

Meeting of
Lanarkshire NHS Board
26 November 2008

Lanarkshire NHS Board
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SUBJECT: PROGRESS REPORT - PUBLIC ENGAGEMENT AND COMMUNICATIONS SURVEY

1. PURPOSE

In March 2008, the Board of NHS Lanarkshire was presented with the results of a survey which had been commissioned to gauge the public's views on how NHS Lanarkshire communicates and engages with them.

This paper is presented to the Board to provide members with an update on the progress that has taken place since March 2008.

2. ACTIONS

- 2.1 The Stakeholder Engagement Group identified the following key deliverables from the survey results:
- To establish a framework which informs the NHS Board what is important to the public who use NHSL services
 - To establish a benchmark to confirm whether NHSL is delivering what is important to NHS patients and carers and the wider general public.
 - To provide other qualitative material to supplement the benchmarking information (annual reports on complaints, general enquiries, FOI, etc)
 - To establish a 12 month cycle of improvement work based on the survey findings
 - To disseminate the results to the NHS Board, PPFs, staff, public and the Scottish Health Council.
- 2.2 A programme grid was developed to identify the actions to address each of the key survey results. This identifies established areas of good practice, plans already under development and new initiatives. The programme grid is attached at Appendix A.
- 2.3 The survey results and actions being taken forward by the Stakeholder Engagement Group were presented to and supported by the North and South Public Partnership Forums.
- 2.4 The results were widely disseminated to staff, members of the public and other key stakeholders.

- 2.4 The development and monitoring of the programme grid is being managed through the Stakeholder Engagement Group.
- 2.5 It is proposed that a further public engagement survey takes place in 3 years to establish the effectiveness of the actions taken.

3. KEY ISSUES

Two key areas of significant progress are highlighted below for the Board's attention.

3.1 Customer Care Policy and Standards and Guide to Written Communications

The Customer Care Policy and Standards and Guide to Written Communications were developed in response to the Scottish Consumer Council report and survey on the experience of members of the public in contacting their local NHS.

Considerable work has taken place to develop the Policy and Standards and this has included significant engagement with various stakeholders including the Disability Engagement Group, North and South Public Partnership Forums and internally through the Staff Organisational Development Group.

The standards are supported by a comprehensive training plan, they have been Equality and Impact Assessed and it is planned to pilot the implementation prior to roll out across the organisation. A copy of the Customer Care Standards, Guide to Written Communications and the draft training plan is attached at Appendix B. These were discussed and endorsed by the Corporate Management Team Meeting on 13.11.08.

3.2 Web Development

NHS Lanarkshire's public facing website (www.nhslanarkshire.org.uk) is undergoing a complete redesign to include a strong focus of promoting healthy living and public involvement.

The new website incorporates many content and structural improvements, including easier navigation of the site, the potential to make greater use of audio and video and functions such as a Service Finder that displays your nearest services on a map based on your postcode (similar to a Google Maps search).

The site contains new sections including: Cancer Information; Healthy Living; Get Involved; and has a revised News section which will include up-dates on the capital development programme.

The site is being tested with the public and staff in early November with a view to launching before the end of 2008.

4. CONCLUSIONS

The Board is asked to note the progress report and to agree the recommendation that a further survey takes place in three years.

5. FURTHER INFORMATION

For further information or clarification of any issues in this paper please contact: Karon Hamilton, Head of Communications, Tel: 01698 245218.

Karon Hamilton
Head of Communications
19 November 2008