

17th March 2009

Millennium Copthorne Tara, London W8

# Achieving Meaningful Public Engagement

Translating theory into action:

Working collaboratively to empower communities



Including expert contributions from:

**David Colin-Thomé**

National Director for Primary Care

**Department of Health**

**Tim Gilling**

Health Scrutiny Programme Manager

**Centre for Public Scrutiny**

**Matt Akid**

Head of Communications

**Chelsea and Westminster NHS Foundation Trust**

**Joe Korner**

Director of Communications

**The Stroke Association**

**Melvyn Newton**

Project Manager

**Bradford LINK**

**Zoe Reed**

Executive Director of Strategy

**South London and Maudsley NHS Foundation Trust**

**Don Redding**

Head of Policy

**The Picker Institute**

**PLUS pre-conference seminar**

**Unleashing the Potential of LINKs**

Mastering new approaches to securing meaningful public engagement

**16th March 2009**, Harrington Hall, London SW7

Produced by:



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To register online: [www.hsj-publicengagement.com](http://www.hsj-publicengagement.com)

**Darzi's Next Stage Review, the Operating Framework and World Class Commissioning are just some of the multitude of key current national initiatives, demanding you raise your game – none of which can be achieved without the input of those they are designed to help.**

The development of a sophisticated, robust and meaningful public engagement strategy must now become a priority for all. It is crucial that you understand how to maximise the role all stakeholders play in meeting the challenges posed by these national agendas; public engagement must now sit firmly on all NHS Board agendas as the critical driver for quality in the NHS.

This timely and important *Health Service Journal* conference delivers the information you need to develop your public engagement practices and empower your local community to shape not only their own healthcare, but their local health economy.

Good practice is happening at a grass roots level across the country – book your place today to hear pioneering peers share their innovative strategies for engaging key stakeholders, including colleagues, patients, carers and the public.

## Delegates at 2008's conference said:

“*Focused, informative and insightful*”

NOTTINGHAM CITY PCT

“*Great content – immense help*”

BERKSHIRE HEALTHCARE NHS FOUNDATION TRUST

## PLUS pre-conference seminar Unleashing the Potential of LINKs

**The two-pronged supportive and regulatory role of LINKs promises to empower local communities to have greater autonomy in the shaping of their health and social care services.** Though the benefits of LINKs are clear, the practicalities of building new relationships across a multitude of disparate organisations poses an enormous challenge. This *Health Service Journal* seminar is a not-to-be-missed opportunity to take stock of the progress made by your Local Involvement Networks, trouble-shoot key areas of difficulty and network with colleagues from across the country. Gain insight into good practice happening in other localities and take home new ideas to improve services in your community.

### For information on sponsorship and exhibition opportunities please contact:

Matthew Turton, Business Development Manager  
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## Pre-conference seminar

# Unleashing the Potential of LINKs

Mastering new approaches to securing meaningful public engagement  
16th March 2009, Harrington Hall, London SW7

09.30 Registration and refreshments

10.00 Opening remarks from the Chair

### 10.10 Exploring the role and powers of LINKs

- From PPI Forums to LINKs: Examining key differences between the systems
- Determining where LINKs fit in with existing membership structures
- Understanding the new directions of LINKs: Exploring the implications of a Local Authority driven system for public engagement
- Defining the boundaries of LINKs regulatory powers:
  - Entering and viewing services
  - Requesting responses in a given timeframe
- Understanding the responsibilities of the host organisation and their relationship with the overview and scrutiny committee

10.50 Question and answer session

11.00 Morning refreshments and networking session

### 11.20 Working with social care and understanding their challenges

- Examining the structures of social care services
- Understanding social care regulatory frameworks and how they interact with LINKs
- Overcoming the challenges of working with multiple, disparate providers

12.00 Question and answer session

### 12.10 Understanding how LINKs will map across different organisations, from NHS, to Local Authorities and Social Care

- Broadening horizons: Understanding the key challenges facing social care
- Implications of the shifting balance of accountability passing to Local Authorities
- Determining how different Trusts working within the same Local Authority will standardise information
- Aligning systems and working with multiple LINKs

12.50 Question and answer session

13.00 Lunch

### 14.00 LINKs in action: Maximising their potential in practice

- Working in partnership effectively
- Constructing joint agendas
- Developing flexible and robust information for sharing between disparate organisations
- Unifying systems and sharing information
- Examining how LINKs can help with:
  - Service Reviews
  - Engagement programmes
  - Consultations

14.40 Question and answer session

### 14.50 Host organisation panel discussion

Network with peers from across the country as you discuss in groups the challenges and opportunities presented by LINKs. Then put your questions to our panel of LINKs host organisations.

15.40 Chair's closing remarks and end of seminar

### Gain essential information from key speakers, including:

**Jane Hartley**, Chief Executive, Pioneering Care Partnerships  
**County Durham LINK**  
**Verna Fee**, Primary Care and Public Engagement Head  
**County Durham PCT**  
**Melvyn Newton**, Project Manager, **Bradford LINK**  
**Sue Jennings**, Project Development Manager, Pioneering Care Partnerships, **County Durham LINK**  
**Senior representative, CEMVO**  
**Nik Barstow**, Regional Manager  
**Manchester, Warrington & Lancashire LINKs Team**

# Achieving Meaningful Public Engagement

Translating theory into action: Working collaboratively to empower communities

17th March 2009, Millennium Copthorne Tara, London W8

- 08.30 Registration and refreshments  
09.30 Opening remarks from the Chair  
**Tim Gilling**, Health Scrutiny Programme Manager  
**Centre for Public Scrutiny**
- 09.40 **Keynote Address: Exploring the government's agenda for the future of public engagement and empowerment**
- Public engagement: The essential ingredient in delivering Darzi's vision
  - Securing early engagement and accessing hard to reach groups
  - Using patient, carer and public information to influence service development and delivery
  - Making public engagement a Board level issue: Incorporating engagement into business and strategic planning
  - Maximising the role of LINKs in improving meaningful public engagement
- David Colin Thomé**, National Director for Primary care  
**Department of Health**
- 10.15 **Understanding national drivers for improved public engagement and their implications for services**
- Reviewing key sections of the National Service Framework and Operating Strategy
  - Securing real involvement: What section 242 of the Health and Social Care Act will mean in practice
  - Putting the HCC standards into action: Focusing on how vulnerable groups view services
  - Exploring findings from the HCC on patient feedback
  - Assimilating recent research and information to inform engagement strategy
- 10.45 **Leveraging World Class as a fundamental support structure to public engagement**
- Managing reputation and involving local people in decision making: The role of public engagement in delivering competencies one and three
  - Exploring the 'e-cycle'
    - Securing maximum engagement around the commissioning cycle
    - Top tips to advance levels of patient involvement in World Class Commissioning
  - Advancing quality through patient involvement metrics: The National Patient Survey and PROMS
  - Identifying and delivering the information commissioners require: Developing shared systems of understanding
  - Exploring the impact of World Class Commissioning on working structures within public engagement teams
- Don Redding**, Head of Policy, **The Picker Institute**
- 11.15 Question and answer session  
11.30 Morning refreshments
- 12.00 **Working together better: Establishing partnerships to engage the public**
- Understanding key differences in the priorities of local partners and aligning these to create a common vision and goals
  - Collaborative working between primary and secondary care to collect patient feedback and transform services
  - Creating shared meaning between stakeholders to deliver a co-ordinated message
  - Establishing partnership Boards to collaboratively drive meaningful engagement
  - Translating paper documents into workable projects
- Melvyn Newton**, Project Manger, **Bradford LINK**
- 12.30 **Using social marketing as an effective tool for public engagement**
- Defining the roles and applications of social marketing in the public engagement agenda
  - Identifying and delivering interventions that will affect local behaviour change
  - Using public health data to drive targeted interventions
  - Strategies for accessing and engaging hard to reach groups
  - Making the most of limited resources: Innovation and joint working to increase opportunities for information dissemination
  - Using social marketing to drive key campaigns:
    - The public health agenda
    - Information on hospital super-bugs
    - Waiting time targets
- Ben O'Brien**, Assistant Director - Marketing and Communications  
**Knowsley Health and Wellbeing**
- 13.00 Question and answer session  
13.10 Lunch
- 14.10 **Improving stakeholder engagement: Raising the internal profile of Public Patient Involvement (PPI)**
- Embedding a culture of public engagement: Strategies for mainstreaming engagement across the whole organisation
  - Exploring successful models of collaborative working between communications, PALS and PPI teams: Working together better to achieve common goals
  - Strategies for encouraging cross boundary working and participation in the public engagement process
- Zoe Reed**, Executive Director of Strategy  
**South London and Maudsley NHS Foundation Trust**
- 14.35 **Applying innovative lessons from the third sector to drive public engagement**
- Investigating alternative tools and models employed by the third sector
  - Working with the third sector on community engagement projects
  - Collaborating with third sector organisations to access and engage hard to reach and minority groups
  - Exploring best practice in public engagement by third sector organisations
- Joe Korner**, Director of Communications  
**The Stroke Association**
- 15.00 Question and answer session  
15.10 Afternoon refreshments
- 15.30 **CASE STUDY: Giving voice to BME groups**  
**Senior representative, CEMVO**
- 15.50 **CASE STUDY: Engaging children and young people to inform service delivery**
- 16.10 **Building more robust membership schemes to drive meaning in process and outcomes**
- Developing PCT membership schemes: Transferring lessons from the FT model?
  - Exploring how organisations are actively using membership and making it meaningful
  - Driving new membership to ensure representation of hard to reach groups
  - FT membership schemes: Understanding the role of governors and how these fit with LINKs
  - Engaging creatively with members to address gaps in service delivery and create local ownership
- Matt Akid**, Head of Communications  
**Chelsea and Westminster NHS Foundation Trust**
- 16.35 Question and answer session  
16.50 Close of conference
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# Achieving Meaningful Public Engagement

17th March 2009

Millennium Cophthorne Tara, Scarsdale Place, London W8 5SR

## PLUS pre-conference seminar:

### Unleashing the Potential of LINKs

16th March 2009, Harrington Hall, Harrington Gardens, South Kensington, London SW7 4JW

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Company Type  PCT  Acute Trust  SHA

Mental Health Trust  Independent Healthcare Other \_\_\_\_\_

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