

Improving health services in Dulwich and the surrounding areas

Progress on consultation process – response to complaints and comments from Elizabeth Rylance Watson – updated 27 March 2013

Introduction

The consultation on ‘Improving health services in Dulwich and the surrounding areas’ commenced on 28 February 2013 and will run until 31 May 2013. This paper gives a summary of the promotion and consultation activities that have taken place so far.

The publicity will run throughout the three month period, with materials entering the public domain at various points.

Consultation materials

A 60 page consultation document has been produced and was made available in print and online on 28 February 2013 with the launch of the consultation. Summary and large print versions are now available online and in print.

We are distributing 2000 copies of the consultation document and 100,000 copies of the summary document.

Distribution

An external company (Impact) has now completed the initial distribution for us, and have distributed posters, summary documents and full documents to every GP surgery, dentist, pharmacy and optician in Southwark and also those in Lambeth and Lewisham, on the respective border-side of each borough.

In addition, 300 high street and community-based outlets across the borough (libraries, community centres, shops, cafes, restaurants etc) have received in the region of 45,000 summary documents. Many local independent stores have agreed to display consultation materials inside their premises, although they have generally declined permission to put promotional materials in their windows. National branded chains generally have a policy of not displaying information, although we will continue to approach them.

Advertising

Adverts for the consultation and events have appeared in the South London Press and SE21 and 22 magazines. NHS Southwark Clinical Commissioning Group runs regular monthly advertorial features in Southwark News, and the consultation featured prominently as part of the 28 March edition. An outdoor hoarding at the Dulwich Community Hospital site has now been installed.

There are numerous posters now advertising the consultation in Dulwich Community Hospital.

All GP Practices have received posters and copies of the summary document, and on 28th March at their locality meeting south Southwark GPs received further copies of the poster for display. We will continue to supply them throughout the consultation period.

Exhibition

There is a new exhibition about the plans now in the exhibition space at Dulwich Community Hospital. Next week there will be new signage advertising it in the building.

Direct mail

A copy of the consultation document has been sent directly to over 800 organisations/groups including all GP practice patient participation groups, dentists, pharmacies & opticians, primary and secondary schools, nurseries, places of worship and faith groups inviting them to participate in the consultation and offering to visit them. Community Action Southwark are mailing all of the community and voluntary sector organisations working in the health and social care field with a hard copy of the document, on our behalf.

Individual letters and copies of the full document have been sent directly to all Southwark Councillors, Chairs and CEOs of local NHS organisations, Lambeth and Lewisham Overview and Scrutiny Committees, and chairs of the four representative committees – medical, pharmaceutical, optical and dental.

Email promotion

In partnership with Community Action Southwark we have contacted approximately 150 community and voluntary sector organisations. In addition the 200 organisations in the Community Support Directory, a resource which lists organisations offering support to disabled and older people, have also received information. All members of Southwark LINK have also received information about the consultation via email promotion. Repeat emails are scheduled for the coming weeks.

Briefings for key stakeholders

Briefings are being held for local councillors and the relevant Cabinet Members.

Events completed

To date, we have carried out 20 presentations/discussions/events with local groups, including Patient Participation Groups and service user groups, three stakeholder briefings and three drop in events.

All feedback received at these events is being captured on a standard pro-forma and will be given to Opinion Leader to include in the evaluation of responses.

Further events

There are two further drop-in events and two public deliberative events scheduled. These events are being promoted via our distribution system, in local newspapers and via our network of contacts.

A further 30 events with specific groups have already been scheduled, with additional ones being planned as the consultation progresses.

Of particular note is our commitment to consult with hard-to-reach groups. A number of the groups named in the consultation plan have already been scheduled and the CCG's Diversity & Human Rights lead is working closely with the local Forum and Community Action Southwark to secure the remainder. This will be supplemented with additional groups that are identified as this work progresses.

Door to door delivery

There will be a delivery of the summary document to every household in the south of the borough over the next two weeks.

Street Teams

There will be street teams handing out copies of the summary document to people in busy parts of the south of the borough on a Saturday 10.00 – 3.00. This will include Lordship Lane and Rye Lane. We have also approached Sainsbury's on Dog Kennel Hill, who will not allow this to happen at the weekend, but have agreed to us handing out summary documents on a Tuesday or Wednesday, and we will be doing this. The pharmacy in Sainsbury's has already received copied of the summary document.

Additional Groups

If there are additional groups or distribution points that could be contacted over and above the lists we presented to the Overview and Scrutiny Sub-Committee we would be happy to add them into our distribution.

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