

**Directorate of Strategy and Communications**

Transforming Community Services*Proposed approach for patient and public engagement*

21 January 2010

Background

The ambition of NHS West Kent is to ensure that all the people of West Kent enjoy the best possible health. As the local Primary Care Trust we seek to effectively spend approximately £930m a year of NHS funding on commissioning health and care services for our population. A significant part of those services are those delivered by a range of “community services”.

We intend to give specific focus to developing and transforming the nature and range of our community services in order to:

- Improve the quality of community services by setting standards for high quality, measuring quality and by recognising and rewarding quality improvements.
- Develop a commissioning strategy which describes current and future service needs that will be used to inform planning.
- Support the reshaping of provider organisations for community services to ensure they are capable of meeting future patient care needs and supporting staff to improve and develop their practice.

Purpose of Engagement

Our intention is that our commissioning strategy will secure clinically driven improvements that are enhanced and achieved by co-design with key stakeholders and the public. This will require engagement at all stages of each review process.

The Proposal:

NHS Eastern and Coastal Kent approached Kent LINK in 2009 to take the lead in engaging local people in East Kent about community health services from an independent and community perspective.

NHS West Kent would like to adopt a similar approach used by Kent LINK and NHS Eastern and Coastal Kent to engage the local population in discussions about NHS West Kent’s *Transforming Community Services Strategy*.

The approach proposed:

1. Workshops open to everyone

A series of workshop venues booked across West Kent open to established groups and individuals from anywhere in West Kent.

2. Workshops or informal discussions with a specific group

Facilitator delivered workshops at established group meetings in the group’s usual meeting place e.g. church group.

3. Paper version of the workshop

A questionnaire developed from the workshops emailed or posted to people who are unable to attend a workshop but want to participate.

4. Online questionnaire

A questionnaire developed from the workshops made available on the PCT website and publicised in e-newsletters and bulletins.

Engagement Content

NHS West Kent's *Transforming Community Services Strategy* consists of six key areas of healthcare:

1. Health and Well Being
2. Children, Young People and their Families
3. Long Term Conditions
4. Rehabilitation Services
5. Acute Care Closer to Home
6. End of Life Care

Engagement will outline the function of community services, focusing on each of the six key areas, and creating a discussion on the PCT's plans to highlight areas of concern within the local population and whether there is agreement to the innovations being proposed.

Underlying reasons for a Kent-wide approach to engagement

- Create a pan-Kent approach to engagement for *Transforming Community Services Strategy*
- Potential for a Kent wide provider of community services
- The opportunity to work proactively and constructively with Kent LINK.

Timings

Engagement planning commenced	January 2010	Stakeholder Engagement and Kent LINK
Engagement processes in place and workshops begin	February 2010	Stakeholder Engagement and Kent LINK
Feedback to be collated and fed into strategy throughout engagement	February – March 2010	Stakeholder Engagement
Engagement finish	March 2010	Stakeholder Engagement and Kent LINK
Feedback to stakeholder involved	March 2010	Stakeholder Engagement and Kent LINK
Final Transforming Community Services Strategy to NHS West Kent Board	30 March 2010	NHS West Kent