

Working Better Together NHS Eastern and Coastal Kent and Kent Local Involvement Network (LINK)

ACTION PLAN

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Work Stream One: ACTIVE ENGAGEMENT

To consolidate the working relationship between the PCT and Kent LINK. Exploring how the Health and Well-Being Groups, Health Matters Reference Group and LINK can work effectively together and agree a responsive means of actively engaging the wider communities we serve.

ACTION	LEAD	SUPPORT	DEADLINE	PROGRESS
Target A: Identify, seek clarity and document what groups are actively engaged and what their roles and interests are, including LINK sub groups, HMRG, Health & Wellbeing				
Milestone: Create one consolidated document that can be used as a reference for PCT and LINK				
Gather information on all PCT actively engaged groups	HP	RB	9 July 2010	
Interrogate LINK database to identify actively engaged and semi actively engaged groups	RB	LM	30 July 2010	
Collate all groups into one document	RB	LM	30 July 2010	
Target B: Recruit additional participants to the actively engaged groups				
Milestone: Recruit additional participants to actively engaged groups				
Recruit additional participants to actively engaged groups	RB	HP	March 2011	
Target C: Set up a process for ensuring all actively engaged groups are specifically included in LINK and PCT Citizen Engagement opportunities eg invited to attend events, participate in projects				
Milestones: Design email proforma for use between organisations and implement use of proforma				
Develop an email proforma for alerting officers (LINK/PCT) of forthcoming events and opportunities for engagement and consultation on a regular basis and on an adhoc basis. Proforma to include contacts for projects. Email to have a clear, concise 'Flag' title message that officers will easily recognise and respond to	RB	HP	9 July 2010	Email proforma designed and waiting approval
Develop a circulation list within the PCT CE team and LINK officers and develop email group	HP	RB	30 July 2010	List populated
Develop a system to 'Horizon Scan' and alert PCT/LINK of forthcoming events and	RB	HP	30 July 2010	Linked into

opportunities to bring actively engaged together				above
Target D: Identify existing and forthcoming opportunities for joint working between actively engaged groups to use as good examples and encourage further joint engagement				
Milestone: Carry out horizon scan				
Carry out horizon scan of opportunities for joint participation, include stakeholder organisations such as KCC Social Services	RB	HP	27 August 2010	
Promote the opportunities jointly between LINK and PCT to demonstrate united front/working together	RB	HP	27 August 2010	
Investigate barriers to these groups working together including differences in approach by LINK and PCT eg. payment of expenses	RB	HP	27 August 2010	
Seek solutions to barriers and ensure they are implemented to encourage joint participation between the groups	RB	HP/GH/SW	27 August 2010	
Target E: Future planning exercise with actively engaged groups to explore expanding role to include community research initiative (LINK) and linking in with work stream 2				
Milestone: Carry out scoping exercise				
Scoping exercise to investigate opportunities for expanding the role of currently actively engaged people	RB	HP/LM	27 August 2010	
Work with actively engaged to develop/expand on their roles, develop new ideas for engaging and involving the wider community, eg a session to bring groups together to discuss how they can use their experience and expertise to encourage others to get involved (tie into target B)	RB	HP/LM	27 August 2010	
Tie in with LINK Community Researcher Initiative to offer training and support to develop skills of individuals	RB	HP/LM	27 August 2010	
Target D: Have in place an effective system for feeding back progress to wider LINK and PCT				
Milestone: Develop and implement feedback process				

Work Stream Two: ENGAGING WITH PEOPLE WHO ARE SELDOM HEARD

To develop a comprehensive, systematic process to ensure all communities can have an equal voice in health and social care decision-making at all times. Exploring how both the PCT, community services and the LINK can work smarter with involvement and integration whilst offering those diverse communities a range of ways to influence the planning, delivery of services and a louder voice where issues for their community are identified.

ACTION	LEAD	SUPPORT	DEADLINE	PROGRESS
<p>Target A: To put in place a sustainable process with stakeholder organisations to ensure they have a targeted but flexible approach with the appropriate tools, methods and resources to enable effective involvement that influences planning and delivery of health and social care and gives them a louder voice in decision making with a specific focus on seldom heard communities</p> <p>Milestones: Identify, document and contact other key stakeholder organisations wanting to engage and involve seldom heard communities, discuss and develop process for more joined up working when engaging, involving and consulting seldom heard communities for all interested stakeholder organisations, and create one consolidated document that can be used as a reference for PCT and LINK</p>				
Tie in with LINK Community Event – Equality and Diversity Workshop	RB	LM	29 July 2010	Information gathered.
Identify key stakeholders from local statutory organisations (to include LINK) using PCT SES workshops and LINK's Equality and Diversity workshops	HP	RB	27 August 2010	
Create outline brief on how network could work and how it ties in with community network	HP	RB	27 August 2010	
Contact key stakeholder organisations and ascertain interest in joining a citizen engagement network based on initial outline	HP	RB	27 August 2010	
Create one consolidated document that can be used as a reference for PCT and LINK with organisations details, interests, levels of current and potential engagement and involvement	HP	RB	27 August 2010	
Discuss and develop process for more joined up working when engaging, involving and consulting seldom heard communities for all interested stakeholder organisations eg hold a session with stakeholders on how it might work, their involvement and commitment	HP	RB	October 2010	Kent Health web site ?
Set up network group of key stakeholders	HP	RB	October 2010	
Formally implement and promote network aims and objectives	HP	RB	October 2010	
<p>Target B: To put in place a sustainable process with voluntary and community sector organisations and groups to ensure they have a targeted but flexible approach with the appropriate tools, methods and resources to enable effective involvement that influences planning and delivery of health and social care and gives them a louder voice in decision making with a specific focus on seldom heard communities</p> <p>Milestones: Identify, document and contact voluntary and community sector organisations and groups wanting to get involved in health and social care, discuss and develop process for more joined up working and create one consolidated document/directory that can be used as a reference for PCT and LINK</p>				
Tie in with LINK Community Event – Equality and Diversity Workshop	RB	LM	29 July 2010	
Identify key local voluntary and community sector organisations and groups using	HP	RB	27 August 2010	

PCT SES workshops and LINK's Equality and Diversity workshops who are interested in being engaged and involved in health and social care				
Create outline brief on how network could work and how it ties in with stakeholder group	HP	RB	27 August 2010	
Contact organisations and ascertain interest in joining a citizen engagement network based on initial outline	HP	RB	27 August 2010	Kent Health web site ?
Create one consolidated database/directory that can be used as a reference for PCT and LINK with organisations details, interests, levels of current and potential engagement and involvement	HP	RB	27 August 2010	Kent Health web site ?
Set up network group of key community and voluntary organisations and groups	HP	RB	October 2010	Kent Health web site ?
Formally implement and promote network aims and objectives	HP	RB	October 2010	Kent Health web site ?
Target C: Identify existing and forthcoming opportunities to engage and involve specific communities eg based on issues or current projects to use as good examples and encourage further and wider engagement				
Milestone: Carry out horizon scan				
Link work stream 1, Target C regarding Horizon Scan and informing of opportunities to be involved	RB	HP	November 2010	Kent Health web site ?
Tie in with LINK Community Researcher Initiative to offer training and support to develop skills of individuals	RB	HP/LM	27 August 2010	
Target D: Have in place an effective system for feeding back progress to wider LINK and PCT				
Milestone: Develop and implement feedback process				

Work Stream Three: ENGAGING WITH PRIMARY CARE

Exploring how Patient Participation Groups (PPGs) might benefit from closer working and integration with the LINK to support robust Practice Based Commissioning (PBC) and responsive local services

ACTION	LEAD	SUPPORT	DEADLINE	PROGRESS
Target A: Map what is currently happening regarding community engagement in Practice Based Commissioning				
Milestone: Investigate current activity and map accordingly				
Develop contact information to go out to practices to clarify where PPGs are currently established, if they need support from the LINK to 'revive' their group, or if they need support from the LINK to set up a PPG	HP		30 July 2010	
Contact to be made with practices as above outlining support available, the benefits of having an active and influential PPG	HP		30 July 2010	Started with Wye surgery 11/8/10
Create a final list of PPGs and those requiring support to 'revive' or set up a group	HP	RB	6 August 2010	
Develop a schedule of action and support required in response to writing to practices	RB	HP	6 August 2010	Document created.
Target B: Map Patient Participation Groups, where, who and how they work, how effective they are and if they are involved in PBC				
Milestones: Investigate up to date information on PPGs and agree a list of GP practices to target for support to have PPG				
Contact to be made with PBC leads to identify what levels of engagements currently happen within the PBC clusters	RB	HP	6 August 2010	
Target C: Develop and support PPGs to ensure they can and do influence PBC				
Milestones: Develop project plan to include actions and resources required and agree process for joining up to locality/PBC commissioning				
Develop project plan (refer to action plan within project plan for more detailed actions for this target once developed)	RB	SS/GH/HP	27 August 2010	
Target D: Have in place an effective system for feeding back progress to wider LINK and PCT				
Milestone: Develop and implement feedback process				

Work Stream Four: FIRST POINT OF CONTACT

To provide a range of uniform, recognisable and accessible points of contact for the general public interested in engaging in health and social care. Exploring shared use of the Gateways between PALS, Customer Services and LINK and commencing discussions with Kent County Council about Health Watch

ACTION	LEAD	SUPPORT	DEADLINE	PROGRESS
Target A: Hold initial discussions between key stakeholders about Gateways, joining up and sharing resources with them				
Milestone: Make initial contact with key organisations				
Make contact with PCT, PALS, Health Watch and Social Services Customer Services to discuss potential for joined up approach to using Gateways	LM	RB	30 July 2010	
Target B: Research existing models for using volunteers in front of house positions				
Milestones: Learn from current PALS pilot and make contact with other organisations who use volunteers in a similar manner				
Contact PALS and discuss pro's and con's of using Gateway for surgeries	RB	LM	30 July 2010	Spoken with PALS, they are happy for volunteers to offer a sign posting service. RB can offer PALS talk.
Contact CAB to get information on their front of house volunteers, what training they have etc.	LM	RB	30 July 2010	
Discuss opportunities for using volunteers from PCT, KCC and LINK to help in the Gateway	LM	RB	30 July 2010	
Investigate training opportunities for those volunteers, resource and support implications	LM	RB	30 August 2010	
Recruit, train and support cross section of volunteers to carry out front of house role	KMN	RB	30 September 2010	Produced a telephone number pack of useful numbers for sign posting.
Target C: Develop and implement using shared space to promote organisations and improve public access to them				

Milestone: Implement use of Gateways				
Implement use of Dover Gateway as an initial pilot for 6 months	LM	RB	21 July 2010	
Develop a plan for encouraging people to attend sessions	RB	HP	End of August	Advertising on Facebook, spoken about using hooks with PCT.
Target D: Recruit participants, induction into what opportunities are available for involvement in health and social care, how people take up those opportunities				
Milestone: Recruit additional participants to get involved with LINK and PCT				
Recruit additional participants to get involved with LINK, PCT and Social Services	RB		March 2011	
Target E: Have in place an effective system for feeding back progress to wider LINK and PCT				
Milestone: Develop and implement feedback process				

Work Stream Five: DIGITAL ENGAGEMENT

To create a vibrant online community that can engage with health and social care and contribute to commissioning decisions and the development of health and social care services across the area. Working in particular with children and young people and considering the use of social networking

ACTION	LEAD	SUPPORT	DEADLINE	PROGRESS
Target A: Contact and hold initial discussions with key organisations about how best to engage and involve young people				
Milestones: Identify key organisations, contacts and existing groups of young people to develop ideas for online community				
Map the key organisations currently working with and supporting young people especially within health and social care	RB	SK/HP	30 September 2010	
Hold a brainstorming session with key officers/volunteers within PCT and LINK to develop outline brief of work stream, aims etc	RB	HP/SK/?	30 September 2010	
Make contact with organisations, including outline brief, to determine levels of interest and support available in working with PCT/LINK and seek expressions of interest	RB	HP/SK	29 October 2010	
Target B: Develop a proposal, seek approval and implement				
Milestones: Investigate resource and financial implications of online community based on young people's ideas and research existing sites which are popular, check for signpost/learning				
Map existing opportunities for engaging with young people and ascertain whether	RB	SK/HP	26 November 2010	

there is scope for PCT and LINK to utilise these opportunities for involving young people in the work stream				
Ensure this work ties in with the Kent LINK Youth Strategy work	RB	SK	Ongoing	
Facilitate a half day event (focus group) to develop ideas for online digital engagement with young people	RB	HP/SK	December school holiday	
Investigate resource implications to develop proposal suggested at above event	RB	HP	14 January 2011	
Develop preferred proposal(s) and seek approval from appropriate funders	RB	HP	28 January 2011	
Implement proposal working with core group of young people to ensure sustainability	RB	SK/HP	25 February 2011	
Target C: Have in place an effective system for feeding back progress to wider LINK and PCT				
Milestone: Develop and Implement feedback process				