

# Extending reach by working with Healthwatch and grassroots organisations

# Background

- NHS England has agreed to fund a grassroots engagement programme in south west London and Surrey Downs – to extend reach into seldom heard communities
- We are working with the 7 local Healthwatch organisations and local grassroots organisations to deliver this programme

# Underpinning principles

## **Our approach:**

- Based on community development – to build and deploy community resources through working in partnership with the local voluntary sector
- Focuses on reaching diverse and seldom heard groups
- Aims to create meaningful discussions with range of people (broad and deep)
- Develops sustainable, continuous engagement, including local health champions and a regional ‘People’s Panel’
- Narrows the gap between patients and the public and healthcare services.

# How will we achieve this?

Our aim is to extend our reach into local communities by working with the voluntary sector to develop conversations with seldom heard groups.

- Work with **7 local Healthwatch organisations** and invite them to manage a pot of funding (£10k) that **local grassroots organisations** can apply for to run events/activities enjoyable to their population.
- Each Healthwatch organisation will use their connections and communication channels to promote this opportunity to local groups, particularly those **groups with protected characteristics/seldom heard voices**.
- People will be invited to continue to be involved, either by joining a **new 'People's Panel'** for the programme.
- The People's Panel is likely to be a virtual group where we can discuss emerging issues and ideas with local people, acting as a sounding board for the programme.

# More about the events/activities

- The money is intended to fund a range of local events (for example: a dinner dance for older people with dementia, a homeless drop in, afternoon tea for a local elderly group, fun day for children and young people).
- During the events, we will have a **dedicated slot/opportunity to discuss local health issues** and to listen to the views of those participating.
- **All feedback will be recorded** and fed into the development of our strategy – helping to ensure patient voices are at the heart of service change