

ICB Public Involvement and Engagement Advisory Committee

Date of meeting	25 September 2024
Title of paper	Public engagement and involvement assurance report: June to August 2024
Presented by	David Rogers, Head of Communications and Engagement
Author	David Rogers, Head of Communications and Engagement Communications and engagement team members
Agenda item	7a
Confidential	No

Executive summary

The report provides members of the Public Involvement and Engagement Advisory Committee (PIEAC) a summary of activities related to engagement, involvement and coproduction undertaken by the ICB between 1st June and the 31st August 2024. This report seeks to provide assurance to the committee and the ICB Board for the delivery against the strategy for working in partnership with people and communities across the ICB and embedding the principles of public involvement and engagement. The report also summarises engagement, involvement and co-production activity supporting priority system transformation programmes and other ICB programmes of work and a summary of activity to support partnership working in place.

Key summary of the report:

- A continued focus on engagement and related activity has been undertaken in our places from June to August, and this continues, this includes continuing to build relationships and strengthen partnerships.
- Mechanisms for engagement and involvement have been further developed with the development of the Citizen's Health Reference Group. Following the successful recruitment and induction process, the group are poised to support the ICB in the delivery of transformation programmes, bringing public and patient perspective.
- The Lancashire Place Partnership agreed an approach to engagement and communication working in collaboration with partners across Lancashire and South Cumbria. The completion of an engagement programme to support the recommissioning of community equipment services is a step towards this approach.
- We have seen a growing shift towards engagement focused on the transformation and recovery programme, and this has included engagement with people and communities, as well as preparation for some large-scale engagement over the coming months.
- Our focus on place-based engagement aims to support people and communities throughout the winter months. We have listened to feedback from a number of key groups on winter campaign materials this year. The feedback is being used to strengthen messages from all NHS partners and will go towards making the winter campaign more resonant for communities.

Advise, Assure or Alert

Assure the committee:

- The ICB is delivering a range of engagement and involvement activity as part of our delivery, transformation and across a range of programmes and initiatives. This

meets our aspiration to involve and engage members of public, patients, communities, staff, carers and partners.				
Recommendations				
The Public Involvement and Engagement Advisory Committee is asked to: <ul style="list-style-type: none"> • Note the contents and summary of insights contained in the report • Recognise and endorse the engagement and involvement activity undertaken across the ICB and the learning being embedded • Note the forward view of upcoming engagement, involvement and co-production activities for the next period 				
Which Strategic Objective/s does the report contribute to				Tick
1	Improve quality, including safety, clinical outcomes, and patient experience			x
2	To equalise opportunities and clinical outcomes across the area			x
3	Make working in Lancashire and South Cumbria an attractive and desirable option for existing and potential employees			x
4	Meet financial targets and deliver improved productivity			x
5	Meet national and locally determined performance standards and targets			x
6	To develop and implement ambitious, deliverable strategies			x
Implications				
	Yes	No	N/A	Comments
Associated risks			x	
Are associated risks detailed on the ICB Risk Register?		x		
Financial Implications			x	
Where paper has been discussed (list other committees/forums that have discussed this paper)				
Meeting	Date		Outcomes	
Conflicts of interest associated with this report				
Not applicable				
Impact assessments				
	Yes	No	N/A	Comments
Quality impact assessment completed			x	
Equality impact assessment completed			x	EHIRA assessments are completed for individual programmes of work.
Data privacy impact assessment completed			x	
Report authorised by:			Neil Greaves, Director of Communications and Engagement	

Public engagement and involvement assurance report: June to August 2024

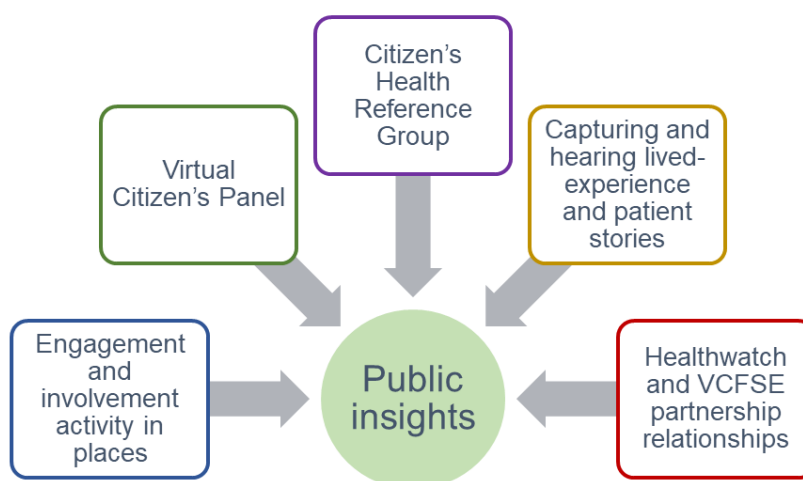
1. Introduction

Public involvement is an essential part of making sure that effective and efficient health and care services are delivered; by reaching, listening to, involving and empowering our people and communities. This is so that we can ensure that people and communities are at the heart of decision making. The NHS in Lancashire and South Cumbria is committed to putting our population’s needs at the heart of all we do.

This report provides assurance to the committee and the Integrated Care Board (ICB) for the delivery against the [ICB strategy for working in partnership with people and communities](#) (as revised in July 2023) and embedding the principles of public involvement and engagement. This includes the establishment and development of an engagement and involvement infrastructure across the integrated care system, and at place. This demonstrates how public voice can be, and is at the heart of decision-making and service delivery and improvement, in the ICB.

As well as evidencing good practice, this report importantly provides the ICB with assurance of engagement, co-production and involvement in its work and the compliance of the ICB in its duty to involve. Significant work has been undertaken to ensure the work of the Public Involvement and Engagement Advisory Committee (PIEAC) and the Quality Committee are integrated and to avoid unnecessary duplication of effort and to ensure that there is strengthened oversight and connectivity between the committees.

The diagram below shows, at a high level, the proactive engagement mechanisms which have been developed to engage and involve the public as set out in the ICB’s strategy for working in partnership with people and communities.



2. Virtual Citizen’s Panel

The virtual Citizen’s Panel includes members of the public who have agreed to receive regular emails and take part in NHS research, surveys and questionnaires and provide feedback. Citizen Panel newsletters are distributed each month.

The total membership is 1,249 individuals from across Lancashire and South Cumbria as at 16th September 2024. This is decrease from the previous report. However, this decrease represents considerable work from the digital team to drive up the engagement with citizen panel members as over the summer it was clear that the numbers were increasing but open rates from emails was low and therefore the list needed reviewing. Members were invited to reapply with a commitment to engage with our work. We anticipate that we are on target to meet our earlier membership figure, and moving forward surpass it, with a growing level of engagement and additional functionality which allows for targeted messages within our place areas.

The new panel membership allows more targeted engagement around geographic and health interests as opposed to the one size fits all method used previously. There remains an additional 772 individuals on the former Citizen Panel list who have not yet migrated to the new panel. Regular reminders are sent and a deadline has been set at 30 September 2024 to stop using these contacts.

At the last committee the process for capturing regular feedback from members the citizen's panel was discussed. This has been reviewed and now every 3 months, prior to PIEAC so data can be shared in the insights report, we ask them 5 regular questions: These are:

- Q1: To what extent, if at all, do you agree or disagree with each of the following statements?
 - My local NHS is providing me with a good service
 - The NHS is providing a good service nationally
- Q2: Do you think the NHS in your local area is in need of improvement?
- Q3 What makes you say that?
- Q4 What is it about your local NHS that you think needs improving?
- Q5 How much does your local NHS listen to and acts on your feedback?

This is to gain insight into how people are feeling generally and how they feel about the NHS services. This aligns with some national satisfaction surveys undertaken by NHS England which will help to identify trends.

The ICB manages a readers' group which is a subset of the citizen panel and consists of 224 residents, which is an increase from previous reports. The panel consists of those who have expressed an interest in reviewing documents and materials produced by the ICB. The group has been most recently involved in reviewing the materials for the planned winter campaign, this engagement work has also involved the citizens health reference group and panel members. The engagement work concludes in September and a report of the engagement will be included in our insight report.

3. Citizens Health Reference Group

Following an extremely successful recruitment campaign, the Citizens Health Reference Group membership now stands at around 50 people. New members have taken part in induction sessions to gain an understanding of the ICB, the role of the group and to meet members of the communications and engagement team as well as each other.

The Group is now far more representative of the Lancashire and South Cumbria area in terms of geographical location of members.

A lively and constructive discussion took place during the latest quarterly meeting of the Group on 6 September. A full report of the meeting is provided separately.

The priority for the next three months is to identify opportunities for Group members to support workstreams within the Lancashire and South Cumbria health and care economy to ensure a public voice is heard at all levels of service and policy development and/or decision-making.

The next quarterly meeting of the Group is scheduled to take place on 5 December 2024.

4. Capturing lived experience and patient stories

Our programme of capturing lived experience and patient stories is an important aspect of our work. These are captured in a range of formats. A growing number of people are keen to share their experiences and insights through patient stories.

Date	Committee	Focus of story
July	ICB	Community Services: a variety of patient voices were heard which were captured by Healthwatch Together. These stories complement the strategy work that is now being undertaken to transform community services.

The Communications and Engagement team is completing a thorough review of each of the patient stories that we have developed for the Board and the Quality Committee. These reviews have been conducted with relevant clinical and commissioning leads, and their teams. While recognising that action, change and improvements do take time to agree and embed, we have compiled a powerful set of narratives that show how the insights from the patient stories have influenced strategy, policy and practice.

5. Engagement in each of our places

5.1 Blackburn with Darwen

Family hubs

As part of the ongoing programme of engagement with family hub parent/carer panel members, three further sessions at Darwen, Little Harwood and Shadsworth family hubs will take place in October where a practitioner from the school-based Mental Health Support Team (MHST) will be in attendance. Discussions will be based around mental health in young people and the support available, with the opportunity for questions. Currently in Blackburn with Darwen, all primary, secondary, special schools and pupil referral units have a MHST in place. In addition, a member of the ICB medicines management team will also be present to discuss pharmacy services (particularly Pharmacy First) and self-care.

Feedback Fortnight

Led by our ICB's children and young people team a 'Feedback Fortnight' will be carried out at the beginning of March next year across our system/places. This is a method of providing a 'real time' snapshot over a short period of time, ensuring that the perspectives of children and young people, parents and carers are considered. By gathering their feedback and insights it will help guide our commissioners how, and where, they can improve services and

programmes. This is a pilot project but if successful, will be carried out at the same time every year.

Liaison is currently taking place with the family hubs in Blackburn with Darwen to consider the best days and times to conduct this. There is an agreement also that the Lancashire and South Cumbria HARRI van will be present at one or possibly two of the family hubs.

Blackburn with Darwen Insight, Communication and Engagement Group

This group continues to meet fortnightly alternating between online and face-to-face to ensure there is consistent, coherent and targeted messages to Blackburn with Darwen residents with the added opportunity to share engagement plans and to identify opportunities for working together. Winter planning within the group is currently in operation.

Place Standard Tool

Led by Blackburn with Darwen Council health and wellbeing team, but supported by and involving ICB place aligned staff, plans are in place to pilot a Place Standard Tool (developed by Scotland). This is a simple tool and an easy way to identify the strengths and weaknesses of a place with a view to making improvements and making it a good place to live. The tool which is built around 14 themes helps people (residents, community groups and professionals) to think about a broad range of both the physical (such as streets and spaces) and social (such as feeling safe) aspects of places, and the important relationship between them. The aim of this is to address inequalities and challenge social isolation; make everyone's views equally important; enable and empower people to give their views by providing a simple structure for discussion; bring communities together with the third, public and private sectors; and, promote joint working across a range of services and bodies, with the community at the heart of the process.

Initially, this process will concentrate on a small area around Blackburn Central (Galligreaves estate) where there is a diverse range of people of all cultures.

5.2 Blackpool

Blackpool Place team

Following the success of Spring into Spring, the Place/ engagement team is currently planning the delivery of Active into Autumn- five community events in five days across the Blackpool footprint, week commencing Monday 7 October. As of early September, there are almost 90 organisations (health, social care, VCFSE, grassroots community) signed up as stallholders; this includes ICB Transformation comms and Blackpool Council's town development deal.

A report will be produced at the end of the events outlining successes, areas for improvement and overall impact of delivery.

Fylde Coast Patient Participation Group Chairs network

The Fylde Coast Patient Participation Group Chairs network meets bimonthly with a full calendar of network meetings planned for 2024. Following discussions within and between the network, it seems likely that there will be a reconfiguration along Blackpool/ Fylde Coast lines- more information will be available after the October session. In July, Neil Greaves, director of communications and engagement for the ICB, visited the group to provide an update and answer any questions. The ICB regularly attends these network meetings.

Poverty Truth Commission

During the summer the commission hosted a number of community activities including visits to Stanley Park with refugees and asylum seeker families living in the Metropole hotel in Blackpool town centre, outdoor music activities for people with learning disabilities and other seasonal activities. The autumn schedule will commence Wednesday 11th September.

5.3 South Cumbria

South Cumbria Place Team

The South Cumbria Place Team had a team development session on 28 May, at which the team reiterated its mission/core purpose. The team agreed that central to delivering this was listening to our residents, understanding their needs, involving them in future decision-making, and working alongside them to increase aspirations around living, working and ageing well. This will be reflected in our approach to resident engagement in all of our work programmes and in the work of our place board. Across the coming year, the South Cumbria place will collate feedback from residents and create a summary of themes heard through resident engagement across the South Cumbria place footprint, including Poverty Truth Commissions in Barrow and South Lakes. Also establishing a framework for listening to residents and lived experience voices, and engagement of residents in co-design of future ways of working and measures of success (localising the LSC-wide Working with People and Communities Strategy/Toolkit). These will enable us to ensure that all workstreams are focused on resident needs, that residents feel heard and that all board papers are clear on what engagement has taken place/is planned.

Integrated Wellness Centre

The ICB engagement coordinator for South Cumbria has played a key role in supporting the Place team with the development of the Wellness Centre and ensuring that it is underpinned by coproduction principles. Targeted engagement has taken place with a small cohort of patients who have had frequent and long lengths of stay in hospital. This has been proactively used in the design of the services offered, and professions involved, in the Integrated Wellness Centre. Following the pilot in July 2024, a 'you said, we did' approach will be used to provide feedback to this cohort on how their insights helped to shape the service.

South Cumbria Poverty Truth Commission

Through our engagement coordinator, and place leaders in South Cumbria, we have been directly supporting the work of the Barrow and the South Cumbria Poverty Truth Commissions. The Poverty Truth Commissions in Barrow in Furness and in South Lakes serve as excellent examples of how community power can manifest in practice, especially within local areas and among residents. Going on for two years now they present specific methods and tools that empower people, build confidence, and encourage the sharing of ideas and suggestions, being in a dialogue, and collective decision-making. In April a collaborative workshop was held with the commissions and the council to consider Poverty Truth Commission work as an ongoing relationship with local people that brings authentic change to communities in Westmorland and Furness.

Development of Patient Participation Groups/Network

Work is continuing with the development of a PPG network for South Cumbria. ICB colleagues are working together to identify the Patient Participation Groups in South Cumbria, offer support and help develop Patient Participation Groupss (PPGs). As well as helping PPGs support their practices, the PPGs are considering how to support place and the wider system.

SEND

The communication and engagement team has continued to support the SEND partnership and build relationships with key stakeholders, including the council. This includes contributing towards the development of a newsletter for the SEND partnership, and listening to and learning from parents, carers and young people in receipt of SEND support. Insight from a rolling survey of parents and carers is being reviewed, and the team are working with the council SEND team members to consider the findings and reporting arrangements, along with insights from the council SEND coffee mornings that have been arranged.

Priority Wards

Work is continuing with the Healthier Streets Project in Barrow where we have been working closely to engage with a group of residents in South Cumbria who are part of the healthier streets project in Barrow and wish to be involved in developing a blue-print for the coproduction of services. Our Engagement Coordinator has been actively involved with supporting the development of the healthier streets work and the integration and coordination of statutory and VCFSE services in the neighbourhood.

Population Health - Outreach

The Population Health team has worked with the PCNs across South Cumbria to develop outreach and inclusion project plans for 2024-25. The PCNs are being funded and supported to undertake outreach work with specified population group(s) with known health inequalities. These projects will support PCNs in engaging with targeted health inclusion groups and will help detect unmet need and support primary care in delivering NICE best practice care to communities who are not engaging with the current service offer. The groups being targeted include residents in our most deprived wards, children and young people with emotional and mental health concerns that do not meet the threshold for child and adolescent mental health services (CAMHS) the socially isolated, rural and agricultural workers and individuals working in the hospital sector within the lake district.

Population Health – Joint Health and Wellbeing plans

The population health and South Cumbria Place team have been working with Westmorland and Furness Council to produce a new joint strategic needs assessment (JSNA) for the W&F and South Cumbria communities. The findings from the JSNA have been shared and discussed with local stakeholders through the South Cumbria Place Development workshops and through our newly established “Community, Health, Wellbeing and Equity Partnerships”. A new, co-produced, Health and Wellbeing strategy is being developed that will allow partners to take focussed action on the issues identified within the JSNA.

Barrow Delivery Board

The Government has committed to significant investment in Barrow in Furness over the next decade to “to make Barrow an even more attractive place to live, work, and build a nuclear career”. including a £5 million fund to help tackle economic inactivity and improve health outcomes. The South Cumbria Place Team are working in partnership with the local authority and local employers to develop detailed implementation plans, with a specific focus on community wealth creation, community power and development, work and health support. Implementation plans for the first years funding (2024-25) are being prepared with a view to implementation post election. ICB Engagement Coordinator, Trina Robson, has provided support to member of the Barrow Delivery Board and in particular the development of the Barrow Way and Team Barrow work.

Bay Anchor Network

The Morecambe Bay Anchor Network, now known as the Bay Anchor Network has been refreshing its strategic ambitions, workplan and success measures, this has been done to reflect the changes in NHS and local authority boundaries. Further strategic planning actions are in train to ensure our work, co-produced with employers, integrates with the Barrow Delivery board priorities. To support this, an engagement exercise is underway, sponsored by local employers, to work with under-represented groups. This will help inform local employers on how to ensure their workforce becomes representative of the local community and that opportunities are made available for health inclusion and marginalised groups, particularly those not currently in education, employment or training.

5.4 Lancashire

Community engagement networks

We are working with the Lancashire place team to establish a network of place-based engagement support and conversations to ensure that partners across Lancashire are supported through mutual aid, shared insights and practical support. This work, which complements our existing networks in each of the areas of Lancashire will ensure stronger connectivity between partners to ensure that the voice of people and our communities is heard and acted on.

Our existing networks continue. In East Lancashire a large network has been developed. In Central Lancashire a network has been established and is being reinvigorated having successfully supported the winter resilience campaign. In North Lancashire we are working with existing networks. The community conversations project and the poverty truth commission has supported this development.

Community Conversations – Poverty Truth Commission Morecambe Bay

As part of the community conversations group run by the Population Health team and supported by other teams within the ICB and their partners, updates are provided by the Poverty Truth Commission in Morecambe Bay. As in other Places, this is a group focused on bringing people living in poverty/ health/ social inequality together with decision-makers to develop meaningful and creative ways to address the issues so many people face.

Both population health and the communications and engagement team within the ICB are supporting integrated community care teams and the Poverty Truth Commission to recruit community commissioners for round three of the commissions programme. Community commissioners are local people experiencing poverty, and joining the programme provides them with an amazing opportunity to have their voices heard about challenges that they are facing and to talk with civic commissioners about possible solutions. This work is ongoing.

Engagement with Patient Participation Groups

Work is ongoing to develop engagement networks for Patient Participation Group (PPG) in the Lancashire places. In East Lancashire this is developing in Burnley, Rossendale and Hyndburn. In Rossendale support has been given to the PPG network to help with recruitment. A member of the communications and engagement team engaged with a Chorley PPG, at their request, to discuss various topics, including the priorities of the ICB, the interface with the practice and blood clinics. The PPG found the session helpful and informative and the commencement of an ongoing dialogue which will expand to other PPGs.

Feedback Fortnight

Led by our ICB's children and young people team, a 'Feedback Fortnight' will be carried out at the beginning of March next year across our system/places. This is a method of providing

a 'real time' snapshot over a short period of time, ensuring that the perspectives of children and young people, parents and carers are considered. By gathering their feedback and insights it will help guide our commissioners about how, and where, they can improve services and programmes. This is a pilot project but if successful, will be carried out at the same time every year.

Liaison is currently taking place with the family hubs across Lancashire to consider the best days and times to conduct this. There is an agreement also that the Lancashire and South Cumbria NHS Foundation Trust HARRI van will be present at the family hubs.

Pendle Communication and Engagement Plan

In East Lancashire we are developing a focused communication and engagement plan and supporting the priorities of the Pendle Partnership. This is in addition to our support to other partnerships in East Lancashire. The other partnerships are Rossendale Connected, Burnley Together, and the Hyndburn Way. Our input into each of these networks is at different stages of development. Key foci for the Pendle partnership plan are engaging with residents in the Bradley Ward of Pendle to gain insight and understanding about the high level of childhood urgent care attendances and admissions, and supporting community activation working with the Pendle Leisure Trust in promoting "Beat the Streets", a gamification approach to encouraging young people and the wider community to be more active.

East Lancashire Physical Activity campaign

We are working with Lancashire County Council and Together An Active Future to develop a campaign approach using engagement and communication methods to promote physical activity. This work builds on previously successful engagement in Pennine Lancashire, and a considerable amount of work has been invested in aligning partnership priorities to promote physical activity using the lived experience of local community leaders, including GPs, councillors, and members of the public.

Ryelands estate residents' engagement in Lancaster

The Lancaster District Health and Wellbeing Board Ryelands Task Group continues to meet and progress the development of the park/open space for the Ryelands estate community.

Members of the multi-agency task group will meet the residents' association later this month to finalise a consultation event to be held in October. A survey is being prepared that will ask for views from residents about their preferences and choices for the development of the play area.

The consultation event with residents and families will take place on 24 October. Although primarily in place to discuss the play/park area for residents, the event is also an opportunity to have wider conversations with residents about their access to health and care services, and the issues they face. It is also an opportunity to identify the assets residents' value and which the ICB and partners can build on going forward.

6 ICB engagement and involvement projects in June to August 2024

The following projects and activities have been delivered during this period, and are continuing:

'Your health. Your future. Your say. public engagement programme

People living across Lancashire and South Cumbria have been invited to a series of events to discuss health and care services with NHS leaders in the region.

The events, called 'Your health. Your future. Your say.' are the latest step in developing a dialogue between NHS Lancashire and South Cumbria Integrated Care Board (ICB) – the organisation that plans and manages health services in the region – and the public.

The full programme of events and a link to register to attend can be found at www.lancashireandsouthcumbria.icb.nhs.uk/roadshows.

Cardiac services reconfiguration

Cardiovascular Disease (CVD) is one of eight clinical priorities within the NHS Long Term Plan (2019) where it is presented as one of the biggest opportunity areas to save lives. The Lancashire and South Cumbria Cardiac Clinical Network is one of fifteen networks within England and comprises four acute Provider Trusts.

Following a review of cardiac services and the wider model of care in Lancashire and South Cumbria, a list of 'drivers for change' has been established which, on paper, warrant reconfiguration of those services.

Before work can begin on creating the proposed network model we must first go through a phase of NHS England assurance that our plans have been developed following thorough analysis and public involvement. In order to do this we have been undertaking engagement to contribute to a case for change.

The engagement was carried out between July and August 2024. Patient groups were identified and engaged with through focus groups and a questionnaire. A report on the findings can be found on the ICB website here:

[https://www.healthierlsc.co.uk/application/files/7617/2552/9697/Cardiac listening to communities report August 2024.pdf](https://www.healthierlsc.co.uk/application/files/7617/2552/9697/Cardiac_listening_to_communities_report_August_2024.pdf)

Winter engagement and outreach

The Winter 'Think' communication and engagement campaign last year was developed in partnership with NHS Trusts in Lancashire and South Cumbria. The campaign usually runs from October to March. Last year, with the establishment of four place-based partnerships, there was an ambition to undertake a greater amount of targeted outreach and engagement to enhance the broadcast methods of communication and the ICB led on delivering the engagement elements of the plan working with community networks, VCFSE partners, Healthwatch and patient groups, in each of our places. Much of this work has been at place level with coordination and development of communication materials by the ICB and NHS trust teams.

As part of the learning from last year, we have listened to feedback from a number of groups in developing the campaign for 2024/25. We conducted insight with members of place teams and their networks, as well as with members of the citizen's health reference group and the citizen's panel. This included an online survey, focus groups and interviews. We are currently analysing the data for this and will be working with partners to improve the campaign based on the feedback we have received.

Adult ADHD

We have been engaging with both patients and referring clinicians to understand the reasons for an increase in adult ADHD referrals and working with commissioners and services, how

we can respond to this demand. An engagement programme commenced last year and is continuing. Some findings from the survey of service users are being used by the commissioning team to shape their considerations about the service need and demand. The fieldwork for the data is continuing amidst an ever-changing landscape of demand and delivery. A final report for this work has been shared with members of the adult ADHD steering group including clinical leads and commissioners. When agreed, this will be shared with the PIEAC in the insights report.

Enhanced health checks

Considerable progress has been made to date with an ongoing commitment in rolling out and embedding enhanced health checks across our communities in Lancashire and South Cumbria. The team have acknowledged that public and patient involvement is a key factor to consider improvements, and to reflect on what is working well and measure the outcomes. The patient survey for enhanced health checks closed in June and work has been ongoing to analyse the data and consider the implications and any action required. An update report which will be shared in the insights report in due course.

SEND engagement and communications

The communications and engagement team are now actively working with the SEND team (NHS and Lancashire County Council) to support engagement around SEND in anticipation of an imminent inspection for Lancashire. The work we have done to support the engagement for Lancashire has influenced work for the SEND inspections in Blackpool and anticipated in South Cumbria. A communication and engagement plan has been developed in partnership with the SEND team, and has taken account of feedback from the SEND group which is chaired by a parent/carer, and also feedback from parent/carer forums. We are looking to integrate health questions into the routine survey that is sent to parents and carers and use this information to support those in receipt of SEND. In addition we are working with Lancashire County Council's POWAR group which is a group of children and young people whose insights are considered as part of SEND engagement.

Frailty

Work with the ICBs Action on Frailty group continues. This aims to reduce the number of people who have moderate frailty attending urgent and emergency care and being admitted to hospital during episodes of frailty unnecessarily. With the right assessment, self-care, support and interventions, those with moderate frailty should be able to be supported to live independently at home without needing hospital care which for this group of people may have negative unintended consequences.

An engagement report from the Lancashire and South Cumbria wide engagement exercise is now available through the insight report to PIEAC. This has already been shared with the Action on Frailty group and will be used to further develop the frailty strategy. Additional opportunities for public engagement are expected in the future, to further the strategy and help assess its effectiveness. This will be complemented by engagement with providers and voluntary and community sector organisations to support the wider understanding and assessment of frailty, and in promoting and supporting the relevant training of staff.

Urgent and emergency care (UEC) strategy

Demand on UEC services continues to increase year-on-year and with the challenges of short-term funding during winter periods, agreement was reached at the 'Fit for Future' event held on 26 July 2023, that a five-year UEC strategy would enable our system to plan and design urgent and emergency care services to meet the future needs of our population.

The draft strategy was developed based on patient, clinical and partner organisation insights and then shared widely, alongside a feedback form, with system partner organisations and members of the public via a panel of representatives from the ICB Citizen's Health Reference Group who also cascaded to their networks. Circa 500 comments were received in total during the engagement period which ran from 3-24 May 2024.

A comprehensive review of the feedback received was undertaken by the Urgent and Emergency Care team. The comments were themed into categories e.g. workforce, primary care, digital and additional information is being incorporated into the strategy, where appropriate.

The strategy was approved at the Integrated Care Board on 1 September 2024. Further engagement with the public on urgent and emergency care is planned for summer/autumn 2024.

Shaping Care Together – pre-consultation engagement

Pre-consultation engagement for the Shaping Care Together (SCT) programme launched on 26 July. Phase one of the programme focusses on how urgent and emergency care services can be best delivered at Southport and Ormskirk hospitals. At the time of writing, two public roadshows (drop-in sessions) have taken place in Skelmersdale and Southport and one public meeting has taken place in Ormskirk (attendance 25 people). A further three public meetings are planned for September, including one in Banks, West Lancashire (this session is also considered part of the ICB's 'Your health. Your future. Your say.' public engagement events). Two online meetings will take place at the start of October. A questionnaire has also been developed which can be accessed both digitally and in paper form if required.

7 Planned engagement and involvement by the ICB for September and October July 2024

The following projects are planned and or will be developed over the next three months:

Lundy Model of engagement with children and young people

The Children and Young People's (CYP) team for the ICB have been working with the CYP team at Lancashire County Council to develop a proposal to train the workforce and offer training across the system on the Lundy model. The training programme with Lancashire County Council will be available online and developed throughout the summer months, with an anticipated launch in November 2024. PIEAC members will be aware that the ICB supports the Lundy model of engagement for CYP following a workshop in 2023. The model is complementary and supports our strategy: Working in partnership with people and communities. During this period, LCC supported the funding of the training, and the ICB will work with LCC colleagues to ensure consistency across the health and care system. The Childrens Panel are now named 'young advisors'. They have assisted Lancashire Teaching Hospital NHS Foundation Trust with the interviews held for a 'Youth Worker' to work with children with long term conditions. In addition to this the CYP team are working with the young advisers in Lancashire and South Cumbria, to develop a video, including testimony and stories, to promote the engagement of children and young people. In addition to the training and video the young advisers have been trained and can quality assure (QA) our services using methods such as the 15 steps and other methods.

Feedback fortnight

The children and young people team have developed a proposal called “Feedback Fortnight”. This proposal sets out how we should pilot a programme of work on gathering of all feedback information and also providing the services users with the opportunity to give us real time feedback. In order to do so we need to establish a working group (initially in one area) and develop a scheme of work, which will take place over a two-week period, which will include a variety of methods of engagement. Most of the services we commission to provide services have an engagement process in place, however, we only get to see a very small proportion of their feedback, therefore making it difficult to see service users thoughts and feelings. A request will be made to all providers (including the VCFSE sector) to provide the feedback they have gained from service users over the last 12 months co-produced by parents/carers/children and young people, via a report template from their recording methods such as Friends and Family or whichever other systems they use. Questionnaires co-produced for the providers individual services to be used within their clinics/venues over the two-week period – this will be co-produced with parents/carers/children and young people, including the staff on how we can improve our services. In addition the team are proposing :

- A well-advertised roadshow of events across Lancashire and South Cumbria held in The Family Hubs for face-to-face engagement and virtual evening events.
- An online mechanism on social media with a simple questionnaire, again co-produced with services user which can also be circulated to all schools for them to send out to parents/carers.
- All of this is subject to change once the feedback and input from parents/ carers/ children young people and staff has been gathered.
- ‘Feedback Fortnight’ (name subject to change) will take a crucial role in engagement with parents/carers/children young people and staff alike by taking a real time ‘snapshot’ and an overall view of the services we deliver.

This is in line with the roll out of the Lundy model, promoting engagement to improve services will give us a robust mechanism of gathering feedback from the parents/children/young people and services we serve.

Epilepsy services at the transition between paediatric and adult care

The communications and engagement team is working with children and young people commissioners to gain insight and support improvements to epilepsy services at the transition from children and young people’s epilepsy services to adult care. Anecdotal evidence is that when young people transition to adult services their experience and health outcomes are not as positive as during their use of children’s services. We are engaging with epilepsy nurses across Lancashire to gain access to and insight from, parents, carers and children.

Maternity and Neonatal engagement

The involvement, coproduction and engagement Lancashire Maternity and Neonatal (LMNS) group continues to meet and review involvement and engagement across the system and at place. The group a maternity and neonatal engagement network to bring together place based leads, service users, and volunteers to ensure that there is consistency and coherence across the system. Several projects are ongoing, including smoking in pregnancy, close relative marriage and genetic risk, increasing placental growth factor screening to improve outcomes of pre-eclamptic and eclamptic women, Birth Afterthoughts (Reproductive Trauma Service) and maternal nutrition. Healthwatch Together supports the Maternity Voices Partnerships, service user-led partnerships in Lancashire and South Cumbria and is working with the group and the engagement team to ensure that these become an active part of our engagement strategy. The LMNS group have been developing local engagement plans, and over the next two months a small team will be reviewing these and identifying support needs.

Befriending scheme – Fylde and Wyre

The Fylde and Wyre Health and Wellbeing Partnership has as one its priorities a focus on supporting people who are lonely and isolated, which has a big impact upon the mental health and resilience of residents in the locality. The Partnership, which has within it representatives from several teams across the ICB, is putting both financial and team resources into the befriending scheme. Engagement with and support for people who are isolated within the Boroughs will be taking place as the scheme develops over the coming months.

For information or contacts for any of the engagement initiatives described in this report, please contact David Rogers: david.rogers10@nhs.net

Glossary

A glossary of terms to support this paper is available here:
<https://www.lancashireandsouthcumbria.icb.nhs.uk/about-us/glossary>