




Making the Most of GP Patient Participation Groups in Dorset

5 February 2018

Conference report and resource pack


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What is Wessex Voices?

Wessex Voices is an innovative partnership between NHS England (Wessex) and the five local Healthwatch organisations across Dorset, Hampshire and the Isle of Wight. We provide advice and guidance to NHS colleagues on how to involve people in the commissioning of services.

This conference - ‘Making the Most of GP Patient Participation Groups’ - was devised in partnership with:

- Jessie Cunnett, Director of PPI Solutions
- Martyn Webster, Healthwatch Dorset
- Sue Brazier, NHS Dorset Clinical Commissioning Group


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Wessex Strategic Clinical
Networks and Clinical Senate

The NHS and Healthwatch share a vision of every GP practice having a strong and effective Patient Participation Group (PPG).

Wessex Voices organised this conference to give members of PPGs in Dorset the opportunity to come together, share their experiences and learn from each other, and find out about what support is available to them.

Please use this report as a resource pack that you can dip in and out of, taking the best of what people shared on the day.


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The purpose of the conference was to:

- Share information and knowledge about Patient Participation Groups (PPGs) and how they fit in to the bigger picture
- Bring people together from PPGs across the county to share and exchange ideas and experiences on how to make PPGs successful
- Enable people from PPGs to network and develop ongoing working relationships
- Look at what is working well and what could be improved; and to provide an opportunity to access practical help and advice

The conference covered:

- Patient Participation Groups (PPGs) as part of the bigger picture and ‘The Facts’
- PPGs: what is working well and what could be better
- Support for PPGs: Dorset NHS Clinical Commissioning Group’s role, and opportunities for working with Healthwatch Dorset
- A series of workshops on how to:
 - Use social media
 - Widen participation in your PPG activities
 - Set up a locality network
 - Run effective meetings
- Feedback and next steps

This report will cover these areas; sharing the discussions, resources and ideas from the day.


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PPGs as part of a bigger picture

Everyone took part in an exercise that tried to set out the ‘bigger picture’ structure of health and social care using a series of cards. The actual structure was then explained using the picture below.



Observations from attendees:

“Carers are missing from the picture and they are a huge untapped resource”

“The money trail is the easiest way to find the NHS structure”

“We need mental health specialists in each surgery”

For an alternative explanation, visit this [King’s Fund link](#).

PPGs - The facts

- In April 2015, it became a contractual requirement for all English GP Practices to establish and maintain a Patient Participation Group (PPG).
- The practice must make reasonable efforts during each year for this to be representative of the practice population.
- The practice must engage with the group throughout the year to review feedback about services.
- The purpose of the engagement is to identify improvements that can be made.
- Where the practice and PPG agree, the practice must act on suggestions for improvement.
- The purpose of the PPG is to ensure that patients and carers are involved in decisions about the range, shape and quality of services provided by their practice.

A PPG is not...

- A complaints forum
- A 'regulator' or to 'scrutinise'
- A place to air or resolve personal issues
- A political lobby group
- A group of elite patients
- A place of 'conflict'
- The token voice of the 'patients'

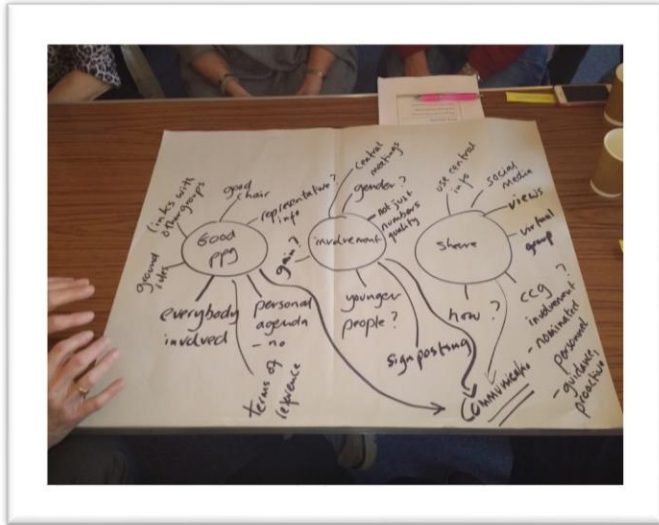
“The practice shouldn't manage PPG membership”

“We need a turn-over of members to keep ideas fresh”


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What does a good PPG look and feel like?



“A place for open discussion about a range of issues”

Representative: diverse, inclusive and accessible

Clear purpose: Proactive but can be reactive when necessary

Positive approach: Patient driven, listening, everyone can share their views, active, innovative and flexible

Good relationships: Independent but works with the practice, locality and other organisations

Organised: Has ground rules and a skilled, effective chair; agendas are developed together and papers are published

Informed: About the health and care system and practice

Well-known: Communicate and publicise the group, their work, achievements and outcomes.

“A constructive, critical friend”

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Ways to raise awareness and get more people involved in a PPG



Top tips for recruiting new members

1. **Target your recruitment effort** - a dedicated week works well
2. **Be systematic in your approach** - ask everyone who comes into the surgery on one specific day
3. **All hands on deck** - get all staff involved and if you have an existing group get them involved too
4. **Provide a script** - so everyone says the same things
5. **Horses for courses** - make sure people know they can be involved with no big commitment as well as to get more involved if they wish
6. **Get front of house and mingle**
7. **Capture contact details** - on a simple form there and then
8. **Capture basic demographic data** - do there and then
9. **Provide a Q&A** - for those who want more information

“Ask people to opt-out of the PPG when they join the practice”


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CCG support for PPGs

[Website links and resources](#)

View the [PPG video here](#)

For PPG posters, Z cards, leaflets and other resources for PPGs [place your order here](#)

Stay in touch and find out about opportunities for your groups to get involved in NHS projects via the [Health Involvement Network](#).



Dorset

Clinical Commissioning Group

Future PPG Networking Events

Wednesday 23 May 2018

5.30 - 8.30pm

Allendale Centre, Wimborne

Thursday 24 May 2018

2.00 - 5.00pm

Dorford Centre, Dorchester

Agenda items so far: Opportunities to share and learn from good PPG projects and a speaker from General Medical Council.

All PPG members welcome.

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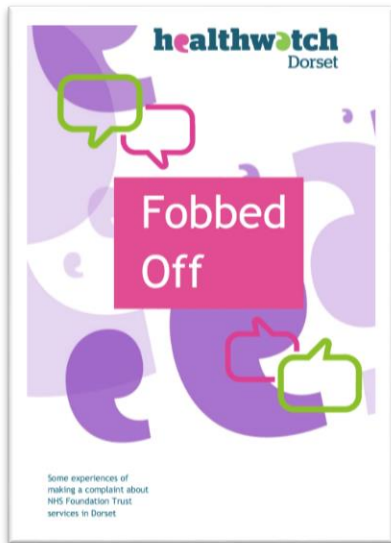
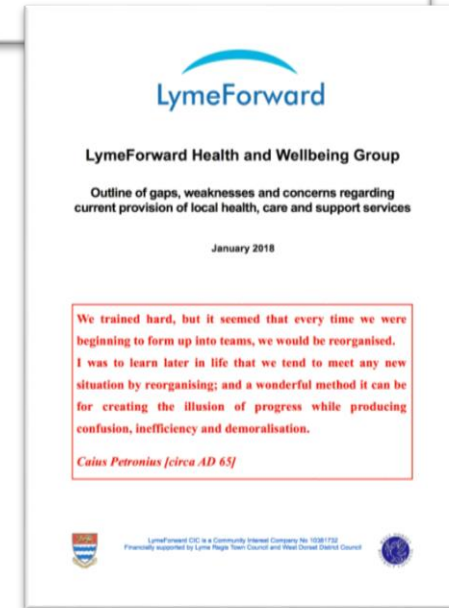
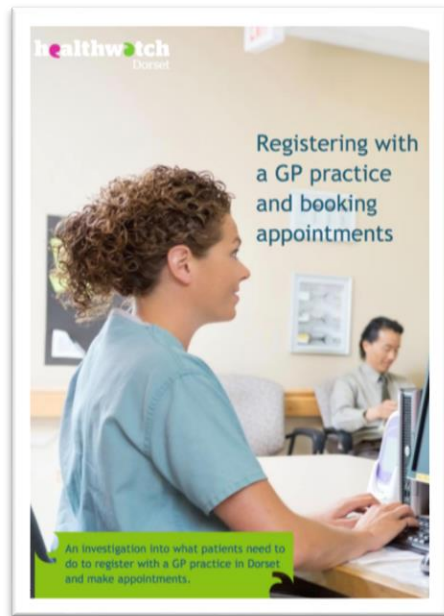
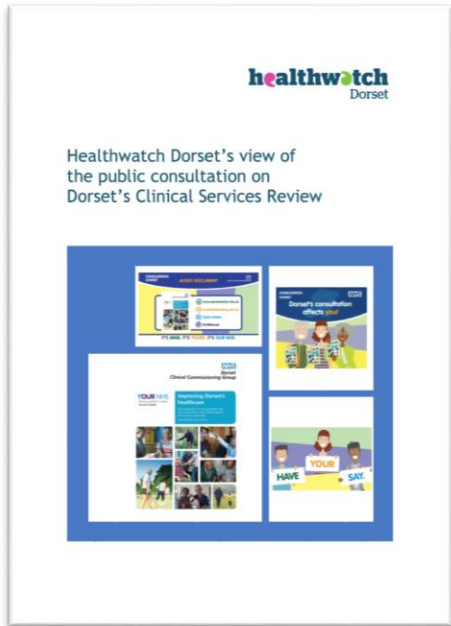


Local Healthwatch's role

- To act as an independent champion for consumers and users of health and social care locally
- To represent the collective voice of patients, customers, carers and the public to commissioners, service providers and local politicians
- To act as focal point for the local community to have a voice in commissioning and provision of health and social care
- To support opportunities for local people to influence decisions being made about their services, across the NHS and social care
- To provide information and advice about health and social care services



Healthwatch and local people - Together we can help get people's voices heard



Local Healthwatch can put local people's views, experiences and feedback on services in front of decision makers in the NHS and local Councils, ask them to learn from them and to use them to make service improvements.

Local people can come together to form a strong voice on issues of local concern - and get themselves heard.

Local people and groups (including PPGs) and local Healthwatch can work together to influence services.

For more information about Healthwatch Dorset, [click here](#)

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Workshop: How to widen participation in PPG activities

- The main aim of a PPG is to provide feedback to the GP practice about patients' experiences.
- We explored ideas about how to widen participation in PPG activities rather than increasing membership (although one may lead to the other).
- It is better to have a small perfectly formed PPG steering group who can gather a wide and diverse range of views. Otherwise you could spend a lot of time trying to increase and manage the membership rather than getting feedback.
- NB: most registered patients won't join a group or come to meetings!

Why it is important to have wide, diverse views feeding into the practice:

- So different parts of community are represented
- A wide set of views and feedback is considered
- Experiences from different conditions are reflected
- A variety of ages are represented
- It includes people with different personal and life experiences
- You consider the good and the bad


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Workshop: How to widen participation in PPG activities

Attendees' top tips for involving people

- Go to the people and/ or community
- Target specific clinics or groups, e.g. mother and toddler groups
- Maximum three question surveys
- Link PPG activities to different national and local campaigns
- Use newsletters and papers, social media, text reminders, emails and surgery TV screens
- Avoid jargon and acronyms
- Raise awareness of PPGs and their activities in the surgery with large displays
- Use practice staff and existing organisations to promote the PPG

A simple, practical engagement idea

- Identify a question of the month
- Create a system for people to vote. This could be a simple yes/no, or a small number of options
- The simplest, most cost way is to create posters with a question on and space for people to vote using a sticky dot. Or get more fancy and create a system with a token
- You can replicate this system on your website using simple survey software too.
- Every month look at the feedback
- You need to be prepared to make a change based on the feedback
- Publish the change you made - 'You said, we did'

Key things to think about ...

What's in it for the person? Why would they want to get involved?

Is what's on offer fun, e.g. activity based? Is it visually engaging e.g. videos?

If in doubt, provide cake!
(Or other food options)

Engage with enthusiasm

Communicate,
communicate,
communicate again

Go to where people are? It could be a flu clinic, a toddler group, a fete, online or a college ... Choose where and when based on what you want to find out

Work with anyone you can think of to spread the word and reach all parts of the community


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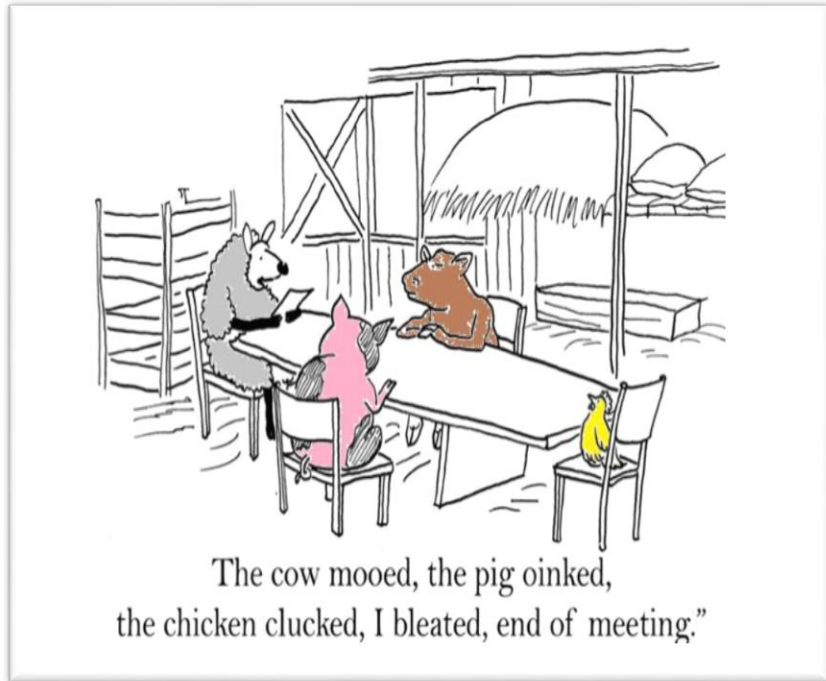
Workshop: How to run an effective meeting



Key strategies for keeping meetings effective:

- Ensure the purpose of the meeting/group is clear. Don't meet for the sake of it!
- Develop terms of reference but keep them useful and review them regularly
- Use the purpose of the meeting to ensure the right people are in the room, including those with the authority to make decisions. Quality not quantity!
- Develop short role descriptions so everyone who attends knows what is expected of them
- Ensure the meeting chair has the time to prepare and the facilitation skills required

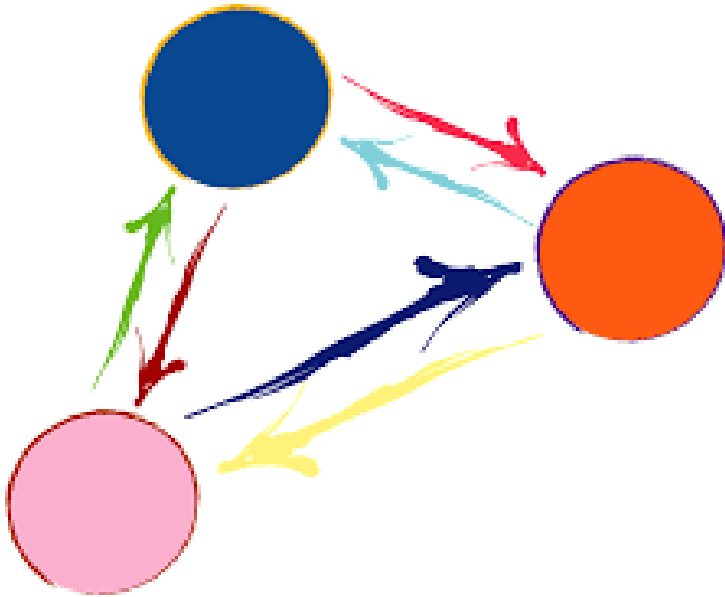
Workshop: How to run an effective meeting



Key strategies for keeping meetings effective continued:

- Have a realistic and timed agenda. Don't leave important discussions to the end and don't use 'Any Other Business' as a time to address important issues
- Consider using 'ground rules' so everyone can agree the way meetings should be run including supporting those who are new
- Consider using the [Nolan Principles](#) for Public Life
- Make sure you have enough time to commit to the meeting, including time to prepare before hand and to carry out actions between meetings
- If individuals dominate discussions don't leave it! Speak to them outside of the meeting, use ground rules to remind people of what is expected.

Workshop: How to set up a locality network



Learning from each other - Networking with other PPGs is a great way to pick up ideas and share best practice.

The CCG can offer support to the groups in your locality to do this.

There are lots of benefits:

- peer support and encouragement
 - less chance of reinventing the wheel
 - consistent and coordinated approach
- shared learning and collective influence.

Top Tips for PPG networking

General networking: Successful PPGs learn from and share with other organisations.

Get out there! Networking never ends ... there's always new people to meet and who need to meet you!

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Workshop: How to set up a locality network

Group ideas and comments:

Development of online discussion forums or other digital platforms (i.e. Loomio) could help to network PPGs virtually.

Could the CCG host a central repository for electronic PPG resources, i.e. templates, copies of meeting notes, etc that might be made accessible to all PPGs?

PPGs can be a great conduit between the GP practice and local community. It's important that PPG members make sure their group is networked in with other local community groups, organisations, businesses etc. Everyone is a patient, either now or in waiting so everyone needs to know about their PPG!

Examples of current practice

- Some PPGs find affiliation to National Association for Patient Participation (NAPP) provides helpful access to regional and national PPG networks, including an extensive set of useful resources via its website www.napp.org.uk
- A weekly bulletin is sent by the CCG Communications Team to all GP practices - this could be used more regularly to promote PPG activities and share good practice.
- Dorset CCG has established contact with Somerset CCG to learn from its experience of developing a strong PPG Network.

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Workshop: How to use social media



What is social media?

- Media that allows discussion and interaction, as opposed to broadcast only.

It's about participation...



Facebook is the biggest and arguably most powerful social network in the world with 1.55 billion active monthly users



Twitter is known as the “in the moment” platform and boasts 255 million active monthly users



Instagram is a visual platform designed for customers to post, share, comment and engage through images



YouTube is a video sharing service that allows users to watch videos posted by other users and upload videos of their own



Snapchat is the new kid on the block, who recently recorded six billion daily views



LinkedIn is regarded as the professional social networking site

Google+, Foursquare, Pinterest and more...

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Why use social media?

- ✓ With 80% of 18-24 year olds and 73% of 25-34 year olds using Facebook and Twitter respectively, these are especially relevant for PPGs wishing to engage with a younger people
- ✓ Images, videos and human reactions are what really engage local people in community projects
- ✓ Social media can be one of the most effective ways to build support, boost engagement, share success stories, network with like-minded organisations, encourage people to sign up to campaigns, recruit volunteers & demonstrate the impact of your work
- ✓ Social media is fun, straightforward and easy to use. It's too good an opportunity to miss, and ...
- ✓ It's free!



Your story has the power to make change happen - read Rosetta West's story on our website:
www.healthwatchdorset.co.uk
#ItStartsWithYou



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Top tips for using social media

- ✓ Start small, pick a single platform and learn about what works
- ✓ Post regularly - share something small every day
- ✓ Be honest, be warm, be authentic, and put yourself in the shoes of your customers on social media
- ✓ If you're ever worried about what to share online just imagine that you're shouting it through a loudspeaker to a crowd of strangers... if you feel ok sharing your post like that then it's ok for social media
- ✓ Use national campaigns, like PPG Awareness week from 4 - 9 June 2018
- ✓ Learn from others e.g. free online twitter training - www.dorsetsocial.co.uk

For other resources search YouTube for 'How to Twitter' or 'How to Facebook' for simple step-by-step videos



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Final thoughts

What people thought of the day and what we can learn for next time

79 people came to the day and almost half provided us with feedback.

92% (35 people out of 38) attendees said the event had been a good use of their time.

Where people commented, 52% said networking and sharing good practice was the most helpful part of the day; along with the workshops - social media especially.

People said we could improve parking, the acoustics and keeping to task in the workshops, social media in particular.

Contact us if you would like to see the full evaluation.

[#PPGDorset social media coverage](#) of the event

[National Association of Patient Participation \](#)

[NHS England Writing an effective questionnaire](#)

[NHS England news, events and consultations bulletin In touch](#)

[Visit Scotland Accessible Events Organiser Guide](#)


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Thank you to ...

Everyone who came to the event, as well as to the following people who helped shape and run the day:

- Jessie Cunnett, PPI Solutions
- Martyn Webster, Healthwatch Dorset
- Lou Bate, Healthwatch Dorset
- Sue Brazier, Dorset CCG
- Frances Avis, Dorset CCG
- Keith Harrison, Dorset CCG
- Sarah Brown, Wessex Voices

We would also like to thank the [Dorford Centre](#) for their support to host the event and Tony Gibbons of the [Friendly Food Club](#) for a delicious lunch.

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