

LINCOLNSHIRE HEALTH AND WELLBEING BOARD

Open Report on behalf of Lincolnshire Sustainability and Transformation Partnership

Report to	Lincolnshire Health and Wellbeing Board
Date:	11 June 2019
Subject:	Lincolnshire NHS Healthy Conversation 2019 – General Update

Summary:

This report provides a summary of the Healthy Conversation 2019 campaign, detailing the activity-to-date, feedback and results, and next steps in the campaign.

Actions Required:

To note the progress on the delivery of the Healthy Conversation 2019 campaign.

1. Background

1.1 Objective

The ongoing need for modernisation in how the county's health care is provided must be informed by of our patients, public, their representatives, our partners and of course, our staff's views. After engaging with, and seeking the advice of wider stakeholders, the health care system in Lincolnshire agreed that to allow the gathering and understanding of these groups' views, a county wide campaign that offered a consistent and recognisable point of contact would be appropriate.

1.2 Activity to date

Lincolnshire NHS' Healthy Conversation 2019 campaign went live on 05/03/19. This first day involved:

- A series of internal and stakeholder briefing sessions

- Staff team briefing process – face to face
- Briefs to all communication points of access across NHS organisations to ensure public were dealt with effectively and quickly, first time, should they wish to contribute feedback.
- Email briefs to lay members and NEDs, council of members, GPs, MPs, local councillors, health and care stakeholders and partners (all 'internal' audiences)
- A catch all email to those unable to attend face to face briefings
- Briefings emails sent to all partners, stakeholders, and local 'influencers' (eg education sector, large local businesses etc) (all 'external' audiences)
- A press call to brief the media, led by clinicians
- Lift of public embargo at 3pm
- Proactive social media and press bulletin schedule commenced for the following fortnight initially

Days two to eight were dedicated to press office management and responding to public enquiries.

13th March was our first public engagement event. The initial events delivered in this series were:

13/03 Boston
 14/03 Louth
 19/03 Skegness
 20/03 Grantham

Each event was a consistent format, with a series of information and listening stands, supported by expert clinicians and support staff. The route through the event stands was:

- ICC – self-care, primary care, diabetes, INW
- Mental Health
- Acute Services
- UTCs (at Grantham)
- IM&T
- Health watch long term plan
- Travel and transport

At each event, attendees were able to talk directly to staff who captured their feedback, as well as complete feedback forms and the more formal survey. The survey has been requested in numerous languages (Romanian, Polish, Russian, Latvian, Lithuanian, and Portuguese), and have been translated to all. These feedback forms and survey were also on our website and available in paper format on request as well the public being able to email and phone directly to the team.

In addition to the public events to date, we have also been working alongside our partner, The People's Partnership, in order to hear the views of Lincolnshire's communities with protected characteristics and those who we would otherwise not be readily represented. These findings will inform this work, as well as our Equality Impact Assessments.

1.3 Outcomes

1.3.1 Press relations:

The initial press call was attended by seven key print press and broadcasters in the county (a full list is available at Appendix A). Quotes and interviews within the resulting articles were all delivered by senior clinicians.

The core themes that the press subsequently led with were:

- 1) Urgent and emergency care – headlines included ‘A&E downgrade at Grantham’
- 2) Publicity of HC2019 (county wide)

Overall the balance of media reports were neutral, with the negative articles being concentrated in the urgent and emergency care theme. A full list of the first day’s media coverage can be found at Appendix B.

After the first ten days, press activity dropped significantly. It increased again when the engagement events took place (March: 13th – Boston, 14th – Louth, 19th – Skegness, 20th – Grantham). In this period, the balance of coverage was much more positive.

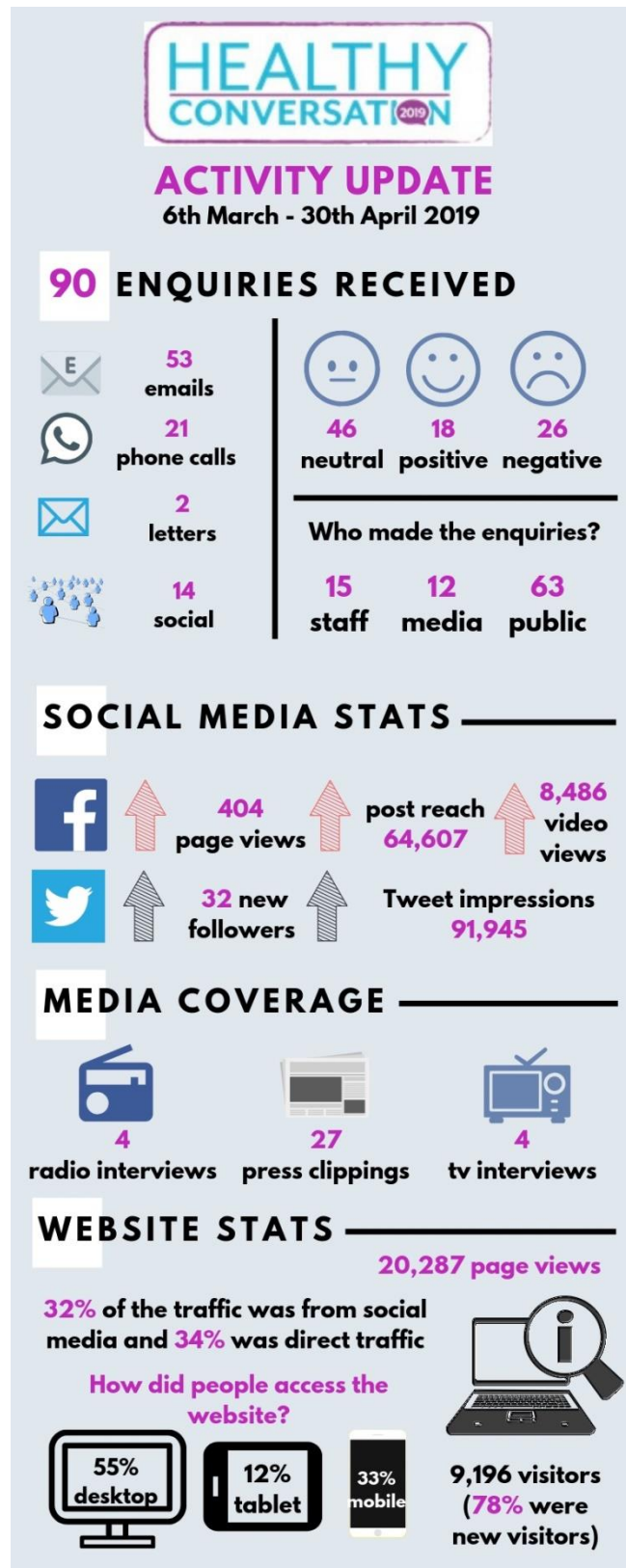
The core themes of coverage during this period were:

- 1) Publicity of HC2019 (county wide)
- 2) Urgent and emergency care – headlines included ‘A&E downgrade at Grantham’
- 3) Future stability of Pilgrim Hospital (Boston)

The focus became increasingly on the HC2019 campaign coverage, opposed to the themes, as the events continued.

A full list of subsequent media coverage can be found at Appendix C.

This infographic captures the volume of activity up to the end of April managed by our press and public relations office. A monthly version is published on the website for public viewing.



1.3.2 *Public engagement events:*

The engagement events to date have been attended by 233 people. The core themes that were raised within feedback (through direct verbal feedback, formal forms and the surveys analysed to date) were:

Boston:

- Accessibility of stroke services in the future
- Loss of services to Boston as a whole

Louth:

- Threat of hospital closure (this was an initial concern that alleviated once responded to)

Skegness:

- Accessibility of stroke services in the future
- Loss of services to Boston as a whole

Grantham:

- A&E downgrade perception
- UTCs and what this is

Throughout all events, we consistently heard that the public are concerned about:

- Transport to services for patients and family
- NHS111 and its effectiveness
- EMAS and response times
- Issues of overburden on Lincoln County Hospital

As of the end of April, 500 surveys had been completed and submitted. Our updates on engagement activity is also published on the website for public viewing, as is a full overview of the key themes from public feedback in our 'you said, we did' section. Any individual who requested direct information or feedback since the campaign began, has received a reply.

Examples of feedback we heard and responses given to date:

My husband could be treated in Boston for his skin cancer but services have been moved to Lincoln. Lincoln cannot cope and don't have the capacity.

In the 1990's Boston was the European epi-centre for the worst breast cancer rates. I would imagine that figures for the area are still high - have these been taken into account when deciding to 'centralise' them in Lincoln? Moving services to Lincoln will cause implications for transport - public transport is very poor. I would like to know what the correct figures are, compared to other parts of the country and county.

Suggestion: Direct trains between Boston/Skegness and Lincoln and regular trains. Rebuild the lines around the county that were closed in the late 60/70s. Bus routes to be clearly provided at all bus stops with times of buses

My son had a stroke at 30 if the unit closed at Pilgrim he would have been dead before he arrived at Lincoln.

Grantham hospital is being sidelined - everything at Lincoln + to some extent Boston. Not good enough - Grantham serves a large area, including population living in Leics + Notts. Ambulance services are stretched. Not sufficient public transport. Lincoln too far away for urgent cases!

You claim that the “emerging” option is to develop a UTC at GDH to provide 24 hour, 7 day a week access to urgent care services locally, yet you then go on to say that “overnight ...NHS111 will serve as the entry point to the UTC during this “out of hours” period’, because that means a limited and reduced service. So this is not, in reality, a 24 hour service if it has “out of hours” provision. I am much less interested in WHERE I am treated than in the EXPERTISE that I would like to see in the people treating me - and the specialist equipment and facilities needed to make the best job of treating me.

Totally unacceptable wait times for EMAS. More ambulances need and hospital staff i.e A/E needed to receive patients.

1.4 Next Steps

A communication and engagement plan is in place as Healthy Conversation 2019 progresses over the summer and into autumn.

This incorporates key learnings from our first stage of activity, including:

- Featuring more partners and their work in our engagement events, such as EMAS
- Making more of the opportunity to spotlight positive activity happening across Lincolnshire’s NHS upon recruitment, for example our Talent Academy, schools in-reach etc
- Continuing to develop and promote our ‘good news stories’ and case studies, and focusing more upon the patient point of view within these

Completion of first wave engagement events is to the following schedule:

- 20.05.19 (Monday) – Sleaford NLC
- 21.05.19 (Tuesday) – Gainsborough United Reformed Church
- 22.05.19 (Wednesday) - Lincoln FC
- 12.06.19 (Wednesday) – Stamford Theatre Lounge
- 13.06.19 (Thursday) – Spalding United Reformed Church

In conjunction with these events, we will continue to attend partner and stakeholder events in order to promote and discuss HC2019, as well as hosting our standard events throughout the county.

Our ‘you said, we did’ communications will continue; publication of the key themes, requests and responses captured throughout these listening events in order to demonstrate the commitment made to the public.

Continuation of proactive and positive public and stakeholder engagement will develop into more detailed discussions around themes identified across the system and more visibility of the campaign and its content across the county.

2. Conclusion

The Healthy Conversation 2019 campaign has delivered a recognisable and effective platform to enable our key stakeholder groups to share feedback with Lincolnshire's NHS.

Priorities now are:

- To ensure we highlight the importance of prevention and self-care, community care, and mental health throughout the remainder of the campaign
- To engage with a broader and deeper section of Lincolnshire's public, delivering a fully representative engagement piece
- Providing evidence regarding the impact of public feedback upon continued transformation planning

3. Joint Strategic Needs Assessment and Joint Health & Wellbeing Strategy

This report is for information only.

4. Consultation

This is not a direct consultation item.

5. Appendices

These are listed below and attached at the back of the report	
Appendix A	Media Outlets attending 5 March 2019
Appendix B	Media Coverage Published on the First Day
Appendix C	Media Coverage in the Days Following the Press Call

6. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

This report was written by Charley Blyth, Director of Communications and Engagement, Lincolnshire STP, who can be contacted on Charley.blyth@nhs.net

Media outlets attending 05/03/19:

The Lincolnite
Health Correspondent BBC East Midlands
BBC East Midlands
Grantham Journal
Lincs FM
BBC Radio Lincolnshire & Sunday Politics (Yorkshire & Lincolnshire)
Lincolnshire Live

Media coverage published on the first day:

05/03/2019	Lincolnshire Reporter	Grantham A&E to be downgraded to Urgent Treatment Centre
05/03/2019	Lincolnshire Reporter	Disappointment as A&E fears come true for Grantham and Louth campaigners
05/03/2019	Boston Standard	Healthy Conversation proposals for Lincolnshire's health service
05/03/2019	Sleaford Standard	Healthy Conversation proposals for Lincolnshire's health service
05/03/2019	Louth Leader	Healthy Conversation proposals for Lincolnshire's health service
05/03/2019	Grantham Journal	Public consultation on future of healthcare service in Lincolnshire to begin
05/03/2019	Grantham Journal	Breaking news: Downgrade of Grantham A&E formally announced
05/03/2019	Market Rasen Mail	Healthy Conversation proposals for Lincolnshire's health service

Media coverage in the days following the press call:

06/03/2019	Horncastle News	Health campaigners for Boston-s-Pilgrim-Hospital-vow-to-keep-fighting-
06/03/2019	Sleaford Standard	Campaigners for Boston's Pilgrim Hospital vow to keep fighting in face of latest proposals by health bosses
06/03/2019	Sleaford Standard	Grantham Campaigners react to news of downgrade plans
06/03/2019	Radio Lincolnshire	changes to NHS .2:11.58-2:18.16 interview transcribed
08/03/2019	Lincolnshire Reporter	Matt Warman A concrete commitment to our NHS
08/03/2019	Grantham Journal	Residents react in fury over plans to downgrade Grantham Hospital
08/03/2019	Lincolnshire Reporter	Local Democracy Weekly Diagnosis downgrade for county's hospitals
13/03/2019	Louth Leader	https://www.louthleader.co.uk/news/have-your-say-at-the-healthy-conversation-2019-engagement-events-1-8847056
13/03/2019	Horncastle News	Have-your-say-at-the-healthy-conversation-2019-engagement-events
13/03/2019	Lincs. FM News	Public feedback session in Boston on health changes
14/03/2019	Lincs. FM News	Interview with Tracy P at noon
14/03/2019	Grantham Journal	Have your say on plans for Grantham Hospital in 'Healthy Conversation'
15/03/2019	Grantham Journal	We've waited so long - now we have our say Martin Hill page 36
15/03/2019	Grantham Journal	Let's have a "healthy conversation" about Grantham Hospital Dr Neill Hepburn page 36
15/03/2019	Grantham Journal	Chance to have your say on hospital services at Drop-in session page 7
16/03/2019	Grantham Journal	We have waited so long - now we have our say
16/03/2019	Grantham Journal	Let's Have a healthy conversation about Grantham hospital
17/03/2019	Skegness Standard	Chance to have say on health service issues
19/03/2019	Lincolnshire Reporter	Jan Sobieraj Let's start a healthy conversation
19/03/2019	Lincolnshire Free Press	Have your say on future of NHS page 5
20/03/2019	Calendar News	Plug for Healthy Conversation session on Grantham today
21/03/2019	Lincs FM	Interview with Kevin Turner about A&E services and funding at Pilgrim hospital, Boston
22/03/2019	Grantham Journal	People make voices heard on hospital page 5
22/03/2019	Grantham Journal	Grantham people make their voices heard at NHS engagement event
26/03/2019	County News	Have your say on health page 5

*Not all press clippings have been collated to date.