

# Impact Report Community Ambassador Programme 2017/2018

## Introduction

The North East Hampshire and Farnham Clinical Commissioning Group (CCG) strives to involve patients and the public at each stage of the commissioning cycle to ensure the best service improvements are made for local people.

The Community Ambassador Programme brings together individuals, community and faith groups alongside voluntary sector organisations from across our 5 localities. It is the role of Community Ambassador's to inform and develop engagement plans, to champion further engagement with local people and to raise awareness of local groups who should be invited to join the conversation. Over the past year the Programme has continued to evolve and further embed into the organisation's daily working practices.

There is no minimum requirement expected from members of the Community Ambassador Programme and we believe this is one of the key attractions for local people who may feel they are time poor or who may only have an interest in specific areas of health care.

## Objectives



The North East Hampshire and Farnham Clinical Commissioning Group is committed to ensuring the right care, at the right time in the right place for local people. In order to do this effectively we must fully understand the needs of patients and public. Having signed up to a set of engagement principals developed with and supported by Healthwatch Hampshire, we continue to see the impact of the Community Ambassador Programme as members support us, acting as our critical friends and championing the public and patient voice.



## 2017/18 goals

As we finished the 2016/2017 financial period, future goals for the Community Ambassador Programme were developed through the Engagement and Communications Action Group attended by Community Ambassadors, voluntary sector representatives and CCG staff members. These included:

1. Further recruitment from the towns of Yateley, Farnborough, Fleet and Aldershot
2. Building stronger relationships with community groups including Military, Gurkha, Gypsy, Roma and traveller communities, those with disabilities and/or additional needs.
3. Better communication from the CCG for members of the Community Ambassador Programme
4. Continued Staff awareness and training, for both CCG staff and partner organisations, in effective engagement
5. Continued training for members of the Community Ambassador Programme to enable them to carry out their role and build their skillset
6. The offer of opportunities outside of the Happy, Healthy at Home vanguard workstreams as the organisation moved into an Integrated Care System with Frimley Health and Care and became part of the Hampshire and Isle of Wight CCGs Partnership.
7. To ensure the role of the Community Ambassador Coordinator was made a substantive post in order to provide continued support of members, raise the profile of the Programme and highlight the organisations commitment to engagement and co-design.

## Achievements

### Recruitment and building relationships:

Membership of the Community Ambassador Programme increased throughout 2017/2018 to 80 registered members from 70 in 2016/2017. Membership is made up of local individuals (numbering 50) and local organisations or Gateway Ambassadors (numbering 30). Of the 50 local people, 37 actively took part in tasks within the 2017/2018 period.



Breakdown by town

- Farnborough – 16 (Increased)
- Fleet – 5 (Increased)
- Yateley – 2 (Stable)
- Farnham – 20 (Stable)
- Aldershot – 6 (Stable)
- Gateway – 20 (Increased)



Over the 2017/2018 period we were sad to say goodbye to some long term, committed and involved Community Ambassadors. Their decision to leave the programme was driven by the need to relocate to another part of the country or due to their decreasing health. Numbers by town have remained steady with the biggest increase seen in Farnborough after a

targeted recruitment push as a proposed health centre was announced.

In other towns, numbers have not risen as much as we had hoped but we have been successful in diversifying the age range of members. Relationships with community groups have continued to strengthen and we welcomed new Gateway organisations through the 2017/2018 period.

### **Improving Communications:**

Quarterly Community Ambassador events have continued with a focus on providing up to date organisational information, addressing members concerns or observations and providing the opportunity to build better relationship with peers as individuals shared their involvement in tasks and projects. Throughout these events targeted questions have been asked to ensure more effective communications and supervision. Through co-design at these events emails now contain simple headings so that members can differentiate between information updates, information that can be circulated, individual requests of assistance, emails requiring a response and opportunities for involvement. Feedback has been very positive about this new system.

### **Staff training and sharing our learning:**

2017/2018 saw the second cohort of CCG staff take part in the Empowering Engagement Programme. Jointly designed and run by Healthwatch Hampshire, Wessex Voices and the CCG this 6-month course continued to show the organisations commitment to engagement



through staff training. The course resulted in 8 projects that required staff or public engagement as they developed.

Over the past year we have shared our learning on the Community Ambassador Programme with the following organisations:

- Talk Plus
- Hampshire County Council
- Somerset CCG through Spark Somerset Council for Voluntary Services
- Waverley Borough Council and Surrey County Council
- Surrey Heath CCG
- Durham and Dales, Easington and Sedgefield CCG
- Buckingham CCG
- Sussex Cancer Alliance
- Farnborough 6<sup>th</sup> Form College

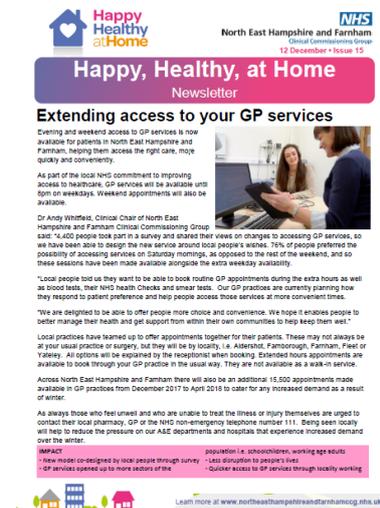
We have also developed a case study on the programme at the request of NHS England which can be shared nationally.

Furthermore, the Community Ambassador Programme was highlighted at national conferences such as EXPO, and the National Association of NHS Volunteer Managers as well as through attendance at local Surrey and Hampshire forums and groups, e.g. local borough voluntary sector forums, South West Surrey Disabled Alliance Network, Action Hampshire – Working Better for Hampshire, Diocese of Portsmouth, Good Neighbours Network annual event, etc.

### Continuing development of Community Ambassadors:

Community Ambassadors receive regular organisational newsletters and information at quarterly events in order to keep up to date and carry out their role in the most effective way, however some areas were identified where individuals felt they could benefit from further training. These included:

- Having a better understanding of the health care structure in England
- Better knowledge of local systems
- Using social media and the internet to find and spread health information and local messages
- Safeguarding
- Helping communities



These requests have led to Community Ambassadors being linked to:

- NHS National Patient Voice training hub
- Making Every Contact Count – helping individuals to making lifestyle changes
- Safeguarding training (arranged for October 2018)
- Kings Fund animations explaining the NHS set up in simple terms which has now also been made available and included in induction for new members

### **Expanding opportunities for involvement**

March 2018 saw the majority of the pilot projects developed under the Happy, Healthy at Home Vanguard programme being taken forward as 'business as usual' by the CCG. In addition, this period of time saw exciting new partnerships continue their development in the form of the Frimley Health and Care system and the Hampshire and Isle of Wight Partnerships. Work has begun and will be ongoing, to identify areas of involvement for Community Ambassadors and how the programme may be rolled out and replicated across these systems.

### **Ensuring constant supervision and programme development:**

In March 2018 the role of Community Ambassador Coordinator was brought in house to become a substantive post with the North East Hampshire and Farnham Clinical Commissioning Group, ensuring that the Community Ambassador Programme would remain a vital part of the organisations engagement strategy. We would like to formally recognise and thank Rushmoor Voluntary Services for the support they provided in setting up and hosting the Community Ambassador Programme and Coordinator role since 2016.

## **Involvement and Impact**

Across 2017/2018 Community Ambassadors were able to become involved with tasks in various ways to suit their individual availability and interest. These included:

- Patient evaluation surveys conducted within GP surgeries
- Continued commitment to ongoing meeting groups discussing priority areas. For example: prevention, engagement, carers support, mental health support and support for those with long term conditions
- Development and review of patient facing materials (leaflets, newsletters etc)
- Development and improvement of care pathways for respiratory and osteoarthritis conditions
- Assisting with the design and distribution of an animation describing new model of primary care
- Assisting with staff interviews for public facing roles
- Development of a newsletter for the Frimley Health and Care Integrated Care System



- Attendance at a focus group to discuss the importance of shared decision making
- Feeding back to NHS England, clinical leads and local groups on the impact (organisationally and personally) of the Community Ambassador Programme
- Joining Staff development days, where members of our Integrated Care Teams are supporting in working through a range of subjects with the input of Community Ambassadors who bring local knowledge, personal experience and/or work/life skills.
- Attendance and support for Empowering Engagement showcase and projects



The Community Ambassador Programme's success is measured in several ways. We want to make sure that members feel valued, heard and feel they can effect real change through their involvement. In addition, the Community Ambassador programme must be beneficial and user friendly to staff. To monitor this, the Engagement and Communications Action Group devised a number of key performance indicators (KPIs) which assist the Coordinator to measure the value to the individual as well as the organisation. These KPI's include:

Asking both Community Ambassadors and staff members their views on:

1. The project in general and the appropriateness of involving Community Ambassadors
2. How clear their role was?
3. Were Community Ambassadors involved at the right time in the decision making process?
4. Were Community Ambassadors well supported by staff leading the project and were staff well supported by the Community Ambassador Coordinator?
5. Was there equality in the room amongst Community Ambassadors and staff
6. Did individuals feel different decisions were made because Community Ambassadors were involved?

Impact on individual projects and tasks is measured within the project plan evaluation framework.

Further evaluation of the Programme looks into the types of roles that members choose to take on and whether there is enough scope for involvement which meets individual preferences?



## Recognition and Reward

The CCG recognise that people take on volunteering roles for various reasons and that roles must be mutually beneficial. Over the past year we have recognised the contributions of all members at events such as our Annual General Meeting and highlighted the commitment of individuals where possible through local channels. Others have had the opportunity to benefit from connections that support other community work they are involved with or through experiences that add to their CV.

### Community Ambassador recognised for caring work



Community Ambassador Subrat Sunger has received a Volunteer Recognition Award from Rushmoor Voluntary Services and Rushmoor Borough Council for his contributions to carers' support services across North East Hampshire and Farnham.

Subrat is an active member of the Carer's Action Group at NHS North East Hampshire and Farnham Clinical Commissioning Group (CCG), which provides expertise to the CCG to help improve the support available to carers. personal experience of being a carer has helped him to advise NHS managers, clinicians and partner organisations, influencing services that are commissioned to support carers.

Subrat said: "I have very much enjoyed contributing my thoughts and experiences to improve the services offered to the community and helping to make a positive difference. "I am so proud to be part of a fantastic team. It is thanks to all the Volunteers and the team within NHS North East Hampshire and Farnham CCG and Rushmoor Voluntary Services that have allowed me to contribute and to achieve this award."

Gillian Trippner, the CCG's Partnership's Manager, said: "Subrat's advice, input and his general willingness to help out, around his other commitments, has been so valuable to us organisationally and as individuals."



## What people are saying

*Valerie Fabry, Community Ambassador*

“I thoroughly enjoyed the event today. It was a joy to see those people I first met 3 years ago and reflect together on our shared journey and the considerable success achieved by the NE Hants & Farnham CCG. It is these relationships which have helped to make it work. It has never been about being told or waiting in a line to be heard. From the beginning it has been about a shared respect and ownership. I continue to feel honoured that I have been invited to take part.”

*Fran Campbell, Operational Manager, Community Services*

“Thank you for your support with regards to the catheter passport. We took on board the feedback especially where there was repetition. We also ensured consistency with terminology e.g. the community nurses and ensured contact numbers were easily accessible.”

*Meena Sharma, Community Ambassador*

“I raised my feelings in meetings that CCG staff must be supported in understanding how Community Ambassadors, patients, service users and the public can help to make informed decisions; whether these are about their own care or about local health services. It was important to me that CCG staff were trained to recognise the value of working together with local people and patients and also that they were trained to look after themselves to avoid stress/burn out so that they could first and foremost help others. It was these initial conversations that led to the Empowering Engagement project being created, and I am proud to have attended two showcase events and see the projects that CCG staff have carried so far.”

*Facilitator feedback to Community Ambassador, systems leader's development days*

“Thank you very much for coming to the event with the Integration Leaders and for contributing your very helpful ideas, thoughts, suggestions and challenges. You brought a unique and insightful perspective which is very valuable to help us make progress.”

*Subrat Sunger, Community Ambassador*

“I have very much enjoyed contributing my thoughts and experiences to improve the services offered to the community and helping to make a positive difference. I am so proud to be part of a fantastic team.”



*Aidan Lewis, Commissioning Manager*

“Thank you all for taking time to come to the last focus group your participation was very much appreciated. I met with the other five CCGs that cover the Frimley Health and Care System which includes: Surrey Heath, Bracknell, Ascot, Maidenhead, Windsor and Slough and feedback your comments. We now intend to make a name change to the patient passports to reflect their content.”

*Christine Siddall, Community Ambassador*

“I was intrigued and excited to recently receive an invitation to part of an organisational development day attended by NHS and partner professionals from the North East Hampshire and Farnham area. I found this session informative and interesting and was able to contribute. It was great to join in and to witness such innovative ideas and genuine compassion for real people with Mental Health issues. I was very impressed to see that after a couple of hours of positive teamwork, individuals had some real actions to take away. I felt it showed how these NHS staff not only do their jobs but work together to find solutions and improve our healthcare.”

*Gillian Trippner, Partnerships Manager and lead for Carers support*

The impact that the Community Ambassadors have had on developing and shaping how the CCG engages and supports unpaid carers is immense. Their enthusiasm, knowledge and expertise has ensured that the work we do is grounded around the needs of carers. It feels as though there is a Partnership between the CCG and the Community Ambassadors all wanting to improve the life of carers and hence their cared for.

*Nivula Jewel, Community Ambassador*

“I’m delighted to be part of such an amazing programme. Being able to contribute my ideas and represent young people in discussions about the services that are offered to us is something I’m very passionate about.

## **Ambitions and long term strategies**

Over the 2017/2018 period priorities for the Community Ambassador Programme will be identified locally but also as part of the systems that we are partnered with. Decisions on direction and growth will be informed by the operational plans and priorities in place but also by the members of the programme themselves as they seek ways to further encourage public involvement and organisational engagement.



We intend to:

- Spread the word and impact of a Community Ambassador programme within the Hampshire & Isle of Wight CCGs Partnership and the Frimley Integrated Care System
- Continue to develop the role of Gateway Ambassadors identifying gaps and using all events to encourage participation
- Promote the Programme nationally and locally
- With Community Ambassadors and members of staff identify new areas where they can be involved providing influence, advice and reach
- Provide training, education and support as identified by volunteers within the Community Ambassador programme
- Continue to grow the number of Community Ambassadors in each of the localities ensuring, where possible, diversity of representation

The staff of the North East Hampshire and Farnham Clinical Commissioning Group are looking forward to the year ahead and continuing to grow the Community Ambassador Programme. Our thanks to all those individuals and organisations who give their time to help us.

## Further Information

If you have found the information contained in this document interesting more can be provided on:

- NHS North East Hampshire and Farnham CCGs vision, values and principals of engagement.
- Frimley Integrated Care system
- Hampshire and Isle of Wight CCGs
- Empowering Engagement programme and the projects so far
- NHS England Community Ambassador Case Study Community Ambassador Events

