

Appendix III - JHWS Community Engagement Proposal

Project Title: Healthwatch Barnet JHWS Community Engagement	
Project Lead: Madeleine Ellis	
Type of Project: Engagement/Research	
Start Date: Mid-September 2020	End Date: Late-November 2020
<p>Background to the project</p> <p>The Joint Health and Wellbeing Strategy (JHWS) is one of the Health and Wellbeing Board's (HWBB) 'key responsibilities' (LBB; 2015). The current JHWS is due to end in 2020, and the new strategy for 2021-2025 is currently in development.</p> <p>However, the impact of the Covid-19 pandemic on Barnet communities and service provision has led to a renewed focus on health inequalities within the borough, especially amongst BAME and older communities. There is also an increasing recognition that as LBB and partners continue to plan for Covid-19 recovery, that recovery strategies need to be integrated into the JHWS.</p> <p>The HWBB recognises that community engagement is a vital tool in ensuring that the strategic priorities in the JHWS, and LBB's and partner initiatives reflect the needs of the Barnet residents, including groups who experience health inequalities.</p> <p>Healthwatch Barnet (HWB) have been asked to support the coordination and facilitation of HWBB's and the London Borough of Barnet's (LBB) community engagement around the JHWS. As HWB is both a member of the HWBB and the consumer champion for people who use health and social care services in Barnet, it is well positioned to help do this.</p>	
<p>Purpose of Project:</p> <p>The purpose of this project is to support Barnet's Health and Wellbeing Board to develop their Joint Health and Wellbeing Strategy for 2021-2025 through community engagement.</p>	

Aims and objectives:

1. To gather feedback about Barnet residents' views on the HWBB's Joint Health and Wellbeing Strategy
2. To understand how the pandemic has affected residents' health and ability to access services
3. To understand what Barnet residents' health and wellbeing priorities for 2021-2025 are, and how COVID-19 has shaped, changed, or influenced these
4. To gather information about residents' current use of health services in the borough
5. To gather information about residents' expectations of health and wellbeing programmes in Barnet

Proposed Methodology

The proposed methodology aims to answer the research questions and objectives outlined above. The proposed methodology will involve 3 work packages, including: one or two online community surveys and up to 4 online focus groups.

Each proposed work package is detailed below, however, alternative methods and approaches could be used in addition to or, instead of, these if required.

Work Package 1- Community engagement survey**Objectives:**

- To gain an understanding of what Barnet residents' priorities for health and wellbeing services in the London Borough of Barnet are, and the extent to which COVID-19 has shaped these.

Aims:

1. To gain an understanding of how COVID-19 has impacted residents health and wellbeing
2. To gain an understanding of how COVID-19 has impacted on residents' access to health and wellbeing services
3. To gain an understanding of what Barnet residents' priorities for health and wellbeing in the borough are, and how COVID-19 has shaped these.
4. To collect demographic data to provide insights into differences between certain population groups
5. To help identify participants for Work Package 3

Research Questions:

1. How has the COVID-19 pandemic affected residents' physical and mental health and wellbeing and changed their needs?
2. How has the COVID-19 pandemic affected residents' access to mental and physical health and wellbeing services in LBB?
 - a. Which services have residents be unable to access?
 - b. Which services have residents be able to access?
 - c. How has access to certain services changed and have these changes been positive or negative for residents
 - d. Have changes to service provision affected certain groups or communities within LBB more than others (including people 65+, people from Black, Asian, and Minority Ethnic groups)

Methodology:

The primary method used to meet the aims and objectives of this work package and to answer the above research questions will be an online survey.

The survey will include closed and open-ended behavioural, experiential, opinion, and demographic questions. It will aim to collect a mixture of quantitative and qualitative data about residents' experiences of access to health and wellbeing during the COVID-19 pandemic. The survey will be designed using Survey Monkey and will primarily be distributed through an online link. The survey would be open for 3 weeks during which time, we would have three separate communications initiatives to boost participation rates.

Sampling

Because the aim of this work package is, primarily, to gain qualitative, experiential data about residents' wellbeing and access to health and wellbeing services during lockdown, non-probability sampling methods (such as snowball and convenience sampling) will drive the distribution of the survey.

HWB and LBB will help promote the survey through their comms channels (including the People Bank), whilst HWB will work closely with partner organisations to promote participation, particularly amongst groups who may experience health inequalities. Filter questions will be used to ensure respondents are either Barnet residents or that they use services in Barnet.

Efforts will be made to distribute the survey to minority groups within Barnet and those who might be digitally excluded. For example, we will give residents opportunities to

complete the survey over the phone with a researcher rather than online and provide an Easy Read version of the survey if required.

This approach means that data gathered from the survey is unlikely to be representative of the population of Barnet as a whole and therefore will not be generalisable, however, by working closely with Healthwatch Barnet and Inclusion Barnet partner organisations we will use targeted comms strategies to gain feedback from specific groups of interest (as identified by LBB). Because the purpose of this work package is, predominately, to gather rich, qualitative data about experiences rather than quantitative data, a non-probability sampling strategy would be effective here.

Results from the survey will be analysed thematically to draw out key themes within residents' responses.

Work Package 2 – Community engagement survey

Objectives: To gain feedback from residents about LBB's proposed JHWS for 2021-2025

Aims:

1. To understand what residents' priorities are for health and wellbeing in Barnet
2. To gain residents feedback on the following proposed priority areas:
 - Creating a healthier place and resilient communities
Priorities include improving air quality, access to open spaces and leisure activities, accessible healthy food and drinking water and developing one social prescribing model for the borough.
 - Improving the healthy life expectancy for all
Priorities include tackling child poverty related health issues, autism across the life course, cardiovascular disease (including diabetes) and early recognition of dementia.
 - Ensuring coordinated holistic care when we need it
Priorities include an aging well model, timely access to primary care (including reducing referral times) and healthcare services that adequately supports the specific needs of those with complex needs such as mental health and learning difficulties.
3. To explore how residents, understand these priorities

4. To identify where residents' priorities align and diverge from the ones proposed in the draft JHWS
5. To help identify participants for Work Package 3

Research Questions:

1. What are LBB residents key priorities for health and wellbeing for 2021-2025
2. To what extent do residents' priorities align with or diverge from LBB's proposed priorities?
3. What are the reasons behind agreement/disagreement, and to what extent are these attitudes shaped by experiences during the COVID-19 pandemic?
4. To collect demographic data to help identify key priorities for certain areas or communities?

Methodology:

The primary method used to meet the aims and objectives of this work package and to answer the above research questions will be an online survey. The survey will include closed and open-ended behavioural, experiential, opinion, and demographic questions with the aim of collecting quantitative and qualitative data about residents' beliefs, attitudes and opinions about health and wellbeing priorities in Barnet.

The survey will be designed using Survey Monkey and will primarily be distributed through an online link. The survey would be open for 3 weeks during which time, we would have three separate communications initiatives to boost participation rates.

Because the aim of this work package is, primarily, to gain qualitative data about residents' beliefs, attitudes and opinions about the health and wellbeing priorities in Barnet we would use non-probability sampling methods (including snowball and convenience sampling). The survey would be distributed and promoted through Healthwatch Barnet's and LBB's communication channels (including the People Bank), as well as through HWB and Inclusion Barnet partners.

Efforts will be made to distribute the survey to groups of particular interest within Barnet. We would develop strategies to ensure feedback from groups who might normally be excluded from engagement activities, or who may be digitally excluded. For example, providing opportunities to complete the survey over the phone with a researcher,

providing Easy Read versions of the survey, distributing the survey via key partners e.g. Age UK Barnet

However, this approach will mean that data gathered from the survey is unlikely to be representative of the population of Barnet as a whole, and therefore conclusions will not necessarily be generalisable to entire population of Barnet.

Analysis of the data will be iterative and predominately thematic. It will be used to feed into the other engagement activities and into the overall analysis presented in the report.

Work Package 3 - Community focus groups (online)

Objectives:

- To gain in-depth insights into the health and wellbeing priorities of key groups within the London Borough of Barnet, specifically: people who are 65+, people from key BAME communities (?) and people who are clinically vulnerable. The groups are to be confirmed by LLB.
- To ascertain the impact that COVID-19 and wider health aspects has on specific population groups (identified by LBB) and how this has shaped their priorities regarding health and wellbeing.

Aims:

1. To explore the health and wellbeing priorities of specific population groups in Barnet, and the extent to which these are shaped by experiences of COVID-19
2. To identify the attitudes of specific population groups within Barnet to LBB's proposed JHWS
3. To explore to what extent JHWS priorities align with or diverge from residents' priorities
4. To identify what borough areas / communities may benefit from certain health / wellbeing interventions or focus

Research Questions:

1. What are key group residents' priorities for health and wellbeing?
2. To what extent are key group residents' priorities influenced by recent COVID-19 events
3. What are key group residents' attitudes to the LBB's JHWS priorities, what would they change or keep the same?

Methodology:

The primary engagement method that will be used to achieve the aims and objectives above, and the outlined research questions, will be a series of online focus groups held over Microsoft Teams.

Participants will be recruited from work packages 1 and 2 and via Inclusion Barnet/Healthwatch Barnet partners.

We will run one three-hour focus group for each population group identified as being at a higher risk of health inequalities (to be identified by LBB).

Each focus group will be made up of 4-5 participants (max 6) and will be facilitated by two Healthwatch Barnet researchers/staff. A schedule of questions and prompts will be developed to allow the primary researcher to guide discussions.

The focus groups will be divided into two sections with a break in the middle:

1. an open discussion about what participants think the priorities need to be for their families/communities, and the impact that Covid-19 has had on their priorities (1 hour)
2. a reflective workshop exploring participants attitudes to draft priority areas (1 hour)

The participants will also be given a pre-meeting home-work task to help them prepare for the focus group.

The focus groups will be video/audio recorded, and the second researcher will be present to make notes and observations during the sessions.

Results will be coded and analysed to identify key themes which emerged from the focus groups and the extent to which participants agreed/ disagreed with the proposed priorities.

Risks and mitigations

Risk: A poor response rate for Work Package 1 and 2 would limit the insights gained from the data.

Mitigation: Three separate comms initiatives will be used to boost feedback rates, including a launch initiative, a reminder initiative and 'last chance to participate' initiative.

Risk: There will be an overrepresentation of responses from certain groups and an underrepresentation of other groups of interest in work packages 1 and 2.

Mitigation: Once target groups of interest have been agreed with LBB HWB will develop comms strategies to ensure a good response from these sections of the Barnet population, including working with community groups within the voluntary sector.

Risk: Difficulties recruiting participants for work package 3 due to difficulty contacting already socially excluded or digitally excluded groups.

Mitigation: HWB will work closely with existing partners to recruit to the various population groups. Work package 1 and 2 would also help to identify appropriate participants who would be interested in taking part in the online focus groups.

Tasks and Timelines:

WKP1	Date	21/09/2020 – 30/09/2020	01/10/2020 – 22/10/2020	22/10/2020 – 29/10/2020	29/10/2020 – 20/11/2020
	Person Responsible	Madeleine	Rosie	Madeleine + researcher	Madeleine + researcher
	Task	Survey designed/ piloted	Survey open – regular comm to increase responses	Data analysis	Write up
WKP2	Date	21/09/2020 – 30/09/2020	01/10/2020 – 22/10/2020	22/10/2020 – 29/10/2020	29/10/2020 – 20/11/2020
	Person Responsible	Madeleine	Rosie	Madeleine + researcher	Madeleine + researcher
	Task	Survey designed/ piloted	Survey open – regular comm to increase responses	Data analysis	Write up
WKP3	Date	01/10/2020 – 14/10/2020	26/10/2020 – 31/10/2020	02/11/2020 – 06/11/2020	06/11/2020 – 20/11/2020
	Person Responsible	Madeleine/ Eddie	Madeleine/Eddie/ Rosie	Madeleine + researcher	Madeleine + researcher
	Task	Focus groups designed and recruited	Focus groups run	Data analysis	Write up