

**EQUALITY IMPACT ASSESSMENT:  
PATIENT AND PUBLIC INVOLVEMENT AND  
COMMUNICATIONS**  
(Final 23 Mar 07)

Name of the policy or service being assessed: Patient & Public Involvement & Communications Group

Directorate: Projects/Clinical Governance/Human Resources

Date Impact Assessment completed: 16/02/2007

Is this a policy or service? Policy  Service

Is this a new or existing policy or service? New  Existing

Areas Impact Assessed

Race  Disability  Gender   
Religion  Sexual Orientation  Age

**Names and roles of the people carrying out the Impact Assessment:**

1. *Tricia Down*
2. *Juliet Winter*
3. *Fiona Reid*
4. *Alison West*

<b>Service Manager</b>	Tricia Down, Deputy Director of Projects
<b>Signature</b>	
<b>Date</b>	8 March 2007

## KEY QUESTIONS

### **What is the function of the Service/Policy?**

Patient & Public Involvement and Communication Strategy for new hospital and associated community facility developments

### **What are the outcomes of the service?**

To ensure effective patient and public involvement & communication in relation to new hospital development

### **What is the profile of service users in relation to the outcomes?**

All demographic profiles are relevant given the breadth of the North Bristol and South Gloucestershire catchment area.

### **Are there any identified inequalities in access or outcomes between different groups? Are any of these justified?**

There could be some issues related to marginalised groups (e.g. black & minority ethnic [BME]) or those whose first language is not English in relation to our communication strategy. However, this complies with a Trust decision not to translate information unless it relates to clinical issues. People with sensory impairment may have more limited access to this strategy and process. Communication with younger people could also be strengthened.

### **How does this picture fit with the National picture?**

The PPI and communications strategy complies with national guidance and best practice and takes account of the Bristol Health Services Plan (BHSP) communications and consultation strategies that were well received at a national level. The strategy has been discussed at the BHSP level via the Strategic Communications & Involving Patients and the Public Group (SCIP) meeting. The Patient and Community Engagement Manager is investigating best practice in other Trusts associated with communications and involvement processes.

### **Where and how do different groups engage with the service?**

Engagement is at all levels, both for patients, visitors and staff in accessing the Trust's services.

### **What recent consultations or complaints have there been?**

No complaints have been recorded about the communications and PPI strategy, although, in March 2007, the staff-side has requested a more regular update at their Joint Consultative Negotiating Committee (JCNC) meeting. The consultation was completed in 2004 as part of the BHSP process. It was a comprehensive consultation process and was followed by wider engagement of the public through the development of the Public Involvement Groups, supermarket road shows, information in libraries and open days for staff and members of the public.

### **What are the gaps in our information?**

Better information about the population demographics would be useful. We currently have the 2004 mid-year (ONS) ethnicity data for Bristol but information available at PCT level about their socio-demographic profile is incomplete. Within NBT ethnicity monitoring is now collected on 94.5% of inpatients but is significantly lower on out patients. An overall Trust picture would be beneficial.

### **What further research/analysis is necessary? Who do we need to involve?**

(There must be service user consultation.)

Up to date socio-demographic information will be sought.

All patient and public consultation activities will be profiled according to age, gender, ethnicity, disability and sexual orientation.

Seldom heard groups will be actively targeted.

### **What are the future monitoring arrangements?**

A six monthly interim review and yearly full review at the North Bristol & South Gloucestershire Cluster Board has been scheduled. This

Communications and PPI Group will check to ensure the reviews are completed.

## **CONCLUSIONS AND RECOMMENDATIONS**

***Does the policy comply with equalities legislation i.e. eliminate unlawful discrimination, promote equality of opportunity and promote good relations between people of different racial groups? Does it deliver equal access and equal outcomes?***

yes

no

### **What are the main areas requiring further attention?**

- Communication with younger people.
- A review of communication issues with those whose first language is not English (subject to Trust Board discussion).
- A revised process for communicating with seldom heard groups.

### **Summary of recommendations for improvement**

- Agree strategy for engagement of younger people
- BME – offer attendance at their own groups (ie change communication style to suit their culture)

- Ensure Cluster Board undertakes regular review of success of the communications strategy including in relation to communication with hard to reach groups.

**How will the results of the EIA feed into the performance planning process?**

Through the six monthly and annual Cluster Board review (which comprises NBT, BPCT and SGPCT) and via the Comms and PPI Group

## ACTION PLAN

<b>Recommendation</b>	<b>Key Activity</b>	<b>Milestones</b>	<b>Manager responsible</b>	<b>Date Achieved</b>
Younger people	Strategy to engage younger people in communication	Strategy by Summer 2007	Peter Brown	
BME	Offer discussions with groups	By Summer 2007	Juliet Winter	
Socio-demographic profile	Acquire information on NBT population	Summer 2007	Tricia Down/David Tappin	
Regular review	Timetable comms/PPI and EIA review with Cluster Board	On-going	Ruth Hughes/Juliet Winter	
Disabled people	Offer discussions with groups	By Summer 2007	Juliet Winter	