



# Listening, responding, and improving

[ Our public and patient  
involvement strategy 2019-2022 ]

*Building and sustaining effective relationships with people who use our services, our members, our local community and the wider population of Bradford takes time, effort and commitment. This strategy is our commitment to do just that, to make sure that we work in partnership in a meaningful way with our patients, local groups, third sector organisations and the wider population. This is because we know that this partnership working is fundamental to our vision, which is to be “an outstanding provider of healthcare, research and education, and a great place to work” and will directly support the delivery of our clinical services strategy, as we continually develop and improve our services to meet the health needs of the people of Bradford and West Yorkshire.*

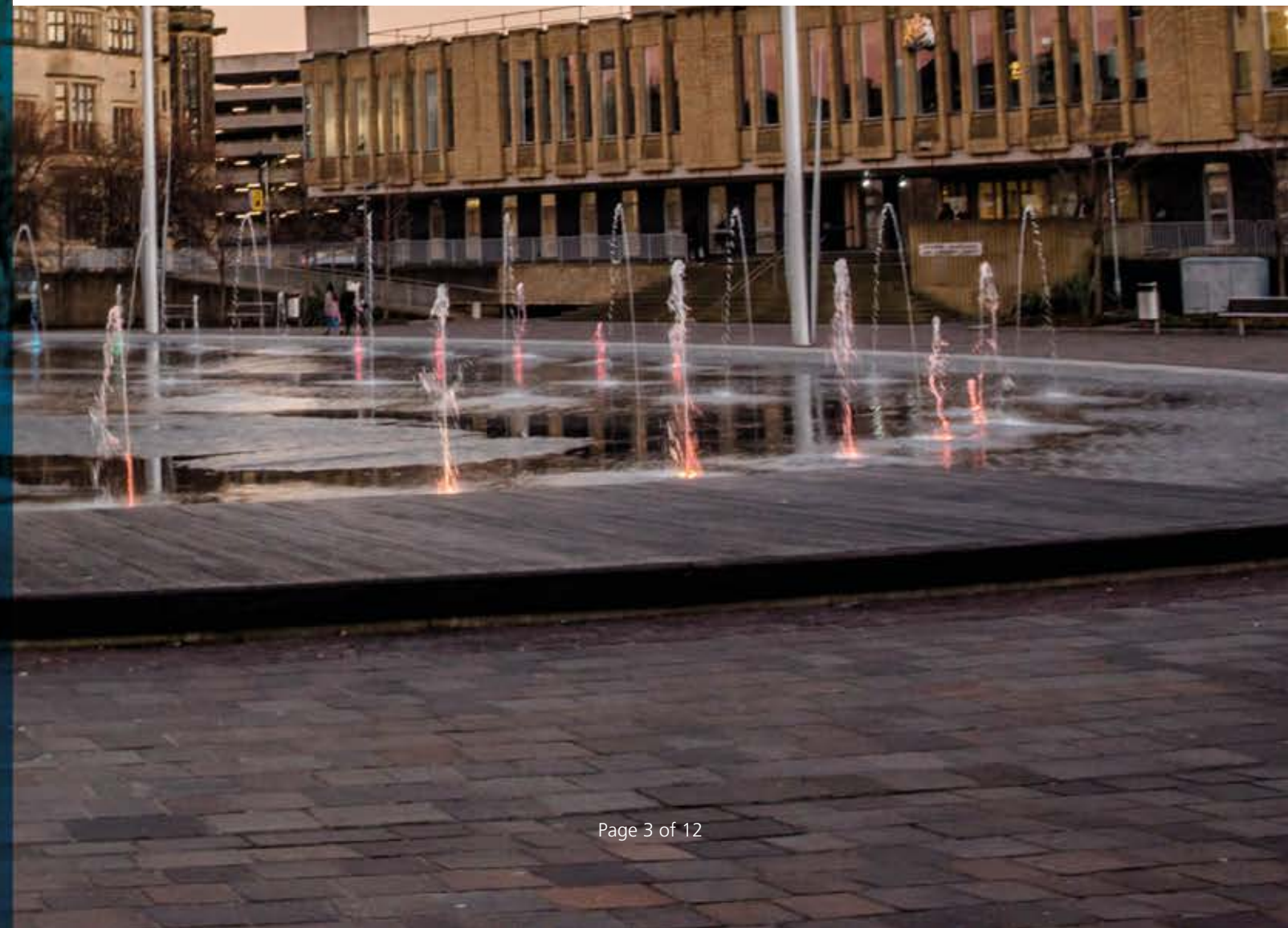


Dr Tanya Claridge  
Director of Governance and Corporate Affairs

The views of people who use our services, our members, our local community, local third sector organisations and the wider population of Bradford will be at the heart of the way we plan, evaluate, deliver, transform and sustainably improve our services and the clinical research that we lead and participate in.

This means that we will:

- Ensure that we integrate public engagement into our strategic service planning and decision making about the services and facilities we provide, where and how we provide them
- Ensure patients and their families always have the opportunity to tell us about their experience of our services and make sure that our staff seek and follow up feedback from patients as an integral part of their role
- Demonstrate improvements to services as a result of responding to feedback from patients and the public.
- Involve people who use our services, staff, our members, user groups, partners and other organisations, including the voluntary sector, in the planning of changes to our services.
- Ensure that whenever we are engaging we make sure that the way we engage is completely inclusive, meaning that the views of those with protected characteristics are listened and responded to





# 1. Our public engagement framework

*This programme will ensure that these services continue to be sustainable and are provided in a way that best suits patients and their families.*

To make sure that we are engaging effectively, we will develop and regularly evaluate our public engagement framework:

## 1.1 Large scale public engagement relating to far reaching strategic service change

We are working with other health and care organisations across Bradford District and Craven and regionally with the West Yorkshire and Harrogate Health and Care Partnership (WYHP) and the West Yorkshire Association of Acute Trusts (WYAAT). We are working together to redesign services in a variety of ways so that we can improve the quality of care for everyone and make services more sustainable. All members of these collaborations are committed to full engagement with the public to help us make decisions. We agreed with our partners that we would follow these principles:

- fully support public engagement when we are a partner in collaboration decision making and governance. This means that we actively challenge and ensure that different members of the community from diverse backgrounds within Bradford are represented in all decisions whether they are taken locally or regionally
- lead locally on public engagement where it is appropriate to do so from a service perspective and we are a lead in the collaborative service reconfiguration for example across Bradford and Craven

## 1.2 Public engagement related to our collaboration with Airedale Foundation NHS Trust

We have recently entered into a 2 year programme with Airedale NHS Foundation Trust to design a joint approach to the delivery of services. This programme will ensure that these services continue to be sustainable and are provided in a way that best suits patients and their families. It will be essential during this programme that we keep the public informed and continually seek their opinion regarding service changes.

A key part of doing this will be to ask patient engagement groups to provide early scrutiny of proposals and ongoing input to service reconfiguration in each speciality. Each patient engagement group will consist of service users likely to be affected by service change, and will use methods of engagement that target sections of the community that are traditionally “hard to reach”.



*At Bradford, we have the third largest Foundation Trust membership in England.*

### 1.3 Public engagement related to specific service delivery and transformation

Occasionally we will develop or change a service that affects a specific geographical location or specific part of the community we serve. In these cases we will ensure that our public engagement is focussed on those people who use the service and may be affected.

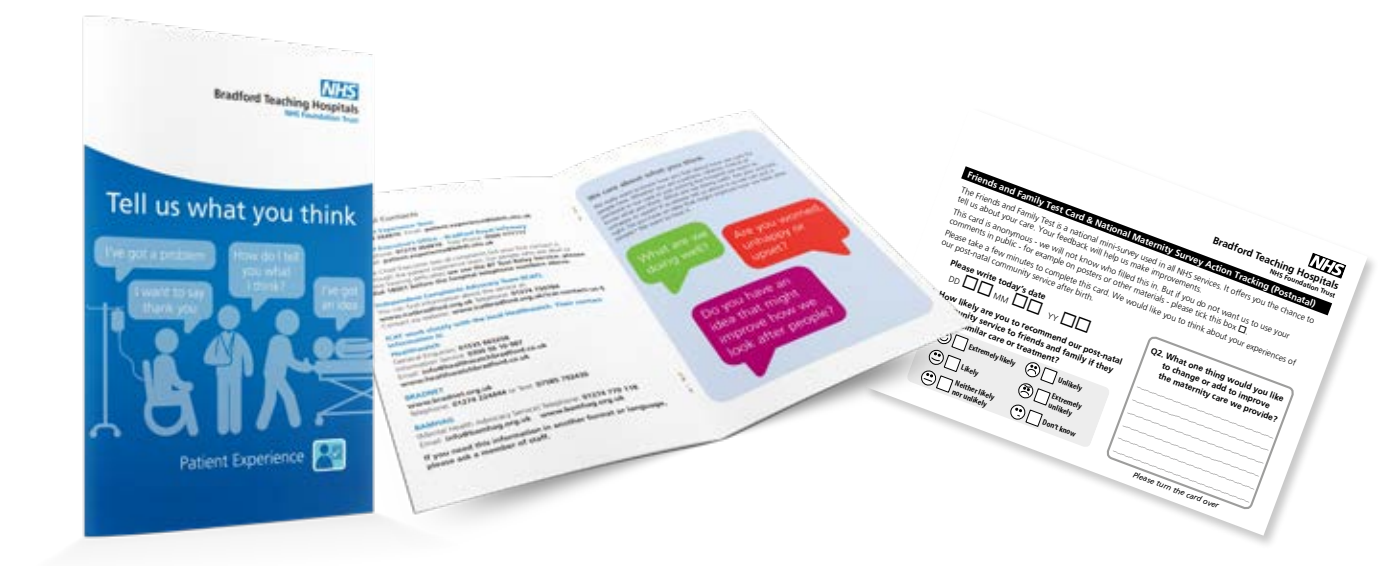
### 1.4 Our membership plan

At Bradford, we have the third largest Foundation Trust membership in England. Our members are drawn from the local population and are a fantastic conduit through which we can engage with the public and obtain feedback on our services. We intend to engage more with our membership to increase our membership base and find more ways in which their ideas can be used to drive service improvements at the Trust. Ways in which we intend to do this include:

- Increasing our structured communications to our members to provide updates on news and events at the Trust and to find out what members require so that they become more involved in the Trust. These communications will use traditional methods such as newsletters as well as electronic and social media.
- Holding regular membership events early to showcase the Trust and demonstrate how the membership can shape and impact on the way in which we provide services.
- Developing pop up engagement stalls to be attended by our Governors in high patient flow areas to publicise the role of members and recruit to our membership base. Governors will also obtain the views of patients and families at these stalls through the use of “how was my care today” badges and banners in order to identify themselves to the public and invite comment. Comments cards will also be developed so that members of the public who do not wish to have face to face interaction can leave thoughts and opinions for Governors.
- Targeting a membership drive towards specific areas of the community. In particular we will look to recruit youth membership and membership from under-represented communities.

### 1.5 Patient feedback on the services and care that we provide

We will continue to routinely obtain patient feedback through inpatient surveys, Friends and Family Test, PLACE assessments, NHS choices, complaints and PALS and through our local partners such as Healthwatch. We will continue to actively use this feedback to help us sustainably improve our existing services and delivery models. We will make sure that we continue to use this information alongside other information, for instance, about incidents and the effectiveness of the services we provide, to make sure we understand the experience of our patients fully



### 1.6 Service specific feedback

We do this by asking service users what they think of specific improvements we are planning to their service. We usually do this using focus groups and questionnaires.



## 2. Our patient and public engagement toolkit

*Each meeting will also include a session where we feedback on actions taken following comments received from the public.*

We are committed to using a range of ways to support our public engagement including:

### 2.1 Our Community Fun Days

In July 2019 we held our inaugural community fun day, which we ran in partnership with Well Bradford at Bradford Royal Infirmary. Our Community Fun days will run at least annually and will focus on health and wellbeing through Well Bradford's "Green Spaces, Healthy Places" message. Our open days will continue to be a way for the Trust to showcase our departments, share and celebrate our work and explain future planned developments. Public and patient feedback on our existing services and future plans will be actively sought during these days.



### 2.2 Our Community meetings

We will ensure that we hold regular community meetings at sites around Bradford, taking steps to ensure that "hard to reach" members of the community are included and afforded an opportunity to provide feedback. These events will usually have a specific agenda and will be designed to provide updates to local communities on our services and events at the Trust. However they will also be an opportunity for the public to raise whatever issues are of concern to them.

We will aim to hold these meetings at least quarterly at different locations and venues around Bradford. These meetings will be publicised through a variety of media ranging from the traditional (posters etc.) to more up to date (the Trust's website and social media accounts). Each meeting will also include a session where we feedback on actions taken following comments received from the public.

### 2.3 "On-site" proposed development information and staff representation

We will continue to engage with patients and their families and carers when we make changes to services. We will do this through posters, displays, interviews, surveys and meetings providing service users with our options and asking them to highlight which are the most favourable

2.4 PALS, patient stories, Friends and Family Test

We will continue to collate feedback through our complaints and PALS processes. We will also use Patient Stories, Patient Focus Groups and data from the Friends and Family Test to collate and analyse comments and opinions about services. From this analysis we will formulate action plans to ensure that changes are made to improve services. We will also provide information to patients and the public to describe how we’ve changed the way we deliver care as a result of feedback received. For example our work on the “good night, sleep tight” campaign has looked at ways to cut down noise at night and encourage a good night’s sleep. We have seen improvement in the direct feedback on this question from patients.

2.5 Website/Social Media

We will continue to grow our social media presence, primarily through our Twitter account which now has over 4,000 followers. This will allow us to communicate and engage with the public. We have also recently redeveloped our website to make it more user-friendly and accessible to the public so that it is a better source of information about the Trust. We will continue to find ways to use the website more effectively.

Further opportunities to communicate with patients and visitors will be developed using our video screens which have recently been installed in public areas at all main Trust sites (including our community hospitals).



*We will publish our performance against these metrics through our newsletters, website, social media and on-site video screens.*

3. Monitoring and reporting effectiveness

Improving our public engagement will be a three year journey and we will measure our effectiveness by using a mix of existing and new metrics. Some of the existing metrics will be those that we already use for measuring patient experience including national surveys, the Friends and Family Test (FFT) and PLACE assessments.

However, given this is a public engagement strategy we also commit to ensuring that we work with the public to co-design a series of metrics through our governors and membership so that we can assess how effectively we are engaging and where we need to make improvements. We will publish our performance against these metrics through our newsletters, website, social media and on-site video screens.

