

Changes to Rehabilitation Services in North East Glasgow: Lightburn Hospital

Draft Involvement and Communications Plan

September 2016

What service change is being proposed?

The Board of NHS Greater Glasgow and Clyde (NHSGGC) have approved a process of public engagement on the following proposed service change:

- Reconfiguration of inpatient rehabilitation services for the elderly in the north east of Glasgow with acute rehabilitation being provided at Glasgow Royal Infirmary, Stobhill Hospital or Gartnavel General Hospital and those requiring ongoing rehabilitation being transferred to local community facilities. Under the proposals, day hospital service at Lightburn would transfer to Stobhill Hospital and outpatient services would remain locally available.

What does this mean for the local community?

Patients are admitted to Lightburn Hospital from Glasgow Royal Infirmary (GRI). The GRI serves a wide catchment area and as such, patients admitted can come from across the whole of North and East Glasgow and East Dunbartonshire.

The proposal would see a redesign of rehabilitation across the north east sector of Glasgow with increased community based support for rehabilitation in line with national and local strategies and access to an acute hospital setting (in either Stobhill, GRI or Gartnavel General Hospital in account of the wide geographical area currently served by Lightburn).

Informing, engaging and consulting those affected

Patients and public

We will deliver a substantial engagement programme with people across the area which will run from the beginning of September until the beginning of December. This programme will be shaped by a stakeholder reference group to include representatives from North and East Glasgow Older Peoples Groups, Carers Associations and Patient Groups.

The stakeholder reference group will oversee the development of a range of communications resources and will help shape and develop this involvement and communications plan. They will advise on the best means of engaging with those affected and local communities and participate in public events.

At the end of this period of engagement the December Board will make a decision on whether to move to a period of full public consultation.

This is the first draft of the communications and engagement plan.

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Staff

There will be separate arrangements to engage with staff, which we expect staff to use to have their say, and which will be communicated as we move engagement forward from the beginning of September.

Proposed communications activity

There have been previous proposals and public engagement processes on the future of Lightburn Hospital. However, this is a new proposal with a different context.

Our proposed communications include:

- A dedicated web page, accessible from the home page of the NHSGGC website, with clear information describing the proposed service change, the numbers affected, what the changes would mean for those affected, timescales of the engagement process and how people can become involved and make comments. The website will also include an FAQ, information on the role of the stakeholder reference group. We will liaise with Glasgow Health and Social Care Partnership (HSCP) and Glasgow City Council to arrange for their websites to promote links to these pages
- A press release on the launch of the engagement for local media including Radio Clyde and Evening Times
- A leaflet to be distributed widely to community groups including carers associations, third sector organisations, GP surgeries, community pharmacies and within the hospital itself. The same leaflet will be shared with those registered on our Involving People Database from the North east of Glasgow. The content of the leaflet will be developed in conjunction with the stakeholder reference group.
- Use of corporate NHSGGC social media accounts (Twitter and Facebook) to launch engagement and direct affected communities to our website for more information. The twitter account has a sizeable following with more than 6100 followers. We are launching a Facebook account specifically in advance of the engagement exercise to open up new channels of communication and engagement and we will promote this new site on the website, via twitter and in all our other communications about the engagement process. Again, we will ask the Glasgow HSCP and Glasgow City Council to use their social media channels to promote the engagement process and our twitter and Facebook sites.
- Audio clips explaining the changes which can be used on radio and via the website
- Dedicated briefings to MSPs in the area
- Major features in NHSGGC's public facing newspaper, Health News, which is promoted via the Herald and Evening Times and Radio Clyde and which comes out in mid October

- A Radio Clyde digital campaign to promote all the service changes proposals in October which will include a feature page on the Radio Clyde website, an app sponsorship with a 20 second overlay when the Radio Clyde app loads, mobile banner advertising and an email to the station's subscribers (up to 60,000) with hyperlinks to the website URL and a homepage takeover on the station's website.
- TV screen presentations in GP surgeries and hospitals to promote the engagement process and direct people to the website
- Dedicated staff briefings via the electronic core brief system, directorate management teams and the Staffnet (intranet).

Proposed engagement activity

Public engagement will be undertaken by the Health Board in partnership with the Health and Social Care Partnership and shaped following discussions with the stakeholder reference group and will include:

- Engagement material shared with local stakeholders;
- Workshops;
- Drop in sessions;
- Outreach at key public locations in the East End.

Equalities Considerations

We intend our involvement and engagement activities to be fully accessible to all communities. Throughout the plan, we will use easy to read information, presented in easy to read formats. If required, we will provide information in alternative languages or formats.

Our use of the internet to host key papers and information will help make them accessible to a wider population or those who have difficulty in travelling.

We will ensure that all meeting venues for the stakeholder reference group or for public workshops are fully accessible. We will reimburse out of pocket expenses and/or make suitable arrangements to support people to attend the Stakeholder Reference Group. A dedicated Patient Experience and Public Involvement Manager, John Barber, will facilitate the engagement process. If you or anyone you know would like to ask questions or talk through the proposal. Please contact John on 0141 201 0384 or email him on john.barber@ggc.sco.nhs.uk

This plan does not negatively impact on people based on age, sex, race or any other protected characteristics, with the exceptions of the considerations noted above.

Next steps

The draft Involvement and Communications Plan will be taken to the first meeting of the stakeholder reference group on 20 Sept along for comment and further development.