



14 September 2015

MY CARE MY WAY – HOME FIRST

BACKGROUND

North Staffordshire and Stoke on Trent Clinical Commissioning Groups (CCGs) are considering how they commission community based services and have presented their proposals to Overview and Scrutiny Committee.

They propose a “New Model of Care” renamed “My Care My Way – Home First” as agreed by patient representatives and other key stakeholders who form part of the working party forum.

The model will see fewer beds than at present and would suggest that 37 beds at Longton Cottage Hospital are no longer required due enhanced services in the provision of community care. This will be the focus of the consultation outlined within this paper.

ENGAGEMENT AND CONSULTATION

A communication strategy has been developed to engage with patients and public. Following the initial engagement phase in early 2015 further engagement with stakeholders has been underway for some months. To ensure a wider engagement audience a working party has been formed to shape engagement to include reaching minority groups and will shape the proposal moving forward

A second phase of engagement commenced in June 2015 and will include formal consultation about the permanent closure of 37 beds at Longton Cottage Hospital in Autumn/Winter 2015.

It is unlikely that any permanent changes to the system will be made in 2015.

ENGAGEMENT

The first phase of the engagement commenced in December 2014 and involved the widespread sharing of a comprehensive briefing, developed with support from Healthwatch to targeted individuals including MPs, through the media, existing third sector, general practice and local authority networks.

The briefing outlined the challenges faced by the health economy across Northern Staffordshire and included a focus on delivering more care closer to where people live. The briefing also set out an initial programme of drop in sessions at local hospitals to gain patient and public views.

Representatives of the North Staffordshire and Stoke on Trent CCGs attended existing meetings of overview and scrutiny committees, patient groups, voluntary sector and primary care localities. Alongside all of this activity interviews on local radio took place.

There have also been 24 Healthwatch events in August, venues included supermarkets, healthcentres, Bentilee Neighbourhood Centre and Longton Market. On the whole feedback on “My Care My Way – home first” has been positive and well received.

2.3.3 An online survey was also undertaken, supported by paper questionnaires. Phase one feedback had 261 responses with the key themes being:

- Patients benefit from being at home
- Patients prefer to be at home
- Support for the proposed model in principle

With the caveats that commissioners must:

- Ensure that there is capacity in community services to support this
- Reassure the public about the future of community hospitals
- Ensure that there will be support for spouse/family/carer
- Ensure patients will be followed up in the community
- Ensure that this is carefully implemented
- Ensure that the investment is made to support the changes to the model of care.

Engagement on the 'My Care, My Way – Home First' proposals will continue alongside the formal consultation on the future of the 37 beds at Longton Cottage, with plans in place to ensure a wider engagement audience a working party, including partner organisations and community and voluntary sector representatives. This will continue up to the end of December 2015.

CONSULTATION

It is intended that a formal period of consultation will take place beginning from 00:01 on 14 September, 2015. This consultation will focus upon the proposals for the permanent closure of the 37 beds at Longton Cottage Hospital. The consultation will run for 12 weeks until 23:59, 14 December 2015.

The timetable and approach that the CCGs will be taking is outlined below:

Phase 1	14 September 2015 – ongoing	Start of formal consultation focusing upon gathering opinions and views regarding the permanent closure of the 37 beds at Longton Cottage Hospital
Phase 2	October – December 2015	Public Consultation There will be a minimum of four public events in the form of meetings and other public facing events held for the public. Representatives from the CCGs will attend meetings with stakeholders to present their proposals and receive responses.
Phase 3	December 2015 – January 2016	Review of responses by the CCGs
Phase 4	January – March 2016	Publication of the outputs from the Consultation

Phase 1 – Awareness from 14 September 2015

- To gain wide public, stakeholder and media awareness of the proposals relating to the permanent closure of the 37 beds at Longton Cottage Hospital

- To promote the consultation launch on 14 September 2015 to stakeholders and North Staffordshire and Stoke on Trent residents.
- A key element to the success of the consultation will be the awareness of consultees about its timetable, content and how they can participate and contribute their views. The credibility of the process is dependent on all local people, patients, staff and other stakeholders who want to participate, being able to do so. Therefore, it is of upmost importance that the CCGs focus on promoting the consultation process, how to participate in it, how to respond to it and to raise awareness of event dates and venues. All suitable channels will be used to drive awareness and participation in the consultation including public engagement meetings/community road shows, communicating online via the website, use of social media and email, and throughout the duration of the consultation, utilising the media.

Approach

- To issue a press release to mark the start of the consultation.
- This will be followed by 1:1 media interviews with CCG representatives, as required
- Publication of consultation on the CCGs' respective websites.
- Messages to stakeholders.
- As part of the engagement process the CCGs have already created a CCG/Patient Forum as an engagement group, chaired by the CCG consisting of members of the Patient Participation Group, Patient Congress, Healthwatch, voluntary organisations and others to ensure independent oversight of the engagement and consultation process.

Other communications on the day

- Staff Briefings - global email sent to all staff within UHNM and SSoTP and CCGs and all documents to be published on respective intranets to advise consultation has begun.
- Stakeholders – telephone calls to key players including MPs, Overview and Scrutiny Community Board (OSC)

Phase 2 – Public Consultation and engagement

- To engage and consult with the residents of North Staffordshire and Stoke on Trent on the proposal to permanently close the 37 beds at Longton Cottage Hospital.
- Manage media interest and enquires
- Monitor themes and issues arising and develop and implement responses as necessary
- Ensure effective running of the consultation and public, stakeholder and media awareness of its timetable, events and how to participate
- Identify and develop responses to unplanned issues/events
- Manage the conclusion of the consultation period and provide information about the post consultation period.

Approach

- To use all available communication channels – website, email, twitter, media to promote the consultation and participation in it.
- To manage media enquiries and provide briefings the proposals and consultation materials.
- Use the period to identify key emerging themes of interest and/or challenge and develop appropriate responses and materials – briefings, factsheets, presentational aides, etc...as required.
- As the consultation progresses shift emphasis from participation in events to generating and receiving responses
- Provide information on how to respond and thus reducing time available to respond
- Development of proposals and materials for post-consultation phase

Phase 3 – Analysis of responses and refinement of proposals

- Understand the views of the residents in North Staffordshire and Stoke on Trent
- Use the responses to refine the final proposals and provision in the local community

Approach

- Use independent organisation to help oversee the review of responses to the consultation
- Share themes with stakeholders as they emerge

Phase 4 – Publication of the outcomes from the Consultation

- Publish the outcomes from the Consultation around the 37 beds within Longton Cottage Hospital
- Ensure local residents are aware of the outputs and next steps

Approach

- Publication of the outputs and next steps on the CCG's websites
- Copies of the outputs and next steps to be e-mailed to all stakeholders

It is important to note that no decisions on the community hospitals or beds have been made at this point. Commissioners will not pre-empt the outcome of any consultation, but it is unlikely that any permanent, major service changes will be made in 2015 in line with the proposals outlined within this paper.

Ends