



Engaging with our communities

An overview of our work, what it told us and what we are doing in response



Frimley Health and Care ICS has a strong reputation for working with people and communities, built on trust and long standing partnership work with a wide range of stakeholders. The ICB recognises that insight underpins and supports transformation. Delivery models are changing, and public involvement is essential. We understand the benefits of tried and tested engagement methods such as patient participation groups but we also realise that new methods of engagement are needed if we want to hear from more of our patients. We are committed to being an organisation that delivers the best possible health and wellbeing outcomes for people who live within our local communities. This means adapting to new ways of working, ensuring a local focus but with the additional benefits of support, sharing good practice and learning across our system.

There are clear benefits to working in partnership with people and communities. It means better decisions about service changes and how money is spent. It reduces risks of legal challenges and improves safety, experience and performance. It helps address health inequalities by understanding communities' needs and developing solutions with them. It is about shaping a sustainable future for the NHS that meets people's needs and aspirations.

Working in Partnership with People and Communities: Statutory Guidance, NHS England, July 2022

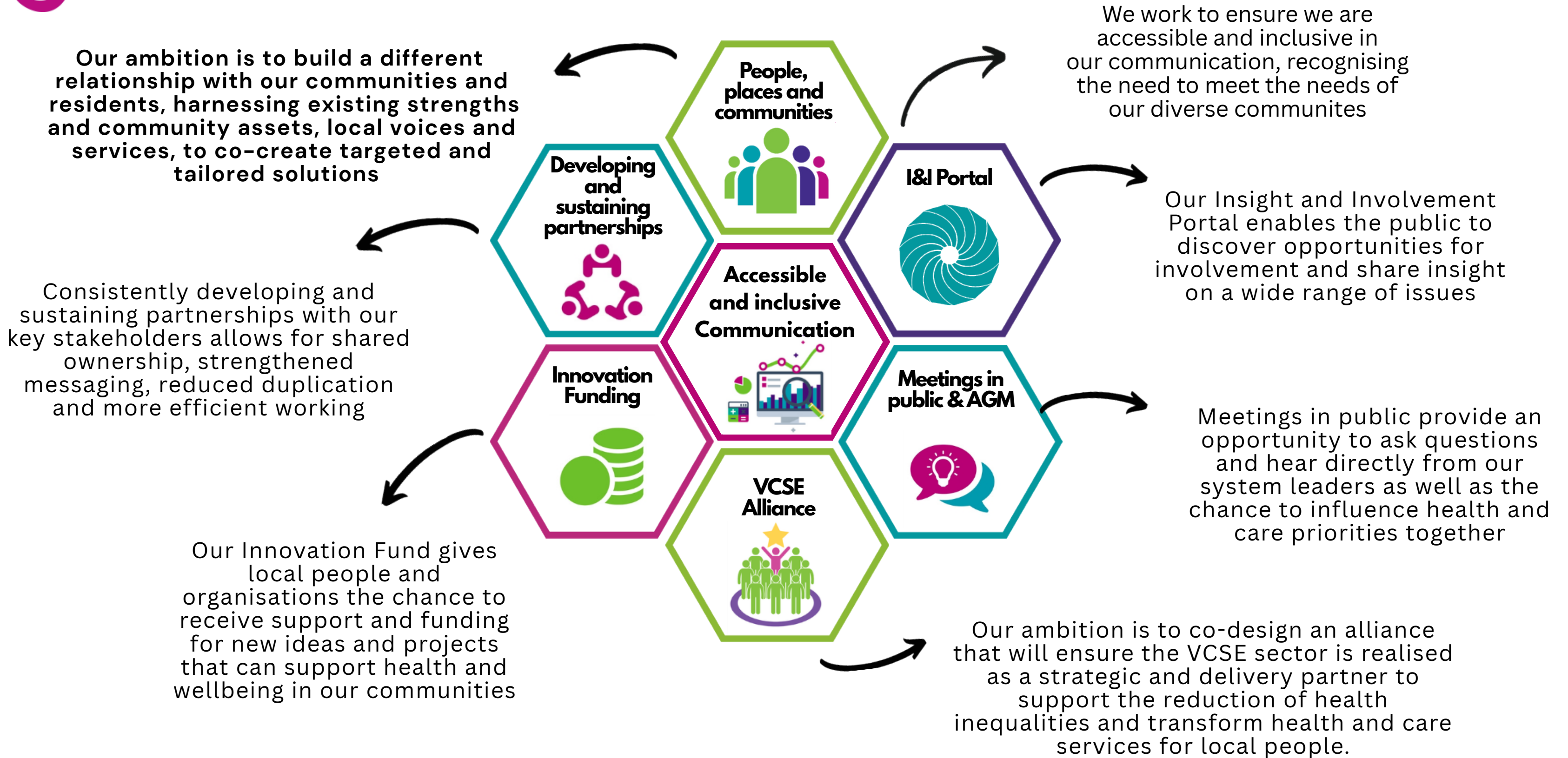
What we're aiming for

Meaningful, consistent and timely involvement with local people and communities. Ensuring equality, diversity and inclusion is at the heart of thinking, planning and delivery.

Working in partnership with patients, carers, families and local people within their own communities brings a different perspective to our understanding and can challenge our view of how we think services are received and should be delivered in the future.

Why we believe in this

Join the conversation - Our model





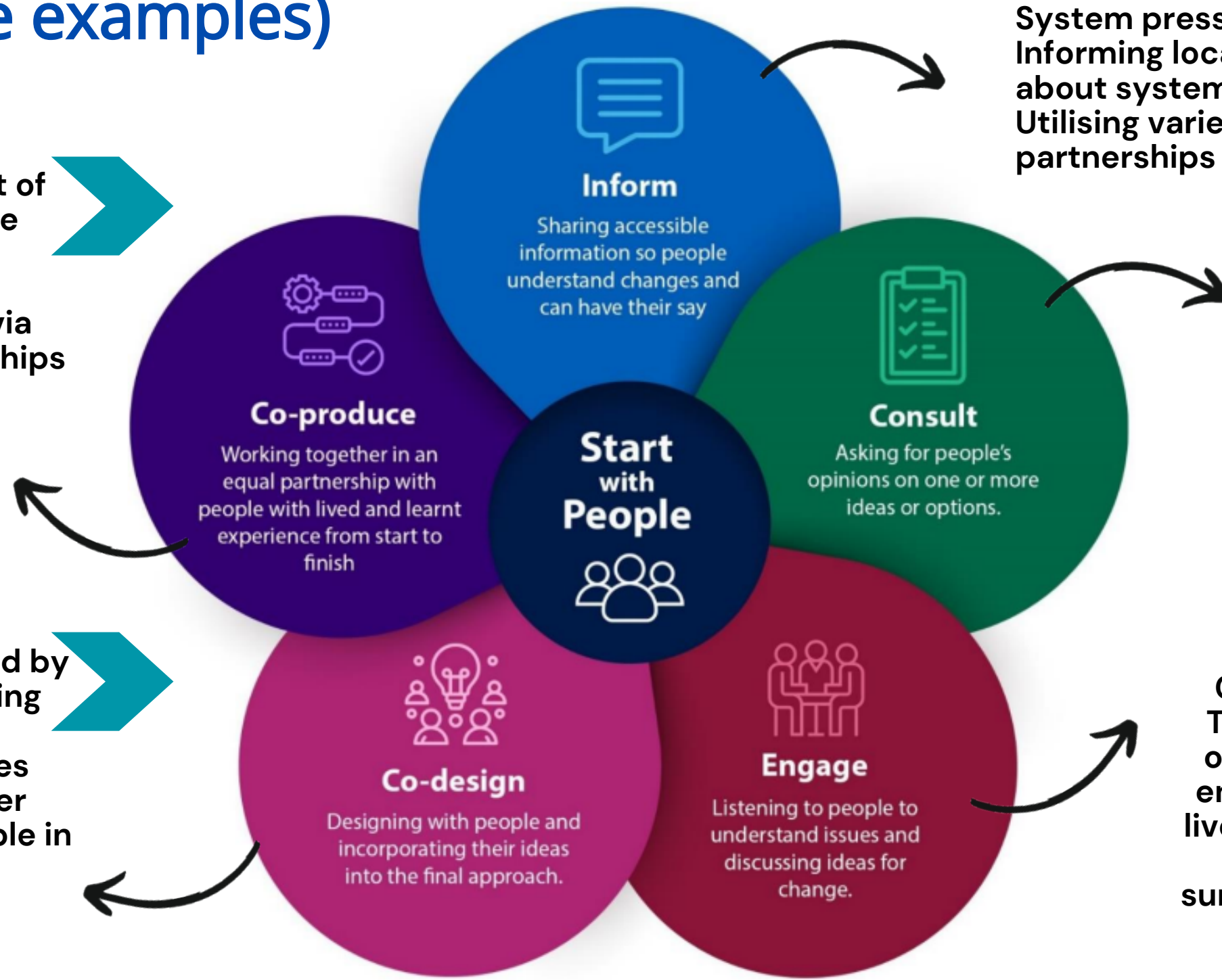
How we work (some examples)



Communications assets:
Continuous process of involvement of local people and stakeholders in the development of new messages, materials and approaches. Testing messages, sharing drafts, surveys via our Community Panel and partnerships with Healthwatch, VCSE and Local Authorities all support our ongoing asset development.

Farnham Health Inequalities:
Partners across Farnham, convened by a Primary Care Network and including local health, social care, voluntary sector, Councils, community centres and police, all joined forces to better understand the needs of local people in Farnham.

Image from 'Guidance on working in partnership with people and communities' (NHSE, 4th Jul 2022)



System pressures:
Informing local people and communities about system pressures over Winter. Utilising varied approaches, stakeholder partnerships and accessible materials.

Enhanced Access in Primary Care:
To support decision making around enhanced access offers in Primary Care we developed a survey template which could be tailored to each PCN. Over 20,000 responses were captured and shared at PCN and Practice level to support the planning process.

Chronic Pain Pathway redesign:
To support this work a programme of engagement was established to ensure input from local people with lived experience of chronic pain. This work included focus Groups, surveys and patient representation in task and finish groups.

We are committed to starting with people and working to best practice for involving our communities and recognising the right mix of approaches for our varied work.

Refreshing our Online Community Panel

The Frimley Health and Care Online Community Panel is one way of ensuring local people and communities are at the heart of our decision making.



We are actively recruiting to the panel – we currently have over 310 members.

How we listen Case Study: Supporting national plans

Localising the Recovering Access to Primary Care Plan

Build on insight and feedback, we have developed a distinctive and flexible campaign identity, using local primary care team members, creating a cohesive and recognisable look and feel that responds to what local people have told us.



Here to help! Your GP practice team

- Contact us online, on the phone or in person
- Appointments 8am-8pm and at weekends
- Contact NHS 111 out of hours or if you are unsure



Frimley Health and Care

Get help from your local health services

It's important to choose the right health service at the right time, so we can help you and as many local people as possible.

Your local health team We're here to help

www.frimleyhealthandcare.org.uk/gethelp

Frimley Health and Care

Get help at your fingertips

Your local health team We're here to help

www.frimleyhealthandcare.org.uk/gethelp

Frimley Health and Care

BHARAN
GP, GP PRACTICE TEAM

As a GP I take part in a large team of health professionals dedicated to providing the right care for your needs.

Your local health team We're here to help

www.frimleyhealthandcare.org.uk/gethelp

Frimley Health and Care

AMARPREET
CLINICAL PHARMACIST, GP PRACTICE TEAM

Expert in advising, reviewing and adjusting on medicines and the support available to help you manage your condition.

Your local health team We're here to help

www.frimleyhealthandcare.org.uk/gethelp

Frimley Health and Care

HUMA
CARE NAVIGATOR, GP PRACTICE TEAM

Specialist trained in supporting you to access the right health and care professionals to support your needs.

Your local health team We're here to help

www.frimleyhealthandcare.org.uk/gethelp

Frimley Health and Care

RACHEL
NURSE, GP PRACTICE TEAM

Expert in injuries and illnesses, helping you manage your health through long-term conditions support such as health checks, sexual health and fertility planning.

Your local health team We're here to help

www.frimleyhealthandcare.org.uk/gethelp



How we listen Case Study: Supporting national plans

Localising the Recovering Access to Primary Care Plan



What we already knew – local population insight

Barriers: Digital survey (Oct/Nov 2021) & Enhanced Access survey (Summer 2022)

Choice – Too many options, confusion, hard to know where to start

Registration – Systems difficult to navigate and once in passwords forgotten and the process to reset too challenging

Consistency – Differences in the offer across the geography

Process – What happens and where does it go? How is data stored?

Impersonal – 'I want to know I've been heard'

Confidence – Having access to the internet is not the same as knowing how to use it

User experience – Difficult to navigate, not intuitive, repetitive questioning and feeling irrelevant to issue

Barriers to access and local sentiment – Community focus groups (May 2023)

Top down approach is not bringing people along – We are being told what to do but not helped to understand how to do it

Lack of confidence – Patients try to do as asked but the system doesn't work or they don't understand

Exclusion – those who can't or won't are falling through the cracks

Over burden of personal responsibility – People are expected to find their own answers often at a time when they need the most support

Perceptions – PC is over subscribed my need is not great enough, PC is over subscribed they won't have time to see me anyway, I don't understand the role of the other professionals, I don't trust the other professionals in the team

Inequalities – personal circumstances are not taken into account – travel options, communication requirements, support needs.

What we knew – Social listening

Works well

E-Consult has been superb for sorting out so many issues that don't necessarily need to face-to-face with a doctor

Digital not for everyone - what about the elderly?

Can't get through on the phone, long waits

Losing the human touch

I just want to talk to a doctor, not somebody else

When it works - sometimes it doesn't work

Can't get hospital appointments

Spoken to a Care Navigator twice and have been satisfied with the outcome on both occasions.

Thanks for sharing - useful information


Can't get appointments


Surgeries not following up/ calling back


What qualifications do receptions have to deal with medical information?


What we knew - Enhanced Access to Primary Care Services

From October 2022, Primary Care Networks (groups of GP Practices) were required to provide enhanced access appointments between the hours of 6.30pm to 8pm Mondays to Fridays and between 9am and 5pm on Saturdays. To prepare for this we supported an extensive survey to engage with patients on their preferred times to attend appointments and to better understand the services that would be most beneficial during these enhanced access hours.

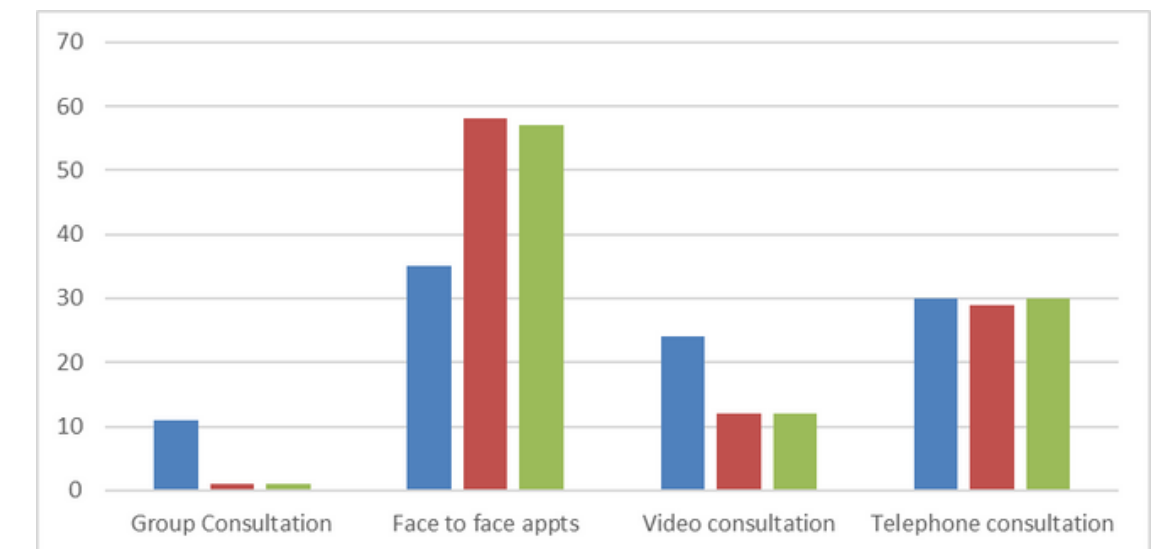
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We created a survey that was bespoke to each of our 16 PCN areas. This allowed for questions to reflect local needs and variation.
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Over **22,000** responses were collected across the Frimley geography that could be analysed at System, PCN and Practice level.
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The results showed an overwhelming preference **face to face appointments, availability of appointments for blood tests and medication reviews and a preference for weekday evening and Saturday morning appointments.**
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The results were shared with Primary Care Network clinicians and project teams to support the development of their localised services that are now available consistently across Frimley.





Building partnerships: VCSE Alliance



● Frimley Integrated Care System (ICS) is required to have a voluntary, community and social enterprise (VCSE) alliance, as a strategic partner in the system.

● A VCSE Alliance design Group has been established to co-design an alliance structure and vision and establish clear ways of working. This will ensure the VCSE sector is realised as a strategic and delivery partner as part of the new ICS structures, to support the reduction of health inequalities and transform health and care services for local people.

● To date we have:

- Continued to build sustainable relationships
- Developed a shared vision and values
- Beginning the process of working out principles of joint working, and getting these recorded in policy documentation
- Co-designed a business case for development investment and resources
- Built strong leadership through a design group

Click on the logos of our VCSE Design Group partners to find out more:





Building partnerships: Working with Healthwatch



- Healthwatch are the independent national champion for people who use health and social care services. They are there to find out what matters to people, and help make sure their views shape and support the service offered.
- There is a local Healthwatch in every area of England seeking feedback from local people, helping people find the information they need about services in their area and encouraging health and social care services to involve people in decisions that affect them. Healthwatch share their findings publicly and with those with the power to make change happen, in the form of reports, updates and verbally in strategic meetings.
- NHS Frimley works with local Healthwatch organisations as key partners to better understand what they are hearing and how we can make changes as a result. We have an existing relationship but intend to build on this ensuring that Healthwatch are involved in emerging plans for an Integrated Care Partnership (ICP) in Frimley. Alongside other stakeholders, as part of an ICP, Healthwatch will play a part in driving the future direction of the NHS Frimley.
- We publish key Healthwatch reports on our Insight and Involvement Portal. recent work includes Staff and patient views on access to GP-Led Services, 'Waiting for Hospital' reports and all of our Local healthwatch Annual Reports.

[Click here for detailed Healthwatch reports and information about how they have informed our work](#)



local healthwatch
working together

Partnership at Place Forums in North East Hampshire and Farnham are an excellent opportunity to facilitate cross-system working and information gathering/sharing across a complex geography. Over the last 12 months the Partnership at Place Forums have achieved:



12 months, 4 Forums



20+ Local Offers Shared



Cross-system partnership working



4 key topics:

- Our priorities
- Smoking
- Healthy Weight & Physical Activity
- Children and Young People's Mental Health
- Adult Mental Wellbeing



Over 100 Partners Engaged



3 key localities:
Rushmoor, Hart, Farnham



Hundreds of new connections made
(over 50 partners attended each Forum)





Communicating information

A range of communications materials, both internal and external, have been/are continuing to be produced for GPs and partners across the whole system to be able to tell one consistent story to patients. Most recently this has included campaigns on primary care access, children and young peoples mental health services and blood pressure and hypertension.

A communications escalation plan has been developed to ensure consistent messaging across partners at various levels of demand/system pressure.

A Communications Resource Centre has been set up on the Frimley Health and Care website containing downloadable assets for each campaign to encourage sharing via social media channels, websites and newsletters.

[Click here to find out more](#)

Click the icons to access our social media channels



Make the right choice

- Treat minor issues at home
Sore throat, minor cuts and grazes, hangovers, headaches
- Frimley Healthier Together app or website
Advice for unwell children: frimley-healthiertogether.nhs.uk
- See a pharmacist - For medical advice or medicines for things like coughs, colds, tummy upset, rashes, aches and pains
- Speak to your GP Practice
For a wide range of health services from persistent symptoms and ongoing conditions, examinations and treatment and vaccinations. They can also refer you to other NHS services.
- Aldershot Urgent Care Centre
Open Monday to Saturday, from 8am - 8pm. If you contact 111 or your GP practice you may be offered an appointment here. You may also be redirected to this service if you attend A&E. There is walk-in clinic for under-12s from 2-6pm. *Booking is recommended Visit: www.aldershoturgentcarecentre.co.uk
- NHS 111
Not sure where to go or what to do? Visit 111.nhs.uk or call 111
- Mental health services
for urgent help for your mental health visit 111.nhs.uk or call 111

Download the NHS App to:

- order repeat prescriptions
- view your health record and NHS number
- get health advice
- view and manage vaccinations, book appointments

A&E is for life threatening emergencies only



Know your numbers

	Top number Systolic	Bottom number Diastolic
Low BP	Less than 90	Less than 60
Normal BP	90 - 120	60 - 80
High-Normal BP	120 - 140	80 - 90
High BP	140 and above	90 and above

Learn more, visit www.frimleyhealthandcare.org.uk/bloodpressure