

## Unplanned Care – WIC AND DOAC REVIEW Communications and Engagement Plan

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### 1. Background

This Communications and Engagement Plan supports the review of the Derby City Walk-In services based at the Walk-In Centre (WIC) on London Road, and at the Derby Open Access Centre (DOAC) on St Thomas' Road. Both contracts are due to expire in March 2015. The review will require a consultation with patients, the public and local stakeholders, and associated communications input. The output from the consultation will inform the final decision regarding the future of Walk-In services, and help to develop the specification to take through procurement.

A previous review held in 2011 included a three month consultation, and was subject to some controversy. At the time, the PCT consulted on a preferred option which was to close DOAC. A petition was submitted to the PCT in support of retaining both services. The review highlighted a number of issues relating to access to primary care services, and it was ultimately decided to retain both centres, while acknowledging that further work on GP access was required.

### **2. Key audiences**

The primary audience for this Communications and Engagement Plan are the patients who use the two centres. There are also key secondary audiences:

Residents of Southern Derbyshire (analysis of usage of the Walk-In Services shows that it spreads to the SDCCG boundaries and beyond for visitors etc.)

Healthwatch- Derby City and Derbyshire County  
Derby City councillors  
Overview and Scrutiny Committee  
MPs  
Derby Open Access Centre  
Derby Walk-in Centre  
Derbyshire Health United  
SDCCG member practices (with greater communication to DAC and DCN)  
Derby Hospitals FT  
Local Medical Committee

### **3. Key messages and materials**

The key message is to inform the public and providers that a review of the WIC and DOAC is taking place, what the process is, and how they can have their say. This will be publicised to ensure patient input throughout via:

- Patient questionnaire
- Public questionnaire
- Local media coverage
- Posters

- Two Public Events, one to present information and form options and one to present final proposals – Derby City Centre (Afternoon/Evening).

Key content for materials is as follows:

'NHS Southern Derbyshire Clinical Commissioning Group funds your walk-in health services (Derby Walk-In Centre and Derby Open Access Centre) and are reviewing the service, as the contracts for these services are coming to an end.

We want to hear your views on the current service you receive – what's good and what could be improved.

About the review:

- Funding for walk-in services will remain the same.
- The review aims to ensure the services remain patient focused.
- The CCG aims to continue to ensure high quality of care at our walk-in services in Derby City.

#### **4. Strategy**

The review will be supported by a period of pre-engagement, using an online and print survey, and a formal consultation over the summer and early Autumn. Proactive media handling and web based content will be used to keep the wider population informed of progress.

## 5. Project Team

Name	Job Title	Area of responsibility
Chrissy Tucker	Senior Commissioning Manager – Urgent Care	Project Lead
Catherine Bainbridge	Commissioning Manager- Urgent Care	Project Manager
Peter Moore	Director of Acute Commissioning	Project Sponsor
Dan Whalley	Equality and Human Rights Lead, Greater East Midlands Commissioning Support Unit	Public/Patient Engagement
Doug Hershaw	Head of Procurement, Greater East Midlands Commissioning Support Unit	Procurement Lead
Lisa Innes	Procurement Manager, Greater East Midlands Commissioning Support Unit	Procurement support
Linda Hunter	Assistant Chief Finance Officer	Contracting
Rob Hill	Head of Media Relations, Greater East Midlands Commissioning Support Unit	Media
Uzma Rani	Locality Manager for GP Practices	DAC locality
Dr Mike Vickers	Urgent Care GP Lead	Clinical Lead
Claire Haynes	Engagement Manager	Public/Patient Engagement
David Knight	Assistant Primary Care Contract Manager, NHS England, Derbyshire and Nottinghamshire Area Team	GP contract
Hannah Belcher	Contract Manager, NHS England, Derbyshire and Nottinghamshire Area Team	GP contract

Jane Yeomans	Head of Commissioning for Older people	Integrated Care
Janet Winter	Head of Clinical Quality	Quality Lead
TBC	HR Representative, Greater East Midlands Commissioning Support Unit	HR Lead
Kal Krishna	Commissioning Officer	Urgent Care
Tina Brown	Locality Manager for GP Practices	DCN Locality

## 6. Communications and engagement action plan

Timing	Audience	Activity	Message/outcome	Responsibility	Status
w/c 15 <sup>th</sup> July	Current and potential patients at WIC and DOAC	Produce posters and flyers to promote the review and survey, Distribute to the two centres and Derby practices. Send electronic version for websites	'How to have your say in the review'	Debbie/ Catherine/Sandra	
18 <sup>th</sup> July	Current and potential patients at WIC and DOAC	Survey and review details on website, including Q and As		Debbie/Dita/Bob	
June/July	Patient Group – DOAC / GP Practices whose patients frequently use the service	Attend their Patient Group Meetings.  Produce letter explaining process to be circulated with the questionnaires.	Inform them that a review is taking place and keep them informed throughout process	Project Team	
15 <sup>th</sup> July – 18 <sup>th</sup> August	Current and potential patients at WIC	Promotion of survey at centres and local practices. CCG staff to give out flyers for first week and providers to hand out survey	Completion of questionnaire.	Project Team	

	and DOAC	for a further two weeks.			
19 <sup>th</sup> July	All PPGs in Southern Derbyshire	Produce letter explaining process to be circulated with the questionnaires.	Inform them that a review is taking place and ask their views through a questionnaire.	Project Team	
30 <sup>th</sup> July	Health Panel and key stakeholders (including the voluntary sector)	Presentation about the project and workshop session to gain feedback on walk-in services.	Feedback from wide range of people who had used the service, the public and stakeholders across the whole of SDCCG	Catherine	
August	Derby City – Local Authority	Send information for inclusion on Website.	Inform them of the review and potentially link to the Questionnaire on Survey Monkey if in time.	Debbie/Claire Haynes	
August 22nd	Derby City and Derbyshire County OCC	Informal discussion with both OSC officers.	Ensure they are aware of progress and plans before the formal presentation of information. Agree how to move forward with Derbyshire County OSC- use Derby City as leads OSC?	Helen Dillistone/Claire Haynes	
August	Healthwatch/ OSC	Send through overview of the Project Plan	Key stakeholders informed of plans	Andy/Chrissy/Catherine	Moved to September 23rd
August/Sept	Local Representative Groups	Once demographics of usage is confirmed (Kal to request). Attend relevant groups in line with advice from the Public Health Community Development Workers.	Inform them of the review and ask their views (through questionnaire)	SRO/Project Team/ Engagement Manager	

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August 15th	Lay reference group	Presentation about the Walk-In centre reviews	Inform them of the review in preparation of a more formal presentation and update in October	Claire Haynes/Catherine Bainbridge	
September		First public event publicity: <ul style="list-style-type: none"> <li>• Posters/flyers</li> <li>• Media release and reminder</li> </ul>	Well attended event covering <ul style="list-style-type: none"> <li>• Data</li> <li>• Results of questionnaire</li> <li>• Options</li> </ul>	Project Team	
September	Local population	Media release with details of review and public survey, and consultation event dates	'How to have your say in the review' 'There will be a full consultation on options'	Debbie/Charles	
September 19 <sup>th</sup>	GP Practice Engagement at Practice Engagement Event	Presentation and workshop	Awareness raising with GPs to the Consultation and seeking their feedback on service needs for the future	Helen Dillistone/Dr Mike Vickers/Chrissy Tucker/Catherine Bainbridge	
September 23rd	Overview and Scrutiny- Derby City	Formal presentation of project		Andy/Chrissy	
October 9 <sup>th</sup> Assembly Rooms	First Public event 1.30-4.30 5.30-8.30	Event will look at information gathered so far and then work with the public to form options. Need to ensure any parameters are identified.		Project Team	
October 10th	Lay Reference Group	Presentation of progress	Outcomes of work so far and future plans	Project Team	
End October/first week in November		Agree and print consultation document including options. Second public event publicity: <ul style="list-style-type: none"> <li>• Posters/flyers</li> </ul>		Project Team	

		• Media release and reminder			
November 12 <sup>th</sup> Assembly Rooms	Second Public event 1.30-4.30 5.30-8.30	Event will look at the options available formed from the first event and will have voting on the final option	Well attended event covering options and how they were formed	Project Team	
First week in December Closure of Consultation	Public	Website message and media involvement.	Thanks for involvement Consultation closed. What happens next.	Project Team	
End of January	Public	Final option and how decision was made. Media- include Lay rep quote and quote from member of the public attending?		Project Team	