



## Summary Evaluation Report of 5 Community Engagement Events:

### Greater Manchester, Merseyside, Cumbria, Cheshire and Lancashire



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## Introduction



This document provides a summary evaluation of feedback and themes from the North West Ambulance Service NHS Trust (NWAS) 5 community engagement events, successfully delivered in each county across the region between July 19 and October 19. The events were delivered by the trust's communication and engagement team supported by front line colleagues and senior management.

## Background and context

248 persons from 108 community groups and organisations attended the 5 events, which were held at community venues in each NWAS footprint county area respectively. Each venue was handpicked to ensure attendance from a range of diverse community groups and organisations from within that locality area. The dates and localities used for this engagement respectively were; 29/07 Salford (GM), 16/09 Southport (Merseyside), 24/09 Workington (Cumbria), 14/10 Northwich (Cheshire) and 28/10 Blackburn (Lancashire).

A breakdown by specialism of the 108 overall groups and organisations that attended the 5 events included; Air Ambulance (1), St Johns (1), Coastguard (1), Prison (1), Cancer (1), Rotary/Lions (2), Physical Disability (2), Employment (2), Army (3), Police (3), Race (3), Dementia (4), Healthwatch (4), Religion (4), Mental Health (5), Age (6), Education (7), NHS Trusts/CCG (9), Sensory Disability (9), Public Health (10), Nursing/Carers (12) and Community Specific (18).

The main outcome for NWAS staging the event was to engage with and listen to the local communities and to share understanding and awareness with community group attendees in relation to the key ambulance service lines of Patient Transport Service (PTS), Paramedic Emergency Service (PES) and NHS 111. In Cheshire where we do not hold the PTS contract this was replaced with a talk on our Emergency Operations Centre (EOC). This information was delivered using lightning talks (5 minute presentations) and followed closely with related workshops where attendees were able to participate in a facilitated exercise to provide their insight, thoughts and feedback. Participants were also given an opportunity throughout the day to place any questions they had on a question board using post it notes. A Q&A session concluded the event agenda.

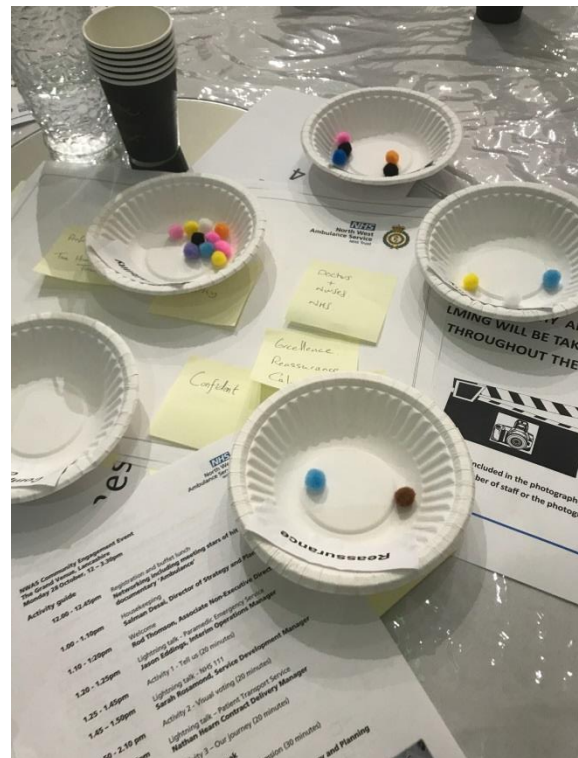
The workshop exercise designed on PTS was for participants to consider every aspect of the patient journey and to tell us what individuals thought would make an excellent patient experience, so from making a booking, to the journey to the hospital and returning patients home safely again. Where this was replaced by EOC in Cheshire we used a myth buster bingo exercise to elicit feedback.

On PES participants were provided a topic every five minutes and were asked to write down the first three words that sprung to mind. The most words used were collated in descending order for further discussion.

In relation to our NHS 111 service we asked what was most important to users when they engage with the NHS111 service. We used 5 paper bowls each with different topic labels which had been extracted as key themes from feedback received in our NWS postal patient surveys. These were:

- Helpful Advice
- Availability
- Reassurance
- Accessibility
- Knowledge
- Compassionate Care

Each participant was given either 5 pasta pieces or five tiny pompom balls of various colours –and asked to either put them all in one bowl or to split their pieces or balls across the different bowls to indicate the level of importance for each topic. The reasoning behind why some bowls had more pasta pieces or pompom balls than others was then discussed.



### **Feedback themes extracted for Paramedic Emergency Services (PES)**

Feedback themes came from guests being asked to pick the first word that comes to mind with the topics **999 Call, emergency and response time**. Feedback was recorded on activity and facilitator pro-forma sheets respectively. Some of the feedback themes from the 5 events included.

#### ***Information /Communication/Education***

- Recognising what exactly is an emergency?
- Confusion on when to call 999 or 111
- Difference between a call taker and dispatcher – the group did not know the difference.
- Ambulance – expectancy if you call 999, you get an ambulance.

- Cardiac arrest is an emergency, what about a stroke?
- Education in CPR needs improving – more education is needed in not only schools but everyone.
- Experience of both NAWAS and the ambulance service in the US - similar in terms of the triage process
- Participants discussed how Ambulance as a TV series has educated a lot of people including them on the different services NAWAS provide.
- Getting an ambulance makes you first priority in hospital – “beat queue”. Most communities think this
- Surprise that an answering phone machine message may be reached at very busy periods.

### ***Access to care***

- Are NAWAS staff trained in basic sign language as this is very relevant to ensuring high level patient care for deaf patients?
- Are we always going to get that help?
- Care – It is a case of how would I as a deaf person; communicate the emergency need/care for a deaf person?
- 999 SMS text service– needs to be promoted
- Important for call handlers to have the ability to deal with the challenges of mental health which is rising.
- Message in a bottle helps paramedics understand my medications and medical history.
- How quickly do you turnaround language translation services in an emergency.

### ***Emotional support***

- Dying – harsh world
- Assurance that the person is listening to you and has understood what your needs are. This leaves you with confidence that the right care is provided.
- Important to have the knowledge available of what people need to do in an emergency to reduce fear of ringing 999.

### ***Dignity and Respect***

- Dignity/Respect even when callers are abusive
- Kindness
- Vulnerable – a friendly approachable person to be dealing with your care and needs.
- The first point of contact has to be the right person to ensure the patients’ needs are met.
- Human touch – you are the most important person at that point.

## **Feedback themes extracted for Patient Transport Service (PTS)**

Feedback themes came from discussions around five elements of the patient journey that guests were asked to comment on. These were: **booking your transport, journey to hospital, arrival at hospital, pick up from hospital, journey home from hospital and drop off at home.** The feedback themes shown below have been taken from activity and facilitator pro-forma sheets respectively: Some of the feedback themes from the 5 events included.

### ***Information /Communication/Education***

- Raise awareness in communities on how to access PTS Ambulance services.
- It needs to be easy to book.
- They ask you to be ready 2 hours before; older people do not like to be late.
- There was a lack of awareness about PTS and how to book – is it an ambulance or car?
- Importance of staff being aware of safeguarding risk signs when picking patients up.
- Low levels of awareness with eligibility criteria. Share as to why booking agents require eligibility criteria information each time they take a booking and to also feature how this works for regular users/oncology

### ***Access to care***

- Assess the need of the patient – escort, wheelchair user, special needs (i.e. front seat or back seat in car)
- How would you meet a language barrier?
- Make it straightforward. Confirm by text/email.

### ***Patient Safety***

- There was consensus that whilst travelling some people may want to chat but others may not? Suggested having music on the vehicle as a nice touch.
- Expectations of staff/volunteers to help if patients needed support to get back into their home.

### ***Dignity and Respect***

- PTS respects you as a family
- “Extra mile” – Blankets to keep you warm, keeping you settled, collection from hospital, secure wheelchair, take you to the specific place in the hospital i.e. specific ward or department.

### ***Continuity of care***

- Do we ensure wider contacts if the patient has dementia?
- Concerns on how there is a lot of waiting around before and from appointments.
- How PTS links with providers/hospitals should be explained.

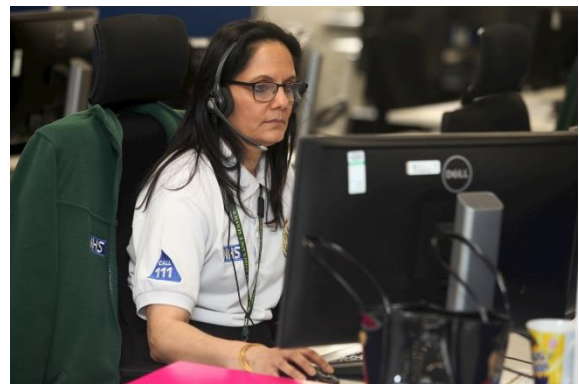
## **Feedback themes extracted from NHS 111**

Feedback themes were extracted from discussions on what is or would be most important to users when they engage with our NHS 111 service, choosing from; Helpful Advice, NHS111 availability, Reassurance, Accessibility, Knowledge and Compassionate and understanding care. Some of the feedback themes from the 5 events included.



### ***Information /Communication/Education***

- Some people not sure when to call 111 as opposed to 999 – confusion between 101 and 111 as the right number
- Important to raise awareness on the benefits of 111, such as avoiding AED and getting appropriate care, fast.
- Do not know it is available 24 hours a day
- Is the service free?
- Not always sure what it is i.e. Coughing up blood – need that reassurance so should call 111.
- Perception of - It can take a long time for a doctor/nurse to ring you back, up to 2 hours.
- Conditions to ring 111 – temperature.



### ***Access to care***

- Accessibility – Needs to be available and easy to use.
- Availability – Somebody local needs to be able to see us.
- Raised the issue that when deaf patients require an ambulance there is a cost incurred for the relay service to the network or business that registers the people who require the service.
- Couple found that 111 online did not work for them.

## Learning from events feedback

Attendees were requested to complete individual event evaluation forms, including where the community engagement was staged, the quality of refreshments/ food made available and speaker facilitation of workshops. The forms asked attendees to highlight the three main things they liked and also the three things that could be improved. A collation of this information suggested that, the level of information provided to become more aware of NWAS services, practical involvement using workshops and the opportunity to network is what attendees liked the most. More time including publicity for the events, shorter Q&A sessions and diversity of representation remain key considerations for improving any next similar trust events.

General learning from the staging of our 5 community engagement events can be summarised as:

- Support of our 999, EOC, 111, PTS colleagues remains critical to the success of these events.
- Regular updating of our community groups stakeholder list to ensure we are inviting all groups.
- Using a range of formats e.g. social media, cold calling, emails and posters in community centres to enhance diversity of attendance
- Availability of frontline Ambulance staff to enhance networking opportunities
- Interactive sessions maximise opportunities for participation and to obtain a range of feedback.
- To ensure inclusive communication via visual screens, BSL interpreters and hearing loops
- Enhanced Q&A sessions can be difficult for tracking time
- Provision of a buffet lunch/refreshments, adequate heating and use of microphones at all times lends support to staging of a positive community event.



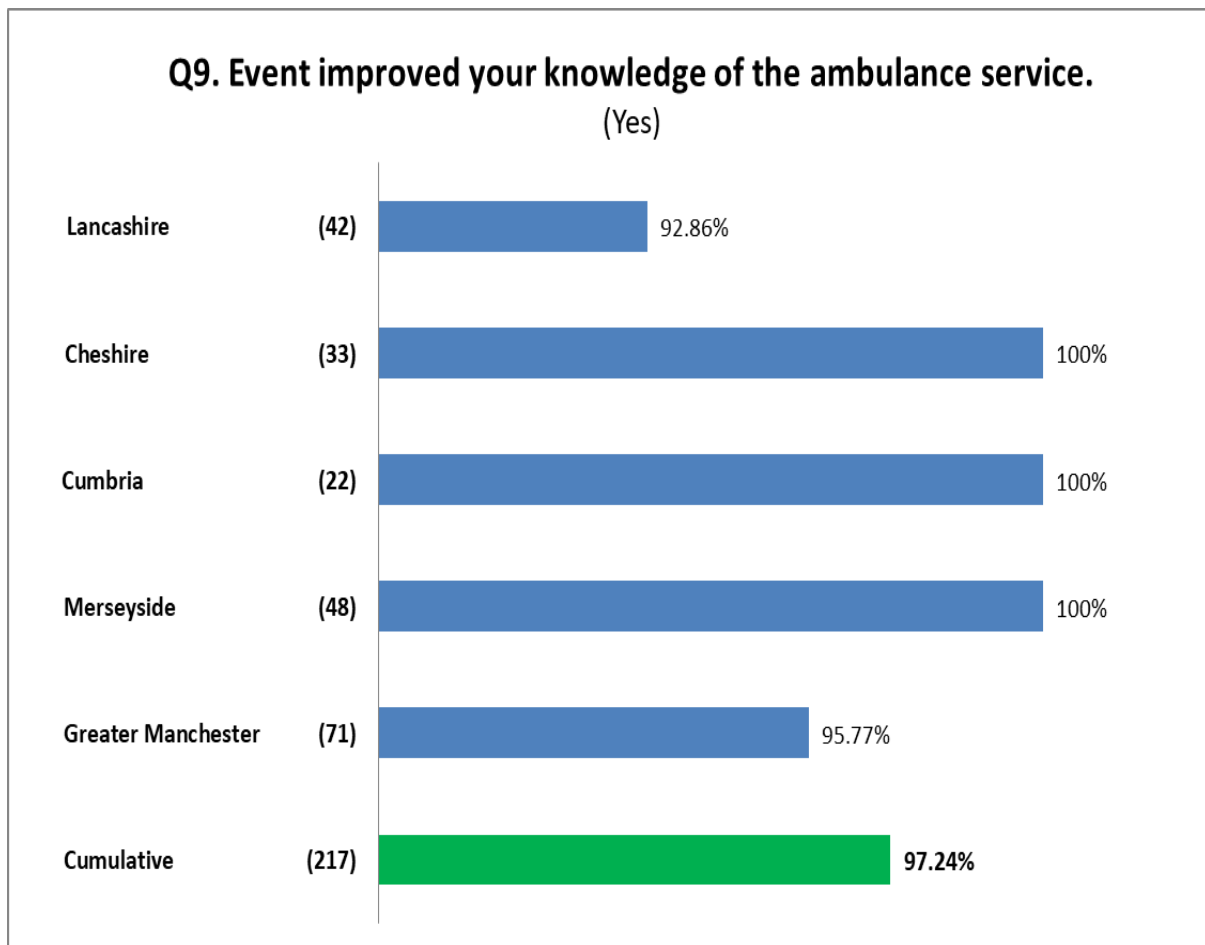
As shown in Table 1 and Graph1 below, another positive aspect that was shown through the evaluation feedback was the number of attendees who felt that their knowledge of NWAS had been improved with attending the event with 97.24% cumulatively agreeing with this statement. Cumulatively, 92% of attendees were overall, very satisfied or satisfied with the event they had attended.



Table 1: Community Engagement Event Evaluation Feedback

Community Engagement Evaluation Feedback <i>Response Scores Area Matrix</i>	Q3. How would you rate the organisation of the event? <i>(Very good/good)</i>	Q4. How helpful were the event team? <i>(Extremely helpful/very helpful)</i>	Q5. Duration of the event was just right. <i>(Strongly agree/agree)</i>	Q7. Event met your expectations. <i>(Yes)</i>	Q9. Event improved your knowledge of the ambulance service. <i>(Yes)</i>	Q10. Want to be involved with PPP initiative. <i>(Yes)</i>	Q12. Overall satisfaction with the event. <i>(Very satisfied/satisfied)</i>
<b>Cumulative Scores</b>	95.85%	96.77%	76.50%	96.31%	97.24%	47.93%	92.16%
<i>Greater Manchester</i>	95.78%	94.36%	80.28%	95.77%	95.77%	45.07%	95.77%
<i>Merseyside</i>	97.92%	97.91%	83.33%	100%	100%	50.00%	87.50%
<i>Cumbria</i>	100%	100%	72.72%	100%	100%	54.55%	100%
<i>Cheshire</i>	100%	100%	84.84%	100%	100%	57.58%	87.88%
<i>Lancashire</i>	90.48%	95.24%	59.52%	90.48%	92.86%	38.10%	90.48%

Graph 1: Event improved knowledge of the Ambulance service?



## **Q&A Session.**

Some of the question requests asked by participants already feature in the feedback captured from the 5 community engagement events detailed in this report. Additional ones for noting in this report included:

- Expectations of PTS staff/volunteers to help if patients needed support to get back into their home.
- How often do you receive hoax calls and how do you deal with them?
- Who is eligible to use the Patient Transport Service?
- How many people know about NHS111? Lack of good quality information about how NHS works. NHS 111 online.
- How do we safeguard?
- How can we improve our mental health service provision?
- Is calling NHS 111 free and is it a 24/7 service?
- Has the online NHS 111 services been tested for accessibility for blind/partially sighted people? Particularly screen readers. Website accessibility e.g. 111.
- Mental health is putting huge pressure on the NHS resources. What are your plans to deal with this?



All the various feedback received at each of our 5 individual community engagement events including the questions posted can be seen on each individual summary evaluation report at: [https://www.nwas.nhs.uk/events/?filter\\_year=2019](https://www.nwas.nhs.uk/events/?filter_year=2019)\* It should be noted that where questions were answered, they were done so by using respective NWAS leads with expertise in that area of questioning\*.

## **Recommendations**

An analysis of the feedback received at all 5 community engagement events, with discussions on the main service lines of PES, PTS and NHS 111, the staging of the event and the Q&A sessions provide us with considerations for recommended actions. These are shown in the table below.

All			
Recommendation	Action	RAG	
1	More education about all aspects of our services including NHS 111 online availability and what the trust is planning going forward on mental health?	The trust is delivering 3 NWS service communication campaigns which raise further awareness of PES, PTS and NHS 111 respectively. The NHS 111 trust and national winter campaign commenced on 21 <sup>st</sup> October 2019. The trust's 3 year mental health and strategic plan is available to view on the trust's website. The link has been shared with attendees; <a href="https://www.nwas.nhs.uk/publications/mental-health-and-dementia-strategic-plan-2019-2022-2/">https://www.nwas.nhs.uk/publications/mental-health-and-dementia-strategic-plan-2019-2022-2/</a>	
2	Staff to be trained in using sign language required for basic patient care with deaf patients e.g. hello, can you tell me what's happened.	A proposal will be taken forward for executive leadership committee consideration.	
Paramedic Emergency Service (PES)			
Recommendation	Action	RAG	
3	More education about PES services including what happens when we need to safeguard vulnerable patients?	The trust is delivering 3 NWS service communication campaigns which raise further awareness of PES, PTS and NHS 111 respectively and this feedback will be taken on board as part of that process. Consideration will be given on other ways of providing information with regard to what happens when we need to safeguard vulnerable patients?	
3	Investigate the 999 SMS text service and if it works?	We will contact the Royal National Institute for the Deaf (RNID) to further understand if any concerns have been raised by deaf ambulance patients accessing this service	
Patient Transport Service (PTS)			
Recommendation	Action	RAG	
5	More awareness of the PTS booking stage, the eligibility process and whether we help patients in and out of their homes / PTS vehicle and go with them in to clinics if required.	NWAS PTS service communication campaign to take this on board.	
6	More awareness of the PTS extra mile support we may provide to patients	NWAS PTS service communication campaign to take this on board.	

	e.g. blanket to keep patients warm, settling down, secure wheelchair if needed and collection from hospital from specific designated areas, ward or department.		
<b>NHS 111</b>			
	<b>Recommendation</b>	<b>Action</b>	<b>RAG</b>
7	Educate the public on NHS 111 as a free 24/7 service and how to access the service.	The NHS 111 trust and national winter campaign commenced on 21 <sup>st</sup> October 2019 and a new 111 video has been added to the trust's website.	
8	Explore the accessibility of 111 online.	NHS 111 awareness campaign started 21 <sup>st</sup> Oct in line with NHSE winter campaign. NHSE host the 111 online service, consideration will be provided by the trust to raise awareness of the online service and how that relates to localised interventions.	

## Next Steps

Further to the successful delivery of our 5 community engagement events in each county area of NWAS, it is envisaged that next steps will take into account the following:

- Share this overall summary evaluation report with all attendees at each event.
- Ensure all feedback themes and learning is documented and shared with relevant service lines and teams within the trust.
- Report the summary to the trust's Learning Forum and produce a communications and engagement team learning from lessons internal bulletin.
- Produce an action plan to progress the 8 listed recommendations and actions.
- Provide quarterly updates in 2020/21 on the recommendations/actions suggested via a link on the NWAS website.
- Undertake a gap analysis of community groups with whom we have not engaged this year to ensure we are providing maximum opportunities for engagement and feedback.
- Update our trust community contacts database to ensure diversity of representation, in preparation for 5 similar community engagement events during 2020/21
- Agree timeframes for delivering a further 5 community engagement events in other areas of Cumbria, Lancashire, GM, Mersey and Cheshire.
- Continue to meet on request with community group stakeholders to update on NWAS services, discuss accessibility issues and areas for improvement.