

Update on the Citizen Ambassador Programme for Public Board Meeting 27th July 2021

The Surrey Heartlands/Healthwatch Surrey Citizen Ambassador programme is our biggest piece of commissioned work outside of our Local Healthwatch contract. We are now in the fourth year of this successful programme and wanted to take this opportunity to update on the Board on progress.

The Board is asked to: note progress to date and raise any questions

The history of the programme

The Citizen Ambassador (CA) programme was commissioned by Surrey Heartlands (SH) in September 2017 and is led by Healthwatch Surrey. Surrey Heartlands Integrated Care Services (ICS) often speak proudly of the programme when they talk about their engagement work - it sits alongside/complements the Citizens Panel (an online representative group of citizens) and forms a key part of the ICS approach to gathering insight. The CAs act as the independent voice bringing insight from local people and communities. The Programme is in Year 4 and following feedback from the Surrey Heartlands Workstream Leads the monthly hours of each CA were increased from 10 hours to 15 hours in February 2021. There are 5 CAs – Mental Health, Digital, Women and Children's, Cancer and Prevention.

The objectives of the CA programme are:

- To engage, involve and speak to people *who do not already engage in service change*
- To provide valuable citizen insight to the workstream
- To maintain independence and provide constructive challenge
- To feedback consistently and concisely to the workstream Programme Manager (**PM**), SH Research Team and HWSy on engagement activity

There is great synergy between the CA programme and the LHW contract in that both are based on gathering insight from local people and require excellent listening and analytical skills. CAs and LHW staff/volunteers share contacts and networks, thereby increasing our reach into local communities for all. Insight gathered by CAs can be added to the body of insight to inform LHW's wider influencing role. Insight held by LHW can be used to help focus and inform the work and understanding of the CAs. Our learnings from supporting the CAs to amplify local voices has supported the development of our core contract work.

Evaluation

The Research Team at SH (led by Rich Stockley evaluates the programme every year prior to contract renewal). An evaluation report is produced, and learnings are taken forward each year.

- The evaluation consists of a 360 appraisal, incorporating feedback from the Research Team, SH workstream Programme Manager and Transformation Lead along with feedback from each of the CAs. The feedback is collated and examined to determine how successful the CA Programme has been in achieving its main objectives, what has been working well and to identify any barriers that may have hindered or prevented the objectives being met. These accounts are compared against the Service Specification to determine to what extent the programme has achieved the objectives.
- In Year 3 the PMs and CAs unanimously fed back that 10 hour per month were not enough to do meaningful engagement and as a result the hours were increased to 15
- We have successfully met the objectives each year and the programme has gained credibility Years 1- 3 were successful in meeting intended objectives
- Healthwatch Surrey work closely with Surrey Heartlands to implement learnings

Our CA has provided value by providing unique public and professional insights into health and care services, and a broad network of contacts with organisations that support our delivery of [transformation] programmes

[The CA] is always available to bounce ideas, [their] thinking is not influenced by services and [they] always bring the voice of families to the conversation

Update on workstreams

Mental Health – Michael Freat



Michael supported the 'Consultation on the Transformation of Young Peoples Mental Health Services (18-25 years) working with Surrey and Borders, Young Adults Reference Group (YARG) and Young Healthwatch Surrey. Recommendations for change included: Transitions Pack for young adults; training for staff working with young adults experiencing mental health issues; more flexible approach in working with young clients; reduction in young adults telling their story numerous times; seek the views of young men; Peer Support roles for young adult volunteers; roll out GP Integrated Mental Health Service (GPimhs) across Surrey Heartlands; increase publicity for mental health services.

Prevention - Erin Whitehouse



Erin has been working with the Wellbeing Team at Surrey County Council. Her project focused on citizens understanding of wellbeing and wellness. In Phase 1 themes such as Mental health was at the forefront of thoughts; opportunities / hobbies / affordable housing and mental health support for younger people; negative impact of COVID on wellbeing due to the lack of physical contact; Public Health Messaging - overload; fear of integrating back into society after isolation; accessibility for people with disabilities; vaccinations – not explained in enough detail; GP Access. Phase 2 will focus on public messaging.

Digital – Non Hill



Non has worked on Shared Care Records and digital inclusion to gain views and experiences to Surrey Heartlands and the Thames Valley and Surrey digital network. This is an important piece of work as there are many issues to be considered including partners signing up to compatible IT systems and ethical issues. Non has also given Surrey Heartlands insights/experiences which will be used as content for a public information video on Shared Care Records. Another theme has been digital inclusion, making sure everyone is included and people are not left out.

Women's and Children's – Megan Booth



Megan is new in post and is working with the Children's Services Transformation team working together to make services easier to use and navigate. Megan is developing a project supporting the review of Community Children's Services to gain experiences of parents and children in the neuro-divergent service titled '*From first thoughts to diagnosis: Your experiences Children's Community Health Services*'

Cancer – Di Riley



Di is new in post and is working with Surrey Heartlands Cancer Transformation Team and Surrey & Sussex Cancer Alliance on Personalised Care which is one of the Cancer priorities. This is a project to engage with people diagnosed with cancer to gain experiences of their cancer care and support plans.

Key challenges for Healthwatch Surrey

- Facilitating liaison between CAs and PMs
- Turnover of PMs in Surrey Heartlands which causes delays in the projects
- Turnover of CAs – we have recently recruited 2 new CAs and supporting them in their new roles requires additional time
- Maximising synergies with LHW contract and information flow between the staff team and CAs – we have developed more effective communication sharing e.g., insight reports and 'What we've heard' and continue to progress.
- Maximising on the CA contacts and ensuring that HWSy benefits from the expertise and knowledge of the work programmes. We will be working on the above challenges in the year ahead.
- We are looking to build on our expertise now from our 4 years of running the CA Programme by spreading/supporting the CA Programme model in other areas.

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