

**Engagement with specific communities in Rochdale to support partnership/Local Care Organisation workstreams.**

**About the Local Care Organisation;**

'One Rochdale Health & Care' is the name of the Local Care Organisation (LCO) which is a partnership of local health and care bodies who are working together for the benefit of people in the Rochdale borough. By working together we will remove traditional divisions between hospitals and family doctors, between physical and mental health, and between NHS and council services which in the past, have meant that too many people experienced disjointed care.

**The task**

We aim for local people have a chance to find out about and contribute to what is being planned for service delivery by the local care organisation (LCO) moving forward.

Proposals are detailed in work programmes for;

- Planned care
- Urgent care
- Neighbourhoods
- Children's Services and SEND (special educational needs)
- Mental health
- Primary Care (in development)
- Cancer (in development)

The LCO partnership is looking to commission specific projects to engage and communicate with local communities about areas of work detailed in the plans.

Whilst much of the work in the plans is ongoing there are areas with scope for further patient and public engagement and communication to ensure key messages are received by the people that need them and people affected by decisions can have a say in their development.

We expect organisations or a collaboration of organisations who work in or support users of services in each of the areas to bid to provide the engagement work in that area.

Alternatively an approach may be taken to engage on more than one of the plan areas in the same engagement activity.

The audiences we are keen to engage include patient groups specifically affected by the plans and those in protected groups including ethnic minority communities, those with a learning disability, LGBTQ groups, older people, mental health service users, young people, those with disabilities.

We would like organisations to bid by coming up with innovative ways of reaching these groups in a manner the target group are comfortable with. We'd expect any bid proposed to not exceed £20,000 unless there is a strong case for exceeding this figure. We expect the bids to include innovative, bespoke methods for engaging with the chosen audience. We are not just looking for simple proposals to print leaflets or carry out surveys, we are looking for bespoke and meaningful ways to engage with the key audiences in ways that would be challenging for the partnership to undertake alone.

## **Delivery**

It is expected that 75% of the budget of successful bids will be paid up front and the remainder on successful demonstration that key outcomes described in the bid have been delivered

The project will need to deliver agreed outcomes in three months from the project start.

Each bid must include the following:

- Detailed description of the proposed project
- Two measurable outcomes from the project
- Detailed description of the innovative methods to be used
- The key audiences the project will reach
- A work plan for delivery of the project to timescales

The following paragraphs briefly describe potential communication and engagement projects to feed into service development.

In each case the following are described:

- The project idea
- The key audiences
- Proposed outcomes

Bidders may choose to target one audience from the project list or more than one depending on their skills range. Bids will be accepted for either approaches.

## **Planned Care**

### **Ophthalmology**

There are plans to transfer some ophthalmology patients from the current acute provider to a community provider to help reduce waiting times. Some patients appear hesitant about moving from a traditional acute provider to a newer community provider. We would like to engage with these patients to examine their concerns and reassure them of the continued level of service.

The key audience are ophthalmology patients from all backgrounds.

### **Possible outcomes**

Increase in the number of patients who are happy to transfer to the new provider

## **While You Wait**

While You Wait is an online resource giving advice about keeping well during the wait for elective care

We would like bids for a project to connect with key audiences to make them aware of and be able to use the While You Wait resource

The key audiences are: those waiting for elective care, patients from minority ethnic backgrounds, older people who may be digitally disadvantaged, disabled patients.

### **Possible outcomes**

An increase in the number of patients waiting for care who report their wait has become easier

Take up in the use of the resource from older people

We would like bids for a programme of engagement with those waiting for care to examine what further or extra support they feel they need during their wait for care.

The key audiences are: those waiting for elective care, patients from minority ethnic backgrounds, older people who may be digitally disadvantaged, disabled patients.

### **Possible outcomes**

An increase in the number of patients waiting for care who report their wait has become easier

An increase in the number of patients who say they have been able to access further support that has made a difference to their wait.

## **Urgent Care**

We would like bids for a project to examine why sections of our population choose to use urgent care services like the urgent treatment centre and emergency departments instead of

other services, such as GPs or community services. We want to know the reasons for their choices and what is stopping them from using the more appropriate services such as GPs and community services.

Key audiences will be refugees and asylum seekers, ethnic minority groups, young people, patients with long term health conditions, those with a disability.

**Possible outcomes**

Reduction in number of people attending urgent care as a first choice

Number of people who report they would choose other services than urgent care following the engagement

We would like bids for engaging with children, families, and young people in helping to increase the use of NHS 111 online and on the phone support people to make other choices than attending urgent care

The key audiences are children, families, and young people particularly from ethnic minority backgrounds

**Possible outcomes**

Number of those from key audiences who state they are more aware of the NHS111 service

Number who state they will try NHS111 for advice before going to urgent care settings

We would like bids for a project to assist refugees and asylum seekers to get registered with a GP which would help deflect them from A & E.

The key audience is refugee and asylum seekers

**Possible outcomes**

Number of refugee and asylum seekers who say they have been able to join a GP practice

**Mental Health**

We would like bids for a project to engage service users / public in the development of a new dementia strategy for the borough. We would like those engaged to tell us what the strategy should cover, what are the key issues related to dementia and how these should be tackled.

The key audiences will be dementia sufferers, family and carers, ethnic minorities groups of all ages

**Possible outcomes**

Key audience groups feel they have had a chance to input meaningfully to the development of the strategy

Draft strategy that can be endorsed by key audience groups.

## **Neighbourhoods**

Neighbourhoods are to be developed within Rochdale. There will be multi-disciplined teams that wrap around GP practices to support the delivery of local healthcare services. Similar neighbourhoods and teams are being developed for Heywood, Middleton and Pennine townships.

We would like bids for a project to engage with the diverse communities of Rochdale to examine how these teams could be set up and structured to enhance local healthcare services.

The key audience will be local people in Rochdale township including the full diversity of communities including ethnic minority, LGBTI groups, all ages, those with a disability

### **Possible outcomes**

Reliable locally sourced intelligence to feed into the planning process

The number of people who feel they have been listened to and their views considered as part of the process

Each neighbourhood will be led by a Neighbourhood board. These boards will focus on the key issues in that neighbourhood. We would like bids for a project to examine the key neighbourhood issues as defined by the people who live in those neighbourhoods. These views to be reported back to contribute to the focus in each neighbourhood.

We would also like the project to examine how local people feel they could interact with the neighbourhood board and any public representative on that board.

The key audiences would be people who live in the neighbourhoods considering the full diversity of neighbourhood residents.

### **Possible outcomes**

Local people feel they have had a say and influence over the development of the integrated teams

Local people feel they have clear access to the neighbourhood board to ensure their views are heard

## **Special Educational Needs and Disability (SEND)**

We are looking for bids from a local organisation with specialist knowledge of children with SEND to deliver a series of co-production and engagement activities with children and young people (with SEND) in support of the SEND strategy.

The key audience would be children and young people with SEND plus their carers / families from the diverse backgrounds that represent the population of the borough.

### **Possible outcomes**

Children and young people with SEND and their families / carers feel they can contribute to the development of SEND services in the borough

Children and young people with SEND and their families / carers feel more involved in the decisions that affect them

We are looking for bids from a local organisation with specialist knowledge of children with SEND to recruit and support an independent parent chair for the SEND stakeholder forum and to attend key strategic meetings, to ensure a codesigned delivery plan and parent/carer input into strategic decision making. The bid will need to include an amount to reimburse the parent chair for their time spent on the project plus expenses incurred as part of the role.

The key audience will be parents / carers of children and young people with SEND in the first instance, then the wider SEND community and stakeholders.

### **Possible outcomes**

Parent carer chair is recruited and feels able to lead and attend key meetings

Parents / carers are happy with a co-designed delivery plan

We would like bids to convert a series of strategies into co-designed films to embed within the local offer. The films to be made in a format to be accessible to a wide range of audiences including Children and young people with SEND and their families / carers, people different ethnic backgrounds, different age groups and abilities.

### **Possible outcomes**

Diverse audiences say they can easily access the strategies

Diverse communities say they understand the key messages from the strategies

## **Children's Care**

We are looking for bids from organisations to work with families and wider partners across the borough to promote self-management and embed public health advice and messaging to encourage prevention and early help.

The key audience will be families and their support mechanisms particularly from disadvantaged communities

### **Possible outcomes**

Families report they are aware of and implement ways of managing the health of their children without outside intervention except where appropriate to the need

Families report they are aware of current public health advice

We would like bids from organisations with experience of working with families and children to facilitate a series of focus groups and workshops to:

- Raise awareness and understanding within communities about what is available for children, families and carers (services, support, activities across the Health and Social Care system and within communities) and how, when and where to access it.
- Help to feedback to the partnership information about priorities that children and families feel are important.

The key audiences will be the diverse communities of the borough focussing those minorities who face disadvantage through, language, disability, learning disability, poverty, digital exclusion, all ages.

### **Possible outcomes**

Communities are more aware of services and how to access them

The LCO has good intelligence from communities to feed into planning processes

### **Contact information and how to apply;**

Bids will be accepted online between 9am on January 6th 2022 to 5pm on January 27<sup>th</sup> 2022.

Applications are to be made online via this link <https://www.surveymonkey.co.uk/r/8XPDTRK>

Any requests or queries can be directed to us at [hmrcommunications@nhs.net](mailto:hmrcommunications@nhs.net)