

Future of Acute Hospital Services in Worcestershire

Public, Patient and Stakeholder Sub-Committee Meeting 3 – The approach to consultation and engagement programme

Initial Redditch and Bromsgrove thoughts and suggestions

General Feedback

General point: It is essential we make sure that 'we' are clear of what we want to get out of the consultation and that we are open with the public about this.

1. Very important to have positive messages at the forefront and from the start
2. The website needs to be very accurate but also completely accessible (we are happy to test that out regularly with PPI members and others and provide feedback)
3. A glossary of terms is only one solution.
4. It will be advisable commission an accessible version of documents from a group like New Possibilities (Birmingham) or Mencap to ensure that there is no challenge about information and documents.
5. On the basis that newsletters etc may get to mixed audiences, even if that is not intended they need to be written with this in mind. If they are being produced for a limited audience that needs to be clear
6. It would be good to have locally focussed presentations to help the people in our own localities to understand the messages as they are likely to affect them. People tend to think very parochially.
7. People will be able to understand messages better if we have scenarios and examples.
8. We need to use any local and countywide events that are already running including activity days, AGMs, regular forums or planned events to get feedback (e.g Bruce Keogh is coming to Worcestershire, can we 'piggy back' on this event?). Large meetings will not necessarily attract enough people and will tend to be the people who are already engaged.
9. Stand alone video clips about the various options would be helpful both in meetings and in GP surgeries etc. E.g a video about a MLU with someone with first hand experiences as patient and Midwife and clinician explaining it e.g Solihull or Grantham.
10. Twitter needs to have 'instant' answers.
11. Information targeted at target audiences e.g girls 6th forms at schools/colleges etc for changes in maternity to make sure we get the most appropriate feedback but we also need to have current learned experiences.
12. The bus idea has had mixed response, not good for Town Centres, seems might be better to use it as resource in co-operation with 'parish councils' for more rural areas.
13. All FAQs documents need to public facing, if that is their intended audience and they need to be updated very regularly
14. To help with resource /staffing issues, it was suggested that there was a real value in using informed volunteers to get the messages out, possibly with a need for a training session at the beginning to ensure the message is consistent BUT also locally focussed.
15. We suggest small local focus groups across each area,
16. A desire to work with NEW college in Redditch, Bromsgrove and Worcester University to capture input from young people from our area
17. We would be happy to provide a list of local businesses and provision to help ensure that information and engagement is very locally direct to people who are likely to be interested. E.g Gyms, BME groups, Sure Start, day centres, luncheon clubs, carers groups etc