



Improving lives together

Norfolk and Waveney Integrated Care System

# NHS Norfolk and Waveney Quarterly Engagement Report July - October 2022

In this report you will find a range of engagement activities carried out by NHS Norfolk and Waveney, working together with our partner organisations, people and communities.

## ICS Communications and Engagement Development

- NHS Norfolk and Waveney became a statutory organisation on 1 July 2022 as a result of the new Health and Social Care Act 2022. The Norfolk and Waveney Integrated Care System was also given a statutory footing.
- A wide range of resources and materials were developed to support conversations, communications and engagement with people and communities, to promote awareness around these changes to the health and care landscape.
- A new Norfolk and Waveney ICS website was developed to help us effectively communicate and engage with our people and communities, keeping them up-to-date with the latest information to live longer, healthier and happier lives.
- We gathered views about what this should look like and the kind of content it should include via a public engagement survey that was shared online and through our partner organisations to extend the reach far and wide across our local communities.
- A social media campaign called #ImprovingLivesTogether, introducing the Norfolk and Waveney Integrated Care System, launched in May and these messages were shared amongst partner networks and channels.

## Patient participation and PPG Engagement

- NHS Norfolk and Waveney and Healthwatch Norfolk have been working together to find out what patients think and know about patient participation in GP surgeries in Norfolk and Waveney.
- We asked Healthwatch Norfolk to help evaluate Patient Participation Groups (PPGs), by engaging with group members, patients, and surgery staff to gather their feedback.
- The project aims to evaluate how involved patients feel in the decisions made in their practices, how they are run, and if patients feel that they would like to be more involved.
- The study also aims to find out if people know about the Patient Participation Group at their surgery.
- The ICB is developing a range of resources to support practices and PPGs. A new toolkit commissioned by the ICB from Healthwatch Norfolk will be available soon from our PPG page.

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## Community Voices

- The ICB has been working with the local VCSE sector and District Councils to develop and deliver a new engagement programme called 'Community Voices' which looks to listen to our communities and better understand experiences and opinions of accessing healthcare and the covid vaccine.
- Building on our existing partnerships with VCSE and District Councils, as well as our learning from reaching into communities during the COVID-19 pandemic, this project aims to enable system partners to work with, support and train people to become champions or connectors who are trusted in their communities.
- To make sure everything we hear is used to improve local services and inform strategic change, the Community Voices project is developing an insight bank. The vision is that this will become an ICS wide resource to bank insight and learn from individual conversations with people across the system, which we would not normally have access to.

## ICS Digital Branding

- A branding survey was created to gather views on ICS Digital branding name and creatives.
- The survey sent out via ICS weekly update, targeted emails and the ICB Staff Briefing.
- The survey was also shared via the ICS Engagement Hub.
- 128 votes were received, and 20 comments provided.
- Connect NoW was the favourite, chosen by our partner organisations, staff, people and communities.



**ConnectNoW**  
Using technology to improve health and care in Norfolk and Waveney

## COVID-19 Vaccination experience and campaign visual feedback

- We continued to promote a vaccination survey, seeking feedback from people who have had their COVID-19 and flu vaccinations.
- Feedback gathered was shared with vaccination leads to improve the vaccination service and experience for patients.
- We created a smart survey that included two visuals of what the flu and COVID-19 booster could look like to promote both vaccinations.
- Feedback gained was valuable and helpful and helped to inform and influence our messages and artwork to encourage more people to have their vaccinations.



## Engaging about the Working with People & Communities approach in Norfolk & Waveney

- Integrated Care Boards (ICBs) were asked to develop a system-wide strategy for engaging with people and communities by 27 May 2022, using the 10 principles in the guidance as a starting point. This helped us to form our 'Working with People and Communities' approach'.
- We produced a draft ICS People and Communities approach that was shared with NHS England and NHS Improvement, but also shared widely with our people and communities, with help from our partners. The aim being to seek their views on our system wide approach to engagement in the new world of ICB and ICS.
- We produced an easy read summary version, a communication toolkit and a short animation explaining the approach, which we published on our website and shared widely with partners and stakeholders across our networks.
- From June 6 to July 18, people and communities were able to comment on the draft approach via an online survey and paper copies were sent out as requested.
- Feedback was generally positive and supported the approach we had set out. There were also some of areas of feedback, such as the complexity of language in the document and more information around the delivery and evaluation of the approach, that we have taken on board and will address in the next revision of the Working with People and Communities approach.

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### Carers Co-production

- NHS Norfolk and Waveney has been working together with partner organisations, who support carers, and carers themselves to capture feedback from carers across the county as to their recent experience with health settings.
- Carers have told us that they wish to be identified as a Carer at as early a stage as possible and have called for better awareness, identification and recognition of the role and expertise of carers by all health and social care professionals.
- These two projects have developed from the numerous workshops and co-production sessions, which have taken place between carers, health organisations and voluntary sector organisations:
- The launch of a Carers' Passport is seen as key to ensuring carers receive early identification prior to hospital admission.
- There is a real desire amongst carers for Carer Awareness to form part of mandatory training for relevant staff.
- We are continuing to work closely with carers and carer organisations to implement these projects.

## Walk-in Centre Pre-engagement

- At the heart of the pre-engagement was an online survey, which ran from 8 June – 26 June 2022.
- Engagement with the survey was facilitated via a variety of channels and platforms.
- Interviewers were stationed at the Walk-in Centre over three days and a survey station was also in situ at the centre.
- In addition, postcards and posters promoting the survey were distributed in the Walk-in Centre itself and across partner practices, as well as other high footfall venues, such as The Forum.
- The survey was promoted consistently across our social media channels.
- Whilst the survey was open, we also sought to gain one to one feedback – written and in person – from representatives of organisations and groups working with vulnerable adults and adults with additional needs.
- This approach was particularly important in ensuring that the groups and organisations could advocate on behalf of their clients and users.
- The purpose of the pre-engagement activities was to gain meaningful insight into people's experiences of using the Walk-In Centre, to inform the next areas of focus in our engagement process and identify any areas for improvement..

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### Walk-in Centre (WiC) - Vulnerable Adults Engagement

- Following the Walk-in Centre Pre-Engagement (see above), we met with the Health Inclusion group to test with members how we might seek feedback directly from their clients and users on how they used the WiC services.
- We wanted to offer vulnerable adults and adults with additional needs the opportunity to give feedback to us directly.
- We prepared a Plain English survey that was promoted and shared via the members of the health inclusion group and arranged focus groups.
- We had found that the most effective and appropriate way to seek the feedback of vulnerable adults and adults with additional needs was via representatives of groups and organisations who could take an advocacy role.
- One to one conversations were constructed with these individuals, which yielded useful narrative.



## How do you want to be heard?

### Wellbeing Hub Patient Literature

- We developed content and designs for a public facing leaflet to promote the five wellbeing hubs, working with service users to develop the wording and graphics.
- This included working with service users by experience at a number of STEAM house cafe's and REST forums across Norfolk and Waveney.
- Feedback from patient representatives informed final design and content.

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## Enhanced Access – GP Practices (Kings Lynn PCN, Lowestoft, South Norfolk PCN, Great Yarmouth)

- An online survey was developed to seek feedback on the plans to extend accessibility to appointments earlier in the morning, in the evening and on Saturday, as well as providing some additional clinics during the day.
- Patients were invited to give their views to ensure these services reflect the needs of patients and the communities served.
- The Primary Care Network (PCN) analysed the results to inform decisions of enhanced access at PCN level.
- Feedback, alongside national guidance, helped to look at expanding the number of appointments, services, and the times of day that these take place.

## Children and Young People Mental Health support options graphic

- We developed an infographic to highlight support available to young people to manage their mental health and wellbeing.
- Service user groups were shown examples of infographics and fed back on changes needed to make it more appealing and gave insight on the best way of delivering information.

**Under 25?**  
Click, chat or call for mental health support **NHS**

CLICK	CHAT	CALL
<b>Just One Norfolk</b> <a href="http://www.justonenorfolk.nhs.uk">www.justonenorfolk.nhs.uk</a>	<b>ChatHealth</b> Norfolk Text: 07480 635 060	<b>Just One Norfolk</b> Norfolk Call: 0300 300 0123
<b>The Source Suffolk</b> <a href="http://www.thesource.me.uk">www.thesource.me.uk</a>	Suffolk Text: 07507 333 356	Waveney Call: 0345 078 866
<b>MAP</b> <a href="http://www.map.uk.net">www.map.uk.net</a>	<b>SHOUT</b> Text SHOUT to 85258	<b>MAP</b> Call: 0800 0744 454
<b>Kooth</b> <a href="http://www.kooth.com">www.kooth.com</a>		<b>111</b> Call 111 and select the mental health option

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