

Healthwatch Brent Engagement Strategy 2019-20

Spectrum of patient and stakeholder engagement



We will keep you informed

We will consider your input and give feedback on how it informed decisions

We will ensure that your input is considered among the choices implemented

We will gather as many different views as possible and present them to strategic decision makers

We will help to implement your suggestions

Healthwatch Brent Engagement Strategy 2019-20

Introduction

Healthwatch Brent's vision is that Brent residents can contribute to the development of quality health and social care services in Brent. The gathering of experiences and views of patients, service-users, and seldom heard communities is essential so that everyone has an equal chance to make a contribution and feel that they can make a difference to local health and social care services.

Healthwatch Brent will:

- ❖ be a strong, local citizen voice, making a difference to health and social care provision for the people of Brent.
- ❖ provide ways for people's experiences and views to be heard from all communities, including those that are seldom heard.
- ❖ carry out excellent public engagement to socially isolated and marginalised communities, gather and analyse meaningful local data and present to the people that make decisions about health and social care services.

The engagement work of other organisations will also be mapped to identify good practice and gaps, to avoid unnecessary duplication and to see how Healthwatch Brent priorities fit into any existing plans and structures.

This Engagement Strategy will be supported by an Action Plan.

Definitions of communications and engagement



Communication relates to an exchange of information in order to produce desired outcomes (which may range from raising awareness to changing behaviour).

Good communication is based on a clear understanding of desired outcome, what the intended audience(s) should know, think or do differently as a consequence of the communication.

Engagement enables stakeholders to shape and influence the organisation's work by gathering their views, concerns and ideas, and ensuring they are considered properly.

Background

Healthwatch Brent is the independent voice through which Brent residents can share their experiences of using health and social care services.

It is delivered by a Brent based staff team, a network of Brent based charities and community organisations and a team of enthusiastic volunteers.

Healthwatch Brent is an arms-length department of CommUNITY Barnet, an independent legal entity and a registered charity and company limited by guarantee.

The aims of this strategy will be used to support the Healthwatch Brent priorities for 2019-20 and should be considered when new strategies and plans are developed.

The strategy aims to help Healthwatch Brent to:

- ❖ Increase awareness of Healthwatch Brent amongst Brent residents
- ❖ Build continuous and meaningful engagement with the public, patients and carers (especially seldom heard groups) to influence the shaping of health and social care services in Brent – acting as a conduit to ensure the public voice influences, and is directly involved
- ❖ Gain evidence-based views that are representative of the community - with particular emphasis on gathering the voices of marginalised communities that may be hard to reach groups.
- ❖ Champion the voices of seldom heard and socially isolated groups to enable them to be heard including those with protected characteristics.

Inclusiveness: Overcoming Barriers to engagement

Nearly 70% of the Brent population is between the age of 16-64 years old, and more than 90% of Brent pupils are from ethnic minority groups. Given the ethnic mixture within Brent, many challenges arise when engaging with such a diverse population. As a result of this diversity, Healthwatch Brent has to develop a bespoke approach to capture the views and increase interaction with local residents.

The majority of residents in Brent are from Black, Asian and Minority Ethnic (BAME) communities. An estimated 20% of households do not speak English as their main language - capturing views will have to be appropriate and reflective of their community.

We want to capture the voices of other protected communities as defined within the Equality Act 2010 and have included activities in our Engagement Plan to ensure this happens¹.

¹ For example, we believe there are 4,000 residents who identify as LGBT whose voices are not heard as a community in Brent. Also, the Somali community is not thought to be in excess of 10,000 according to *Waples & Eversley, Counting the Somali Community In Brent, 2013 with population variation in different wards*.

The Enter & View 2018-19 visits to sheltered housing schemes in Brent revealed that people from the Somali community are less likely to give opinions or views when asked about their housing. A bespoke/culturally sensitive approach will have to be developed with the assistance of active community members, volunteers and local Somali organisation.

When planning a local community engagement process there is a need to recognise diversity and identify any potential barriers - so that a bespoke engagement process can minimise barriers where possible.

Points to consider are:

- ❖ The capacity and ability of different stakeholders to participate
- ❖ 'Hard to reach groups' such as young people, minority groups, refugee/migrants, socially excluded groups [including LGBT]
- ❖ Levels of community infrastructure
- ❖ Contested or divided communities
- ❖ Gaps in information
- ❖ Literacy and numeracy levels and dominance of oral culture

Communication and the involvement of patients and the public is an integral part of all Healthwatch Brent activity. As the role of Healthwatch Brent constantly evolves to reflect the changing health and social care policy landscape, it is vital that strong and trusted relationships are developed with key audiences.

Time spent building relationships is a worthwhile investment to allow for strong, effective partnership working and to provide wider insight and understanding about the priorities and views of local people.

Effective engagement is about getting the right messages to the right audiences through the most appropriate channels at the most appropriate time. The mapping work will enable Healthwatch Brent to consider the communications and engagement needs of individual stakeholders.

Approach to Engagement

Our preferred approach to engagement is to adopt The Stakeholder Engagement Spectrum using the five engagement levels (inform, consult, involve, collaborate and empower).

Relationship Development Methods

An outline of how Healthwatch Brent will maintain its relationship with our target audience is set out below:

Approach	Communication channels
<p>Engagement</p> <ul style="list-style-type: none"> ● Interactive, two-way communications ● Working together to develop solutions ● Develop mutual understanding & approach 	<p>Individualized method:</p> <ul style="list-style-type: none"> ● Workshops/events ● One-to-one meetings ● Presentations ● Direct conversations /phone-calls
<p>Active Communications</p> <ul style="list-style-type: none"> ● Share plans and ideas ● Discuss implementation ● Act on feedback where possible 	<p>Adapt existing channels</p> <ul style="list-style-type: none"> ● Dedicated area of website and on-line FAQs ● Social media interactions (tweet-chats, facebook discussions, etc..) ● Drop-in information events ● E-newsletters/newsletter ● Information in other organization's newsletters ● Posters, leaflets, etc.
<p>Keep Informed</p> <ul style="list-style-type: none"> ● Factual promotion 	<p>Make use of existing channels</p> <ul style="list-style-type: none"> ● Media coverage (from press releases) ● Website ● Social media updates ● Partnership ● Posters, leaflets and any readily available information (multi-lingual)

The relationship development methods that Healthwatch Brent will use to maintain its relationship with our target audience are listed below:

Stakeholder	Desired Interaction	Tactic for change or maintenance of relationship
People living in the Borough of Brent		
Adults and older adults	Active Communications	Public awareness, targeted topics
Children and young people	Active Communications	Public awareness, targeted topics
<p>Seldom heard and protected characteristics groups - with particular emphasis on creating stronger links with the following:</p> <ul style="list-style-type: none"> ➤ Refugee/Migrant and Youth Groups ➤ Somali Community ➤ African-Caribbean Community* ➤ LGBT community ➤ Faith Groups <p>We aim to champion the voice of the seldom heard groups to enable them heard</p>	Engagement	<ul style="list-style-type: none"> ◆ 1:1 meetings ◆ Attend their events ◆ Target culturally appropriate or bespoke awareness material ◆ Targeted & bespoke communications ◆ Development of relationships with organisations ◆ Share opportunities for them to be involved ◆ Publicise their work with others ◆ Supply HW Brent material for community spaces ◆ Regular contact/update

[*Note: For example: Black Caribbean Champion Project - a £550,00 2 year project raising achievements of black Caribbean boys in every Brent Schools is clear evidence of the need to increase engagement with this community]

The following general mechanisms for communications and engagement will be used:

Revised Communication mechanisms for improved Engagement with Targeted Audience

1.	Website	<ul style="list-style-type: none"> ➤ Healthwatch Brent will continue to develop its website as a source of information and to receive information - with the aim of increasing the relationship with key minority broadcast and print media organisation ➤ Healthwatch Brent will take a proactive approach to the media, offering regular contact to help reporters and editors understand the organisation and develop working - with stronger effort to engage with specialised minority Media outlets such Somali language broadcast, Arabic, Afro-Caribbean, & Asian and other languages spoken in Brent. ➤ Volunteers from the diverse community will be encouraged to help Healthwatch Brent reach the diverse media within their communities.
2.	Social media – Twitter, Facebook & YouTube	<ul style="list-style-type: none"> ➤ Social media will be used for information sharing from other sources, event promotion, to engage specific audiences as part of projects and general promotion of Healthwatch Brent’s work and achievements. ➤ Develop a stronger link with minority community social media channels in Brent - so as to promote exchange of information
3.	Other organisations’ newsletters & websites	<ul style="list-style-type: none"> ➤ To develop a database of community-based newsletters that reflect the diversity of Brent ➤ To actively seek information from other organisations
4.	Meetings	<ul style="list-style-type: none"> ➤ Representatives from Healthwatch Brent (staff and volunteers) will attend other organisations’ meetings to raise awareness and hear people’s views about health and social care.
5.	Events	<ul style="list-style-type: none"> ➤ Healthwatch Brent will support events across Brent - with added emphasis on hard to reach groups
6.	Focus Groups	<ul style="list-style-type: none"> ➤ Healthwatch Brent will support hard to reach groups to undertake focus group consultations within their own communities. These discussion groups may involve 10-20 people, usually led by a trusted member of the community. Focus groups can be successfully used for in-depth consultation regarding diverse issues. ➤ The Healthwatch Brent Community Chest grants will help support the development of these focus groups.

To be effective, a communications and engagement strategy must be a live working document relating to what is happening in the community around it.

Regularly reviewed action plans will therefore be needed to support this strategy. The Healthwatch Brent Team will review the engagement planning and activities regularly to ensure they are still relevant and responds to any changes and new information or insight.

Action Plan

We have pulled together a database of community groups, faith groups and local organisations whom we will be engaging with as part of our programme of work.

It will be a 'living' documents to reflect the vibrancy and within Brent for new groups to emerge and others disbanding. As part of our commitment to capacity building the local voluntary and community sector, Healthwatch Brent will encourage organisations from these communities to participate in the Community Chest grant programme and we will assist them in developing appropriate projects aligned to Healthwatch Brent's priorities.

The Action Plan will be used by the Healthwatch Brent team to map out engagement activities to ensure the voices of Brent's diverse and protected communities are heard.

We have listed some of the organisations that we will be engaging with for the remainder of 2019/20.

Monitoring our activity

All of our engagement work will be monitored at our quarterly contract monitoring meetings.

Table of Brent Community Groups and Local Organisations for 2019 Healthwatch Brent Engagement

Target Community	Name / Group details
Refugees Migrant And Youth Groups	<ul style="list-style-type: none"> ❖ Brent Action for Refugees [oscar@brentactionforrefugees.com] ❖ Horn of Africa Refugee Welfare Group Empire Way HA9 OEW ❖ Salusbury World Refugee Support Centre Salusbury PS, Salusbury Rd, NW6 6RG ❖ Young Roots - Rise Up Project at College of North West London (Willesden Campus - [Tuesday Youth Group] ❖ Refugee Support Project Newman Catholic College, Kensal Green, Brent. ❖ Family Restoration Project [Youth Project Funded 2019] - International Gospel Community, Kilburn, Brent ❖ Brent Youth Mediation & Learning Centre Project Streetfusion Community Group on 29 Nov/2018 - Nov/2019 Funded Project ❖ Bang Edutainment Ltd 2nd Floor, 89-93 High Street, Harlesden, London, NW10 4NX
Communities South East Asia	<ul style="list-style-type: none"> ❖ Mahavir Foundation (Jain Temple) Kingsbury ❖ Brent Indian Community Dudden Hill Lane, London, NW10 2ET ❖ Brent Brent Indian Association Ealing Rd., HA0 4TH ❖ London Indian Elders Group [mainly advancement of health] Wembley ❖ Brent Punjabi Association - Health Project [Improving Well-being Aug/2018 to Aug/2019] ❖ London Tamil Centre - East Lane, Wembley, London, HA0 3NN ❖ Tamil Association of Brent Neasden, London, NW10 0EY
Faith	<ul style="list-style-type: none"> ❖ Association of Muslims with Disabilities ❖ Afghan Islamic Cultural Centre 212-214 Church Road, London, NW10 ❖ London Tamil North Congregation of Jehovah's Witnesses - Manor Drive, Wembley, London, HA9 6UL ❖ London Inter Faith Centre, 125 Salusbury Road, Queen's Park, London, NW6 6RG - Rev Fergus Capie ❖ Brent Muslim Community Forum, 20 Sidmouth Road, Brent, NW2 5JX

African	<ul style="list-style-type: none"> ❖ The Africa Child [Project for Young People & Health] High Road, Willesden NW10 2JJ ❖ Horn Stars, Community Centre, 6 Hillside, London, NW10 8BN ❖ Somali Community Group Kilburn - Training Project for Parents Nov/2018 - Nov 2019 ❖ Brent Somali Community Centre, High Street Harlesden, Harlesden, Brent NW10 4TR ❖ Somali Community Group - The Granville, Carlton Vale, NW6 5HE ❖ Somali Advice and Forum of Information (SAAFI) - Willesden Brent, NW10 2JJ ❖ African French Speaking Organisation (A.F.S.OR) Community House, Room 4, 311 Fore Street, London, N9 0PZ ❖ Eritrean Youth and Community in Brent St Francis Lodge, 1022 Harrow Road, Sudbury, London, HA0 2AU ❖ Uganda Community Relief Association (UCRA) Designworks, The Bridge Suite, Park Parade, Harlesden, London, NW10 4HT
LBGT Community	<ul style="list-style-type: none"> ❖ North West London Lesbian and Gay Group, Windermere Avenue, Wembley, Brent, HA9 8QT ❖ Mosaic LGBT Youth Centre, Brent, info@mosaicyouth.org.uk
Afro-Caribbean Communities	<ul style="list-style-type: none"> ❖ West Indian Senior Citizen Organisation (WISCO) Kensal Rise NW10 ❖ West Indian Self Effort (WISE) Harlesden NW10 ❖ African Caribbean Emancipation Trust Ltd The Hyde Brent NW9 8EN [Education] ❖ Brent African-Caribbean Disabled People's Association, Church Road, London, NW10 9PX [outreach & research projects]
Latin American Communities	<ul style="list-style-type: none"> ❖ Latin America House Kingsgate Place, London NW6 4TA
Gender [Women & Girls]	<ul style="list-style-type: none"> ❖ Asian Women's Resource Centre Craven Park NW10 8QE - Project 'Surviving Abuse and Rebuilding Lives (SAARL) [£300,000 Lottery started Oct/2018]' ❖ Nisa - community project July 2018/July 2019 'Support Vulnerable Women in Muslim Community' Project - Willesden Green & Brent Central

	<ul style="list-style-type: none"> ❖ 'Traveller Women's Violence Awareness' Project 2018/19 - The Traveller Movement Brent Central & Willesden Green
Eastern/Central European	<ul style="list-style-type: none"> ❖ 'Maximising community space' Project 2019 - Bosnia & Herzegovina Community Advice Centre ❖ British Czech and Slovak Association (BCSA) 643 Harrow Road, Sudbury, Brent, HA0 2EX ❖ Maria Konopnicka Polish Saturday School, Willesden Green Queens Park Community School, Aylestone Avenue, London, NW6 7BQ
Arab	<ul style="list-style-type: none"> ❖ Al-Zahra Women's Centre Crusader House, Cricklewood, Brent, NW2 6NX ❖ Ansar Youth Project 444 High Road, Wembley, London, HA9 6AH ❖ Arab Women's Support and Empowerment Association (AWSEA) 83 Dollis Hill Avenue, London, NW2 6QU