

Consultation phase	Activity summary
<p><b>Weeks 1-7</b> (3 August – 21 September 2021)</p>	<p><b>Print and digital advertising</b></p> <p>Advertisements appeared in five KM Media Group print publications - Kent Messenger, Medway Messenger, Sheerness Times Guardian, Sittingbourne News, Gravesend &amp; Dartford Messenger. Advertisements appeared in each publication during the period between 11th August 2021 and 16<sup>th</sup> September 2021. A total of 20 advertisements were published.</p> <p>Accompanying online/digital adverts appeared between 10<sup>th</sup> Aug 2021 and 21<sup>st</sup> September 2021:</p> <ul style="list-style-type: none"> <li>i) Booked: 600,000 page impressions</li> <li>ii) Delivered: 694,073 page impressions</li> <li>iii) Total clicks: 381 (please note that this is above the average conversion rate for display banner advertising)</li> </ul> <p><b>Radio advertising</b></p> <p>Radio advertising spots on local radio station KMFM starting w/c 23<sup>rd</sup> August running for 30 days. Please note that we booked 148 spots across Medway, Maidstone and West Kent and were given additional free spots across these areas by the media company.</p> <ul style="list-style-type: none"> <li>iv) Medway: Booked spots - 148. Free spots - 40</li> <li>v) Maidstone: Booked spots - 148. Free spots - 135</li> <li>vi) West Kent: Booked spots - 148. Free spots - 87</li> </ul> <p><b>Social media using Facebook and Twitter as primary mechanisms to raise awareness.</b></p> <p>Scheduled regular social media posts, using a variety of messages and images to promote the consultation and attendance at events, across NHS accounts and via partners including Healthwatch.</p> <p>A total of 14 posts were published on Kent and Medway CCG social media channels across Facebook, Twitter, and Instagram:</p> <ul style="list-style-type: none"> <li>vii) Reach/impressions: 11,690</li> <li>viii) Engagements (likes, comments, retweets etc): 125</li> </ul> <p>In addition, KMPT published a total of 19 posts across Facebook and Twitter during the consultation period.</p> <p>Social media content was sent to a number of stakeholder organisations, including Healthwatch, local branches of Mind, the Sunlight Centre and Age UK, who were invited to share it through their own social media channels.</p>

### **Information provided through dedicated webpages**

Dedicated webpages were set up within KMCCG's website and signposted from the home page and under the 'get involved' banner. These pages held links to all of the consultation documentation, including in summary and EasyRead formats (and alternative languages on request), a series of frequently asked questions and an animation explaining the proposals and why change is needed. These pages were also an 'information repository' for the programme with the pre-consultation business case published here too.

KMPT and other NHS partners signposted to the Ruby Ward consultation pages from their website and/or through their bulletins and newsletters.

### **Information at NHS/community sites**

We provided hard copies of posters in A4 and A3 sizes along with a digital poster which was used through 'e-screens' across partner organisation sites and facilities. Copies of the consultation document (full and summary versions) were offered and circulated to communications and programme leads across local Trusts, along with content for social media and internal communications purposes.

### **Information sent by post**

Copies of consultation materials including the summary documents and posters were sent to nine local libraries and five VCSE groups and networks who asked for materials.

### **Focus groups with patients, service users, carers, including those specifically impacted by the proposals, seldom heard, and protected characteristic groups**

10 focus groups were held in September 2021 to maximise the opportunity for people to attend after the summer holiday period. The groups were designed for people from the general population and people with protected characteristics to have the opportunity to read and hear about the proposals, share their views and raise any concerns they have. 42 attendees were recruited via an independent agency to ensure a representative mix.

The full report from the focus groups will be published as part of the consultation response report.

### **Online public listening events x2**

We scheduled four online public listening events, promoting these via our website, social media, and through stakeholder groups and networks. Promotional information included signposting to register with login details for the events sent to those registered two days before the date.

One of the events did not attract any attendees so didn't go ahead.

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	<p>The other three events were held on:</p> <ul style="list-style-type: none"> <li>ix) Wednesday 25 August 2021 – 6:30pm to 8:30pm</li> <li>x) Tuesday 7 September 2021 - 6.30pm to 8.30pm</li> <li>xi) Wednesday 15 September 2021 – 6:30pm to 8:30pm</li> </ul> <p>Although only a small number of people attended these sessions, good discussions were held and feedback on the availability and accessibility of these events was positive, with the Chair of the Kent Health Overview and Scrutiny Committee publicly noting his support for the opportunity to join a virtual session rather than needing to travel to a physical venue.</p> <p><b>Exhibition drop-in events x3 across geographies</b></p> <p>We held three 'pop up' exhibitions/information stalls in Sittingbourne, Gillingham and Maidstone. These featured large-scale exhibition panels with key information about the proposals and summary consultation documents and questionnaires were distributed. Programme representatives were on hand to offer additional information, details of how to respond to the consultation and to gather ad hoc views and feedback from people.</p> <ul style="list-style-type: none"> <li>xii) Saturday 11 September 2021 at the Sunlight Centre, Gillingham. We were grateful to the HASC members who came along to the exhibition.</li> <li>xiii) Thursday 16th September at The Forum, Sittingbourne.</li> <li>xiv) Friday 17th September at The Mall, Maidstone.</li> </ul> <p><b>Telephone interviews</b></p> <p>A specialist independent research agency was commissioned to conduct a telephone survey that collected the views of a representative sample of residents across Medway and Kent during the consultation period. The fieldwork took place between 24<sup>th</sup> August and 21<sup>st</sup> September 2021 and 851 interviews were completed. 750 interviews were originally commissioned however, we took the decision during consultation to conduct an additional 100 interviews, with a focus on gaining sufficient views from residents in those postcode areas identified as having higher levels of deprivation. Therefore, there was an additional focus in parts of Medway, Maidstone and Swale.</p> <p>The full report and analysis from the telephone polling research will be published as part of the consultation report and, with all other feedback and responses received, will inform the development of the decision-making business case.</p>

**Attendance at meetings of stakeholder groups (virtual and face-to-face weeks 1-7)**

**xv) Stakeholder feedback via groups and meetings – Ruby**  
Ward programme representatives presented the proposals at 12 patient, public and stakeholder groups and meetings during August, September and October 2021 (11 during the formal consultation period). These groups included:

xvi) KMCCG's patient and public engagement group

xvii) KMPT's 'Keeping Connected' engagement pool

xviii) The Medway and Swale Integrated Care Partnership (ICP) Board

xix) West Kent Integrated Care Partnership (ICP) Board

xx) Mental Health Network meeting for Medway, Swale and DGS members

xxi) Medway and Swale ICP Patient Participation Group Chairs meeting

xxii) Dartford Gravesham and Swanley Patient Participation Group meeting

xxiii) Thanet Patient and Public Involvement Local Area Group

xxiv) South Kent Coast Health Reference Group

xxv) Ashford Health and Wellbeing Reference Group

xxvi) Canterbury Public Reference Group

xxvii) Medway Five Carers (note: a virtual meeting took place on Thursday 7<sup>th</sup> October to discuss queries and concerns about the Ruby Ward proposal).

Follow up information was sent to well over 100 contacts after these sessions, including to all the members of the patient involvement/participation groups we met with, the full membership of the KMCCG engagement group and KMPTs 'Keeping Connected' group.

Where groups were not holding meetings over the summer, we arranged for updates and opportunities to complete the consultation survey to reach them through newsletters, bulletins, and virtual channels.

**Staff listening events x 3**

Two independently facilitated events with KMPT Ruby Ward staff were undertaken on Monday 16<sup>th</sup> August. They were scheduled to accommodate different shift patterns. The sessions were attended by 11 ward staff, including nurses and therapists, one nursing ward manager and one locality manager for community mental health.

**Workshops held with KMPT staff – 3rd and 16th September**

The workshops were attended by nine staff from across KMPT (beyond Ruby Ward).

*Note: Staff will be offered 1:1 discussions to address their individual concerns and circumstances around the proposed move and will take part in a HR consultation process which is separate to this consultation.*

**E-bulletin to full stakeholder list with reminder of public events (both virtual and face-to-face) and encouraging responses to formal questionnaire**

Information and updates about the consultation and opportunities to engage, has been included in all scheduled KMCCG stakeholder and community bulletins.

**Medway HASC update and mid-point review**

HASC received an update at its meeting on Tuesday 17<sup>th</sup> August and follow-up information in response to specific questions about the consultation. We worked with the HASC officer to discuss opportunities for informal briefing and information sharing as part of our consultation activity.

**Update to Kent HOSC**

A written update was submitted to the Kent Health Overview and Scrutiny Committee (HOSC) for its meeting on 16<sup>th</sup> September 2021. HOSC members were part of the communications cascade notifying them of the consultation launch on 3<sup>rd</sup> August and we were in regular contact with the Democratic Services team to ensure that any questions were answered with the ongoing offer of informal and ad hoc briefing as required. As Kent HOSC had previously determined that the proposals did not amount to substantial variation of service, their input was sought as part of the public consultation and wider stakeholder engagement planned, instead of direct consultation with Kent County Council under section 244 duties.

**Updates to MPs**

All Kent and Medway MPs were included in the initial communications cascade launching the consultation on 3<sup>rd</sup> August 2021 and offers of dedicated briefing for MPs from the CCG's Accountable Officer were made during the consultation period.

**Proactive and reactive media relations to encourage further editorial coverage of the consultation (in addition to paid advertising)**

We worked with local media outlets to ensure they had information about the proposals, and they were offered access to programme representatives via events and briefing sessions.

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	<p><b>Other mid-point activity</b></p> <p>We updated the CCG governing body and KMPT's board during the consultation period.</p> <p>We reviewed responses and feedback to confirm if further targeted work was required. As a result we commissioned an additional 100 telephone interviews to ensure sufficient responses from residents in areas of higher deprivation and to build the breadth and depth of responses from Medway, Maidstone, and Swale.</p> <p>A regular communications cascade of information via established channels and networks was in place to ensure information about the consultation remained high on the agenda for our partners and stakeholders.</p>
<p><b>Post public consultation</b> (October – end November 2021)</p>	<p>xxviii) Independent analysis of consultation feedback and drafting of reports.</p> <p>xxix) Public consultation response report shared with KMCCG GB and with Medway HASC.</p> <p>xxx) KMCCG receives HASC response to the consultation.</p> <p>xxxi) Development of Decision-Making Business Case.</p> <p>xxxii) Consultation responses report to feed into decision-making business case for CCG GB decision on proposed change.</p>

## 1. Background papers

[Improving inpatient mental health care in Kent and Medway - Our consultation document](#) (full consultation document)

[Improving inpatient mental health care in Kent and Medway - Our summary consultation document](#) (summary version of the consultation document)

[Improving mental health services in Kent and Medway What do you think?](#) (Easy Read version)

[Eradication of dormitory wards programme – Ruby Ward – pre-consultation business case](#) (Consultation plan is Appendix 11, starting page 353)