



Salford
Clinical Commissioning Group

Project Brief Silent Voices



Programme / workstream	Engagement and Inclusion	Document Name	Deaf Community Information Champions
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BACKGROUND

NHS Salford Clinical Commissioning Group

NHS Salford Clinical Commissioning Group is the organisation responsible for planning, buying and monitoring health and social care for Salford residents. It is made up of local GPs who, with support of other healthcare colleagues, decide how to spend the NHS budget on health services for Salford. This includes hospital, mental health services, prescription medicines and community health services such as district nurses and physiotherapy.

One of the priorities of the CCG is to engage citizens and communities in the development and review of local health and care services. The CCG believes that true engagement embraces the skills and assets of the local community and takes a coproduction approach to engagement work. This includes working with communities to develop solutions together that reach those who are most often marginalised or excluded and help to reduce inequalities.

Deaf community engagement

Approximately 20% of Salford's community are Deaf and around 50,000 deaf people in the UK use British Sign Language (BSL) as their first or preferred language. There are many others who know and use sign language but not as their first language.

NHS Salford has carried out numerous engagement and consultation activities with Salford's Deaf community to explore the barriers to accessing health and care services. This has included focus groups in partnership with Healthwatch Salford in 2016 which identified a lack of access to information in a format the community could understand.

In addition, the 20/20 needs assessment for Salford in 2016 also identified accessible information as a key priority for Salford to help reduce inequalities.

'Meeting people's communication needs is vitally important when people are accessing services particularly for advice and information on healthcare and it is clear from people's comments that there is still much more do to across all areas'. 20/20 Needs Assessment, 2016.

The Accessible Information Standard was introduced in 2015 and places a legal duty on public sector bodies to proactively assess service user information requirements and provide health and care information in accessible formats.

A significant number of Deaf people (particularly younger people) use digital technology to communicate i.e. smart phones, iPads and computers and access information from their phones or the internet.

NHS Salford has explored the use of BSL video as a method to engage with Deaf communities and feedback suggests this is a positive way to communicate important health and care messages.

In a response to feedback and building on the good practice above, NHS Salford would like to involve Deaf service users to co-produce digital information that matters to them and in a way that is accessible to Salford's Deaf community.

SCOPE

The CCG will commission Healthwatch Salford to support delivery of this project. Di Critchley will be the lead officer for Salford CCG.

Digital Champions will be Salford residents and will include representation from young people (currently a gap). Champions will have an interest in digital communication, passionate about wellbeing and solution focused.

Themes for inclusion will be aligned to NHS Salford and Salford City Council's Locality Plan (Start Well, Live Well, Age Well) and related campaigns. However, Digital Champions will prioritise information based on their views and experience and may include additional topics related to health and wellbeing. Information about local services e.g. hospital and community should also be included to meet the gaps identified in the research. This may involve developing links with officers at SRFT or GMMH.

The project will end 12 months from inception. However, NHS Salford CCG would like to continue to engage with the Champions after this date. This could be via development of a virtual forum.

METHOD OF APPROACH AND OBJECTIVES

The CCG want to adopt an asset based community development approach which harnesses the skills of individuals and supports them to feel empowered and in control and helps reduce inequalities. This will include;

- Training and support for individuals to be confident and competent in the use of digital media including creation of simple videos.
- Development and facilitation of Champions group enabling citizens to come together and benefit from each other's knowledge and experience.
- Meeting in a community venue with food, refreshments and out of pocket expenses available.
- Champions involved in deciding priorities together.
- Champions given opportunities to be part of wider CCG and partners health and wellbeing work.
- Champions given the opportunity to share their own stories as part of the Life Library.
- Champions involved in establishing evaluation criteria – how will we know this is working?

Objectives of the project are;

- To develop Digital Deaf Champions across Salford
- To improve the skills and knowledge of individuals to create digital information
- To improve confidence and ability of Champions to share digital information with other Deaf service users
- To create digital media including BSL video that includes citizens in the development, production and BSL provision. The programme will produce at least 10 projects.
- To reduce barriers to information for the Deaf community.
- To increase knowledge amongst Deaf communities of mental health and wellbeing, prevention and support in Salford.
- Champions involved in wider wellbeing work of CCG including membership of NHS Salford Citizen Panel and attendance at at least one event to highlight their work (July 2019?)

- Exit plan agreed by members and NHS Salford CCG. Where do we go from here?

PROJECT DELIVERABLES AND TIMESCALES	
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What	When
Marketing material produced and disseminated.	Feb 2019
Recruitment of approximately 6 Champions	April 2019
Schedule of meeting dates and venues	April 2019
Agreed vision and evaluation with participants and CCG	April 2019
Agreed list of priorities with Champions and CCG	April 2019
Support and training identified and planned	May 2019
Champions signed up to NHS Salford Citizen Panel	May 2019
Bi monthly progress reports from provider regarding project	Starting April 2019
Mid way review/feedback from the group including case studies	September 2019
12 month review/feedback from the group	March 2020
Agreed exit plan for the group	March 2020
Evaluation report with individual case studies of Deaf champions	March 2020
10 projects produced and disseminated	March 2020