

## **Our Journey to happier healthier communities – PCN** **Primary Care Network**

- Create services in partnership with staff, service users & carers
  - Work with Healthwatch & the voluntary & community sector
  - Understand your community's needs for health and care  
Reach out and make it easier for people to get involved
  - Provide clear public information about vision, plans & progress
  - Focus on involving the community
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1. Use community places which are more accessible and inclusive
  2. Get a range of local people involved at the earliest stage and maintain an ongoing conversation
  3. Build on what already exists
  4. Be open and honest with people
  5. Value people's time and views and ask what support they need
  6. Involve people in the design of services
  7. Focus on doing things together
  8. To better health and Social Care

## **The foundation of good patient and public involvement**

- Involving people
- Listening
- What does it achieve?
- Understanding

- Co-designing services with the public
- Inclusion
- Involving people in planning
- Engaging
- How to communicate better
- Open to new ideas
- Good ways to test ideas
- Testing
- Building confidence by designing services
- Building confidence
- Support will be given to get involved
- Recognising the need for support
- Core values to involve patients and the public

### **Involving people and what this achieves**

- Involving people in the planning of services ensures that their views are built into the services.
- Listening
- Public involvement in the planning stages builds greater understanding of what is important

Listening to people in the planning and development of services makes sure that their views and opinions are built in. This gives local people the opportunity to have their say on what they feel is important and allows for greater understanding around what services will meet the needs of our communities.

Click **[HERE](#)** for more information on different ways of involving local people.

## **Designing and producing services with patients and the wider public**

- Understanding
- Co-designing service with the public

Co-production is a way of working that involves people who use health and care services, carers, and communities in equal partnership. It does this by involving people at the earliest stage of service design, development and evaluation. Co-production recognises that people with 'lived experience' are well placed to advise on what services and support will make a positive difference in their lives.

Click **HERE** to learn more about how we aim to work with you to plan and design services.

## **Equality, Diversity and Inclusion**

- Co-designing services with the public
- Inclusion

Our promise is that we will try to be more responsive to the needs and wishes of the public, all of whom will use our services at some point in their lives. We will work jointly with all of our communities to improve services delivered locally.

Click [HERE](#) to find out more.

### **Involving people in planning**

- Engaging
- Involving people in planning

Involving local people in the planning and delivery of services is critical. Building the patient voice into consultation ensures that their perspective is embedded into services and therefore better meets their needs.

Click [HERE](#) to find out more about how we involve people.

### **How to communicate better**

Social media isn't the only way to communicate, but can be a useful tool in reaching a wide range of people. If you want to know more about the role social media can play in effective communication, see our handy tips.

- Preparation is key - lay out your goals and objectives and work towards that plan.
- Learn about your audience.
- Every piece of content should be carefully thought-out.
- Choose the right time and amount to post.
- Focus on quality over quantity.
- Take advantage of video content on your social media

platform.

- Connect with your audience.
- Measure and analyse results.
- Have fun! Social media is a fun way to communicate.

### **Good Ways to test ideas**

- Open to new ideas

It's important not to take a 'one size fits all approach' when involving people in the design and delivery of services. Try different routes and methods of communication from social media, to easy read documents, online and printed documents.

Patient groups can be a really good route into involving the wider public.

Click **HERE** for resources for your patient group and **HERE** for ideas on event resource materials.

### **Building Confidence**

Building confidence by designing services

We offer continuous training development opportunities for local people to build their confidence when commenting on services. We have worked in partnership with the East Midlands Academic Health Science Network to run a series of training sessions. Further development will continue to be developed and progressed in partnership with our patient

citizen leaders.

Click [HERE](#) for more information.

### **Support will be given to get involved**

The CCG/ICS have an Engagement Team who is willing to offer expert help and advice around engagement and getting people involved.

If you need any help, support or advice then please contact the CCG Engagement Team at [\*\*nnccg.team.engagement@nhs.net\*\*](mailto:nnccg.team.engagement@nhs.net).

**One of the Engagement Team will contact you directly to discuss your needs and provide expert guidance and support.**

Alternatively further information can be found [HERE](#) on the CCG website.

### **Core values to involve patients and the public**

## Recognising the need for support

The Clinical Commissioning Group updates their website frequently, it is an excellent source for advice, support and resources around patient engagement.

Please click [HERE](#) for more information.