

# ***‘Extending Engagement’***

part of a placed based leadership project to develop the  
**Wirral Health and Wellbeing Board**

**21<sup>st</sup> March 2012, 12.45 pm - 4.00 pm**

**Wirral Education Centre, Acre Lane, Bromborough, Wirral CH62 7BZ**

## **Introduction**

Although policy makers may have used phrases like ‘no decision about you without you’ and ‘putting the patient at the centre of everything we do’ as part of their rhetoric there were those in both statutory and voluntary sectors with a real commitment to engaging the public and to amplifying the voices of users, carers and citizens in the debate about how health and social care service are run. However no matter how successful their efforts it is imperative that in the future we will need to make radical improvements in the way we relate to the users, patients and the public.

Of course, better engagement is a core principle of the Government’s NHS reforms and many will be held to account for making it happen. The creation of **HealthWatch** will also require some careful thought if the new is to build on and not compete with the old. But there is perhaps a more pressing reason to devote some time to thinking about how to extend the reach and quality of public engagement. To deliver the savings required of public services *and* maintain quality, there will have to be fundamental changes in the configuration and utilisation of services made at an unprecedented speed. Unless we find new ways of communicating with the public about the need for changes and of involving them directly in decisions about them, life for commissioners and providers of health and social care on the Wirral – not to mention public representatives - will become extremely difficult.

On the Wirral there have been some real achievements in reaching out to the public – and there has been some experimentation with new methodologies. What the **Extending Engagement** workshop will do is to enable all those concerned with engagement and communications from across the health and social care system to come together and review what has been achieved thus far, consider the scale of the challenge that they face, think about new approaches and methodologies and then come to a shared understanding about how best the public might be brought into the heart of decision making on the Wirral. These ideas will become the basis for proposals to the **Wirral Health and Wellbeing Board**.

It should be a challenging and interesting session which will have a strong influence on the way we conduct engagement on the Wirral in the future – join us!

**Annette Roberts**

Lead, Extending Engagement Project  
Health

**Fiona Johnstone**

Director of Public

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## **Programme**

12.45 **Arrival and Coffee**

1.00 **Introduction** – Annette Roberts

1.10 **Health and Wellbeing Boards : The National and Local Context** Fiona Johnstone

1.30 **Explanation of the Process** Laurie McMahon

1.40 **What we tried and what we have learnt Part A** – Small Learning Sets  
(refreshments)

2.15 **What we tried and what we have learnt Part B** – Facilitated Plenary

2.45 **Using new media to extend reach, spread and impact.**

Edward Gamble, Director *ChoiceNet*

3.30 **Extending Engagement for Wirral** – plenary discussion

4.00 **Programme Close**