Members of DPB	May / June	

AB (Andrew Bland, Managing Director, SBSU), MH (Malcolm Hines, Chief Finance Officer, SBSU), RS (Rebecca Scott, Programme Director Dulwich), RP (Robert Park, NED & chair Dulwich Project Board), RD (Roger Durston, clinical lead & member DPB), JC (Jane Cliffe, clinical lead South Southwark), FO (Femi Osunuga, Associate Clinical Lead & member DPH), RW (Rosemary Watts, Comms & Engagement, SBSU), KL (Keri Lewis, Comms & Engagement, SBSU)

Appendix 2

Tool	Communication	Engagement		
	Giving information	Getting information	Forums for debate	Involvement
Existing newsletters and bulletins	•			
Existing stakeholder meetings	•		•	
NHS Southwark and partner websites	•			
Local media	•			
Direct mail	•			
Press releases and media briefings	•			
Displays and exhibitions	•			
PPI Database	•	•	•	•
Patient participation groups	•	•	•	•
Comments cards		•		
Questionnaires		•		
Focus groups		•	•	
Talking to existing community groups	•			
Public meetings	•		•	
Round-table workshops			•	
Storytelling		•		•
Social networking	•			

Adapted from Scottish Health Council: The Participation Toolkit

Appendix 3

Six tests for Stakeholder Identification

The six tests for Stakeholder Identification - Think about:

1. Who is directly impacted by this initiative?	<ul style="list-style-type: none"> • Existing patients of services at Dulwich • Patients of local GP practices • Local residents / potential patients • Service providers including independent contractors • Clinical commissioners
2. Who is indirectly impacted by this initiative?	<ul style="list-style-type: none"> • Families and carers • Service providers
3. Who is potentially impacted by this initiative?	<ul style="list-style-type: none"> • Local residents • Service providers
4. Whose help is needed to make the initiative work?	<ul style="list-style-type: none"> • Local groups including campaigning groups • Local councillors • Local people
5. Who knows about the subject?	<ul style="list-style-type: none"> • Local councillors • Local campaign groups
6. Who believes they have an interest in the subject?	<ul style="list-style-type: none"> • Keep Dulwich Hospital Campaign • East Dulwich Society • Southwark Pensioners Action Group • South London Press • Local Councillors

Adapted from Consultation Institute: Making Consultation meaningful 2011

Appendix 4

COMMUNICATION AND ENGAGEMENT LOG

This log is a record of all the communication and engagement activity undertaken. To be filled in by all member of The Dulwich Project Board who attend a meeting or undertake a communication or engagement activity regarding this project.

Date	Activity undertaken	Completed by	Notes

Appendix 5: Patient and Public Engagement PE Feedback form

Please return your completed questionnaire, or address any queries to the Southwark Communication and Engagement team:
 Email: PPI@southwarkpct.nhs.uk, tel: 020 7525 7888 or write: Communications and Engagement, Southwark Business Support Unit, NHS South East London, 1st Floor, Hub 5, PO Box 64529, London SE1P 5LX

This will help us to improve how we engage with patients and the public in the future.

Questionnaire for feedback on engagement

How well were you prepared for the role you were given? <i>Please circle the response that most closely reflects your answer.</i>	Extremely badly	Quite badly	Neither good nor bad	Quite well	Extremely well
What could have been done differently?					
How well was the outcome of the exercise explained to you <i>Please circle the response that most closely reflects your answer</i>	Extremely badly	Quite badly	Neither good nor bad	Quite well	Extremely well
What could have been done differently?					
Did you feel valued and respected?	Yes		No		
Did you feel listened to?	Yes		No		

<p>Please tell us anything that will help us improve the way we work with members of the public in the future</p>	
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Are you willing to be contacted again? (please tick the box that best represents your answer)	No	Only in relation to this service	In relation to any health service
If you have answered yes to any of the above please provide your contact details	Name: Address: Tel. Number: E-mail address:		

Thank you for your time, it is very much appreciated.

Appendix 6: Demonstrating Outcomes

Project / initiative title:

Completed by:

Documents referenced and location:

Existing Guidelines

Additional requests from PPE

If Y, ref. To location
If No, reasoning

Concern / theme	Guideline	Extra	Inclusion (Y/N)	Comment

DRAFT