



The 'Wiltshire Vision' Engagement Report



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Introduction and background

Healthwatch Wiltshire is the local independent champion for health and care. We were commissioned by Wiltshire Council and Wiltshire Clinical Commissioning Group to gather local people's views about a proposed new vision statement for the Wiltshire Health and Wellbeing Board. This Board brings together local authorities, the NHS, public health, adult and children's services, including elected representatives and Healthwatch Wiltshire to plan how best to meet the needs of the local people and to tackle inequalities in health.

During 2018 the Health and Wellbeing Board is refreshing its vision statement and strategy. They wanted local people to be involved in developing the 'Vision' for the way that health and care services are provided in Wiltshire. This 'Wiltshire vision' aims to describe a future that Wiltshire is working towards.

In June 2018 Wiltshire Council ran a survey asking for people's views on the current vision and how it could be improved. From this they developed a proposed new vision:

"People in Wiltshire live in thriving communities that empower and enable them to live longer, fulfilling healthier lives."

Healthwatch Wiltshire was asked to undertake a piece of engagement that gathered some more detailed responses of this vision from local people. They asked us to focus on four geographical areas - Salisbury, Devizes, Trowbridge and Chippenham.

Our engagement approach

We arranged to attend several different events and locations that were in or close to the target areas. These were planned to reach a diverse range of people living in Wiltshire within the very short timescale available. Over the period of a week we attended:

- a leisure centre
- a library
- a weekend fete
- a lunch club
- a social group
- a mental health support group
- a shopping centre

At each of these locations we asked local people to participate in an informal interview about the proposed vision. People who agreed to take part were given a brief overview of the background to the work. They were shown two statements, one describing the role of the Health and Wellbeing board and one with the proposed new vision. We then carried out informal interviews with people aiming to gather some detail about people's reactions and views about the proposed vision.

Our interviews focussed on the following five questions:

1. Do you support our commitment for Wiltshire? (Do you recognise you and your community in this proposed vision for Wiltshire - what are your reasons for answering yes or no?)
2. What do you think it is important to include in the vision? Is there anything that you think needs to be added to this proposed vision?
3. In this proposed vision what words are important to you?
4. In your view how can this vision be achieved in Wiltshire? What areas should be concentrated on?
5. Do you have any other comments about the vision?

Our volunteers

Healthwatch Wiltshire have a team of committed, trained volunteers. Four of our volunteers supported this engagement by attending events and carrying out interviews. They contributed a total of 11 hours of their time.



What we did:

- designed a briefing sheet for interviewers
- prepared statement sheets and interview questions
- carried out **111** informal interviews
- held a group discussion for **6** people who preferred to take part this way



The people we spoke to:

- a total of **117** people took part in this engagement
- the age range was from **11** to **92**
- **76** were female and **46** were male
- we spoke to **4** people from minority groups

Key messages

1. Most people we spoke to support the vision and recognise themselves or their communities in it.
2. A smaller but significant number of people (24%) did not support the vision. This was because they thought it was ‘just words’ or due to poor experience of health and care services.
3. The vision was thought to be about the right length - there was agreement that ‘fulfilling, healthy lives’ was a good aspiration. There were mixed views about some other parts of the vision.
4. People thought that healthier and fulfilling were the most important words in the vision.
5. There were a lot of suggestions about how the vision could be achieved in Wiltshire, they included community development, improvements to some health and care services and health promotion.
6. There was agreement that most people should have control over and take responsibility for their health. However, participants thought that there are a small number of people who need greater levels of support with this. There was concern that these people could be excluded from the Wiltshire vision.

What people said about the proposed Wiltshire vision?

1. Do people support the vision?

Most people we spoke to said that they supported the vision and recognised themselves or their communities in this. Of the 117 people we spoke to 65% said this.

People gave a wide variety of different reasons for answering this way. The most common of these was a recognition that they are part of a community and that this was important. The second most common reason was that people recognised that they had been supported by health and or care services in Wiltshire. Another reason given by some people was that they supported the vision as a good thing to aim for, some of these people didn't feel that the vision was reflective of how things are in Wiltshire at the moment.

Some people told us that they didn't support the vision, or recognise themselves or their communities in it. Of the 117 people we spoke to 24% said this. The most common reasons for this were because they thought that the vision statement was just words and didn't convey meaning, or because of a poor experience of health or care services in Wiltshire. Most of these people said that they wanted to see action rather than a vision.

We all need to be empowered and lead fulfilling lives as we get older

It's good to have a vision and an aim. I can see that am part of a thriving community

Its just words, very fluffy and doesn't mean anything

2. What do people think should be included in the vision?

Most people we spoke to thought that the vision was about the right length and included the right things. There was a consensus amongst the people we spoke to that ‘fulfilling, healthier lives’ was something that they identified with as being a good aspiration for their life. There was no common view on any part of the vision that should be removed or anything that should be added. However, there were some mixed opinions about some of the terms used. These were:

We need people who can assist and accompany those who could be more fulfilled and socialise better if they had the chance to improve their confidence while mental health issues are keeping them isolated. They need the support network to help them fulfil their lives

- ‘thriving communities’ - Some people liked the term, others thought that it could be interpreted to mean affluent, when they felt that what should be aimed for was active and supportive communities.
- ‘empower and enable’ - Some people felt that it was important that the vision statement promoted an idea of independence and people taking responsibility for their health and they liked the term for this reason. However, there was also concern that there are some people in Wiltshire who require a significant level of assistance to lead fulfilling, healthier lives. Some people we spoke to thought that the phrase ‘empower and enable’ didn’t communicate the degree of support and proactive encouragement that would be needed for these people to achieve the vision. There was concern that the most vulnerable groups might be excluded from the vision if there was too great an emphasis on everyone being able to take responsibility for themselves.
- ‘live longer’ - some people said that they thought this was important and said that it was an aspiration for them personally. Others said that they thought that it was unnecessary to include this as it would be an automatic result of leading fulfilling healthier lives. Some people said that they wouldn’t want to live longer if they did not continue to be fulfilled or healthy in later life. A smaller group of people didn’t see that there was any value in people living longer.





I hope there are going to be practical funded solutions to enable to the vision to be reality

3. What words are most important to people in the vision?

We asked people to tell us what words they thought were most important in the Wiltshire vision.

longer Healthier
Live Enabling
Empowering
Community
Thriving Fulfilling

Healthier was the word that most people felt was most important. This was something that people thought was important for both themselves and their communities. Many people we spoke to said that they thought there was a need for people in Wiltshire to be healthier and to adopt a healthier lifestyle.

Fulfilling was the second most popular word. People talked about meaningful occupation, family life, hobbies and communities as contributing to what they regarded as a fulfilling life.

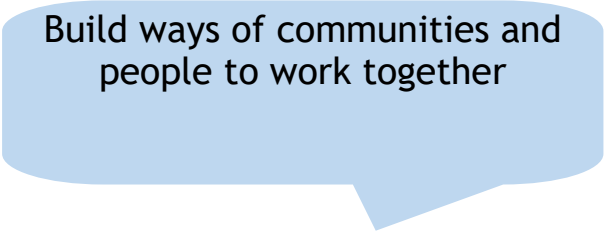
4. How do people think the Wiltshire vision can be achieved?

People had several different suggestions about what was needed to achieve the vision in Wiltshire. The most common ones focussed round three areas: community development, health and care services, and health promotion and education.

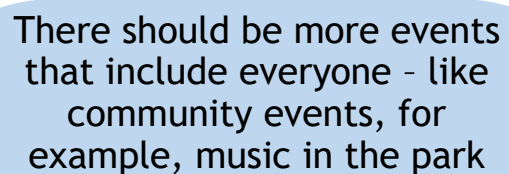
Community development

Most of the people we spoke to thought that living in an active and supportive community was a very important element of achieving the vision. Some people talked about the local area where they lived and gave examples of how they supported each other as neighbours, looking out for each other and helping with day to day tasks as needed. This was thought to be a very positive feature of a local community. However, it was evident from the people we spoke to that not everyone had this experience.

People also told us that they thought that community events and activities were very valuable and important. These were thought to have an important role in bringing people together, sharing information, and helping people to build relationships in their local community. People gave us lots of examples of community activities that they thought would contribute to people living fulfilling, healthier lives. These included fetes, music events, sports events, scouts, walking groups, pottery classes and many others.



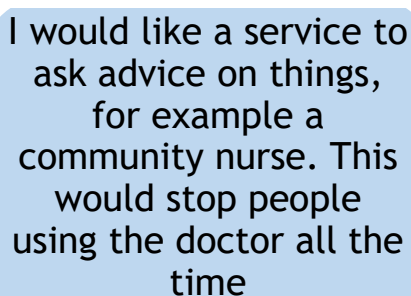
Build ways of communities and people to work together




There should be more events that include everyone - like community events, for example, music in the park

Health and care services

Several people we spoke to said that they thought that health and care services would play a key role in achieving this vision in Wiltshire. They gave examples of aspects that they felt could be further developed. Better access to hospitals and GP services was one area that people highlighted. This included suggestions that community nurses could be used more to give advice and answer questions, and to support people to live at home for longer. People also told us that they felt that health and care services needed to work more closely together, having shared budgets was one thing that was suggested that might help facilitate this.



I would like a service to ask advice on things, for example a community nurse. This would stop people using the doctor all the time



It's important to facilitate people working together - more support with mental health services

People also said that services for older people should be concentrated on, particularly anything that would address the shortage of care staff to care for people in their own homes. Another area frequently mentioned that people felt should be concentrated on was mental health services. A number of people told us that they thought these services needed to improve in Wiltshire, in particular services that might promote wellbeing and prevent people's mental health from deteriorating to a stage where they need long term support.



Health promotion, education and information

Many people we spoke to said that they thought most people should take more responsibility for their own health. People mentioned having a healthy diet and being active as things they thought were important and they felt that this was something that needed to improve amongst the Wiltshire population. In order to achieve this, people suggested that there was a need for more education, in particular, about diet. It was suggested that this would be most effective if aimed at children and young people to prevent 'unhealthy' lifestyles developing in the first place. Therefore, people felt that education in schools and directed toward parents would be the most effective way of achieving this.

Another aspect that people mentioned as being useful was information and support for people with health issues, which gave people advice about how to live as well as possible, including any lifestyle changes they could make that might improve this. People gave us a number of examples of how they had benefitted from such initiatives in Wiltshire, these included GP's initiating support for people to lose weight, courses about diabetes and self-help groups. The people we spoke to were positive about the impact of these initiatives and felt that these could be expanded further so more people could benefit from them.

There should be more awareness of services provided. Start with young people - education about healthy eating to make a healthy person. Promote exercise

Conclusion and Recommendations

Following our engagement with the public on the 'Wiltshire Vision' we found that the majority of those we spoke to seems to agree with and support this vision, however a significant number do not. Some of these people may come to support it if they are provided with more information about the action that is being taken to try to achieve it.

We recommend that the Health and Wellbeing board carefully consider the key messages and use these to develop the final vision statement. Once a final vision is agreed we suggest that the vision, strategy and actions are shared widely with the public, as this is something that local people have told us that this is something that is important to them.



I like that people are being asked what they think


The vision can be achieved by talking to people, listening and taking action

Thank you!

Thank you to all the individuals that stopped to share their honest thoughts with us about the Wiltshire vision and to the community groups that supported this engagement. Thanks also to our volunteers who gave their time to take part in this project.

Response from Wiltshire Clinical Commissioning Group

Wiltshire Council and Wiltshire Clinical Commissioning Group would like to thank Healthwatch for their invaluable support and expertise in helping us talk to Wiltshire people. We'd also like to extend a huge thank you to everyone who contributed, either through the survey or in conversation, to help form our new vision. This has been a true exercise in co-creation and we look forward to committing the words into practice.



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