

Involvement, engagement and consultation plan for the review of services for birth and the newborn, November 2006

1. Introduction

We want to ensure that every parent and baby has the best possible experience of birth and early days. To do this managers and staff are working with partners, taking a fresh look at how we provide services in this area.

We need to ensure that the way that we deliver services does the following:

- Promotes normal childbirth
- Provides choices for where and how mothers give birth
- Provides safe and effective care to national standards
- Makes the best use of resources

BHSP are committed to obtaining the views of service users and the public, to inform this process. This paper outlines how service users, stakeholders and the public will be involved in the review. We intend to be proactive to ensure all groups, including those we are traditionally less successful at engaging, have their say.

2. Involvement

We will involve lay people in the decision-making processes from the earliest opportunity. There are lay representatives from the National Childbirth Trust, The Care Forum, Birth Centre Bristol and local Patient and Public Involvement Fora on the Steering Group and the Project Working Group. We will provide all lay representatives with a mentor on the group, the Chairs of the groups will meet with the lay representatives for 30 minutes before each meeting and they will be invited to the Lay Support group, where they can meet other lay representatives working with local PCTs.

Relevant clinical advisory groups will be involved in all aspects of the review. The Steering Group, who will oversee the engagement and consultation phases have representation from the Western Neonatal Network, BNSSG Maternity, Young Person's and Children's services network. Midwives will also need to be involved in the review, as without their support it will not work.

3. Public engagement, 1st December, 2006 to 2nd March, 2007

During a period of engagement, we will be seeking people's views on the broad ideas and principles that we need to take into account when we are planning for the future. We want to test out our assumptions, explain the financial and clinical context and what the drivers are for change.

The information gathered during the engagement phase will inform the public consultation phase later in 2007. In addition, each Local Authority will also be involved in shaping the consultation phase via their Overview and Scrutiny Committees.

3.1 Engagement Plan

What	Where	When	Who
Focus Groups	We will ask Midwives to help us recruit people to 6 focus groups, 2 in Bristol, 2 in South Gloucestershire and 2 in North Somerset. We will need to have some during the day and some in the evening. We will offer a crèche. We have also had an offer to use Southmead's maternity user group for focus groups.	6 focus groups to be conducted between December 06 and end of February 07	EW and other PPI leads
Antenatal and postnatal groups	We will ask to have a slot at an ante natal and a postnatal group within Bristol, South Gloucestershire and North Somerset to find out their views.	6 sessions between December 06 to February 07	EW and RH
Overview and Scrutiny Committees (O&SC)	We will talk to the 3 local Overview and Scrutiny Committees (O&SC) about the review and discuss whether it should go the Joint O&SC or the 3 local O&SCs. We need to do an impact assessment of each option for the relevant O&SC's after the engagement phase to judge whether it is a substantial variation for each Unitary Authority. Deborah Evans will write to all neighbouring Local Authorities to see how they want to be involved in the review, as there are patients from out of the local area who could be affected by any changes.	December 06 to May 07	Steering Group members
Patient Forums	We plan to organise a joint O&SC & PPIF briefing session for all OSC's and the Patient Forums affected by the review. We will invite all Councillors to this event. We will work with the 2 Forum Support	1 meeting during the engagement phase, December 06 to	EW & Rachel Holmes (RH) to set up, Steering Group to

What	Where	When	Who
	Organisations and the 3 Local Authorities to organise this event.	February 07	attend
Public meetings	<p>We launched this review with a seminar for Stakeholders.</p> <p>In addition, we will set up 3 public meetings:</p> <ul style="list-style-type: none"> • One in North Somerset • One in central Bristol • One in South Gloucestershire <p>At all these meetings there will be short presentations and then café style group work to allow people to give us their views.</p>	<p>16th June, 06 at the Southville Centre.</p> <p>December 06 to February 07</p>	<p>EW and RH to set up.</p> <p>Steering Group members to help at public meetings.</p>
GP practices	To engage GP practices, we will write an article in GP News, publicise the public meetings and offer to come to Practice Based Consortium meetings.	December 06 to February 07	Comms. team and Steering Group
Black and minority ethnic groups	We will proactively contact a range of Black and Minority Ethnic groups and ask them to help us organise a range of meetings for specific communities. Where this is not possible, we will ask for a slot at one of their existing meetings.	December 06 to February 07	EW &RH to set up, steering group members to attend
Attend existing meetings	<p>We will write to all the groups in Appendix A and offer to attend meetings that groups are already holding. This offer will also be in all publicity relating to the review. In addition:</p> <p>The Meriton Centre (Young Mother Unit) and have agreed for us to talk to a group of young mothers to gain their views.</p> <p>We have asked for an agenda item at the Young Parents Workers Forum, at that meeting, we will ask them if we can come and talk to</p>	<p>December 06 to February 07</p> <p>12th December, 06</p>	All Steering Group members to help

What	Where	When	Who
	<p>the young parents that they work with.</p> <p>We will contact the Young Mothers Group Trust to see if we can consult with the young mothers living in supported housing in Easton and Westbury on Trym. We will also ask to speak to the young mothers living in supported housing in Priory Court in Knowle.</p> <p>We will contact all the Sure Start programmes and ask to talk to the parents involved.</p> <p>We will contact Bliss, to get the views of parents whose children have used the Neonatal Units.</p> <p>We will work with Travellers Health to try and get feedback from Gypsies and Travellers as part of the review.</p> <p>We will put an article in the newsletters produced by the voluntary sector umbrella organisations, to promote the public meetings and offer to attend existing meetings.</p>		
Mothers in the Mother and baby unit at Eastwood Park prison	We have been given permission from the Principal Prison Officer for the Mother and Baby Unit, to talk to a small group of mothers at Eastwood Park prison to get feedback from them about maternity services.	December 06 to February 07	EW
NHS staff	To engage all NHS staff we will write articles for all NHS staff newsletters, publicise the public meetings and ask to come to team or staff meetings.	December 06 to February 07	Comms. team and Steering Group
Local Authority Equality	We will ask for a slot at an existing meeting of the Race Equality Forum, Older People's Forum, Young People's Forum, Lesbian, Gay and Bisexual Forum, Women's Forum and the Disability Forum in the	December 06 to February 07	EW & RH to set up, Steering Group to

What	Where	When	Who
Forums	3 Local Authorities.		attend
BHSP office support	<p>All publicity will advertise the BHSP office, free postal address, free phone number, email, and details of their website. They will log all the comments and distribute articles in BHSP News.</p> <p>We will use Bristol City Council's 'Bristol News Direct' email bulletin to direct people to the BHSP website and invite people to get involved in the review.</p>	<p>December 06 to February 07</p> <p>Will also investigate if there is anything similar in other 2 LA's</p>	BHSP office

4. Public consultation, 1st October, 2007 to 4th January, 2008

During the consultation phase we will be asking for views on specific options for change, which will have been developed during the engagement phase and will have been informed by the feedback gained during engagement. We will be very clear about the weight given to the criteria against which the options will be assessed. We will produce an accessible consultation document, and summary leaflet, which will go to everyone involved in the engagement process.

4.1 Consultation plan

The consultation plan will repeat the work done during the engagement period with the Overview and Scrutiny Committees. We will set up similar dates with the other O&SC's locally. We will also consult the Patient Forums, Bristol City Council's Forums, GP practices and NHS staff. We will contact all the groups who were involved in the engagement phase. We will send them a summary of the consultation document, offer to come to one of their meetings to discuss the options for the future and invite them to another 3 public meetings.

The BHSP office will continue to support the review as listed above, plus they will include a questionnaire on their website, asking for feedback on the options. We will not repeat the questionnaire or focus groups with pregnant women, however, we will add the following activities:

What	Where	When	Who
After the engagement phase we will decide whether to questionnaire ante natal mothers	We could ask Midwives in UBHT, NBT and Weston to give out questionnaires at every appointment. Another option would be to conduct telephone interviews.	October to December 07	Elizabeth Williams (EW)
Local Authority (LA) Citizens panels	We will pay for one A4 page of questions to go out as part of an existing questionnaire to the Bristol, South Gloucestershire and North Somerset Citizen's panels . We will also use the Local Authority Consultation Finders to promote the review.	October to December 07	EW &RH to organise
Askbristol.com	We will pay for a page on the askbristol.com website and for the BCC to promote the review to the 1035 members of askbristol. They will analyse the responses. We will research equivalents in the other 2 LA's.	October to December 07	EW & RH to organise
Stakeholder event	We will look into having an event for a wide range of stakeholders, where we will present a wide range of the evidence and ask for feedback	October to December 07	EW & RH to organise
Equality impact assessment	We will conduct an equality impact assessment of the options being discussed, during the consultation exercise	October to December 07	Steering group

5. Communication plan

Alongside the public involvement work, there will also be a comprehensive communication plan. This is described in a separate document. The press coverage will encourage people to come along to the public meetings. The Communications team will also try and get articles in the voluntary sector and community newsletters. They will design a poster to inform people about the review and encourage them to give us feedback, via the BHSP office or at a public meeting. They will also produce a consultation leaflet, which will be widely circulated and will encourage people to get involved.

They will design a display for the waiting rooms at St Michael’s Hospital, Southmead Hospital, and Weston Hospital. The Communications team will also attempt to get information about the review into student newspapers and websites at UWE and the University of Bristol.

6. Project management arrangements

A staff and public involvement / communications sub group will be set up to steer the public engagement and consultation process. The group will have representation from Public Involvement Leads, Communications, BHSP and lay members. It will be coordinated by Bristol PCT.

This group will report to both the Steering Group and the BHSP Strategic Communications and the Public Involvement Group (SCIP). SCIP will act as a ‘critical friend’ for this piece of work.

7. Budget

The costs involved in the public involvement process are listed below. The Steering Group has identified a budget for this work. Activity	Estimated cost
Lay involvement costs@ £5.05 per hour, plus out of pocket expenses	Approximately £900
Questionnaire	£1000
Focus groups, venue, costs, refreshments, out of pocket expenses and crèche provision	£500
Meetings: stakeholder launch, 6 public meetings and 1 patient forum OSC meeting, venue costs and refreshments	£3000
Care Forum’s services	£5000
Administration costs for BHSP office	£3500
Bristol City Council’s Citizen’s panel	£600
Askbristol.com	£400

The costs involved in the public involvement process are listed below. The Steering Group has identified a budget for this work. Activity	Estimated cost
Child care costs to allow people to get involved	£500
Total	£15,400

In addition to these costings, there will also be costs associated with the communications plan, for advertising the public meetings, producing display panels and a consultation leaflet etc. See the Communications plan for these details.

8. Recommendations

The Steering Group to agree this involvement, engagement and consultation plan.

EW, 18.10.06

The community and voluntary groups we hope to involve in the review:

Appendix A

Birth Centre Bristol	Dhek Bhal
Sure Start Programmes	Bangladesh Association
Hopes Place	Bangladeshi Women's Group
Breast feeding support groups	Hartcliffe and Withywood Teenage Parents Project
Care Forum membership	YMCA Bristol Young Women's Centre
Voscur membership	Association for improvements in maternity services
Pre school learning alliance	BLISS
Young parents support project, St Paul's	Bristol Stillbirth and Neonatal Deaths Society
Black Development Agency membership	Meriton Centre
Bristol Birth Practice	St Johns Assessment Resource Centre, Montpelier
Parentline plus – Bristol	Tenancy Support
St John's Family Resource Unit	Full Circle
Barnado's Fulford Family Centre	Bristol Drugs Service
Bristol Mother and Baby Project	(Contact) One 25 project
Children's Society	Bristol and South West Vulval Health Foundation
Mothers for mothers	Well Women Information
National Childbirth Trust	Nilaari
Bristol Home Birth Group	Birthwise
Somali Women's Group	Birthing Awareness
Somali Health Initiatives	The Natural Nursery
Ubox Somali Women in Barton Hill	Nappystash
Bristol and Avon Chinese Woman's Group	Born
Active Birth Bristol	Well Mother
Bristol Homebirth Group	Breast feeding group in Knowle West Healthy Living Centre
Twins Clubs x5	Early Birds Club, Bishopston
Fathers groups?	Eastwood Prison Mother and Baby Unit
Ante natal groups	Local Authority Forums
Post natal groups	Parent craft groups
Health visitor clinics	