

**NHS**

North West  
Ambulance Service  
NHS Trust



# PATIENT AND PUBLIC PANEL.

Looking back at our  
achievements so far.

**#NWASVOICES**



# INTRODUCTION.

This celebration booklet is to mark the achievements of our Patient and Public Panel and recognise the great work of our members during 2020/21.

Throughout 2021/22, we continue to provide opportunities for our patients and public to help shape our services, ensuring the patient voice is embedded throughout the trust.

**75%**

of PPP members said their knowledge/understanding of NWAS services had improved since joining the panel.

# WHO WE ARE & WHAT WE DO.

**91%**

of PPP members agreed or strongly agreed that we are a patient-focussed organisation.

In September 2019, we established the Patient and Public Panel (PPP) to give the public a voice and a chance to influence the development of their local ambulance service.

Our PPP is made up of representatives from local communities, interest groups, the voluntary sector and partner organisations, and offers meaningful opportunities to influence improvements in our emergency, patient transport and 111 services.

Varying levels of participation have enabled people to get involved in a way that suits them best, depending on the amount of time and level of interest they have.

## FOREWORD BY OUR CHAIRMAN.

Our Patient and Public Panel (PPP) is going from strength to strength and it is great to see the many positive contributions from the PPP since its establishment in September 2019, which have continued throughout the COVID-19 pandemic.

Like many organisations, it has been an extremely challenging year for us. We have had to change the way we work to support our patients, public, and each other. As with other areas of the service, the PPP has adapted and risen to the challenge, taking all of its activity online and still managing to grow its membership and get involved in significant pieces of work across the trust. We're very grateful to all the members for their input.

Looking at our achievements so far, I can confidently say the PPP will continue to support the work of the trust, to the benefit of our patients and our colleagues.

**Peter White**  
CHAIRMAN



## WHERE WE ARE NOW.

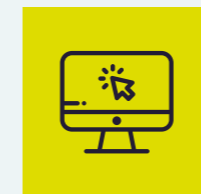
Not only have our members influenced the way we deliver our services but they have also helped to shape the way the Patient and Public Panel operates.

We proactively ask members how we might enhance their involvement with us and found out that some members wanted to engage more with each other outside of meetings so they could talk about what they had been involved in or learnt. This led to the development of our PPP Members Area on our website – a safe forum for members to engage, share ideas, provide feedback or even share general life updates. This is another extremely positive way to support engagement during the pandemic which has so far been well received by everyone involved.

Our current priority is to increase representation within the PPP in our younger age group (16-24) as well as ensuring that we are fully representative of the population of the North West. It is so important that our volunteers reflect the communities we serve and our PPP members will be integral to making this happen.

Whilst we are committed to ensuring meaningful engagement with our existing membership, we are very keen to involve even more people in the PPP and hopefully this publication provides a flavour of what has been achieved by our PPP so far and will encourage others to join.

**Salman Desai**  
DIRECTOR OF STRATEGY, PARTNERSHIPS AND TRANSFORMATION



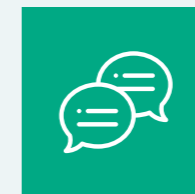
### CONSULT.

#### WHAT DOES IT INVOLVE?

Responding to surveys, giving feedback on strategies, initiatives and publications, and providing thoughts on events and campaigns on an occasional basis, often virtually.

#### WHO IS IT FOR?

Those able to participate at a time to suit them and for short periods of time and those who are not able or keen to travel. May also suit people who can represent different patient perspectives when providing feedback, as well as those who have the ability to look beyond their own personal experience and have open and enquiring minds to understand and accept different viewpoints.



### CO-PRODUCE.

#### WHAT DOES IT INVOLVE?

Contributing to meetings or discussion groups by providing opinions, experience and expectations to help inform improvements and review how services are planned and provided.

#### WHO IS IT FOR?

Those able to participate for designated periods of time on a task and finish basis. May also suit people who have service user experience and a desire to help improve services with the ability to keep the patient perspective at the forefront.



### INFLUENCE.

#### WHAT DOES IT INVOLVE?

Taking an ongoing, active role in high-level meetings and committees usually held at headquarters in Bolton, to enhance decision making and discussions.

#### WHO IS IT FOR?

Those able to participate in specific meetings on a regular basis to provide their ideas, suggestions and insights as a patient or member of the public on the business discussed by that meeting. Best suited to people who are able to commit time and have some experience in attending meetings or speaking in front of large groups of people and are willing to undertake relevant reading beforehand.

**i** Applications are welcome from people of all backgrounds, beliefs, cultures and circumstances to ensure the panel is representative of the communities served by North West Ambulance Service.

To find out about how you can get involved please visit [www.nwas.nhs.uk/panel](http://www.nwas.nhs.uk/panel)

# OUR ACHIEVEMENTS.

While COVID-19 caused us some challenges, we have celebrated many achievements with our members during the first 18 months of the Patient and Public Panel (PPP).

## 76%

of PPP members said they would recommend panel membership to friends, family and colleagues.

### Supported the NHS 111 First initiative

Our members attended key focus groups to look at how we communicate key messages to local communities, faith and vulnerable groups across the North West. Concerns were raised around the impact of NHS 111 First on people with mental health problems or disabilities. This feedback influenced the key messages and told us it was important to make clear that anybody turning up to A&E without an appointment would not be turned away. We have also worked with local mental health community groups to help alleviate any concerns.

### Helped to improve communication on the road

We recognised that our current pictorial communication handbook was outdated and therefore we needed to revamp this to improve patient experience across the North West. Our members co-produced an updated version of the handbook which will be available on all emergency ambulances. The feedback helped us to understand what works well and what was missing from the original version. Panel support has helped us ensure the new version is informative, fit for purpose and something that will be accessible at times when there may be communication barriers.

### Worked with staff to refresh our values

Our members were invited to participate in workshops to shape ideas for our new values. Members were instrumental in the redesign of the trust values by providing experiences and feedback on what they felt was important to them about the service they receive from us. Panel input provided a fresh perspective which shaped the new values and behaviours launched in April 2021.

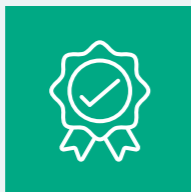
See our new values below.

## OUR VALUES.



### WORKING TOGETHER.

We work together to understand and value every role in achieving our shared purpose. We live and breathe inclusivity, everyone matters.



### BEING AT OUR BEST.

We challenge ourselves to be the best we can be. We are curious and push boundaries to improve everything we do.



### MAKING A DIFFERENCE.

We make a difference through doing the right thing by our staff, patients, partners and communities. We act with compassion and kindness.

### Worked with NHS England colleagues

We invited members with experience of using non-emergency patient transport services to attend a dedicated focus group discussion run by NHS England to influence and shape the new eligibility criteria for the service. Members provided advice and feedback which has resulted in the eligibility criteria being redrafted.

### Refreshed PPP materials

Our initial PPP promotional materials were designed before members joined, so we asked members to proof read and provide feedback to make them more accessible to all. Our members identified accessibility issues with colours and text size which we didn't identify previously, leading us to redesign our materials and colour scheme.

## OUR ONE YEAR MILESTONE!

We successfully recruited 100 members in the first year of the Patient and Public Panel!

### Regularly supported internal meetings

Our members provide regular support at key internal meetings:

#### Religion and Belief Forum

"PPP attendance was thought-provoking, sharing lots of information about the Jewish community, their faith and beliefs. Frontline staff will be able to transfer this information when assisting patients from the Jewish community."

Kairen Smith, Positive Action Officer

#### Emergency Operations Centre (EOC) Learning Forum

"Often we are guilty of viewing problems from a single perspective, usually that of an ambulance clinician. Having PPP representatives at the learning forum allows us to ensure we are embedding the right lessons to avoid incidents and improve our services in the future."

Luke Marriner, Senior Clinical Lead for EOC & Clinical Hub

### Listened to patient experiences to improve our services

We regularly provide patient experiences and feedback to improve our services, especially around mental health and suicide prevention.

"The members involved in the suicide prevention work stream have been great representatives for mental health and patients. So far they have helped us with some great ideas provided brilliant feedback on a document we are thinking of introducing for front line staff in relation to suicide prevention."

Craig Hayden, Advanced Practitioner (Clinical Hub) and Suicide Prevention Lead



Luke Marriner



Craig Hayden

### Contributed to our new brand

Members provided ideas in a brand workshop led by a design agency to help gather the insight they needed to develop a new look for the NWAS brand. Feedback and comments were valuable to the process as they were unbiased and brought a fresh, outsider's perspective.

### Met staff at our key sites

Before the COVID-19 pandemic, members had the opportunity to engage with staff in our emergency operations centres (EOCs) across the North West. This allowed them to have a greater understanding of the work we do when answering 999 calls and the teams that support this in the contact centres.

## 87%

of PPP members felt that in the first 12 months of their involvement, we have provided them with right number of opportunities for engagement.

## SPOTLIGHT ON...

# MYSTERY SHOPPER OPPORTUNITY WITH THE PATIENT TRANSPORT SERVICE.

Our members assisted us with a mystery shopper exercise for the taxi companies used by our patient transport service (PTS).

At the start of the pandemic, we received a number of complaints about taxi companies not following guidance relating to personal protective equipment (PPE). Our PTS Assurance Team worked with the PPP to conduct the mystery shopper exercise.

14 members volunteered to take part and appointments were made via our booking centre for taxi journeys from their home to a local hospital. Following the journey to and from hospital, members were asked to complete surveys virtually as well as give feedback via a phone call to share their experience.

Our members were fully supported by the PTS Assurance Team throughout their journey and provided with a contact number to use if any problems were encountered.

The main purpose of the exercise was to identify if the taxi providers were following the guidance issued in relation to COVID-19 but it also highlighted a number of additional concerns that patients using this service may have.

From this feedback, we have addressed specific issues and written to all taxi providers covering themes identified. Using our members' experiences, we have introduced a new system where we collate complaints about specific drivers and are in the process of changing the contract to reinforce our requirements.

Shirley King, PPP member from Southport, said: "Some years ago, a friend working in the field of mystery shopper recruitment said I would make a good person to employ due to my objectivity, so I thought I would give this a go! I could've easily been swayed by the friendliness of one driver but remained focused on the exercise as I wanted my feedback to be a true reflection of the overall journey."

"I feel collectively, all PPP members involved in this exercise would have definitely made a difference. NWAS cannot observe all of their third party providers so this is one way to get true and reliable feedback on what is important to them at that time. I would most definitely get involved again!"

Richard Morris, PTS Business Assurance Manager, said: "I am extremely grateful to the PPP members for their time and commitment in undertaking this exercise which has been invaluable in helping us identify and address areas for service improvement. I look forward to working with them again on future projects."



## WHAT OUR PPP MEMBERS HAVE TO SAY...



I joined the panel because I work with Black Asian Minority Ethnic and Refugee (BAMER) families and carers who use the ambulance service and feel that with my personal and work experience I have a good understanding of the issues faced by people, especially those from the BAMER communities.

**Kellie Rostron**  
INFLUENCE PPP MEMBER



The ambulance service is very important to the local community and I joined the panel as I want to play a small part in its continued development by using the skills and experience I have developed over the years.

**Joe Loughran**  
INFLUENCE PPP MEMBER



I joined the panel to bring lived experience and an understanding of NWAS challenges in rural areas like Cumbria and urban areas like Greater Manchester. I have lived in both these areas.

**Jan Kitching**  
CO-PRODUCE PPP MEMBER



I joined the panel because I wanted to expand my knowledge on the services provided. I currently work in primary care for the NHS and I think the interaction between the two organisations is valuable, along with the opportunity to network with organisations outside of my employment.

**Claire Linnane**  
INFLUENCE PPP MEMBER



I feel it is important to support our NHS and especially our ambulance services. I hope to study Paramedic Science at university so joined the panel to gain some experience with NWAS as well as being able to put forward ideas on behalf of patients and the public.

**Oscar Shaw**  
CO-PRODUCE PPP MEMBER



I was a community first responder for over 10 years and was also a shadow governor with NWAS. I take an active interest in the NHS as a whole as I am a public governor with North Cumbria Integrated Care NHS Foundation Trust. I joined the panel as NWAS has been an important part of my life for a decade. My family and I have used the service first hand and can see it from a patient perspective.

**Jacqueline Nicol**  
INFLUENCE PPP MEMBER



I facilitate a self-advocacy group working with a group of adults with learning disabilities to develop their skills and confidence to speak up. I know that they have a lot to share that will help bring a perspective to the panel that may be missing. It's so important that we make sure that everyone's voice is heard as services are developed.

**Pip Horne**  
CO-PRODUCE PPP MEMBER





This information can be made available in alternative formats, such as easy read or large print, and may be available in alternative languages upon request.

**WANT MORE INFORMATION?  
CONTACT THE PATIENT AND PUBLIC PANEL:**

**T.** 07812305549

**E.** [patient.panel@nwas.nhs.uk](mailto:patient.panel@nwas.nhs.uk)

**[nwas.nhs.uk/panel](https://nwas.nhs.uk/panel)**

