

# **SERVICE CHANGE PROPOSAL: CENTRE FOR INTEGRATIVE CARE: MOVING TO AMBULATORY CARE**

## **Proposed communications and involvement plan**

### **What service change is being proposed?**

The Board has approved a process of public engagement on the following proposed service change:

- Moving to an ambulatory model of care at the Centre for Integrative Care, which means providing the full range of current services on an outpatient and day-case basis, with arrangements for admission or overnight accommodation only in exceptional circumstances.

### **What does this mean for the local community?**

The impact on the local community is minimal. The impact on patients is limited to the small numbers who use, or may use, the current inpatient service.

The CIC currently has seven inpatient beds open from Monday to Friday morning. The beds are used for a small number of admissions which equates to five per cent of the overall activity in the hospital.

Patients admitted to the inpatient beds receive therapies such as group therapy sessions, nutrition and diet advice, massage, acupuncture, physiotherapy, psychological support and counselling.

All of these services are available on an outpatient basis.

### **Informing, engaging and consulting those affected**

#### **Patients and public**

Whilst the service change being proposed is minimal, we know that there are concerns that we are proposing significant change to the CIC and therefore we will carry out extensive engagement with stakeholders to explain the proposal and hear their views.

A Patient Experience, Public Involvement Officer, Lorna Gray, will be facilitating the engagement with patients, carers, members of the public and wider communities with an interest in the proposal.

To help shape how we do this, a Stakeholder Reference Group (SRG) will be established, made up of representatives from patient and carer groups and organisations. To support the Stakeholder Reference Group, we will also have a Patient's Panel specifically for the patients (and carers) who currently use the Centre for Integrative Care. This group will feed back the patient view on the engagement process to the wider Stakeholder Reference Group.

#### **Staff**

There will be separate arrangements to engage with staff, which we expect staff to use to have their say, and which will be communicated as we move engagement forward from the beginning of September.

### **Proposed communications activity**

Our proposed communications include:

- A dedicated web page (<http://www.nhsggc.org.uk/get-in-touch-get-involved/inform-engage-and-consult/centre-for-integrative-care-moving-to-ambulatory-care/>), accessible from the home page of the website, with clear information describing the proposed service change, the numbers affected, what the changes would mean for those affected, timescales of the engagement process and how people can become involved and make comments. The website will also include an FAQ, information on the role of the stakeholder reference group.
- A press release on the launch of the engagement for local media including Radio Clyde and Evening Times
- A leaflet to be distributed widely to stakeholders, including current and previous patients and key interest groups, GP surgeries, community pharmacies and within the hospital itself. The same leaflet will be shared with those registered on our Involving People Database. The content of the leaflet will be developed in conjunction with the stakeholder reference group.
- Use of corporate NHSGGC social media accounts (twitter and facebook) to launch engagement and direct affected communities to our website for more information. The twitter account has a sizeable following with more than 6100 followers. We are launching a facebook account specifically in advance of the engagement exercise to open up new channels of communication and engagement and we will promote this new site on the website, via twitter and in all our other communications about the engagement process.
- Audio clips explaining the changes which can be used on radio and via the website
- Dedicated briefings to MSPs in the area
- Major features in NHSGGC's public facing newspaper, Health News, which is promoted via the Herald and Evening Times and Radio Clyde and which comes out in mid October
- A Radio Clyde digital campaign to promote all the service changes proposals in October which will include a feature page on the Radio Clyde website, an app sponsorship with a 20 second overlay when the Radio Clyde app load, mobile banner advertising and a solus email to the station's subscribers (up to 60,000) with hyperlinks to the website URL and a homepage takeover on the station's website.
- TV screen presentations in GP surgeries and hospitals to promote the engagement process and direct people to the website
- Dedicated staff briefings via the electronic core brief system, directorate management teams and the Staffnet (intranet).

### **Proposed engagement activity**

Our proposed engagement activities include:

- Letter to all current patients of the Centre for Integrative Care.
- Drop-in sessions at the Centre for Integrative Care so that current patients and their carers or family members can hear more about the proposals and give their views.
- Survey of current patients (both inpatients and outpatients) to establish their satisfaction with the current service, and views on the proposal.
- Presentations on the proposal to key interest groups.

If you would like to be added to the mailing list for regular updates on opportunities for you to get involved, or if you would like to give feedback on this proposal, please contact Lorna Gray on 0141 201 0375, or at [public.involvement@ggc.scot.nhs.uk](mailto:public.involvement@ggc.scot.nhs.uk).

### **Equality Impact Assessment**

In order to make sure we are informing and engaging appropriately with people who may potentially be affected by the proposal, this draft plan has been reviewed for its potential impact on diverse communities.

Of particular consideration for this proposal are:

- **Written information**

Materials presented at the Stakeholder Reference Group, displayed in the Centre for Integrative Care, and used to inform the wider public, will all be easy to read. They will be available in different formats and languages if requested.

- **Physical accessibility**

Venues for all engagement activities will be assessed to ensure they are fully accessible. It is suggested that Stakeholder Reference Group meetings, and drop in sessions will take place at the Centre for Integrative Care. We will reimburse out of pocket expenses and/ or make suitable arrangements to support people to attend the Stakeholder Reference Group and Patient's Panel.

Information about the information and engagement process, and opportunity to feedback or comment on the proposal, will be available online to enable those who have difficulties travelling to participate.

- **Other protected characteristics**

This plan does not negatively impact on people based on age, sex, race, or any other protected characteristics, with the exception of the considerations noted above.

### **Next steps**

The draft communications and engagement plan will be taken to the first meeting of the stakeholder reference group in September along with draft materials for comment and further development.