

## DRAFT Public Engagement Plan 6.6.07

Key stakeholders	Planning/Development Phase		S11. Consultation Phase 28th June - 27th September	
	Channel	Key messages	Channel	Who to attend/lead
Public General public events	Public Health Annual Report 2006	Understanding health inequalities in Haringey	Lordship Lane Health Fair/opening Presentation and displays/stall 21st July	CEO and PEC Chair
	HTPCT AGM October 2006 - public meeting	Developing world class primary care services in Haringey - table exercise with attendees	BEH Clinical Strategy - Haringey events 23/24 July	CEO and PEC Chair
Patients/ patient groups	Patient Survey 06 - diabetes	Patient experience of diabetes services - specific issues identified include need to develop self-care/education and high level of annual checks in hospital	Leaflets/information provided by provider side health professionals- particularly HV and DN eg baby clinics.	Operational Management Team
	Review of national evidence of what patients want as part of primary care strategy development	See appendix to strategy.	GP Practice Patient Groups/practice information where these exist	Primary Care Team
Tailored events/ information - access (language/age/ carer's)	Learning disabilities scrutiny	Interviews with carer's/families - accessibility and LD registers identified as recommendations	Link with BEHCS events eg interpreters event. Also: mental health users forum, carer's forum, LTC groups - eg Diabetes UK,	Clinical Directors/Director lead
Community groups meetings	Local Area Assemblies	Director level attendance ongoing - general feedback about health services	Local Area Assemblies July meetings	Clinical Directors/Senior Manager lead

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	PPI Forum	Ongoing feedback on health services	PPI Forum early July	Benefits in service improvements/development - link this to previous issues identified by PPI Forum/response to patient experience information. Links to BEHCS	Clinical Directors/Senior Manager lead
	HAVCO	Ongoing feedback on health services	HAVCO	Benefits in service improvements and focus on equalities issues - signpost to further information	Clinical Directors/Senior Manager lead
Other public consultation/information channels	Complaints and PALS information	Information on issues in primary care identified through complaints and PALS	Internet	Full documents - illustrated with patient group specific scenarios and link to travel planner	Communications Manager
	OHOCOS and Choosing Health national consultations	Policy direction for shift to services into community settings	Distribution of summary strategies/consultation questionnaires	Summary document/consultation questions	Communications Manager
	Local consultations - Life Expectancy Strategy	Various public events for life expectancy strategy			
<b>Clinical</b>					
Acute	BEH Strategy Clinical Forum	Discussion of PC strategy in context of BEHCS	BEH Strategy Clinical Forum	Focus on links with BEHCS and service developments re unplanned care	CEO and PEC Chair
Mental Health			Primary Care LIT PC LES BEHMT Board	Focus on impact to St Ann's site and more generally improvement in community based services	CEO and PEC Chair and Director of Strategic Commissioning
Primary care	PEC meetings March and May 07, GP Lunch time sessions,	Understanding and developing strategy, preparing clinical directors to discuss strategy with GPs	Wider PEC September Practice Based Collaboratives (9th and 16th July - SE and NC) LMC LPC	Benefits to general practice/patients. Service developments	CEO, Director of Performance and Primary Care
Provider side	SMG, Core Brief, March and June 07	Overview of strategy/feedback	SMG/Core Brief September 07 Operational Management Team Joint Staff Committee Various staff events linked with BEHCS	Focus on provider side/staff implications of change - signposting to further information	Operational Management Team

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Other relevant providers			Briefing to W/C providers, Inhealth, BPAS etc?	Tailored briefings focussing on implications of strategy on that work area (eg diagnostics, unplanned care)	Director of Strategic Commissioning
<b>Partnerships</b>					
Wellbeing Theme	Wellbeing Board 12th June Wellbeing Chairs Group	Full strategy - focus on equalities/development of services			CEO
Overview and Scrutiny			OSC meeting 2nd July	Overview of strategy - focus on implications for local people and benefits re service development/delivery	CEO and PEC chair
NDC	May session on developing local health services		NDC meeting July	Focus on service developments and equalities issues and local impact	Clinical Directors/Director lead
Transport	Initial meeting with LBH planning. Assessing potential for extending shuttle bus from SAH	Improving transport links between polyclinics	Ongoing discussions with transport/planning to discuss transport issues	Improving transport links between polyclinics	CEO and Director of Strategic Commissioning
<b>SHA/External</b>					
SHA/External	Review by SHA Early June				CEO and PEC Chair
<b>PCT Governance</b>					
Board	Board May and June 07		Board November/Jan - final strategy approval		CEO and PEC Chair

<b>Strategy Champion/s</b>	<b>Clinical:</b> PEC Chair, Clinical Directors,	<b>Managerial:</b> CEO, Director of Strategic Commissioning, Director of Performance and Primary Care
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Engagement products	Specification	Cost	By who	By when	Road testing/market research
Equality Impact Assessment	Common format to BEHCS approach	Time	SDS/GH /GT	20th June	Test impact assumptions against consultation. Key areas identified - disability/gender/age re travel to supercentres - planning in train to manage impact eg transport links
Web/intranet information	What's new section, updated monthly, link to BEH clinical strategy site	Time	JT	Ongoing	HAYCO member - access issues
Written materials - leaflet/poster	A1 poster? A5 leaflets - distribution? to all households?	Cost	JT	28th June	PPI Forum - understanding by public
MPs briefing - other governmental?	Letter/discussion	Time	TB	20th June	
Presentation/s	Public/professional versions - nb link with BEH strategy presentation/video	Time	GH/SDS	11th June - professional Early July - public	Board/PEC/OSC PPI Forum - understanding by public
Press statement	Proactive press statement/story development in context of Lordship Lane launch	Time	JT	20th June	BEH press lead
Advertising	HTPCT Board Meeting sized advert - relevant press	Cost	JT	28th June	
Full strategy document with consultation questions	Professional printing/distribution	Cost	GH/SDS	14th June	Clinical Directors

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Executive Summary with consultation questions	2 sided summary	Time	GH/SDS	14th June	Clinical Directors
FAQs	To evolve as new questions arise	Time	SDS/ GH/GT	28th June	
(Difficult) Q and As	To evolve as new questions arise	Time	SDS/ GH/GT	28th June	
Dedicated email address	Dedicated email address	Cost?	IB	28th June	
Telephone number	Designated phone number with office hours cover and	Nil	IB	28th June	
Consultation feedback	Excel spreadsheet and administrative input to update	Admin time	Cmu	July-September	