

Trafford Urgent Care Review: Communications and Engagement report – Approaches and Methodologies

March 2023

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1. Introduction

- 1.1 This report details the communications and engagement approaches used to support the Trafford Urgent Care Review – Phase 1 Needs Assessment. The Needs Assessment was undertaken between September 2022 and March 2023.
- 1.2 As part of the Needs Assessment, it was important to consider the voices of our diverse communities including those who live, work or visit Trafford. A programme of communications and engagement activity and approaches were co-produced with partners to support the Needs Assessment.
- 1.3 This report details the approaches and methodologies used to gain insight from people and communities. It includes a short summary of the literature review undertaken to understand data and insight already available to NHS GM and partners. It does not include insight findings from the engagement activities held between the period 3 January to 14 February 2023.
- 1.4 An Insight Analysis report developed by Healthwatch Trafford outlining the findings from the engagement activities is available separately.
- 1.5 This report details the approaches and methodologies used to gain insight from people and communities.

2. Background

- 2.1 NHS Greater Manchester (GM) Trafford is currently working with partners (including Trafford Council's Public Health Team and health care providers delivering urgent care services) to undertake a Review of Urgent Care services accessible to the people who live, work, study or visit Trafford.
- 2.2 The aim of the review is to ensure that Urgent Care access services; are offered to all residents of the borough based on needs and health inequalities; are delivered in line with national guidance and sustainably within the staffing and financial resources available. The review has been a long-standing ambition in the Trafford Locality Plan which is the blueprint for the transformation of health and social care in Trafford.

3. Engagement approach to support the Phase 1 Needs Assessment

- 3.1. There were several elements to NHS GM's engagement approach to support the Needs Assessment and this report will outline each of these separately:

Phase 1 Needs Assessment - engagement approach and methodologies

- 1 Consider previous engagement insight already held
- 2 Identify who to involve
- 3 Plan the engagement approach and governance
- 4 Engagement methodologies:
 - Survey live 3 January-14 February (online/print)
 - Engaged with established groups
 - Held community drop-ins throughout Trafford

4. Consider previous engagement insight already held

- 4.1 Over recent years, Trafford Clinical Commissioning Group (which was disestablished in June 2023 and superseded by NHS GM) and local partners have engaged the public, local residents and patients about the various services that fall under the umbrella of urgent care.
- 4.2 During October and November 2022 NHS GM asked partners to share details of any key patient experience/insight they held which would be helpful to consider as part of the review. This feedback was considered as part of NHS GM's Review of Urgent Care and can be found in Appendix 1.

5. Identifying who to involve


- 5.1 To inform the development of the engagement approach, an equalities analysis and stakeholder mapping exercise were undertaken to identify who NHS GM needed to involve.
- 5.2 A separate stakeholder list was developed, and this can be viewed in Appendix 2.
- 5.3 Following the mapping exercise, a list of local organisations and groups was developed which would be used to arrange engagement meetings and events to discuss the review in person.

6. Planning the engagement approach – governance

- 6.1 A multi-agency Trafford Urgent Care Review Population Communication and Engagement Delivery Group with membership from the key partners including Trafford Council, Manchester University Hospital NHS Foundation Trust, Mastercall, NHS GM, Healthwatch Trafford, to co-design communications and engagement approaches.

- 6.2 Northwest Ambulance Service were also invited to attend but did not attend due to other commitments.
- 6.3 A Needs Assessment Delivery Group with membership from NHS GM and Trafford Council. This group focused on identifying needs of the population, understanding health inequalities by neighbourhood, transport access and impact of cost of living on the needs for urgent care by reviewing data and experiences.
- 6.4 Both groups supported the Trafford Urgent Care Review Programme Delivery Group to undertake the review of urgent care available to the people of Trafford and support the Needs Assessment.
- 6.5 The groups received regular progress reports relating to engagement activity and considered suitable alternatives to address any gaps in responses from certain demographic groups. An example progress report can be seen below:

Urgent care engagement update – 7 February 2023

<p>Survey – figures/demographics</p> <p>As of 6 February initial findings are:</p> <ul style="list-style-type: none"> Response rate: 561 surveys viewed/completed. 269 fully completed, 292 partially completed (these people did not click to the end of the survey - thank you page) Ethnicity of respondents was mainly white British. The majority of people heard about the survey via Facebook. Main postcode responses from: M41, M32, M33, WA14, WA15 – now have received responses from M16 & M31 (Old Trafford and Partington) Main respondents were female (81%) 	<p>Partner promotion</p> <ul style="list-style-type: none"> The Hub, Altrincham to promote on their facebook page and Caribbean Health Network to share via Whatsapp group
<p>Accessibility</p> <ul style="list-style-type: none"> No emails or calls have been received by NHS GM to ask for support to complete the survey. Toy House - Printed surveys were made available at Toy House session for staff to complete with those attending. These have been collected and will be input onto online Age UK session - Several paper surveys were completed. Drop in sessions – Paper surveys are available for people to take away if they wish. All paper survey responses will be input onto the online survey and highlighted as PRINT SURVEY 	<p>Drop in session promotion</p> <ul style="list-style-type: none"> Resources be used (flyers and pull up banner) to support promotion of engagement sessions and survey. Leaflet drops undertaken in Altrincham, Sale, Timperley, Stretford and Urmston over the last week. Handed out leaflets next to e board promoting Know Where To Go campaign in Altrincham 
<p>Engagement activity reach</p> <ul style="list-style-type: none"> 12 sessions completed – engaged with over 100 people. Further 4 sessions booked and others pending Public drop in sessions commenced this week at libraries 	<p>Gaps</p> <p>To address any gaps we:</p> <ul style="list-style-type: none"> Approached last week: Trafford College, UA82, Caribbean African Health Network, Voice of BME, Blues are undertaking social media targeting of M16, M31 postcodes and seeking advice on targeting under 25s. <p>Main gaps are: Males (18%) Under 25s (0%); non-white British, mental health, postcodes (lower survey uptake in: M15, M16, M31)</p>
	<p>Survey analysis</p> <p>Analysis to be undertaken 15 March-3 March (13 working days)</p> <p>Public health will analyse demographics. Healthwatch Trafford will focus on collating themes. Considering analysis of partial responses. Updated survey to state both partial and full responses will be considered.</p>

7. Governance infrastructure updates

- 7.1 As part of our governance, it was important to keep the following committees/groups regularly updated:
- Trafford Health Scrutiny Committee
 - NHS GM (Trafford) Senior Leadership Team/Trafford Council Corporate Leadership Team
 - Trafford Locality Board
 - Trafford Provider Collaborative Board
 - Trafford GP Board
 - Trafford Health and Social Care System Reform Steering Group
 - NHS Greater Manchester Executive Leadership Team

- h. NHS Greater Manchester Communications and Engagement Leads meetings
- i. Trafford Integrated Care Partnership Communications and Engagement Working Group

8. Summary of engagement activity and events

- 8.1 A series of engagement activities were undertaken between January and February 2023 to capture the experiences of people and communities. Public engagement events and a survey were the methodologies used.
- 8.2 Queries and support - People were able to contact NHS GM by phone or email if they had queries about the engagement activities, survey or request a printed version of the survey. NHS GM received one query from a member of the public regarding access to the online survey.
- 8.3 NHS GM Arranged:
- a) 11 x listening sessions with established community groups in varying locations across the locality between 17 January-13 February 2023.
 - b) 6 x public drop-in sessions at libraries throughout Trafford. These were delivered during 31 January to 9 February 2023.
 - c) A total of 155 people were involved, details of which are highlighted in Table 1 and Table 2 below.
 - d) People were given an opportunity to discuss what they had heard and to comment.
- 8.4 Groups were facilitated and recorded by NHS GM staff except for the Youthwatch Trafford session which was facilitated by Healthwatch Trafford colleagues. Two facilitator narratives were available for facilitators to use. A long version and short version were developed, depending on length of time available to speak with groups. Feedback was captured in an evidence template. These documents are available on request.
- 8.5 Library drop-in sessions:

Table 1: drop-in sessions undertaken as part of engagement programme

Date/Time	Venue	Format	Attendees
Tuesday 31 Jan 11am-1pm	Partington Library	DROP IN SESSION Stall in venue, pull up banner, leaflets, paper survey available, seek views and experiences	3
Thursday 2 Feb 10am-12 noon	Old Trafford Library/Limelight Foyer	DROP IN SESSION As above	6
Monday 6 Feb 1pm-3pm	Altrincham library	DROP IN SESSION As above	5
Tuesday 7 Feb 4.30pm-6.30pm	Urmston library	DROP IN SESSION As above	4
Wednesday 8 Feb 1pm-3pm	Sale library	DROP IN SESSION As above	4
Thur 9 Feb 10am-12 noon	Stretford library	DROP IN SESSION As above	3
		TOTAL	25

8.6 Community/established group sessions

Table 2: Community/established group sessions undertaken as part of engagement programme

Date/Time/Venue	Group	Format	Attendees
Tuesday 17 January 2023 1.45pm-2.30pm Claremont Centre, Hulme	African Caribbean Care Group	<ul style="list-style-type: none"> • Focussed questions • Capture key themes/experiences • Promote survey and support available • Leaflets shared 	35
Wednesday 18 January 2023 9.30am-12.30 Trafford Town Hall, Stretford	Trafford Deaf Partnership	<ul style="list-style-type: none"> • Agenda item at meeting • Focussed questions • Capture key themes/experiences • Promote survey and support available • Leaflets shared 	11
Thursday 19 January 2023 5pm-5pm Online - Zoom	Trafford Youthwatch	<ul style="list-style-type: none"> • Online focus group led by Healthwatch 	4
Thursday 19 January 2023 6.30pm-7.30pm Conway Road Health Centre, Sale	Primary Care Network: Conway Road Patient Participation Group	<ul style="list-style-type: none"> • Agenda item at meeting • Focussed questions • Capture themes/experiences • Promote survey and support available • Leaflet shared 	10
Monday 23 January 2023 1pm-3pm Toy House, Urmston	The Toy House (Trafford Living Room)	<ul style="list-style-type: none"> • Focussed questions/Informal conversations • Capture key themes/experiences • Promote survey and support available • Leaflet shared • Paper survey copies available – several completed 	9
Friday 27 January 2023 10am-12 noon Online - MS Teams	Trafford Age Well Board	<ul style="list-style-type: none"> • Agenda item at meeting • Presentation and opportunity to ask questions • Promote survey and support available • Ask to promote within networks & seek any other opportunities to engage older people 	15

Monday 30 January 2023 11.30am-1.30pm Age UK, Urmston	Age UK – soup & social (Trafford Living Room)	<ul style="list-style-type: none"> • Focussed questions/Informal conversations • Capture key themes/experiences • Promote survey and support available • Paper copies available / leaflets shared 	17
Thursday 2 February 2023 12-12.50pm Limelight, Old Trafford	Limelight Long Covid Peer Support Group – Voice of BME	<ul style="list-style-type: none"> • Focussed questions • Capture key themes/experiences • Promote survey and support available • Paper copies available / leaflets shared 	11
Thursday 2 February 2023 1.20pm-1.50pm Partington Community Cafe	Partington Collaborative Women’s Group	<ul style="list-style-type: none"> • Focussed questions/ • Capture key themes/experiences • Promote survey and support available • Paper copies available / leaflets shared 	9
Thursday 9 February 2023 2pm-3.30pm	Advocacy Focus Learning Disability Self Advocacy Group	<ul style="list-style-type: none"> • Agenda item at meeting • Capture key themes/experiences • Promote survey and support available • Accessible resources/pictures used 	8
Monday 13 February 2023 2pm-3pm Online via MS Teams	BlueSci – Citizen forum feedback	<ul style="list-style-type: none"> • 1:1 Teams interview with Citizen Forum coordinator • Capture key themes/experiences of recent feedback received from forum • Promote survey and support available • Leaflet shared online 	1 – sharing experiences of 10 people
		TOTAL	130

9. Engagement resources

- 9.1 To support the delivery of effective engagement sessions the following resources were used to support facilitators in engaging and recording feedback:

Image 1: resources used



- a) Urgent care focus group narrative (short and longer version) – for facilitator information and use at engagement sessions to ensure consistent messaging used key questions considered
- b) Logging sheet for smiley face quick fire questions and priorities - for facilitator to record at the session
- c) Printed survey copies – available at all sessions
- d) A4 and A5 posters – to hand out and promote how to get involved
- e) Smiley face display panel – used to capture levels of satisfaction with quick fire questions or with those who may have limited communication
- f) Picture prompt booklet – to use with those with limited communication
- g) Urgent care priority list – used to capture thoughts about priorities
- h) Urgent care engagement session template – to capture insight post-session in a consistent manner

10. Public survey

- 10.1 An online public survey was live from 3 January - 14 February (6 weeks). It was hosted on the NHS Greater Manchester website and promoted widely by partners across health and care on social media platforms, as well as through the engagement events that took place.
- 10.2 A paper version of the survey was also available at public drop-in sessions and community events
- 10.3 People could also request a copy by email or phone. A copy of the paper survey is available on request.
- 10.4 The aim and expected outcomes from the Trafford Urgent Care public survey were to provide further insight regarding:
- a) Levels of public knowledge and understanding of urgent care services within Trafford/nearby areas
 - b) Public/patient behaviours when wishing to access same day and reasons for choices
 - c) How easy it was to access same day care and urgent care services
 - d) How easy it was to gain information on most appropriate service to use

- e) Experiences of using services which provide help on the same day and satisfaction rates
- f) Urgent mental health
- g) Children's urgent health care
- h) Priorities considered most important when accessing same day care
- i) Demographic info (postcode, age, gender, ethnicity, disability, religion, sexual orientation, carer status, forces veteran status)

11. Developing and testing of the survey

- 11.1 The survey was co-designed by the Trafford Urgent Care Review Population Communications and Engagement Delivery Group and the survey was tested by Healthwatch Trafford Reading Panel.
- 11.2 Other colleagues from Trafford Council Corporate Leadership Team, Public Health, Urgent Care and Primary Care also had input into the survey development. Amendments were made to the survey following feedback by the Healthwatch Trafford Reading Panel and other colleagues.
- 11.3 To ensure accessibility, a paper version of the survey was also available for distribution and people could request support to help complete the online or print survey via email or telephone.
- 11.4 We also sought advice from Empower You, Pathway Associates and NHS GM Interim Head of Engagement to consider developing an easy read version of the survey.
- 11.5 We were advised that due to the size and complexity of the survey this would not be appropriate to do, and instead it was suggested that we have more focussed face to face conversations with groups and consider using communications tools to enable support where required.
- 11.6 As NHS Greater Manchester was keen to hear about lots of different services offering urgent care, this required the survey to be quite lengthy.
- 11.7 We therefore advised respondents they were able to skip questions if they were not relevant. Many people partially completed the survey rather than answering all questions.
- 11.8 We advised respondents within the survey introduction that both partial and full responses would be considered as part of Trafford Urgent Care Review.
- 11.9 Overall, there were 297 fully completed survey responses with a further 330 partially completed responses to the survey. Full findings from the survey are shared in the Insight Analysis report developed by Healthwatch Trafford.

12. Promoting the Survey and Engagement opportunities

- 12.1 A Trafford health and care system-wide approach was undertaken to promote opportunities to get involved:
 - a) **Trafford Integrated Care Partnership Communications & Engagement Group** colleagues from NHS GM, Trafford Council, Healthwatch Trafford, Mastercall, Manchester University Hospital NHS Foundation Trust, Greater Manchester Mental Health NHS Foundation Trust, Thrive Trafford, and Trafford

Community Collective raised awareness by promoting communications assets with staff, patients and networks on social media, staff intranets, e-bulletins, and staff meetings.

- b) **Mastercall** texted the link to the online survey to patients who had recently attended the Trafford Urgent Treatment Centre.
- c) Some **membership organisations from Trafford Community Collective** helped to set up engagement sessions for NHS GM to visit and helped to undertake more targeted promotion when we saw gaps in responses from those who lived in M16 and M31 postcodes and those people who were not white.
- d) Key **Trafford stakeholders including Trafford MPs and Councillors** were sent emails advising of Trafford Urgent Care Review and ways to get involved. They were asked to share with their networks.
- e) **Posters displayed** in various venues including **Trafford libraries, pharmacies** and on noticeboards in areas of high footfall throughout Trafford (eg **large supermarkets and community centres**). A list of venues is available on request.
- f) Posters had a **QR code** displayed so people were able to scan the code on the poster with their mobile phone to access the survey whilst out and about

13. Addressing Demographic Gaps in Engagement

13.1 Each week NHS GM (Trafford Locality) would review the survey responses and community engagement activity to ensure that a wide demographic reach was being captured. If gaps were observed NHS GM would undertake activities to try to widen the reach. This included:

- a) **Mental Health** – liaised with mental health commissioners and BlueSci to consider further opportunities and to help promote opportunities to get involved
- b) **Young People** – shared social media resources and leaflets with UA92 and Trafford College. Also requested opportunity to have presence on their sites (no response received to email messages). Trafford Local Care Organisation asked for the Health Visitor social media pages be updated to promote the urgent care review survey and drop-in sessions.
- c) **Learning Disabilities** – liaised with Learning Disability Commissioner to consider further opportunities and offer to visit groups. NHS GM was e-introduced to Advocacy Focus (arranged group session). Trafford Community Collective arranged for NHS GM to visit The Toy House and e-introduction to Empower You. Empower You e-introduced NHS GM to Trafford Choices day service and Pavilion. Although interested in NHS GM to visit a group, they didn't come back with a date to attend.
- d) **Partington neighbourhood/parents of young children** – liaised with Partington and Carrington Children's Centre who promoted survey and drop-in sessions on their Facebook page. Approached The Hideaway soft play area to have a presence at their venue or hold a focus group. No response received. Undertook extra leaflet drops in shops, pharmacies and community centre and did community walk around on the day of the drop-in session. Local Councillors were emailed to ask for help to promote the urgent care review in their community. Targeted social media (see communications approach in Point 6 below).
- e) **Old Trafford neighbourhood/ethnically diverse citizens** – liaised with Trafford Community Collective (TCC) chair, Voice of BME, LMCP Care Link and Caribbean and African Health Network (CAHN) to consider how to reach a more

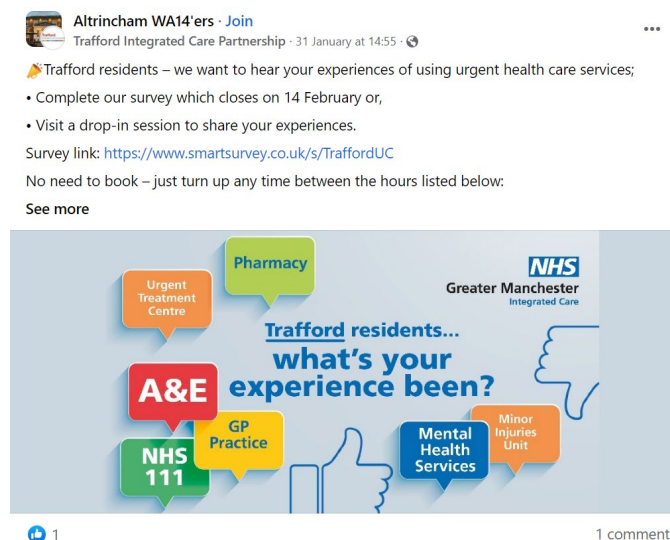
ethnically diverse audience to promote ways to get involved. TCC chair provided NHS GM with e-introduction to Rehoboth (but no response back when NHS GM emailed). Voice of BME arranged for NHS GM to meet with the Pakistani Long Covid Peer Support Group. CAHN promoted opportunities within their network via WhatsApp. Local Councillors were emailed to ask for help to promote the urgent care review in their community.

- f) **Targeted social media communications** – see 6. Communications Approach for more details.

14. Communications Approach

- 14.1 The following communications tactics were undertaken by NHS GM to support the Trafford Urgent Care Review:
- 14.2 Direct stakeholder messaging: Emails encouraging uptake of the survey were shared with partners within Trafford Integrated Care Partnership; Trafford MPs; Trafford Councillors and key Trafford Council stakeholders.
- 14.3 Proactive social media: A total of 25 posts were made on Trafford Integrated Care Partnership's (Trafford ICP) Facebook page, and since the campaign began, there has been a combined viewership of 6,420 post views on this page. There were 25 posts on Trafford ICP's Twitter, with the best performing post's views being 846. We also encouraged partners to share on their Instagram accounts (as Trafford ICP and NHS GM / GM ICP do not have Instagram).
- 14.4 The survey link and engagement sessions organised as part of the engagement work were posted in the following Facebook groups to spread the message wider:
- Urmston M41'ers
 - Stretford M32
 - Sale M33
 - Altrincham WA14'ers
- 14.5 We posted in the all the local groups 3 times - announcing the survey, announcing the drop-in sessions, and an individual post in the relevant group for the corresponding drop in. See example below

Image 2: Social media example



- 14.6 Social media advertising: To help address survey response gaps (Under 25s, male, M16, M31) a targeted two-week campaign on Snapchat and Facebook Audience Network (1-14 Feb) was undertaken.
- 14.7 Content was viewed 10,160 times across the above two platforms and the survey was clicked on 193 times. However, we do not know how many of these clicks led to a completion of a survey. Full details are available in **Appendix 3**.
- 14.8 Printed materials: A pop-up banner, A5 leaflets and A4 posters were designed and printed for use at the engagement events.
- 14.9 Internal communications: Emails to all NHS GM Trafford colleagues – one to launch the survey and another to remind colleagues there was a couple of days remaining.
- 14.10 NHS GM Trafford colleagues were also briefed at their all staff kitchen briefing session.
- 14.11 An article was also included twice on Trafford Council's 6 Boxes intranet homepage and once in the all-staff NHS GM newsletter Keep Connected.
- 14.12 GP practices received two briefings in their Practice Briefing e-bulletin.

Images 3 and 4: Examples of communications resources used



15. Expressions of Interest – Independent analysis

- 15.1 Expressions of interest were sought by NHS GM for an organisation to undertake independent analysis of the online survey and engagement sessions, outlining key themes and demographics.

- 15.2 Three organisations were contacted with only one organisation responding – Healthwatch Trafford. Healthwatch Trafford was chosen to undertake analysis as per the analysis outline. Following further discussion with Trafford Council’s Public Health colleagues, it was agreed that Public Health’s analysts would support Healthwatch Trafford with demographic analysis.
- 15.3 Public/community engagement insight - was captured from engagement sessions and was recorded on engagement activity templates. These were shared with Healthwatch Trafford and Trafford Public Health for analysis.
- 15.4 Survey analysis - Before sending survey responses over to Healthwatch Trafford and Public Health, NHS GM reviewed and cleansed the data downloaded from the survey tool to ensure anonymity. This included removing any full postcodes and job titles of respondents.
- 15.6 Analysis was undertaken between 15 February 2022 to 3 March (13 working days) and a report of insight findings was developed by Healthwatch Trafford.

16. Lessons Learnt

- 16.1 It was important that we considered the effectiveness of our communications and engagement approaches following the engagement activities. NHS GM asked members of the Trafford Urgent Care Review Population Communications and Engagement Delivery Group to consider any lessons learnt and share feedback in a template.
- 16.2 Feedback will be used to review and develop more effective communications and engagement approaches for any further future activities if required.

17. Next Steps

- 17.1 This report and the Trafford Urgent Care Review Insight Findings report by Healthwatch Trafford will be considered by those shaping the next phases of Trafford Urgent Care Review.
- 17.2 The insight findings report will be available on the NHS GM website at www.gmintegratedcare.org.uk in Summer 2023.
- 17.3 Community/established groups will be contacted directly to thank them for their support and share a copy of the report when available.

APPENDIX 1 - Table outlining previous engagement insight held by NHS GM and partners

Title	Date	Organisation	Top lines/key findings relating to urgent care
Trafford CCG Patient Experience contacts relating to Urgent Care	Nov 2022 (to cover period of 2 years)	NHS GM (Trafford)	<ul style="list-style-type: none"> • GP access – difficulty accessing • Dental access – difficulty accessing • MP enquiries re Altrincham Minor Injuries Unit
Urgent and emergency care – winter pressures survey	Nov-Dec 2021	GM Health and Social Care Partnership	<ul style="list-style-type: none"> • Walk in Centre/Urgent Treatment Centre usage is low • NHS111 experiences – 50% positive, others split between average/negative. Most frequent response was advised to attend A&E followed by book a GP appointment or refer to GP out-of-hours. Least frequent response was “choose to attend Urgent Care Centre” • Digital access – 60% able to access GP, 25% unable or limited confidence in using. • AskMyGP rated as easy to use, time-saving, easy of sending pictures, book appointments • Repeat prescriptions – many having difficulties obtaining, people not knowing they

			<p>may need meds review</p> <ul style="list-style-type: none"> • Mental health – Many people not aware of GM MH hotline • Design communications to address these
<p>Healthwatch 100 priorities for H&SC Trafford-HW100-Priorities-EDITED. 0.pdf (healthwatchtrafford.co.uk)</p>	<p>Survey Report published Aug 2021</p>	<p>Healthwatch Trafford</p>	<ul style="list-style-type: none"> • When asked about priority service areas, the most popular request was for all service areas to receive attention. • In addition to the top response, there were three key areas highlighted as needing prioritising: GPs, community mental health services, and hospital outpatient services. • People told us there was a need for more clinical staff and more locally accessible services. • The comments received showed a desire for health and care services to quickly return to pre-pandemic levels of operation. • People also supported improvements to the services offered based on convenience for patients, good quality care, well-funded services, and access for all

<u>Healthwatch100 survey on experiences of health and social care</u>	Survey published Jan 2022	Healthwatch Trafford	Issues related to Ask my GP, GP appointment times, Young people's mental health support, ambulances
<u>Trafford Pharmaceutical Needs Assessment</u>	Published Oct 2022	Trafford Council	No current gaps in the provision of essential services outside normal working hours have been identified, with the exception of the Partington area at specific Saturday afternoon and Sunday times (see section 10 for specific hours). The preference would be for these hours to be provided by existing pharmacies.
Emergency Department report Wythenshawe	Surveyed patients at Emergency Department 13-15 June 2021	Manchester University Hospital NHS Foundation Trust	The highest proportion (48%) of patients surveyed stated their attendance was injury related. Of the 114 patients who had contacted a service for advice on the same day as the attendance, 75% had been advised to attend or referred to the hospital. 27% of adults and 35% of children reported symptoms which started on the day of attendance. 30% of adults had symptoms of over one week whereas the children was 16%. Patients felt that they needed treatment or investigations for urgent or worsening symptoms on the day. This may be the reason why other services were not contacted by 48% of patients prior to attendance. 26% of

			<p>adults and 22% of children had already been seen by a GP or other services for the same problem within the last week. Where prior advice had been sought, 4% of patients reported being unable to reach the service and 7% reported being unable to obtain a GP appointment. Advice was primarily obtained from NHS111 (57%). Prior contact with NHS111 resulted in advice to attend ED in 84% of cases.</p>
ED report MRI	<p>Surveyed patients at Emergency Department 13-15 June 2021</p>	<p>Manchester University Hospital NHS Foundation Trust</p>	<p>The highest proportion (43%) of patients surveyed stated their attendance was illness related. Of the 67 patients who had contacted a service on the same day as the attendance, 82% had been advised to attend ED or referred to the hospital 20% of patients reported symptoms which started on the day of the attendance whilst 23% had symptoms lasting over one week. Patients felt that they needed treatment or investigation for urgent or worsening symptoms on the day. 10% of patients had already been seen by a GP or other service for the same problem within the last week. Where prior advice had been sought, 3% of patients reported being unable to reach</p>

			the service and 4% reported being unable to obtain a GP appointment. Advice was primarily obtained from NHS111 (61%) which resulted in advice to attend ED in 80% of cases.
ED report RMCH	Surveyed patients at Emergency Department 13-15 June 2021	Manchester University Hospital NHS Foundation Trust	<p>There was little difference between presentation type; 40% of those surveyed stated their attendance was injury related whilst 39% said it was due to illness. Of the 55 patients who had contacted a service for advice on the same day as attendance, 87% had been advised to attend ED or referred to the hospital. 47% of patients reported symptoms which started on the day of attendance while 19% had symptoms lasting over one week. Patients felt that they needed treatment or investigation for urgent or worsening symptoms on the day. This may be the reason why other services were not contacted by 65% prior to attendance. 8% of patients had already been seen by a GP or other service for the same problem within the last week. Where prior advice had been sought, 7% of patients reported being unable to reach the service but none reported being unable</p>

			to obtain a GP appointment. Advice was primarily obtained from NHS111 (44%) which resulted in advice to attend ED in 77% of cases.
<u>Annual GP patient surveys 2022 for Trafford Primary Care Networks</u>	2022	IPSOS Mori/NHS England	<p>Altrincham Healthcare Alliance PCN: Getting through by phone easy 57% Positive satisfaction with appointment offered 77% Positive experience of making appointment 58%</p> <p>North PCN: Getting through by phone easy 42% Positive satisfaction with appointment offered 62% Positive experience of making appointment 48%</p> <p>Sale Central PCN: Getting through by phone easy 77% Positive satisfaction with appointment offered 85% Positive experience of making appointment 74%</p> <p>South Trafford PCN: Getting through by phone easy Positive satisfaction with appointment offered 77% Positive experience of making appointment</p> <p>West Trafford PCN: Getting through by phone easy 85% Positive satisfaction with appointment offered 83%</p>

			Positive experience of making appointment 79%
<u>Big conversation Phase 1 & 2 engagement activities</u>	Phase 1 Sept 2022 Phase 2 – November 2022	Greater Manchester Integrated Care Partnership/Trafford Integrated Care Partnership	<ul style="list-style-type: none"> • GP (Not enough GPs available, a need for more hours, AskMy GP system being inflexible, digital divide around online access and appointments, a lack of consistency in seeing the same doctor, more face to face wanted) • Mental health (access for young people, those in crisis plus waiting lists in general, need for parity with physical health, worry that there is a stigma around mental health amongst frontline staff) • Better signposting and information (helping people to navigate services) • VCFSE (in general more funding to such groups, encourage partnership between them and statutory health services, raising the profile of the work done, prevention, promotion)
<u>Healthwatch Trafford Occupational Therapy survey</u>	Published Feb 2023	Healthwatch Trafford	Waiting list delays – impact on GPs. Suggestion re self-referral

<p><u>GM Resident Survey</u></p>	<p>Published Feb 2023</p>	<p>GM Combined Authority</p>	<p>Digital exclusion: is most likely caused by a lack of skills or support to get online; disabled people and older residents are more likely to experience digital exclusion</p>
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APPENDIX 2 - Stakeholder list – public engagement

Organisation – voluntary sector/partners	Statutory organisations and their staff
<p> Advocacy Focus LD Self Advocacy Group African Caribbean Care Group Age UK Trafford BlueSci/Citizen Forum Caribbean & African Health Network Empower You GPs/PCNs – to promote with patients Healthwatch Trafford Long Covid Pakistani Peer support group Partington Collaborative Women’s Group Partington Children’s Centres Pavilion Project Pharmacies – to promote with patients The Hideaway The Toy House Thrive Trafford Trafford Carers Centre Trafford College Trafford Community Collective (66 community organisations) Trafford Deaf Partnership University Academy 92 Voice of BME Youthwatch Trafford </p>	<p> NHS Greater Manchester (Trafford locality and GM) Trafford Council Manchester University Hospital NHS Foundation Trust Greater Manchester Mental Health NHS Foundation Trust Trafford Local Care Organisation Mastercall North West Ambulance Service GPs/Primary Care Networks Local Medical Committee Local Pharmaceutical Committee </p>
Political	
Trafford Councillors Trafford MPs	

APPENDIX 3 – Audience reach for targeted activity (1-14 February 2023)

Facebook Audience Network - 18-24 y/os

Impressions: 7,211

Reach: 2,455

Clicks: 45

Click Through Rate: 0.62%

Facebook Audience Network - 25-65+ y/os

Impressions: 7,255

Reach: 3,749

Clicks: 81

Click through rate: 1.12%

Snapchat

Impressions: 10,355

Reach: 3,956

Clicks: 67

Click through rate: 0.65%

Total results

Impressions: 24,821

Reach: 10,160

Clicks: 193

Average Click through rates: 0.79%