

## Objective 1

To build and develop trusted relationships with our communities to support the development of services and improve the health and wellbeing of people in Somerset

### You said

- It's too long!
- Are the relationships not trusted already?
- You need to identify any gaps
- What is a community?
- Prevention is important

### You suggested

- We need creative engagement to hear seldom heard voices
- We need to recognise support for early ages
- Don't promise things you cannot deliver - explain why you can't do things
- Universal/simplified roles and language across the county
- There are no 'hard to reach' only those who find services hard to access
- Activating the young to take responsibility for their own health and wellbeing
- Developing a common language for common provisions/interventions
- Strategic partners portal on CCG web sharing
- Mapping to all organisations and groups who are working to develop trusted relationships
- Use village agents
- Develop through existing channels
- Raise awareness of who the CCG are
- Trends are important - pull together patient voices from partners
- Reach a more diverse range of communities
- Identify community champions who can represent the views of their community
- Have conversations at the right time around commissioning

## Objective 2

To put the patient and public voice at the heart of everything we do

### You said

- Does this have any value?
- It's a pointless statement

### You suggested

- Make this tangible - how is the patient voice used to add value to the commissioning process
- Be clear about how the public voice is gathered and stored
- Be realistic also about money, capacity, resources
- Realistic and honest conversation
- Joined up patient and public experience across the system
- Vulnerable people don't always speak up
- You said, we did - vital to keep experiences coming
- Capture more positive experiences - best practice that can be replicated
- Communicate (two way) with people who make the effort to contact. Think customer service.
- Re-establish health forums
- Important to involve unpaid carers
- Lead from the top with public engagement
- Tangible statements that are memorable
- The key is listening but also returning and stating what has been done and what next
- Do something with people's opinions and comments whether good or bad
- Honesty about the response
- Listening/engaging with staff as well as public
- Funding the community we are supporting effectively i.e. who are we engaging with, are they the same who always engage?

## Objective 3

To make sure our communications are accessible and consistent, promoting active and meaningful engagement

### You said

- Ask people what they want - engage!

### You suggested

- Broad range of communications to meet a variety of needs and wants (social media, website, publications)
- Interact with a diverse range of people
- Clear and consistent messaging
- Lots of versions of documents causes confusion
- Does data protection cause challenges?
- Be clear about target audience
- Focus your message and be clear with that message
- Repeat again and again
- Push more information into the community
- Build relationships with local media, talk about work
- Village agents - educate and use them
- Repeat the message - not too much information
- Very focused on the message
- Know our audience demographics
- Increase the communication skills of professionals with regard to patients and carers
- Clearly indicate responses to communications from patients and members of the public and rationale for the response
- All communication to be in CLEAR plain English and offering alternative media
- Every medical centre should have a communication point with internet access and assistant
- Consider cost of internet access for elderly and those on low income - financial challenges

## Objective 4

To promote the work of our organisation, make sure we are visible as the leader of the local NHS and promote confidence in us as an effective commissioning organisation

### You said

- Too long - what do you actually want the public to say
- Take out the word leader
- Not user friendly - mouthful!
- How necessary is the CCG?

### You suggested

- Be reputable at gathering public feedback, using it to impact change and communicate that change
- Clearer language
- How far are you a learning organisation - how do we (the public) know
- Uniformity of services across CCG as a whole
- Range of schemes ie pilots, limited areas, limited or short term pilots
- Dissatisfaction (customer) when funding ceases - sustainability
- Sharing best practice across the county
- Not just leading, its learning from each other
- Bureaucracy can impact on partnership working can lead to lack or reduced trust and understanding
- Define the range of possibilities of the work of the organisation - publish and share and monitor - how successful - important
- Stop re-inventing the wheel