

| How do you think we could engage others in the future development of the JSNA?  |   |
|---|---|
| Open-Ended Response   | Approach  |
| Have a forum for discussion and examples  | 1 - consider development of JSNA discussion Forum via website   |
| A direct link between service redesign and future commissioning requirements is essential. The challenge is to increase the understanding of the wider local government community of the benefits of using the JSNA; this might lead to their involvement in the completion of a future JSNA. | 2 - increase awareness of JSNA through partners and other local organisations<br><br>3 - develop wider opportunities to involve and record residents views beyond only online surveys |
| Email a one page key issues document to all health professionals  |   |
| Wider publicity through local service providers   | 2 - increase awareness of JSNA through partners and other local organisations   |
| Continue to engage with groups and concerned parties, meetings and questionnaires are a good method but in user friendly formats and not just online.   | 3 - develop wider opportunities to involve and record residents views beyond only online surveys  |
| Through membership of NHS Foundation Trusts in area and aspiring members.   | 6 - wider programme of public engagement through known partner events and opportunities   |
| Making sure that all commissioned services are required to input data and intelligence to the JSNA  | 4 - request partners that commission service to both provide information to JSNA and describe their use of JSNA content in plans  |
| Distribution of regular updates   | 5 - increase circulation of JSNA Bulletin and Email updates   |
| Focus groups....<br>surveys<br>Info on the screens in Doctors surgery's   | 3 - develop wider opportunities to involve and record residents views beyond only online surveys  |
| Wider publicity to in simple format about the uses / role of the JSNA. Use of email networks  | 2, - increase awareness of JSNA through partners and other local organisations<br><br>5 - increase circulation of JSNA Bulletin and Email updates                                     |
| Involve local groups such as Women's Institute, Townswomen's Guild etc.   | 2 - increase awareness of JSNA through partners and other local organisations   |

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| Street stalls in shopping centres. Local newspapers  | 6 - wider programme of public engagement through known partner events and opportunities  |
| It will be important to ensure that the way in which engagement on this first JSNA consultation is reviewed and continues to be reviewed to ensure that the future development of the JSNA is with the appropriate people/organisations to make it an inclusive process. | 7 - review known sources and contributors to JSNA in 2012 and consider where and how others can be involved  |
| meetings in localities working with community organisations and local GPs.   | 2 - increase awareness of JSNA through partners and other local organisations<br><br>6 - wider programme of public engagement through known partner events and opportunities |
| web presentation   | 8a - develop online content that can be taken by partners and residents alike and used to describe JSNA and/or current key issues  |
| Through the Health and Social Care Networks. School PTA or Governors Meetings  | 2 - increase awareness of JSNA through partners and other local organisations<br><br>6 - wider programme of public engagement through known partner events and opportunities |
| Working long term with voluntary and community sectors, know what is happening on the ground in deprived communities   | 2 - increase awareness of JSNA through partners and other local organisations  |
| Local press  | 8b - consider use of local media through a planned approach to JSNA Communication & Engagement (Plan)  |
| Please make public aware via GP surgeries, Trust owned facilities.   | 2 - increase awareness of JSNA through partners and other local organisations<br><br>6 - wider programme of public engagement through known partner events and opportunities |

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| Local media, I have never heard of it before today?                                     | 8b - consider use of local media through a planned approach to JSNA Communication & Engagement (Plan)   |
| email them Promote in local publications Local surgeries                                | 2 - increase awareness of JSNA through partners and other local organisations<br><br>5 - increase circulation of JSNA Bulletin and Email updates<br><br>6 - wider programme of public engagement through known partner events and opportunities |
| focus groups, radio advertisements  | 3 - develop wider opportunities to involve and record residents views beyond only online surveys<br><br>8b - consider use of local media through a planned approach to JSNA Communication & Engagement (Plan)                                   |
| use mediums like Recovery Wirral .com ,NHS Choices to engage on-line                    | 6 - wider programme of public engagement through known partner events and opportunities   |
| Spreading the word and ongoing engagement with other groups, organisations, communities | 3 - develop wider opportunities to involve and record residents views beyond only online surveys<br><br>6 - wider programme of public engagement through known partner events and opportunities   |
| By using a wide variety of networks through Local Authority, NHS and Third Sector       | 2 - increase awareness of JSNA through partners and other local organisations   |
| utilise GP surgeries to promote awareness   | 6 - wider programme of public engagement through known partner events and opportunities   |

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| Maybe links in staff bulletins / intranet sites  | <p>9 - increase use of internal staff communication channels to engage local people/staff</p> <p>2 - increase awareness of JSNA through partners and other local organisations</p> <p>6 - wider programme of public engagement through known partner events and opportunities</p> |
| Engage with people using existing services to find out their views on how the service could be improved.   | 10 - develop further access to already sourced partner information where views on needs are expressed   |
| Consider whether you need to. People's time and resources are squeezed and the JSNA is already a MASSIVE document. 'Less is more' - Is there an argument for focussing instead on key issues.  | Links to reorganisation of content into smaller sections and improved links to automated updates via IA   |
| local newspapers   | 8b - consider use of local media through a planned approach to JSNA Communication & Engagement (Plan)   |
| It depends on how you want to take it forward. If you want it to remain a data repository then you could engage with other organisations - LG Inform, Knowledge Hub, Observatories etc. and pull their information into the JSNA. If you want it to develop further you could involve the public using area forums, carer's networks, public & patient involvement arenas and other engagement mechanisms to understand how well needs are matched to services which will inform commissioning arrangements. | <p>11 - review the extent of use of third party data and research evidence content and how/where this could be extended within the JSNA website to meet some of the expressed needs of the KI Survey</p> <p>Also covered by 2, 3, 5, 6, 7, 8b</p>                                 |
| Clear explanation about how the JSNA can help professionals in their area of work - through website, leaflets, word of mouth etc.  | <p>2 - increase awareness of JSNA through partners and other local organisations</p> <p>5 - increase circulation of JSNA Bulletin and Email updates</p>   |
| go to more people such as community groups needs more public views on need   | 2 - increase awareness of JSNA through partners and other local organisations   |
| I think getting it on the desktop is a good idea   |   |

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|---|--|
| Publicity, making sure people are aware of what's available, how it can help them, how they can contribute and the benefits of contribution | Covered by 2, 3, 5, 6, 7, 8b (see last page for full list)   |
| Request good practice examples of how data is being used to drive agendas forward.  | 4 - request partners that commission service to both provide information to JSNA and describe their use of JSNA content in plans   |
| I would like to see more about plans to improve services and would like updates about meetings etc. where plans are discussed.              |  |
| more public involvement   | Covered by 2, 3, 5, 6  |
| A launch, invite front line workers from all sectors, gather their collective views and ideas.  | 6 - wider programme of public engagement through known partner events and opportunities  |
| Communication strategy  |  |
| Liaison with Clinical Networks  | 2 - increase awareness of JSNA through partners and other local organisations<br><br>6 - wider programme of public engagement through known partner events and opportunities   |
| publicise more widely   | 5 - increase circulation of JSNA Bulletin and Email updates<br><br>8b (part)- consider use of local media through a planned approach to JSNA Communication & Engagement (Plan) |
| meet and greet sessions at workplaces   | 9 - increase use of internal staff communication channels to engage local people/staff   |
| Is this going to have a launch as such? Needs wider publicity   | 5 - increase circulation of JSNA Bulletin and Email updates<br><br>8b (part)- consider use of local media through a planned approach to JSNA Communication & Engagement (Plan) |

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| <p>Scrutiny committee task and finish workgroup to review and recommend improvements. Community engagement activity to add resident perspective to health and wellbeing needs</p> <p>Development of a public health identity that is not just added as an afterthought to social care matters.</p> <p>Stronger links could be developed with environment and sustainable communities</p> | <p>2 - increase awareness of JSNA through partners and other local organisations</p> <p>3 - develop wider opportunities to involve and record residents views beyond only online surveys</p> <p>6 - wider programme of public engagement through known partner events and opportunities</p> <p>9 - increase use of internal staff communication channels to engage local people/staff</p> |
| <p>Initially promote it as much as possible- the more people see what a useful tool it is and what potential it has the more they will wish to be involved with its development</p>  | <p>5 - increase circulation of JSNA Bulletin and Email updates</p> <p>8b (part)- consider use of local media through a planned approach to JSNA Communication &amp; Engagement (Plan))</p>  |
| <p>Public involvement/representation on committees/attending meetings/ working closer with schools and benefit agencies using feedback forms/questionnaires</p>  | <p>6 - wider programme of public engagement through known partner events and opportunities</p> <p>9 - increase use of internal staff communication channels to engage local people/staff</p> <p>3 - develop wider opportunities to involve and record residents views beyond only online surveys</p>  |
| <p>Proactively give them information they may find useful and possibly haven't previously seen or considered</p>   | <p>3 - develop wider opportunities to involve and record residents views beyond only online surveys</p> <p>5 - increase circulation of JSNA Bulletin and Email updates</p> <p>6 - wider programme of public engagement through known partner events and opportunities</p>   |

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|---|--|
| I assume that it is available in other formats - on paper etc. - not everyone has internet access                                 | 12 - Consider if there needs to be some provision of the JSNA content in other formats and how practical this is (use of paper or other resource) and how it is presented  |
| perhaps working groups with heads of service or possibly others from different work areas   | 2 - increase awareness of JSNA through partners and other local organisations<br><br>5 - increase circulation of JSNA Bulletin and Email updates<br><br>9 - increase use of internal staff communication channels to engage local people/staff |
| Continue to encourage participation of the public sector work force.  | 9 - increase use of internal staff communication channels to engage local people/staff   |
| wider publication & publicity   | 5 - increase circulation of JSNA Bulletin and Email updates<br><br>8b (part)- consider use of local media through a planned approach to JSNA Communication & Engagement (Plan))  |
| use the networks we have older peoples parliament , youth parliament, one stop shops , libraries stands literature promotion days | 6 - wider programme of public engagement through known partner events and opportunities  |
| Partnership Consultation events   | 6 - wider programme of public engagement through known partner events and opportunities<br><br>10 - develop further access to already sourced partner information where views on needs are expressed   |

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| <p>Greater publicity e.g. to health/social care professionals. Option to receive email updates when new data is available or new reports are produced.</p> | <p>5 - increase circulation of JSNA Bulletin and Email updates</p> <p>8b (part)- consider use of local media through a planned approach to JSNA Communication &amp; Engagement (Plan))</p>  |
| <p>speak to the service users in their own arenas and group settings don't expect them to come to formal council / health meetings etc.</p>                | <p>3 - develop wider opportunities to involve and record residents views beyond only online surveys</p> <p>6 - wider programme of public engagement through known partner events and opportunities</p>  |
| <p>Link in with the C&amp;M Clinical Networks for their input.</p>   | <p>Covered by 3 4 5 6 9 10</p>  |
| <p>Consideration should be given to identifying how other successful consultations have worked; for example Wirral's "neighbourhood plans".</p>            | <p>13 - review other approaches to Engagement and Involvement and utilise local/known best practice when considering improvements to JSNA approaches</p>  |
| <p>Facebook / social network</p>   | <p>3 - develop wider opportunities to involve and record residents views beyond only online surveys</p>   |
| <p>Use of Partners websites to add the JSNA as a link also further development of Social Media</p>   | <p>3 - develop wider opportunities to involve and record residents views beyond only online surveys</p> <p>6 - wider programme of public engagement through known partner events and opportunities,</p> <p>9 - increase use of internal staff communication channels to engage local people/staff</p> |
| <p>Circulate the document to chief executives and medical directors of local hospitals and health care commissioners</p>                                   | <p>2 - increase awareness of JSNA through partners and other local organisations</p>  |



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| set up work groups across different professionals and service delivery areas who receive updates by email and can comment on developments  | Covered by 2, 3, 5, 6   |
| Better advertising, I heard about this because I work for the council. but I live on Wirral and friends and family who live local had not heard of this report   | Covered by 5, 8b (part) and 9   |
| Consultation with Key Organisations for priority topics  | <p>2 - increase awareness of JSNA through partners and other local organisations</p> <p>10 - develop further access to already sourced partner information where views on needs are expressed</p>   |
| Meet with community groups which I am sure you are already doing   | 2 - increase awareness of JSNA through partners and other local organisations   |
| Promote it more. Information should be more accessible to the public.  | Covered by 5, 8b (part) and 9   |
| By going to different charities, community centres, libraries across Wirral, and asking for the opinions of people who access them.  | <p>6 - wider programme of public engagement through known partner events and opportunities</p> <p>12 - Consider if there needs to be some provision of the JSNA content in other formats and how practical this is (use of paper or other resource) and also simplify content wherever possible</p> |
| Go out to community groups at an early stage to discuss JSNA with them and how they can be involved. For some groups like people with learning disabilities you will have to adopt new ways of engaging and working with this population and build in additional time. Questionnaires etc. are no good. health stories model works best where you do taped interviews re their experiences etc. and focus groups | Covered by 2, 3, 6, 12  |
| Possibly consult with people with learning disabilities to determine needs and issues around health and hate crime.  | Covered by 2, 12  |

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| engagement events   | 6 - wider programme of public engagement through known partner events and opportunities   |
| Make it open to all. I only knew about it via works website.  | Covered by 2, 3, 6  |
| Publicise it via Wirral Globe & Wirral News websites  | 8b (part)- consider use of local media through a planned approach to JSNA Communication & Engagement (Plan))  |
| Invite people to meet face to face to discuss these issues  | 2 - increase awareness of JSNA through partners and other local organisations<br><br>3 - develop wider opportunities to involve and record residents views beyond only online surveys |
| Build up the relationship with VCAW in order to gain better access to the community and voluntary sectors   |   |
| Involve voluntary sectors across board  |   |
| questionnaires at access points in NHS and Social Services  |   |
| Involve children at school. Making them more aware of the consequences of choosing unhealthy lifestyles = If they get into drugs, drink and smoking it will stop others from getting good healthcare. Educate children about the necessity of health budgets. |   |
| Utilise the skills of the voluntary sector but don't rely on the usual suspects etc.  |   |
| Local papers, Facebook, Twitter   |   |
| Face to face work is always the best way.   |   |
| Make people more aware of its existence   |   |
| Seek out opinions of the community.   |   |
| Start in the schools, although it is suggested that those most in need do not go to school  |   |
| Publicise more within different media across the Wirral   |   |
| Focus groups<br>Inclusion on the Area Forum Agendas<br>Use of GP Patient Groups   |   |
| face to face engagement to explain  |   |
| get them to know about it first   |   |
| local advertising   |   |

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| Use local free press to inform the people.  | 2 - increase awareness of JSNA through partners and other local organisations   |
| Engage community groups.  |   |
| Every democratic organisation needs to engage as widely as possible using all the tools available - so Facebook and Twitter to start but speakers and presentations at the variety of community and other bodies. |   |
| good communication  |   |
| Wider consultation  |   |
| Publicise it more   |   |
| talk more to housing providers - we have a good link into some of the most deprived and under-engaged communities   |   |
| Show that it is effective, results not just words.  | 12 - Consider if there needs to be some provision of the JSNA content in other formats and how practical this is (use of paper or other resource) and also simplify content wherever possible |
| Simplify significantly. Although the statement PDF itself is easily readable, the rest of the website is going to put the majority of people off.   |   |
| Clearer language, simplification of issues, more examples that people can identify with   |   |
| Hold specific meetings to discuss the issues  |   |
| Make it more accessible   |   |
| Public meetings   |   |
| By holding public meetings, engaging other agencies, and area reps, and volunteers.   |   |
| Communicate better and use less jargon  |   |
| Produce a summary leaflet for people who do not access the computer.  |   |
| Whatever approach is taken it must be better presented.   |   |
| Make it easier to read and view.  | 13 - review other approaches to Engagement and Involvement and utilise best practice when considering improvements to JSNA approaches   |
| Make the documents readable.  |   |
| Access other than a web site, not everyone has a computer.  |   |

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| Make full use of Patient Forums, Patient Participation Groups, speak to patients via local media such as radio and newspapers  | Covered by 6, 8b (part) and 9  |
| Greater publicity to increase public awareness of the future problems  | 8b (part) - consider use of local media through a planned approach to JSNA Communication & Engagement (Plan)                                       |
| More awareness   |  |
| article in local paper   |  |
| Advertise in the Wirral Globe and invite more contributions, lots of people are unaware of this process still  |  |
| Advertise in local paper, leaflets in surgery, hospitals.  |  |
| Public consultation wider access only came across this by accident!  | Covered by 2, 3, 6 8b (part)   |
| Use the schools, colleges, community groups data bases to filter information or survey materials   | Covered by 2, 3, 10  |
| Use it in training courses, build it into Choosing Health training and other mandatory training, but don't just tell people about it, show bits from it and how the site and atlas works | 6 - wider programme of public engagement through known partner events and opportunities  |
| Questionnaire, by non-involved staff   | 9 - increase use of internal staff communication channels to engage local people/staff   |
| ask service users at point of delivery what would make them change their behaviours / help them have a better life   |  |
| Contact other agencies such as RSL's most of who have substantial investment in Wirral and are affected by many of the key issues in your assessment.                                    |  |
| Leaflets in waiting rooms.   |  |
| Information in public libraries.   |  |
| If personal examples were included to highlight points, would people identify with these and be more interested?   | 1 - consider development of JSNA discussion Forum via website<br><br>2 - increase awareness of JSNA through partners and other local organisations |

| Open-Ended Response   | Approach  |
|---|---|
| Make it more relevant to various target audiences to gain their interest and input - very bureaucratic at the moment  | 3 - to involve and record residents views beyond only online surveys<br><br>12 - Consider if there needs to be some provision of the JSNA content in other formats and how practical this is (use of paper or other resource) and also simplify content wherever possible |
| More advertising and material in council mailings   | Covered by 6, 8b (part), 9  |
| Publicise it more and properly explain the use of the site in a language that is readable to all groups that should access it   | Covered by 8b (part), 12  |
| It is difficult for some of us, like me, to attend meetings, but input by survey would be useful and I would feel I was contributing.   | 2 - increase awareness of JSNA through partners and other local organisations   |
| road shows  | 3 - develop wider opportunities to involve and record residents views beyond only online surveys  |
| Include more of the general public through going to shopping areas and talking to people. Also visiting sheltered housing schemes and getting people's views there. Equally so youth groups.  | 5 - increase circulation of JSNA Bulletin and Email updates   |
| Need to increase awareness of information available in JSNA so that voluntary and faith sectors can tap into it. Are voluntary and faith sectors included in information gathering for JSNA?  | 6 - wider programme of public engagement through known partner events and opportunities   |
| Meet with groups of people that already exist. Many groups such as Rotary and Townswomen Guilds meet regularly and are always looking for speakers, so it would be easy to engage with them.<br>Not so easy to engage with the hard to reach groups, but you could go into pubs / to parks etc. and talk to them. | 7 - review known sources and contributors to JSNA in 2012 and consider where and how others can be involved<br><br>9 - increase use of internal staff communication channels to engage local people/staff   |
| use local involvement network LINK  |   |
| Organise public meetings and make the information available in doctors' surgeries and hospital reception areas  | 13 - review other approaches to Engagement and Involvement and utilise best practice when considering improvements to JSNA approaches   |
| Health advice? free factsheets on diseases, quizzes   |   |
| send out questionnaires to the general public more  |   |

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| community forums   | 2 - increase awareness of JSNA through partners and other local organisations   |
| Send to Primary Head teachers' Consultation Group.   |   |
| Invite members of the public to participate, via the local newspaper, doctors' surgeries, One-stop shops, etc.   | 3 - develop wider opportunities to involve and record residents views beyond only online surveys                                      |
| By circulating information in health centres and children centres to educate and raise profile of healthy life choices and the impact on health.   | 5 - increase circulation of JSNA Bulletin and Email updates   |
| Advertise its existence, ask people for their views face to face, maybe in surgeries and hospital areas  | 6 - wider programme of public engagement through known partner events and opportunities   |
| Posters in all One Stops and Community Halls.  | 7 - review known sources and contributors to JSNA in 2012 and consider where and how others can be involved                           |
| mobile road shows  |   |
| Create awareness for problems found by these reports, especially among less privileged population.   | 9 - increase use of internal staff communication channels to engage local people/staff  |
| Self-help Health groups who could help develop strategies for certain conditions.  |   |
| Genuine and proper consultation with lay members of the population especially the elderly.   | 13 - review other approaches to Engagement and Involvement and utilise best practice when considering improvements to JSNA approaches |
| Invite members of the general public to form an advisory panel.  |   |
| Access community groups  |   |
| Greater publicity of website to the community  |   |
| Go out in public/youth/school provisions   |   |
| send details with council tax or electoral role info   |   |
| Target through modern methods of communication such as Facebook, twitter etc.  |   |
| Hand out leaflets at Blood donor clinics, publicise it on local radio, leaflet households via Royal Mail or local papers.  |   |
| Talk to people using clear and unambiguous language - possibly at the area forums - though attendance there is patchy.<br>Have staff talking with people in different places where members of the public are likely to congregate - health centres / hospitals / libraries / supermarkets etc. |   |

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|---|---|
| Keep in touch by email, or post.  | 2 - increase awareness of JSNA through partners and other local organisations   |
| Provide presentations at area forum meetings.   | 3 - develop wider opportunities to involve and record residents views beyond only online surveys  |
| Use doctors' surgeries to involve patients in this review.  | 5 - increase circulation of JSNA Bulletin and Email updates   |
| Focus groups with service users   | 6 - wider programme of public engagement through known partner events and opportunities   |
| This is difficult. People have limited time for engaging in these activities. Articles in things that people read - e.g. for church goers, church magazines. May be football programmes. Talks to people in places where they meet - e.g. The Ladybirds. Us9ing Rotary and the Lions. | 7 - review known sources and contributors to JSNA in 2012 and consider where and how others can be involved   |
| multi agency events - brainstorming sessions  | 9 - increase use of internal staff communication channels to engage local people/staff<br><br>13 - review other approaches to Engagement and Involvement and utilise best practice when considering improvements to JSNA approaches |

| <b>Full list of approaches to be taken</b>  |
|---|
| <b>1 - consider development of JSNA discussion Forum via website</b>  |
| <b>2 - increase awareness of JSNA through partners and other local organisations</b>  |
| <b>3 - Develop wider opportunities to involve and record resident's views beyond only online surveys and raise their awareness of JSNA content and implications.</b>  |
| <b>4 - request partners that commission service to both provide information to JSNA and describe their use of JSNA content in plans</b>   |
| <b>5 - increase circulation of JSNA Bulletin and Email updates</b>  |
| <b>6 - wider programme of public engagement through known partner events and opportunities</b>  |
| <b>7 - review known sources and contributors to JSNA in 2012 and consider where and how others can be involved</b>  |
| <b>8a - develop online content that can be taken by partners and residents alike and used to describe JSNA and/or current key issues</b>  |
| <b>8b - consider use of local media through a planned approach to JSNA Communication &amp; Engagement (Plan)</b>  |
| <b>9 - increase use of internal staff communication channels to engage local people/staff</b><br><br>Also 2, 6  |
| <b>10 - develop further access to already sourced partner information where views on needs are expressed</b>  |
| <b>11 - review the extent of use of third party data and research evidence content and how/where this could be extended within the JSNA website to meet some of the expressed needs of the KI Survey</b><br><br>Also - 2, 3, 5, 6, 7, 8 |
| <b>12 - Consider if there needs to be some provision of the JSNA content in other formats and how practical this is(use of paper or other resource) and also simplify content wherever possible</b>                                     |
| <b>13 - review other approaches to Engagement and Involvement and utilise best practice when considering improvements to JSNA approaches</b>  |