

Evidence Gathering Strategy 2018-2020

Reviewed: March 2019

Listening Events

- ▶ 11 Acute Hospitals
 - ▶ 11 GPs (not returning to a single GP within 48 months)
 - ▶ 11 Community Hospitals
 - ▶ 10 Public spaces
 - ▶ 12 Targeted alternative locations / communities
- ✓ Fill evidence gaps
 - ✓ Recent data for WWH meetings

Citizens Advice partnership

- ✓ 1,600 experiences

Helpdesk partnership

- ✓ 550 experiences
- ✓ High conversion to outcomes

IHCA partnership

- ✓ Experiences

> 3,000 experiences that provide a balanced evidence base in order to contribute to a fair and transparent way of responding to emerging issues and setting priorities

Reactive Enter & View visits

to environments *where services are being delivered* (assume 6 p.a. led by Evidence & Insight Officer)

Reactive Listening Events

in *public spaces* (assume 6 p.a. led by Evidence & Insight Officer)

Calls for evidence

using communications channels (assume 4 p.a. led by Communications Officer)

- ✓ Fill evidence gaps
- ✓ Supplement other activity

Community Cash Fund

- ✓ Experiences

Outreach Workshops (1)

across Surrey to raise awareness amongst those that are seldom heard/disadvantaged (assume 4 p.a.)

Outreach Workshops (2)

across Surrey to generate insight for the system (assume 4 p.a.)

Support Volunteer Teams

new methods that inspire volunteer teams to gather evidence.

Pro-active Enter & View visits

to environments *where services are being delivered* (led by Projects Officer)

- ▶ Driven by need of thematic priorities; used when most effective method

This one-page summary should be used alongside existing engagement strategies, policies, standards and toolkits.

Projects

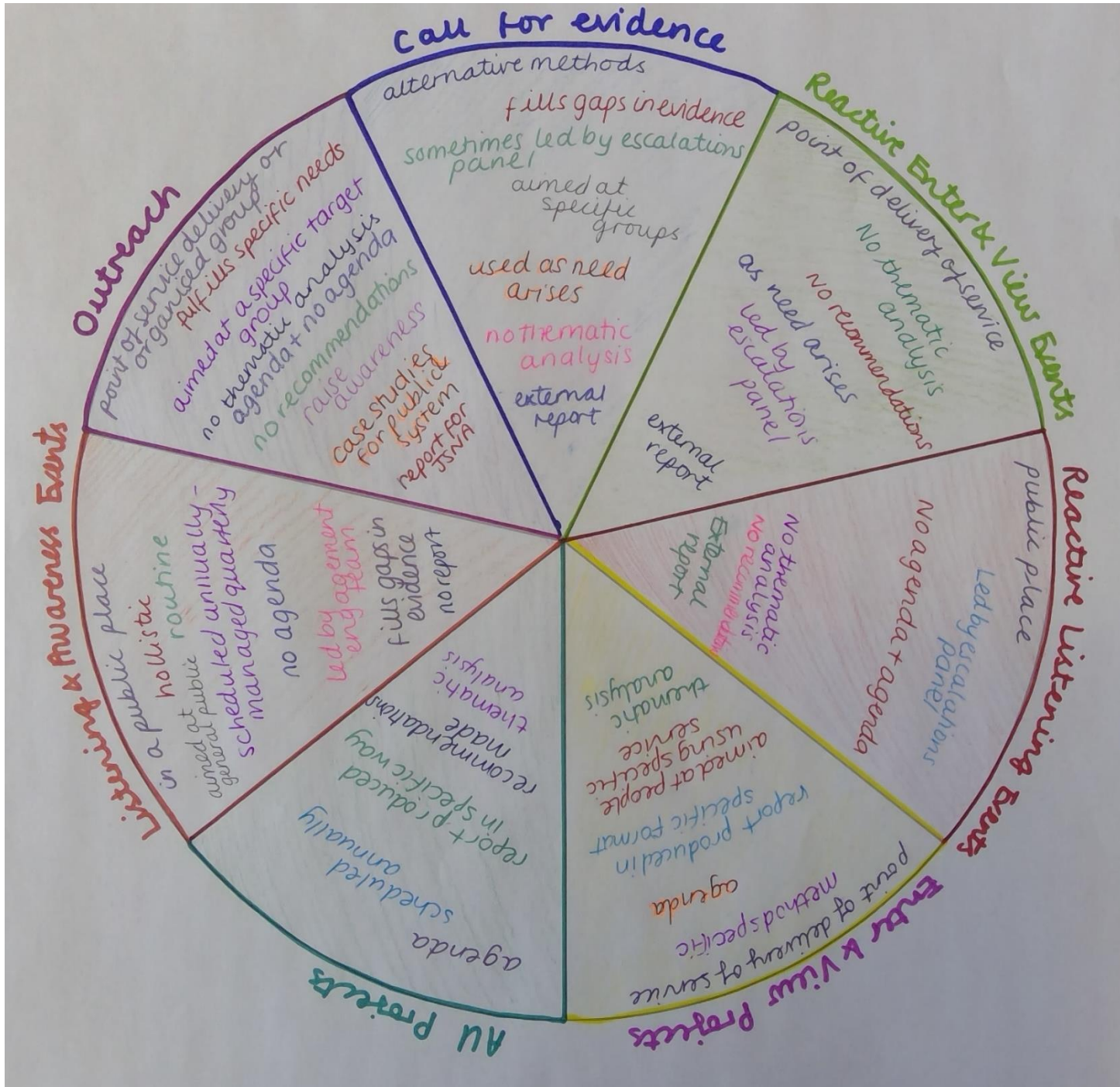
around thematic priorities (4 p.a., led by Projects Officer)

More useable experiences

Reports

Recommendations

* activity and goals stated here are annual



Evidence Gathering Strategy 2018-2020

A strategy to maximise efficiency, effectiveness and fairness when gathering evidence to influence services.

Goals

1. Gather more than **3,000 useable experiences**¹ p.a. to provide a balanced evidence base in order to contribute to a fair and transparent way of responding to emerging issues and setting priorities
2. Enable an increase in the **participation of volunteers** in this activity
3. Be responsive to **emerging issues** by undertaking more activity that is driven by evidence and intelligence gathered
4. Where practicable, **increase alignment** of a) our interactions with people and b) the needs of the health & social care system
5. Improve 'soundness' of evidence by addressing **evidence gaps** identified through data monitoring tool
6. Model best practice in engagement for the health and social care system so that **our principles and practices** can be adopted by others
7. Gather the **data required** to publish reports and make recommendations which have demonstrable impact
8. Enable an increase in the **visibility** of Evidence Gathering activity, and the evidence we gather, amongst the public, potential volunteers and influencers
9. Undertake targeted **awareness raising** activity with new seldom heard groups
10. During evidence gathering interactions make **people feel** listened to, better informed and empowered

How

The action we know we need to take

- Clarify responsibilities + support available for inspiring, selecting, training and supervising volunteers for activity
- Create and continually improve new outputs
- Confirm accountabilities for goals and structures for working together
- Investigate how to fill evidence gaps

Principles

Principles we need to adhere to

- Seek to become increasingly responsive, dynamic + creative in this activity (whilst delivering on core requirements)
- Work flexibly with the Citizen Ambassador programme to maximise synergies
- Help to maximise visibility of the outcomes of this activity to inspire local communities
- Invest time in new reporting structures to enable monitoring of progress
- Remain open to changing ways of working as we learn

Standards

Performance standards to monitor & meet

- UEXs uploaded to Informatics within 7 days of an event
- External summary reports are published w/in 28 days of an event ending
- Reactive Listening Events + Enter & View visits take place within 2 weeks of instruction
- Everyone that interacts with us understands and consents to how we will use the information they share with us
- All Listening Event dates are agreed 3 months in advance

	Method	Activity ¹	Lead ²	Supporting	Doing ³	Outputs
Exploring	Listening Events (staff-led)	55	Sarah	Kathryn	Volunteers, Board Members, Team.	Numbers spoken to, Numbers voting, UEXs, Verbal feedback to provider
	Listening Events (volunteer-led)	12	Zoe		Volunteer Teams	Numbers spoken to, Numbers voting, UEXs, Verbal feedback to provider
	Citizens Advice / Helpdesk / IHCA	N/A	Kate	Laihan / Sam	Delivery Partners	UEXs
	Community Cash Fund	TBC	Sarah		CCF Winners	UEXs, summary report
Informing	Outreach Events	8	Katharine	Sarah	Katharine, Volunteers, Board Members. Report by Katharine.	Numbers spoken to (reach), UEXs, Case Study, external summary report, JSNA input
	Calls for evidence	4	Laihan	Katharine	Laihan	Reach, UEXs, Case Study, external summary report, JSNA input
	Reactive Listening Events	10	Katharine	Sam	Katharine, Volunteers, Board Members, Team	Reach, numbers voting, UEXs, external summary report , verbal feedback to provider
	Reactive Enter & View		Katharine	Sam	Katharine, Volunteers, Board Members, Team	Numbers spoken to, UEXs, external summary report
Influencing	Pro-active Enter & View	TBC	Tessa		Tessa, Natalie, Volunteers, Team.	Numbers spoken to, external report, recommendations
	Projects: Pro-active		Tessa		Tessa, Natalie, Volunteers, Team.	Numbers spoken to, external report, recommendations
	Projects: Re-active	TBC	Matt		TBC	<i>TBC</i>

¹ Working assumption, events per annum

² Responsible for defining requirements of activity, inspiring/training/supervising the activity, delivering outputs & continually developing the method

³ In priority order