



West Yorkshire and Harrogate
Health and Care Partnership



Public involvement, community conversations

May 2019

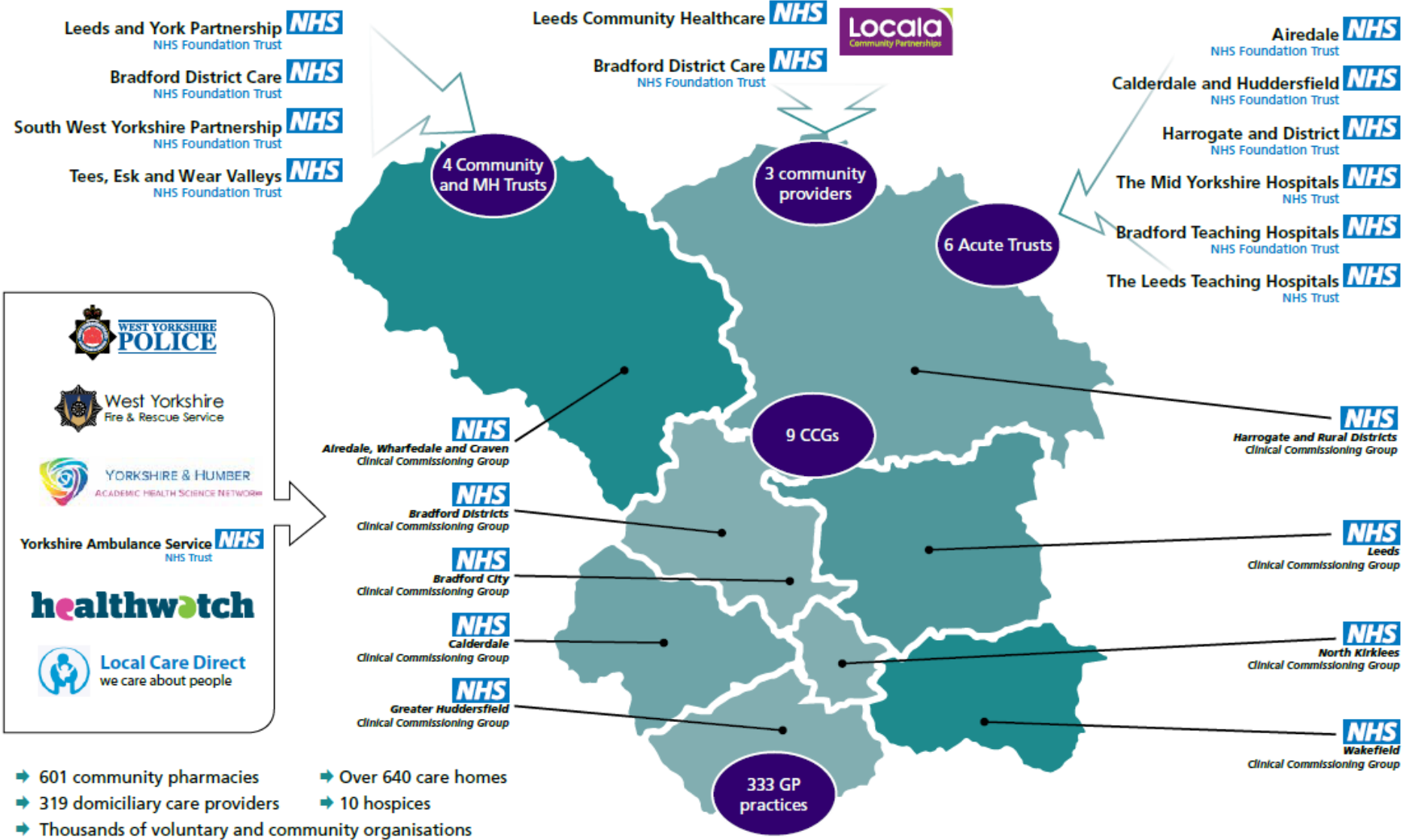
PROUD to work for WY&H Health and Care Partnership

Karen Coleman

Communication & Engagement Lead



West Yorkshire and Harrogate Health and Care Partnership



Our vision



**Our vision for West Yorkshire and Harrogate
is for everyone to have the best possible**

Our priorities



Our priorities

Mental health



For example, we will support people with long-term physical health conditions

PROUD to be PART of WY&H Health and Care Partnership

Involving people

Dawn Pearson

Senior Engagement Manager

Calderdale and Greater Huddersfield Clinical
Commissioning Group



Get involved



Get involved



We are committed to meaningful conversations with people, on the right issues at the right time.



**Making sure
everyone has a
voice?**

Communities are our best asset



**Examples of public
involvement across the
area....**



Designing an intervention? Find out how it is perceived, from as many angles as possible! Preferably quickly.

Stakeholders



Users



11:50 pm - 9 Apr 2019

492 Retweets 1,291 Likes



Our process

- People at the centre of everything we do
- Principles that reflect good practice
- A common language that we all understand
- Using what we already know – not repeating conversations
- Plans that describe our approach that are agreed by stakeholders
- Report of findings that are published in a timely way and feedback given
- Evidence of using the feedback

Using what we already know...

**West Yorkshire & Harrogate
Health and Care Partnership**

Mental Health and Learning Disabilities
engagement and consultation mapping

March 2019

**West Yorkshire & Harrogate
Health and Care Partnership**

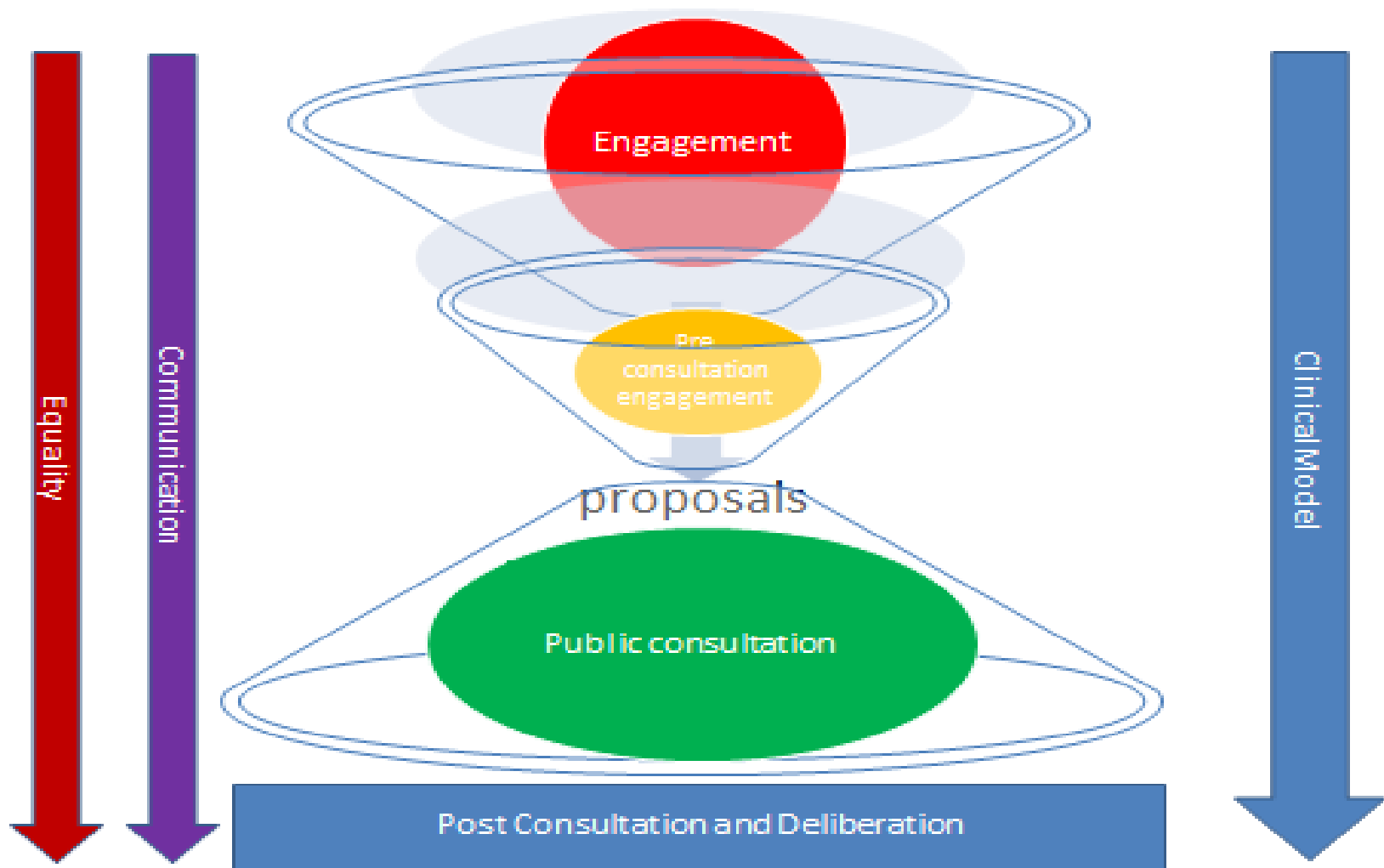
Engagement and consultation mapping

March 2019

Legal obligations

- **Health and Social Care Act 2012 (14Z2)** – places a legal duty to involve and consult the public and section 244 consultation with Overview and Scrutiny Committee
- **The Equality Act 2010** – a duty of due regard
- **The NHS Constitution** – places a statutory duty on NHS bodies covering a number of legal rights for patients. This includes the right of patients to be involved directly in:
 - The planning of healthcare services
 - The development and consideration of proposals that may change services.
 - In decisions which would affect the operation of those services.

Our approach on a page





The way we work

The benefits speak for themselves



Thank you





Looking out for our neighbours (an example)

May 2019



**Looking
out for our
neighbours**



Why our campaign is IMPORTANT...

- Demand on health services increases 5% annually with increased A&E attendances + workforce pressures
- People living longer
- Living alone can make older people 50% more likely to find themselves in A&E than those living with family (Health Foundation, Dec 2018)
- We are taking loneliness seriously
- **Early help and preventing ill health is key.**



Campaign drivers

- To encourage communities to look out for each other
- Prevent loneliness in the community and its associated health issues

Targeting:

- People aged between 50-65 years.
- Partnership workforce
- People who have caring responsibilities.
- Families with children



Campaign insight

Pilot area	Description	Insight sessions/ participants
Elland (Calderdale)	Urban and remote	4 sessions 17 participants
Southowram (Calderdale)	Rural and remote	3 sessions 13 participants
Seacroft (Leeds)	Urban and connected	6 sessions 20 participants
Fairfax (Harrogate)	Urban and connected	6 sessions 17 participants
Norwood (Harrogate)	Rural and very remote	2 sessions 8 participants
Greatwood and Horseclose (Craven)	Semi-rural	5 sessions 23 participants

2



Top motivators for being neighbourly...

1. Safety/security
2. Peace of mind
3. Togetherness

The benefits for people are: ‘being there for one another’, ‘feeling better in the place you live’ and ‘peace of mind’.



Key insight findings: design

DESIGN STYLE:



Sweet spot for design:

- 60% community
- 25% wellbeing
- 15% optimistic
- Abstract but relatable imagery (if not real local imagery)

MEDIA:



Neighbour packs

- Localised (online and offline)
- Sense of activity
- More of a gift than a campaign
- Personal touch
- Provides a sense of permission

Our Neighbours - campaign materials



Posters and flyers...

Our Neighbours - campaign materials



Social media and website images

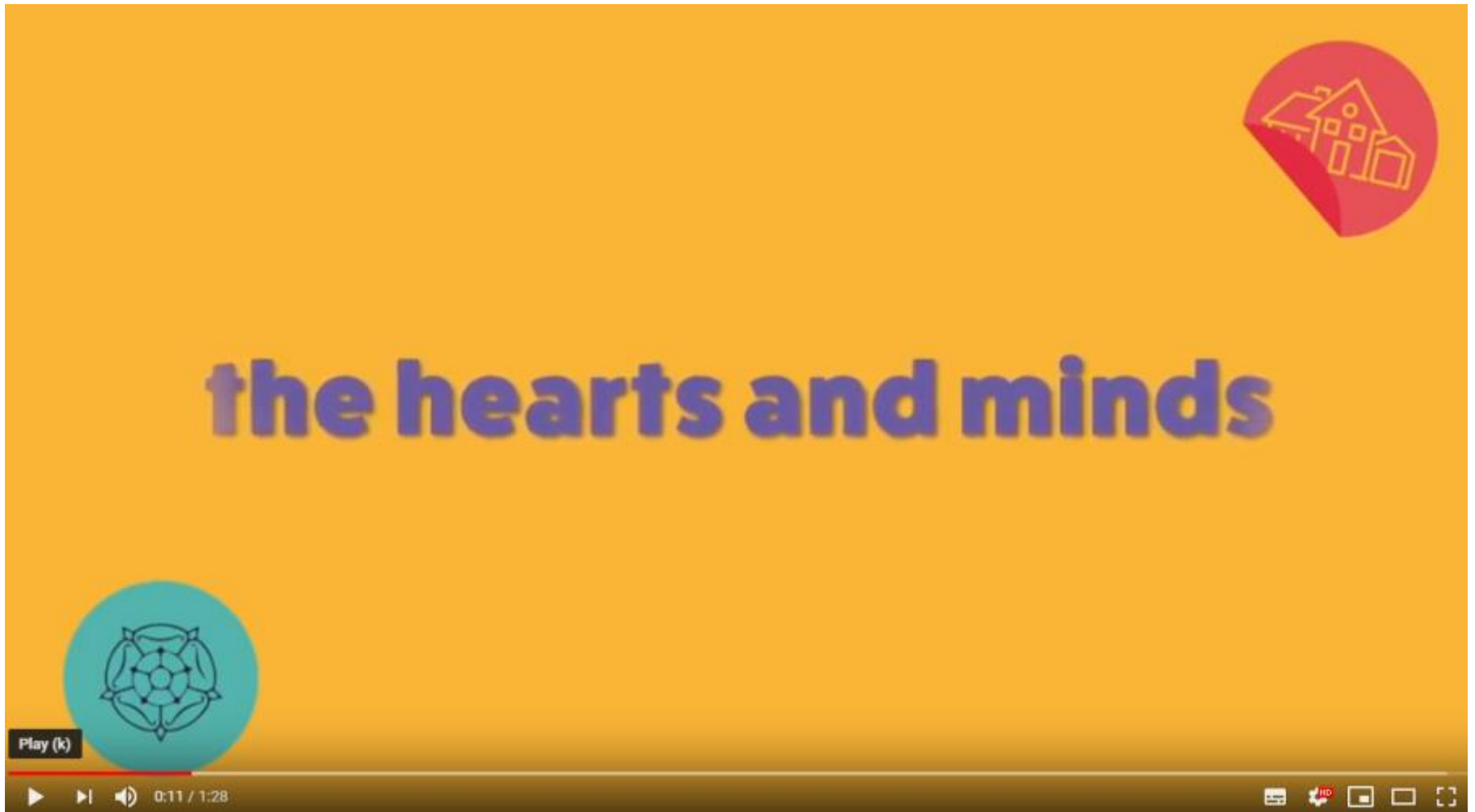
Our Neighbours - campaign materials



Photography prop



Launch week...



Activity

- Over 350 orgs pledged support
- 37,000 packs delivered. 600 downloaded.
- Facebook and Twitter advertising campaign ongoing. #OurNeighbours been used over 1000 time.
- Launch of positive experiences and campaign on social media, giving evidence to the positive impact of looking out for neighbours and being neighbourly – May
- Campaign content made relevant to season and time (summer version of content to provide reminding and encouraging tips and benefits of being neighbourly) – June (links to partners Great Get Together.
- Evaluation – June / July .



Thank you



Get in touch at...

- T: 01924 317659
- Visit www.wyhpartnership.co.uk
- Weekly blog www.wyhpartnership.co.uk/blog
- 'Our Next Steps' www.wyhpartnership.co.uk/next-steps
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