



GRŴP CYFEIRIO RHANDDEILIAID STAKEHOLDER REFERENCE GROUP

DYDDIAD Y CYFARFOD: DATE OF MEETING:	02 May 2024
TEITL YR ADRODDIAD: TITLE OF REPORT:	Continuous Engagement Implementation
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Alwena Hughes Moakes, Communications and Engagement Director
SWYDDOG ADRODD: REPORTING OFFICER:	Alwena Hughes Moakes, Communications and Engagement Director

Pwrpas yr Adroddiad (dewiswch fel yn addas)

Purpose of the Report (select as appropriate)

Er Gwybodaeth/For Information

ADRODDIAD SCAA SBAR REPORT

Sefyllfa / Situation

A Continuous Engagement Plan (CEP) was prepared and presented to Board in 2022 outlining the Health Board's commitment to engaging with its population.

The CEP embeds the principles of continuous engagement throughout the fabric of Hywel Dda by working with teams and services in a collaborative way, ensuring engagement objectives are purposeful and aligned to Hywel Dda University Health Board's (HDdUHB's) strategic and planning objectives.

Cefndir / Background

Our strategy 'A Healthier Mid and West Wales: Our future generations living well', outlines our commitment to "work together every step of the way" with our staff, patients, carers, people who live and work in our communities and people or organisations delivering or interested in health, care, and well-being. The CEP aims to shift the emphasis from reactive engagement on proposed service changes, to a more practical and proactive approach that involves the public and stakeholders as partners in a continuous process. The CEP is a live document that will evolve and guide development of future services through listening to our communities.

This approach is intended to enable us to work together to design services that better meet the individual and community needs. It also aims to improve services in order that resources can be more efficiently focused to improving outcomes that matter to people.

Asesiad / Assessment

The Continuous Engagement Plan (CEP) was developed around the three life stages – **starting and developing well, living and working well, and growing older well**. It aims to achieve the following outcomes:

- Improved services that better meet both individual and community needs with more efficiently focused resources that ultimately impact positively on the health and wellbeing of our communities through listening and acting on our public's views.
- Increased public confidence and trust in Hywel Dda University Health Board (HDdUHB).
- Greater ability of service users to influence services and to be better informed.
- Open and progressive policy making which reflects collaborative working, opportunities for co-design and improved outcomes for our communities.
- Improved decision making which is driven by public feedback.
- Enhanced visibility of HDdUHB values through open and transparent communication.
- Services and staff that understand and appreciate the benefits of continuous engagement.

In setting our practical actions for Continuous Engagement, there will undoubtedly be direct impacts on who we need to communicate and engage with, when we will need to do this, and the scope and tactics we will need to plan and deliver.

An activity log is included as part of this paper to update Stakeholder Reference Group (SRG) members of engagement work, including the work of the Community Development Outreach Team, undertaken since the Group last met in November.

Argymhelliad / Recommendation

The Stakeholder Reference Group is asked to **NOTE** the Continuous Engagement Implementation plan.

Amcanion: (rhaid cwblhau) Objectives: (must be completed)	
Committee ToR Reference: Cyfeirnod Cylch Gorchwyl y Pwyllgor:	
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	1185
Parthau Ansawdd: Domains of Quality Quality and Engagement Act (sharepoint.com)	6. Person-Centred
Galluogwyr Ansawdd: Enablers of Quality: Quality and Engagement Act (sharepoint.com)	6. All Apply
Amcanion Strategol y BIP: UHB Strategic Objectives:	All Strategic Objectives are applicable
Amcanion Cynllunio Planning Objectives	6c Continuous engagement

Amcanion Llesiant BIP: UHB Well-being Objectives: Hyperlink to HDdUHB Well-being Objectives Annual Report 2021-2022	9. All HDdUHB Well-being Objectives apply
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Gwybodaeth Ychwanegol: Further Information:	
Ar sail tystiolaeth: Evidence Base:	Engagement and Experience Group Terms of Reference Continuous Engagement Plan
Rhestr Termiau: Glossary of Terms:	Included within the report
Partïon / Pwyllgorau â ymgynhorwyd ymlaen llaw y Grŵp Cyfeirio Rhanddeiliaid: Parties / Committees consulted prior to Stakeholder Reference Group:	Not Applicable

Effaith: (rhaid cwblhau) Impact: (must be completed)	
Ariannol / Gwerth am Arian: Financial / Service:	No financial impact
Ansawdd / Gofal Claf: Quality / Patient Care:	No adverse quality and/or patient care impacts
Gweithlu: Workforce:	No adverse existing or future staffing impacts
Risg: Risk:	Risks identified and noted in Continuous Engagement Plan
Cyfreithiol: Legal:	Ensure engagement plans are quality assured by The Consultation Institute
Enw Da: Reputational:	Enhanced visibility and understanding of Health Board values due to open and transparent communication
Gyfrinachedd: Privacy:	No
Cydraddoldeb: Equality:	Enhanced monitoring and evaluating of continuous engagement with seldom heard groups and individuals with protected characteristics.

Engagement activities: January - March 2024

Event / Engagement	Date	Relationship / Partners / Other teams Involved	Summary of Event / Engagement i.e context	Evidence (link to papers etc.) / Signpost / Contact
Bronglais Chemotherapy Day Unit (CDU) project	September – November 2023	<ul style="list-style-type: none"> Executive Team Communications Team Engagement Team Cancer Operational Team Finance, Estate, Information Management and Technology (IM&T) Charitable Funds Committee Capital Planning SD & OD Bronglais CDU Team Arts in Health team 	<p>Public Art Task and Finish Group</p> <ul style="list-style-type: none"> In February a visit was arranged to The Grange Hospital in Cwmbran with the Public Art Group - to go on tour of the hospital and artworks to see an example of best practice in Arts and Health. Plans are being developed for a participatory element of the project with a series of workshops to be held in Aberystwyth to further engage staff, patients and the public with a connection to the Unit. It is hoped to incorporate the written word and Welsh language into some of the art pieces. <p>Other engagement outstanding:-</p> <ul style="list-style-type: none"> A project update questionnaire to give all stakeholders the opportunity to provide feedback and their thoughts on the project so far, to ensure that we genuinely deliver a new unit that the public have funded and are able to be part of was planned for winter 2023 but was delayed due to a delay in the project. The questionnaire is now being 	<p>Public Art Task and Finish Group lead by Kathryn Lambert: Kathryn.Lambert@wales.nhs.uk</p> <p>Work to begin on £3million cancer day unit at Bronglais Hospital - Hywel Dda University Health Board (nhs.wales)</p> <p>HRH The Princess Royal Visits Mobile Support Unit Delivering Cancer Treatments During Bronglais Hospital Refurbishment (tenovuscancercare.org.uk)</p>

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			<p>revised with a view to be published in May 2024.</p> <ul style="list-style-type: none"> The Bronglais CDU project has picked up a pace in early 2024 and the works on the construction of the new unit will commence shortly. 	
Emergency Medical Retrieval and Transfer Service (EMRTS) Review	1 February to 29 February 2024	<ul style="list-style-type: none"> NHS Wales EMRTS All Health Boards in Wales Wales Air Ambulance Charity 	<p>The last engagement phase on EMRTS on how to further improve the air ambulance service in Wales, took place between 01 and 29 February 2024.</p> <p>The public consultation was held from 1 February to 29 February 2024.</p> <p>A page on both Have your Say and Dweud eich Dweud was set up to promote wider engagement, together with relevant press releases issued.</p> <p>Letters with a link to the online survey were emailed to 724 stakeholders, with a postal mailout to 337 stakeholders including GPs and Libraries.</p>	<p>Direct links to pages on Have Your Say and Dweud eich Dweud:</p> <p>www.haveyoursay.hduhb.wales.nhs.uk/final-engagement-phase-of-wales-air-ambulance-service-takes-place-in-february</p> <p>www.dweudeichdweud.biphdd.cymru.nhs.uk/mae-cam-ymgysylltu-terfynol-gwasanaeth-ambiwylans-awyr-cymru-yn-digwydd-ym-mis-chwefror</p> <p>Final Engagement Phase of Wales Air Ambulance Service begins - Hywel Dda University Health Board (nhs.wales)</p> <p>Phase 3 Engagement of the EMRTS Service Review</p>

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Voices of Children and Young People Group		<ul style="list-style-type: none"> Engagement Health Board staff working with Children and Young People Patient Experience Welsh Ambulance Service Trust (WAST) Youth Participation Officers 	<p>A focus group was held on the 11 March 2024 to start developing a tool kit for engaging with children and young people. It was agreed to adapt existing tool kits.</p> <p>A presentation on the Children's Charter was provided at the Putting Children's Rights into Practice – a learning and sharing event on 12 March 2024. The event was hosted by the Children's Commissioner for Wales.</p> <p>The workplan for 2024/ 25 proposes to develop the following:</p> <ul style="list-style-type: none"> Children's Rights webinar which will be used to raise awareness of children's rights throughout the organisation. Tool kit for engaging with children and young people. 	
Cross Hands and Tumble GP Practice – the future of services for registered patients	Engagement period – 27 October - 26 November 2023	<ul style="list-style-type: none"> Primary Care team Engagement team Communications team 	<p>The GP Partners at Cross Hands and Tumble Surgery have made the difficult decision to resign the General Medical Services contract they hold with the Health Board to operate the Practice with effect from 31 March 2024.</p> <p>Following the Extraordinary Board meeting the Hywel Dda University Health Board (HDdUHB) confirmed in February that the Amman Tawe</p>	<p>Health Board awards contract for Cross Hands and Tumble GP practices – Hywel Dda University Health Board (nhs.wales)</p>

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			<p>Partnership had been awarded the GMS Contract.</p> <p>A stakeholder letter was emailed via the Tractivity database to twelve relevant town and community councils and councillors on 20 February 2024.</p> <p>However, the Tumble Surgery would close from 1 April and the services would be provided from the Cross Hands Health Centre only. Engagement was undertaken around the issue informing relevant stakeholders, partners and the public.</p>	<p>Important update for patients registered with Cross Hands and Tumble GP surgeries – Hywel Dda University Health Board (nhs.wales)</p>
Laugharne Branch Surgery – the future of services for registered patients	1 November – 8 December 2023	<ul style="list-style-type: none"> • Primary Care team • Engagement team • Communications team 	<p>HDdUHB received an application from the Coach and Horses GP Surgery in St. Clears, to close their Laugharne Branch Surgery in Carmarthenshire.</p> <p>An additional public drop-in event was held in Laugharne on Tuesday, February 6 2024 to provide residents with a further opportunity to discuss the application from the Coach and Horses GP Surgery in St. Clears, to close their Laugharne Branch Surgery. A recommendation to consider a way forward was considered at the Board meeting in March 2024.</p>	<p>https://hduhb.nhs.wales/news/press-releases/extra-public-drop-in-event-in-laugharne/</p> <p>https://hduhb.nhs.wales/news/press-releases/laugharne-gp-branch-surgery-to-remain-open/</p>

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Cross Hands Health and Wellbeing Centre	Ongoing	<ul style="list-style-type: none"> • Capital Planning • Finance, Estate, IM&T • Communication team • Engagement Team • Primary Care Team • Mace and Gleeds 	<p>A meeting has been arranged for 29 April 2024 to review the Communications and Engagement Plan and to discuss engagement activity.</p> <p>The Full Business Case (FBC) will be presented to Board on 30 May 2024.</p>	
Clinical Services Plan	Ongoing	<ul style="list-style-type: none"> • Transformation Programme Office • Patient Experience team • Communications team • Communications hub • Engagement team 	<p>In March 2023, Board approved the establishment of a programme approach to develop a Clinical Services Plan prioritising the following services identified as fragile:</p> <ul style="list-style-type: none"> • Critical care • Diagnostics: <ul style="list-style-type: none"> ○ Endoscopy ○ Radiology • Emergency general surgery • Planned care: <ul style="list-style-type: none"> ○ Dermatology ○ Ophthalmology ○ Orthopaedics ○ Urology • Stroke • Primary care (see below) • Urgent and Emergency Paediatrics (now at implementation plan phase, see above) <p>An issues paper has been developed that highlights a broad range of factors that impact on our services and includes the feedback gained through the staff, patient and contractor surveys. The</p>	<p>The issues papers can be found here:</p> <p>hduhb.nhs.wales/about-us/your-health-board/board-meetings-2024/board-agenda-and-papers-28-</p>

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	<p>From Phase 2, Primary Care and Community Strategy has diverged from the Clinical Services Plan and will follow a separate path</p>		<p>issues paper was presented to our Health Board's Public Board meeting on 28 March 2024.</p> <p>Phase 2</p> <p>Following the submission of the issues paper to Public Board, the next step is for the nine service areas (with the exception of Primary Care and Community Services) to review the issues impacting each service at workshops, that include our staff and patient representatives. A series of workshops have been planned to develop a set of potential options that will support and improve these services over the coming years.</p> <p>An expression of interest letter has been sent to patients who have asked to be kept involved in the process.</p> <p>Patient representatives from the seven locality / cluster areas have been allocated places at three deliberative workshops to contribute their views to the options development and appraisal process.</p> <p>The Primary Care element of the project to develop a Primary and Community Services strategy for the seven clusters that treat patients in the communities across the Hywel Dda region is now progressing. It will set out the principles</p>	<p>march-2024/board-agenda-and-papers-28-march-2024/item-4-3-clinical-services-plan-issues-paper-pdf/</p> <p>hduhb.nhs.wales/about-us/your-health-board/board-meetings-2024/board-agenda-and-papers-28-march-2024/appendix-b-primary-care-final-pdf/</p>

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			<p>and standards that will support the activities needed to provide safe and sustainable Primary Care and Community Services across the four contractor professions (General Medical Services, General Dental Services, Community Pharmacy and Optometry).</p> <p>The next steps for Primary Care and Community Services are that a strategy will be developed that will set out the principles and standards required to provide safe and sustainable Primary Care and Community services.</p>	
Community Development Outreach Team:				
Tyshia Wellbeing Day, Llanelli	March 2024	<ul style="list-style-type: none"> • Goods Shed Llanelli • Community Immunisation Team <p>Teams in attendance:</p> <ul style="list-style-type: none"> • Llanelli Multicultural Network • Links • Threshold DVS • Llanelli Town Council • Transforming Tyshia • Police Community Support Officer (PCSOs) • Fire Service 	<p>We have co-arranged two more well being days in the Goods Shed. March 2024 saw 317 people attend the event.</p> <p>Information shared by Community Development Outreach Team (CDOT) on:</p> <ul style="list-style-type: none"> • Healthy eating • Smoking cessation • Interpretation services information • Alcohol reduction • Cancer screening 	

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Fairground Community	January 2024	<ul style="list-style-type: none"> Community Development Outreach Team 	Show persons who live in Llandeilo and Llanelli.	
Probation Pilot and Nelson Trust		<ul style="list-style-type: none"> Community Development Outreach Team 	<p>Pilot with Probation Service targeting people who are ex-offenders.</p> <p>The Nelsons Trust is an organisation which works with women who have been in the criminal justice system. Initial visits have taken place leading to a well-being walk.</p>	
Dunbia Abattoir, Llanybydder	January 2024	<ul style="list-style-type: none"> Community Development Outreach Team 	<p>Monthly engagement with migrant workers and diverse workers settled in West Wales. This visit promoted smoking cessation and alcohol awareness.</p> <p>Dunbia recruits workers from Asia, Africa and Eastern Europe. It is also staffed by settled communities from Poland, Bulgaria and Romania.</p>	
International English Centre, (IEC) Aberystwyth	February 2024	<ul style="list-style-type: none"> Community Development Outreach Team 	<p>Health presentation focusing on interpretation and translation services and health messages in a variety of languages.</p> <p>The IEC is part of Aberystwyth University with intake of 20 to 30 international students per annum from South Korea, Japan, China and Eastern Europe.</p>	

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St Pauls Methodist Centre, Aberystwyth	April 2024	<ul style="list-style-type: none"> Community Development Outreach Team Llais 	<p>Joint working with Llais to listen to people about their experiences of health and social care and to identify trends.</p> <p>St Pauls offers weekly Pay as you Will cafes attended by lesbian, gay, bisexual, transgender, queer (or sometimes questioning), intersex, asexual, and others. (LGBTQ+), socially economically disadvantaged, homeless and vulnerably housed individuals and others affected by disability and sensory loss.</p>	
Emergency and Temporary Accommodations, Aberystwyth	January 2024	<ul style="list-style-type: none"> CDOT Immunisation and Vaccinations 	<p>Monthly engagement with housing providers and their residents. The accommodations are operated by The Wallich, Barcud and The Care Society. The residents are socially economically disadvantaged, homeless and vulnerably housed, some of whom are ex-offenders.</p>	
Kickstart Aberystwyth	March 2024	<ul style="list-style-type: none"> CDOT Smoking Cessation 	<p>A health talk focused on reducing use of nicotine through smoking and vaping.</p> <p>Kickstart Aberystwyth is a young persons housing unit providing two years of housing to six young people while they are engaged in employment, training or further education.</p>	
Multicultural Wellbeing walk	April 2024	<ul style="list-style-type: none"> Llanelli Multicultural Network CDOT 	<p>Multicultural walk with people from Syria, Ukraine and Poland in attendance.</p>	

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		<ul style="list-style-type: none"> Llanelli Town Council West Wales River Trust. Multiply 		
Mosque Engagement	March 2023 – ongoing	<ul style="list-style-type: none"> Community Development Outreach Team 	<p>CDOT has reached out to the mosques in the three counties. We are building positive working relationships with the community.</p> <p>We have provided information about interpretation and translation services.</p> <p>We have signposted people to other support that may help them such as to Community Connectors and Friends and Neighbours' (FAN).</p> <p>An engagement activity included a First Aid session with St John Ambulance at Haverfordwest mosque.</p> <p>Sessions about healthy eating, smoking cessation and screening.</p>	
Homeless and Vulnerably Housed	March 2023 -ongoing	<ul style="list-style-type: none"> Community Immunisation Team. The Wallich Ty Gwynne Church. Nacro Salvation Army Myrtle house/ Trussell Trust Local Authorities 	<p>Throughout the three counties CDOT have been attending homeless and vulnerably housed drop-ins, foodbanks, and emergency accommodation.</p> <ul style="list-style-type: none"> Life Café, Llanelli. Salvation Army, Carmarthen Silverdale emergency accommodation - Pembrokeshire. 	

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			<p>Timothy's, Albany, Albion hotels – Pembrokeshire</p> <ul style="list-style-type: none"> • Police Street homeless engagement – Pembrokeshire • Wales and West housing association accommodation, Ceredigion • Community Café, Pembrokeshire • Police engagement session with street homeless, Pembrokeshire <p>The Community Immunisation team have also attended and have vaccinated people with Covid-19 and Influenza (flu) vaccines.</p> <p>Opportunities are being created to share health messages.</p> <p>CDOT have also referred people to the community dentist.</p>	
Refugee and Asylum Seeker Engagement	March 2023-ongoing	<ul style="list-style-type: none"> • Local Authorities • Early Years Support Team (EYST) • Clearsprings Ready Homes team • Public Health midwives • British Red Cross 	<p>CDOT have been working with partners to support Refugees and Asylum seekers in the three counties.</p> <p>This engagement includes sharing information about how to access health care in individuals' preferred language. We have also shared the three consultations with the community.</p> <p>Engagement includes:</p>	

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			<ul style="list-style-type: none"> • Visiting temporary accommodation • Attending British Red Cross events • Sharing information at the Llanelli Multicultural Network • Working with people in the community • Attending drop ins and events • ESOL classes 	
Universities and Colleges		<ul style="list-style-type: none"> • University of Wales Trinity St David(UWTSD) • Aberystwyth University • Coleg Ceredigion, Cardigan • Coleg Ceredigion, Aberystwyth • ESOL classes 	<p>There are a number of international students who attend the universities and colleges. CDOT have been encouraging GP registration and explaining access to healthcare.</p> <p>Information has been shared in community languages.</p>	
Factories	March 2023-ongoing	<ul style="list-style-type: none"> • CDOT 	<p>CDOT have engaged with various factories in Ceredigion, Pembrokeshire, and Carmarthenshire where there are migrant workers from Romania, Hungary, Philippines, Turkey, Poland and other countries. Information shared includes:</p> <ul style="list-style-type: none"> • Interpretation and translation information • Accessing healthcare information • Cancer screening • Smoking cessation 	

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			<ul style="list-style-type: none"> • Alcohol reduction • Healthy eating • Vaccine and immunisation information • Common ailment scheme <p>Where possible we share information in community languages. We have been involved in one factory's Health and Safety week.</p>	