



Newham London

NHS
Newham

Joint Strategic Needs Assessment 2010
The London Borough of Newham

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15.0 Community Ownership of Health

15.1 Introduction

The NHS and Council in Newham understand the importance of effective engagement with clinicians, patients, service users, their advocates and the public in shaping local services and responding to community-identified needs.

The White Paper “Equity and Excellence: Liberating the NHS” puts the phrase “Nothing about us without us” at the heart of Government health policy. In the Government’s vision of a “Big Society”, needs assessment and planning will increasingly take place at neighbourhood/Ward rather than sub-regional level. Local residents will become the true owners and authors of change as the NHS evolves from a bureaucracy into a confederation of social enterprises.

The World Health Organisation’s draft Tallinn Charter (2008) states a high performing health system is one which is “responsive to people’s needs and preferences, treating them with dignity and respect”. This will require the development and diffusion of techniques, skills and behaviours from the realm of Social Enterprise.

In 2010, Newham’s community engagement activities were assessed as “World Class” (Level 4) for Engagement, in the PCT’s 2010 World Class Commissioning Assessment. This achievement reflects the strength of NHS Newham’s sustainable and cost-effective community ownership approach, along with its close partnership working with the voluntary, community and faith sectors. NHS Newham were also winners in the Excellent in Health Education category, and simultaneously runners up in the Health Communicator of the Year category of the 2010 BMJ Awards.

Integral to this success is NHS Newham’s Community Ownership Team, which supports patient and public engagement across the health and social care economy in Newham. This team and Newham Council engage with residents at a population and neighbourhood level through large scale annual events such as The Mayor’s Newham Show and by regular Community Forum events, many of which have a particular focus on health and wellbeing.

Additionally, through the health and social care Partnership Board structure, there is patient, service user and advocacy representation and participation in these partnership boards (for Disability, Learning Disability, Older People, Mental Health) that shape commissioning strategy and decisions. There are also a number of sub-groups and engagement forums such as the Carers’ Strategy Group and the Older People’s Reference Group where service users and their advocates set the agenda for engagement with statutory sector.

15.2 Engaging in new, inclusive and impactful ways

Newham has a rich history of engaging people in innovative ways. Storytelling in particular has been an approach which has enabled culturally competent and community intelligent working, enabling speakers of a variety of languages and followers of different faiths to talk about their lives in a way which services can understand.

More recently NHS Newham has broken new ground for storytelling in Newham by helping train two Communities of Health, third sector organisations engaged in delivering health improvement activity, in reflective digital storytelling. This work has led to NHS Newham’s work with Patient Voices, being shortlisted for two BMJ Awards, as Health Communicator of the Year and Health Educator of the Year, with the work winning in the category ‘Health Educator of the Year’.

Newham Psychological Services have listened to patients through service user groups and surveys and responded by creating a Single Point of Access for Psychological Services.

Our Sexual Health service, SHINE has been developing new ways of engaging with their World Aids Week programme, a multi agency, arts based engagement programme which has achieved evidence based improvements in health literacy amongst young people and identified the key groups for interventions through a range of methods including drama and forum theatre. This work has led to a new sexual health initiative targeting Refugees and Asylum Seekers and using Peer Education to prevent disease amongst these groups.

15.3 How data informs commissioning

World Class Commissioning as it evolves into Social Enterprise will require excellent use of data to drive and reinforce Commissioning decisions. In order to make Commissioning more local and agile, data management needs to become more flexible, creating and combining new data with older data; and cross-referencing qualitative and quantitative data in order to quality assure decision making processes. There are three main aspects to this evolution:

- What constitutes data for the NHS may be obscure to local people or not aligned with their aspirations and priorities. Data needs to be created more through the eyes of local people and in direct response to their priorities and aspirations.
- Data quality in terms of local relevance and timeliness is sometimes poor. Data management needs to accelerate and to become more locally focused and outcome-orientated.
- There needs to be a better balance between the use of quantitative data and the use of qualitative data in decision making. This will require further up-skilling in the generation and management of qualitative data, using new media where relevant. NHS Newham's 2010 BMJ Award was for the successful creation and management of new qualitative data using a creative and inclusive methodology called 'Digital Storytelling'. This data has already had a direct impact on commissioning plans for local Diabetes services.

15.4 The NHS Constitution

The NHS Constitution was developed as part of the NHS Next Stage Review led by Lord Darzi and is based on evidence of what matters to patients, the public and NHS staff. A draft version was produced for extensive consultation in July 2008 following which the final version was published in January 2009. The Constitution is a 'declaratory document' setting out existing rights and responsibilities. It aims to give power to patients and the public by bringing their existing rights together in one place so they know what they are legally entitled to, how they can exercise their rights and understanding their responsibilities.

It also contains a range of pledges to patients, public and staff, which the NHS is committed to achieving. For NHS staff, the Constitution will mean an NHS wide commitment to equipping them with the tools, training and support they need to deliver high quality care for patients.

The Constitution sets out 7 core Principles, and then lists the rights that fall out of those Principles. The Principles are that NHS services should:

- Be available to all
- Be based on need rather than ability to pay
- Aspire to the highest standards of excellence and professionalism
- Be responsive to the needs and preferences of patients, families and carers
- Be based on partnerships across organisation boundaries
- Deliver best value for the public purse
- Be accountable to local people and communities.

Table 15.1: Five examples of how NHS Newham has responded to the Newham Health Debate, 2010

You said...	We did...
<p>A Newham Health Debate focus group involving patients with learning difficulties/disabilities showed that patients were disappointed with the attitude and level of awareness of some staff</p>	<p>NHS Newham specified a specialist Learning Disability Service Line in the contract for the new Urgent Care Polyclinic and GP-led Health Centre.</p>
<p>Newham Health Debate data showed that many patients valued continuity of care. NHS Newham ran a supplementary focus group at Britannia Village Hall to test this, and local residents confirmed that this was a high priority for them</p>	<p>Continuity of Care was give Key Performance Indicator status in the new Primary Care Contract</p>
<p>Newham Health Debate data showed that many patients wanted to be able to have blood tests closer to where they live</p>	<p>Blood testing services have been specified in the contracts for the new Silvertown and Vicarage Lane Health Centres</p>
<p>Newham Health Debate data showed that many patients were disappointed by the quality of customer care that they receive</p>	<p>Patient Experience Case Studies have been introduced to highlight poor customer care at hospitals where Newham patients receive care. The first Case Study led to the introduction of direct access to the Hospital Chef for patients dissatisfied with hospital food, and to new management arrangements for Ward Housekeepers.</p>
<p>Newham Health Debate data showed that patients valued free health checks</p>	<p>Free vascular risk assessments were introduced across Newham for people aged 40 to 74 together with specially designed advertising campaign, backed up by mobile heart health and lifestyle tests from the British Heart Foundation. To date more than 20,000 local people have received these free health checks.</p>

Source: NHS Newham, 2010

15.5 Impact of Newham Health Debate

NHS London commissioned Ipsos-MORI to undertake a London-wide survey on satisfaction with NHS services in London. The survey showed dramatically improved public perception across a range of areas, notably:

"I can influence decisions affecting NHS services in my area"

"My local NHS is improving services for people like me"

Both of these questions delivered for Newham the highest scores of any PCT in London. NHS Newham was previously a national outlier in survey performance on these themes. 38% of patients surveyed in Newham agreed with the statement, *"I can influence decisions affecting NHS services in my area"* and 67% agree with the statement *"My local NHS is improving services for people like me"*.

From an analysis of a range of surveys of Newham patients and public over the last year, some key themes emerge, some of which closely mirror the key messages from the Newham Health Debate in 2008.

In terms of overall satisfaction with NHS services, Newham residents rate their services poorly, when asked through the medium of the NHS national annual patient surveys. For GP services, the results for Newham were in the 20% worst performing PCTs for 20 out of 35 questions, with particular concerns about ease of getting appointments and contacting surgeries by phone. Satisfaction levels across NHS services in terms of patients feeling they were treated with dignity and respect are some of the lowest in England. Less than 57% of the public felt they were treated with respect and consideration by public services in general, when asked through the annual Place Survey, compared to over 67% in London as a whole.

Specific surveys of service users, such as the NHS Home Care Survey, provide more positive feedback, with 81% of respondents saying they were treated with dignity and respect by home care workers all the time.

Where patient and service user satisfaction is much greater than the average for London is in terms of how they can influence services. Newham residents rated their local NHS as top in London for "improving services for people like me" (68%) and for listening to the views of local people and acting in their interests (38%). And when asked in the Place Survey, nearly 48% of Newham residents agreed that they could influence decisions in their local area, compared to 35% for London.

15.6 Newham's response to the public voice

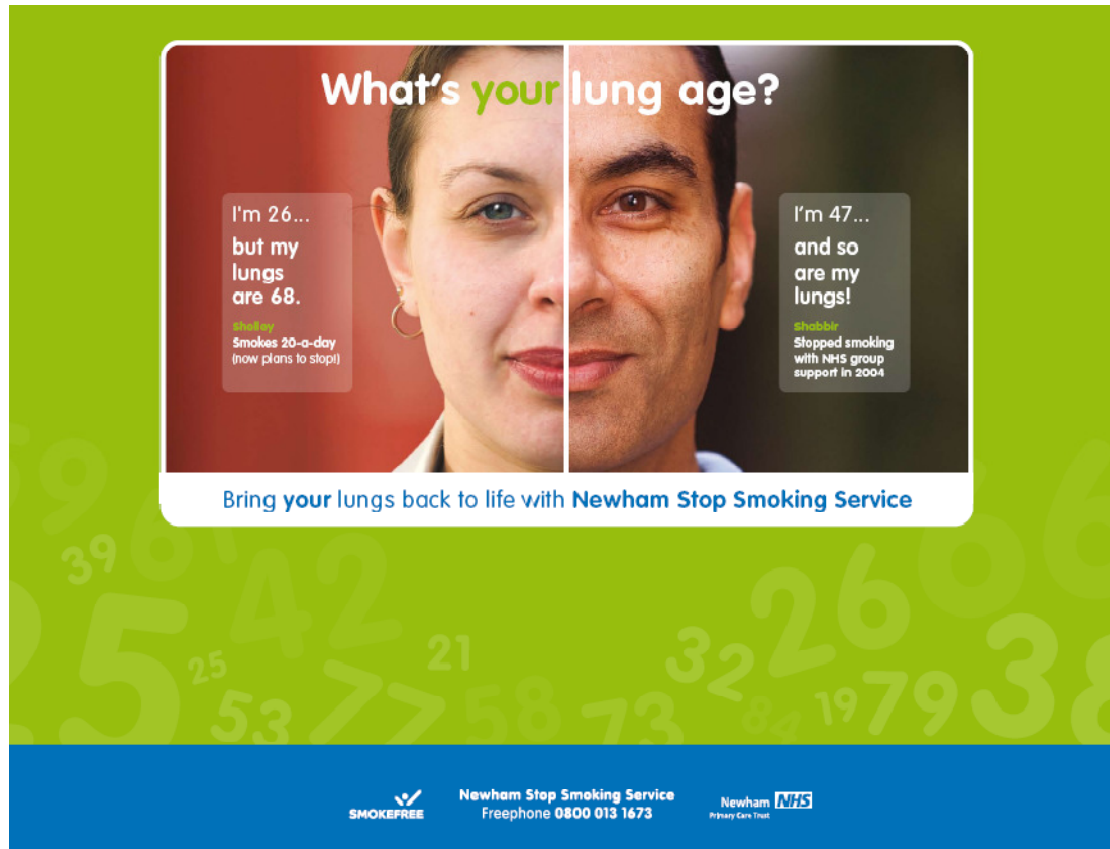
Below are just a few examples of how NHS Newham and Newham Council have listened to patients, service users and the public over the last year and done things differently as a result.

- Patient Voices Digital Storytelling commissioned in partnership with the voluntary sector where members of the public edited and developed digital media for peer education, used in eight seminars and workshops for staff and patient education
- Equitable Access to Primary Care – Workshops and Surveys shaped the key performance indicators for tender in Silvertown and future commissioning of primary care
- Learning from the Self Directed Support process evaluation carried out in 2009 by Newham Council has fed into the development of the process and procedures for the roll out of the Self Directed Support programme
- The findings of the Primetime Survey of older people in Newham, carried out in 2008 will be taken into account in the refresh of the Older People's Strategy and the Commissioning Strategy Plan, to help inform the priority areas
- Based on the findings of the Learning Disabilities Respite Review, conducted in 2009, by Mencap for Newham Council, the Learning Disability Partnership now facilitates a quarterly respite forum for parents, carers, service users, service providers and other interested people to discuss respite issues and find out about respite options for individuals to access. A respite "lead" for the partnership is now in post and respite information on a variety of different options is available for social workers and others supporting people to plan respite and short breaks. Follow up has taken place for all individuals who have not had respite since the closure of Wordsworth, and a register is now kept of people who may need emergency respite due to aging carers.

15.7 Public Health Marketing

Social Marketing is the use of commercial marketing techniques for a non-profit purpose linked to measurable social benefits. Population segmentation tools like Experian and MOSAIC enabled NHS Newham to design marketing materials in order to target at-risk populations most effectively. For example the impact 'What's your lung age campaign' in 2009 Raised service awareness amongst key target groups, and a 20-fold increase between 2007-8 and 2008-9 in people setting a quit date during January to March stop smoking campaigns.

Figure 15.1: What's Your Lung Age Campaign, Newham 2009



Source: NHS Newham, 2009

15.8 Summary and recommendations

Newham is now nationally recognised as a centre of good practice in Community Ownership and health entrepreneurship, and has a strong record of resident and service user involvement through the Health and Social Care Partnership Boards and Community Forums. Engagement work on the NHS Constitution, Newham's leadership role in creating the new Engagement Toolkit for PCTs and the National and Regional Learning Event hosted by NHS Newham are continuing evidence of Newham's influence in shaping the future Engagement agenda.

