

NHS CONSTITUTION

DRAFT COMMUNICATIONS AND ENGAGEMENT STRATEGY

September 2008

1. Introduction

The Government is currently consulting on the draft NHS Constitution and requires feedback from local health economies by 14th November. The SHA requires a report from PCTs by 31st October analysing feedback from staff, patients, the public, carers and local stakeholders, NHS provider organisations and partners. This should also include the views of the Board.

2. Aims

- To set out how the PCT plans to consult with staff, provider organisations and our local community and liaise with the other Birmingham PCTs and the West Midlands SHA, to agree a co-ordinated health economy response on the NHS Constitution..
- To ensure statutory consultation requirements are met in accordance with Section 11 of the Health and Social Care Act 2001 and Section 242 of the Consolidated NHS Act 2006 and Section 234 of the Local Government and Public Involvement in Health Act 2007.
- To facilitate feedback on the NHS Constitution for the PCT and link this to our PCT culture and activities.

3. Key Messages

The key messages are:

- Developing widespread awareness of the NHS Constitution will help to define peoples rights and responsibilities regarding NHS services across all stakeholders
- Local feedback on the NHS Constitution is important so that it reflects the perspectives of those the PCT works with and for

4. Communications and Engagement Activity to date

The PCT acknowledges that people should be aware of their rights and responsibilities regarding NHS services.

- Information on the NHS Constitution and how people can feedback their views has been put on the PCT website with a link to the resources available to those wishing to participate
- Information on the NHS Constitution consultation was included in the PCT staff magazine 'Cascade'.
- Information has been provided to the PCTs Patient Focus Group, the PCT's PPI Committee and the BEN Transition LINK Group to encourage feedback and promote wider awareness through related networks and community links.
- A meeting to co-ordinate consultation activity between the three Birmingham PCTs and their providers has been arranged.

5. Proposals for the next phase

5.1 PCT Board

- Board members will receive a full consultation pack and request for their feedback
- A summary pack for Department of Health will be prepared for BEN PCT and this will be shared with Board members prior to 31st October

5.2 Patients and the public.

- **Information packs** will be sent to a range of local community contacts to raise awareness of the NHS constitution consultation and ask for feedback
- **Presentations/briefings** will be provided to a range of community meetings and events to encourage feedback
- **Community Focus Groups** – these will provide the opportunity for local residents to get involved in discussions about the proposed constitution, to share their views and any potential concerns or suggestions.
- **Citizen Panel** - BEN PCT has a representative panel of 1000 local residents who will be asked to feedback on the NHS Constitution
- **Internet** – all documentation is available via the ‘Get involved’ section of the BEN PCT website.
- **Information** will be sent to PCT facilities to raise public awareness and encourage feedback.

5.3 Strategic Health Authority and Overview and Scrutiny Committee

- The PCT is liaising with the SHA on an ongoing basis to seek advice and support in developing a robust and effective communication and consultation process for the NHS Constitution
- The OSC will be sent an information pack and their feedback included as part of the consultation process.

5.4 PCT Staff

- Staff guides on the NHS Constitution are available on the intranet and distributed to main BEN building receptions and notice boards to raise awareness.
- The consultation will be included in regular staff briefs face to face and by email
- Team meetings will include briefings and information on how staff can get involved.

5.5 Stakeholders – MPs Councillors, independent contractors and their professional bodies, community partners

- A letter will be sent to key stakeholders to raise awareness of the consultation
- The consultation will be raised at any stakeholder meetings up until 17th October to encourage feedback

5.6 Media

- **Proactive media coverage** - The BEN communications team will liaise with the SHA lead regarding appropriate press coverage

5.7 Stakeholders

- The key stakeholders who need to be consulted are:
 - Patients, carers and local people who use NHS services, including, where possible, migrant communities and others who are seldom heard
 - Local service providers
 - The Birmingham Health Overview and Scrutiny Committee
 - The West Midlands SHA
 - PCT staff

The PCT will liaise with Heart of Birmingham and South Birmingham PCTs to share ideas and good practice in consultation activity and explore the potential for a collective approach.

6. Evaluation and Feedback

An analysis of all responses given during this consultation exercise will be undertaken and reported to the SHA by 31st October 2008

We feel it is important to feedback the outcome of this consultation exercise to our stakeholders, particularly to local people, the OSC and staff. We also aim to evaluate the effectiveness of the communications and engagement process. This will involve:

- Monitoring press coverage
- Analysis of responses, feedback and review of the methods used for different groups
- Reviewing concerns and questions raised and how these were addressed

This can be provided via:

- The PCT's website and intranet
- BEN Patient Focus Group
- BEN PPI Committee
- Updates to key stakeholders as required
- Local media networks
- Health news
- Cascade
- Other routes as appropriate/feasible to meet specific needs

7. Resources

Communications and engagement activities will be agreed between the three Birmingham PCT's.

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