

1. Engagement Activities (detail – to include numbers, demographics, geographical spread, outputs)

Engagement summary

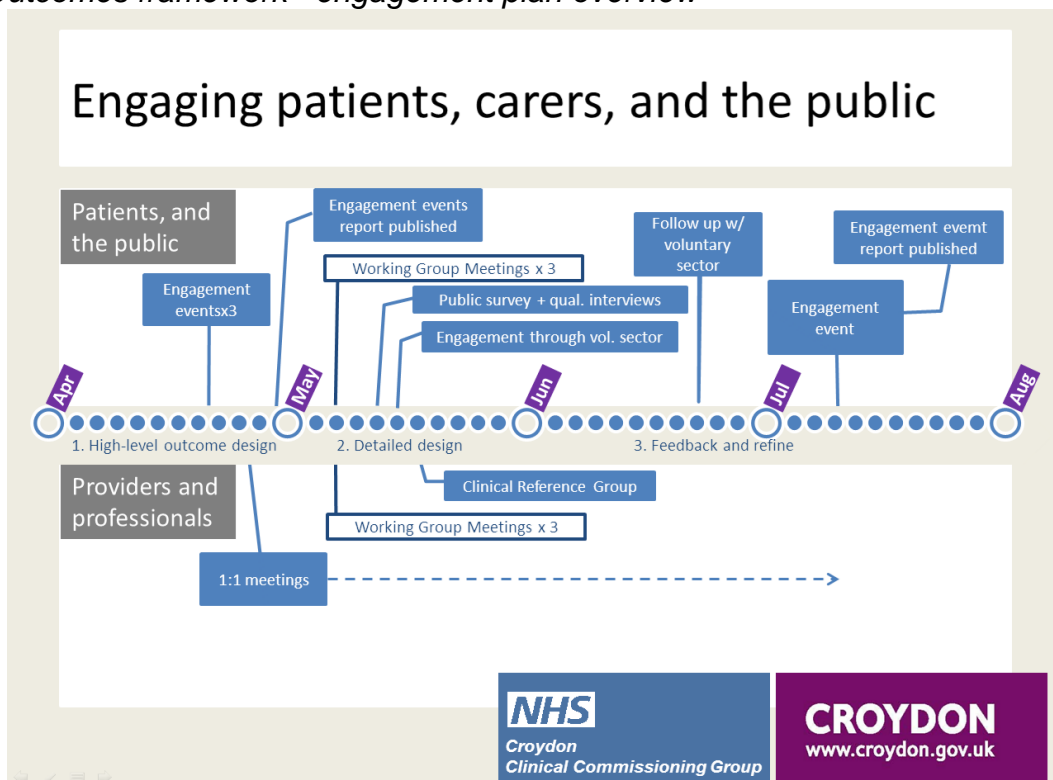
	Sex			Ethnic background		Confirmed recent hospital experience
	TOTAL	Male	Female	Over 65	White Non-white	
Number engaged	406	152	254	243	196 210	48

Engagement activities were co-designed with local voluntary sector organisations to make sure that the views of patients, carers, and the wider public were central to the development of the outcomes framework.

We worked with Croydon BME Forum, Age UK, Croydon Healthwatch, Croydon Voluntary Action, and Carers Groups to agree an engagement plan (see summary below) that was robust and would engage a wide range of groups including Croydon’s BME populations, carers, and older people who had been recently experience care in an acute setting.

As a result, we have engaged over 400 Croydon residents through a range of engagement activities including public meetings, workshop discussions, roadshow events, 1:1 interviews, and detailed working group sessions.

Outcomes framework - engagement plan overview



1.1. Public Meetings

Croydon Clinical Commissioning Group and Croydon Council hosted a series of three events across the Borough to give local residents the opportunity to say what can be done to improve the health and independence of older people in Croydon.

Central Croydon: Community Room, Bernard Weatherill House
South Croydon: New Addington Community Centre
North Croydon: Pheonix Community Centre, Upper Norwood



At these events 60 people took part in some lively discussions about how we could make a difference in four key areas:

1. keeping healthy and well
2. staying independent
3. long-term conditions
4. unplanned care.

Summary of engagement event monitoring and evaluation

- Over 75% of attendees were over 50 years old, and over 50% were over 65 years old.
- Just over 60% of attendees were female
- Almost 70% were White, with 10% identifying as Asian and 7.5% as Black
- 70% of respondents identified as heterosexual, and none identified as homosexual
- 55% stated their faith was Christianity, 10% stated that they were atheist and 5% stated that their faith was Hinduism
- 7.5% classed themselves as disabled.
- Over 75% of people found the forum useful.
- Over 70% were satisfied with the content of the discussions

Positive feedback included:

- *“Small groups able to input – variety of topics under discussion.”*
- *“Diversity of the Group – age, ethnicity & gender very informative. Look forward to the outcome.”*
- *“The facilities were excellent*

Negative feedback included:

- *“There should be more time for discussion.”*
- *“Too much anecdotal evidence, requiring discussion.”*
- *“I don’t think my views were fully understood.”*

and the views and ideas were well captured. Follow up is essential over the medium/long term.”

1.2. Working Groups

1.3. One on one interviews and focus groups

A number of additional engagement activities have been undertaken with a focus on reaching those who are unable to attend public meetings, BME communities, and carers.

Lunch Clubs

Interviewers attended four lunch clubs and held 1:1 interviews with 50 over 65s. 35 of the people we spoke to had recent experiences receiving healthcare in an acute setting – usually Croydon University Hospital or St Georges.

Surrey Street Market

Interviewers were present between 11am – 12 noon and 2pm – 3pm at the daily Market. Interviewers approached shoppers and asked them to fill out ‘I’ statement cards. In total 20 people were engaged.

Access Croydon

An engagement stand was located Access Croydon over 2 days to gather insight from the general public. During conversations they were asked to fill out ‘I’ statement cards (‘I’ think/feel/need/would like) based on their views on the health and social care for the over 65 population. In total 25 people were engaged, most of whom were 65 or over.



BME Forum event

The BME Forum engaged with 180 people including one-to-one interviews and group discussions with individuals across different locations and a variety of focus groups including; Ishmaeli Senior Citizens Group, Westbury Caribbean Elders Group, CACCSO and Gujerati Women’s Group



Carers Day Event at Fairfield Hall

Our interviewers spoke to 40 people at the ‘Information for Carer’s Day’ at Fairfield Hall in Croydon. The event allowed us to get the views of

a large number of people who cared for older people.

Sheltered Housing

Interviews were undertaken with 13 people currently living in sheltered housing. All 13 had recent experience of hospital care. Ages ranged from 60-92 years of age. Interviews provided insight into transfer of care from hospital to care home/ sheltered housing

Summary of 1:1 interview monitoring and evaluation

- Over 80% of attendees were over 50 years old, and over 60% were over 65 years old.
- Just over 60% of attendees were female
- Engagement through the BME forum allowed us to engage almost 200 people identifying as either Asian or Black
- 26% classed themselves as disabled.

