

2020 to 2023 Involving People Strategy

Executive Summary

Improving services together

Welcome to our third patient focus and public involvement strategy.

We are constantly striving to improve the care we provide to patients and their families.

It is by listening to the voices of those we care for that we believe we can make the biggest impact on improving what we do and the services we provide.

This strategy puts people at the very heart of our work, using their experiences, views and feedback to help shape the care we deliver to communities across Scotland.

It was developed through listening to and learning from patients and the public about what they wanted to see in our Involving People Strategy.

Our mission statement is very simple: to listen to the experiences of people who use our services and use their feedback to drive improvement and make care more person-centred.

Through this strategy, we commit to working in partnership with patients, carers, staff, members of the public and third-sector organisations to design, develop and deliver better services.

Over the next three years and beyond, we will listen to your views, value your opinions and make improvements based on your extremely valuable feedback.



Pauline Howie OBE, Chief Executive, Scottish Ambulance Service



Tom Steele, Chair, Scottish Ambulance Service

Introduction

Since our last Patient Focus and Public Involvement (PFPI) strategy was written, the Scottish Ambulance Service has been on a journey to improve the way we inform, engage and consult with the communities who use our services. In simple terms, our objective is to truly involve them in improving what we do and work in partnership with them to design new services.

Taking lessons from how we had to adapt our services for our local communities and staff through Covid-19, and by conducting regular and ongoing nationwide engagement and consultation exercises, we have been able to better define the strategic direction of our Involving People agenda and our approach.

Some of this activity is aligned to a plan of proactive community engagement, building and maintaining two-way communication channels to let patients, their carers and members of the public know what's happening in the Service. Other elements of this activity relate to project-specific plans, where we've been talking to communities about these projects, giving them a voice and seeking their input - working in partnership with them to shape our services and keeping them up to date on progress based on their valuable feedback.

We have improved our structures and processes in order to enable the Service to reach an ever-widening range of inclusive groups of people across the country in remote, rural and urban communities.

The National Involving People Group (formally PFPI Steering Group) has continued to provide guidance regarding proactive and reactive Involving People activity. The collective experience, wisdom and support of the members of this group is much valued. As work begins on implementing this strategy, the support provided by the Group will continue to be vital in helping us to continuously improve the quality of our services at a national and at local level.

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What we will do

Our values

We will:

- value the contribution our communities across Scotland make.
- treat our communities with dignity and respect, in accordance with our commitment to human rights based approaches to health and wellbeing.
- be open, honest and accountable to our communities.
- Take a person-centred approach to everything we do.

Involve you

We will:

- listen to the voices of those we care for and involve people from across Scotland in the Scottish Ambulance Service at a local and National level.
- Put patients and the public at the very heart of our work, using their experiences, views and extremely valuable feedback to help shape the care we deliver to communities across Scotland.
- work closely with partners, including IJBs, Health Boards and Third-Sector organisations, to re/design and implement services that are fit for purpose and provide value to the people that use them.
- work in partnership with people, patients and local communities in the design, redesign, and/or implementation of new services/products from the start, using a co-design methodology laid out in our draft 2030 Service Strategy.
- use your feedback to drive improvement and make care more person-centred.
- improve our consultation practices – both digitally and in real-world environments – to ensure that your feedback is actionable.
- Integrate the feedback and draw support from our National Involving People Group, which is a network of patients, carers, members of the public and others, when improving and developing services on a national level.

- Empower and actively encourage patients, carers, members of the public and our National Involving People Group in steering the strategic direction and governance arrangements we have in place for involving people in our Service.
- show you how you have made a difference.

Communication.

We will:

- prioritise inclusivity in all communications.
- actively solicit feedback through both digital and traditional channels, as well as through the Third-Sector and their sizeable memberships to ensure we maximise our reach amongst target audiences.
- work with partner boards and within communities to tell people about what we do, including how we respond to emergency requests, how we provide planned transport and new developments like our video triage system.
- provide information on how you can use our service.
- provide information in different formats and languages.
- use newsletters as one way of communicating with people across Scotland.

Developing our staff and volunteers.

We will:

- provide members of our National Involving People Group and our Patient Representatives with a role description, an induction, and a learning and development plan.
- continue to promote the importance of public involvement (consulting, informing and involving the public) amongst staff at a local and strategic level.
- continue to advocate for public involvement within our local communities and with our staff at every level of our Service.
- empower our staff to conduct their own community engagement and involvement practices.
- develop staff awareness of co-design, and the co-design methodology laid out in our 2030 Service Strategy.
- encourage our Services to continue to utilise our National Involving People Group, especially as a tool in the research and development stage of new products or services, or changes to those products and services.

Measuring and reporting on progress.

We will:

- publish information from our National and Regional Involving People groups, as well as other Service development projects, to our Board and Clinical Governance Committee.
- publish results into every engagement and/or involvement project undertaken on a national level.
- publish the Patient Experience Annual Report, which documents our key achievements.
- report on how we meet the needs of patients and involve patients, carers, the public and others, in line with NHS Scotland and Scottish Government guidelines.

Annex A - Timeline

National Involvement and Engagement			
Date	Milestone/event	Key Audiences	Channels
Oct 2020	Engagement guide and toolbox approved for remobilisation trials.	<ul style="list-style-type: none"> Staff 	<ul style="list-style-type: none"> Virtual meetings and events
Nov 2020	<p>Trials of Patient engagement for falls pathway and Patient/staff engagement for copd pathway using engagement guide and toolbox.</p> <p>Trial plans approved</p> <p>Online surveys for falls and copd pathways launched</p> <p>Third-Sector organisations approached regarding co-design of falls and copd pathways.</p>	<ul style="list-style-type: none"> Public/Patient/Carers Stakeholders 	<ul style="list-style-type: none"> Digital media Virtual meetings and events Social media
Dec 2020	<p>Online surveys closed and results compiled.</p> <p>National Involving People group briefed of future meeting featuring completed pathway engagement</p>	<ul style="list-style-type: none"> Patients and the wider public Stakeholders Staff 	<ul style="list-style-type: none"> Digital media Virtual meetings and events Social media
Jan 2021	Patient meetings regarding falls and copd pathways	<ul style="list-style-type: none"> Stakeholders Patients 	<ul style="list-style-type: none"> Virtual meetings and events Social media Digital communications

	Falls and copd consultation with Third-sector organisations begin		
Feb 2021	<p>Involving people strategy goes to Clinical Governance Committee for approval</p> <p>Publish PFPI update to Clinical Governance group on public-facing website</p> <p>Falls and copd consultation with Third-sector organisations end</p> <p>Falls and copd engagement trials present to National Involving People group</p>	<ul style="list-style-type: none"> • Patients and the wider public • Stakeholders • Staff 	<ul style="list-style-type: none"> • Digital media • Virtual meetings and events • Social media • Digital communications
March 2021	<p>Involving people strategy launch</p> <p>Engagement guide and toolbox trials end and reviewed</p> <p>Paper regarding Engagement guide and toolbox trials presented to Executive Team for approval for use across the Service</p>	<ul style="list-style-type: none"> • Patients and the wider public • Stakeholders • Staff 	<ul style="list-style-type: none"> • Digital media • Staff bulletins • Social media • @SAS
Future	<p>Falls and copd pathways co-designed with Third-Sector partners and people with lived experience</p> <p>Engagement guide and toolbox adopted by Clinical Services Transformation team.</p> <p>Engagement guide and toolbox published on @SAS</p>	<ul style="list-style-type: none"> • Patients and the wider public • Stakeholders • Staff 	<ul style="list-style-type: none"> • Virtual meetings and events • Social media • Digital communications

<p>Ongoing</p>	<p>Engagement guide and toolbox utilised by the Service Nationally and Regionally, with updates being approved by Executive Team</p> <p>All new projects will be open to co-design</p> <p>All PFPI updates to Executive Team and Clinical Governance committee, both National and Regional, published on public-facing website</p>	<ul style="list-style-type: none"> • Patients and the wider public • Stakeholders • Staff 	<ul style="list-style-type: none"> • Virtual meetings and events • Social media • Digital communications
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Regional Involvement and Engagement			
Date	Milestone/event	Key Audiences	Channels
Jan 2021	Regional Involvement and Engagement activity reported on to Executive Team – information gathered by Regional PFPI leads	<ul style="list-style-type: none"> • Patients and the wider public • Stakeholders • Staff 	<ul style="list-style-type: none"> • Virtual meetings and events
TBC	<p>Regional Involvement and Engagement added a factor in Regional Delivery Plan</p> <p>Regional Involving People groups, to meet once a quarter online or in person, setup</p>	<ul style="list-style-type: none"> • Patients and the wider public • Stakeholders • Staff 	<ul style="list-style-type: none"> • Staff bulletins • Social media • @SAS • Virtual meetings and events • Social media • Digital communications
Ongoing	Regional Involvement and Engagement activity reported on to Executive Team and published on public-facing website	<ul style="list-style-type: none"> • Patients and the wider public • Stakeholders • Staff 	<ul style="list-style-type: none"> • Virtual meetings and events • Social media • Digital communications