



Shifting perceptions through engagement

Conversation questions

Introduction

A series of conversation questions have been designed to support Health and Social Care Moray to develop an engagement strategy and methodology to engage communities across Moray around the future of care 'in between'.

This booklet provides key insight and questions that can be used in a group setting to form an engagement plan to help support communication with communities.

In total there are three topics:

1. Honest dialogue with people receiving care
2. Communication across the system
3. Engagement with the public

and with each a set of questions and short description is given in relation to the question.

1.

Honest dialogue with people receiving care





How can we support health and social care professionals to engage in robust conversations with people about their care journey?



Staff highlighted the need to engage in more honest conversations with people receiving care and their family in order to manage people's expectations and ensure they are informed and have a clear understanding of their journey from hospital to home.



What if care was communicated in a jargon-free way? What kind of language and glossary would we create?



When reflecting on people's experiences of having to communicate an unexpected care journey, staff highlighted that using clear, concise and consistent language from the start helped them during this conversation. They specified that removing all jargon terminology whilst expressing concern for the person's situation enabled the person in need to accept what they were saying a lot easier.



How can health professionals find a balance between being honest to patients but also maintain sensitive given the context?



Staff expressed the need to refrain from “sugar coating” truths when speaking with people receiving care. They highlighted that this can often lead to a misunderstanding of information, for example, when referring to the death of a person as “they are no longer with us.” This is incredibly important when breaking bad news or speaking to someone who is in a delicate place. The paramedics especially highlighted on the fact that in order for people to listen and understand the gravity of the situation one has to be “truthful to the point of being blunt.”

2.

Communication across the health system





What if care related decisions were only made together with patients and included their family and (unpaid) carers? How might this affect the way professionals approached care?



Staff highlighted the difficulties of ensuring a patient's voice remains at the centre whilst juggling several different perspectives of family and carers etc. Finding the balance in being person-centred gets more difficult with the range of care needs people require.



What if people's social and practical concerns were treated equally from the start when people need support?



When admitted to hospital, staff noted that a lot of patient's main concerns were not due to the health condition they may be facing but related to how might their life go on without the professional support. For example, who will feed their cat or water the plants. They highlighted a strong need for additional support to take care of these social and practical concerns to ensure that the person is reassured when being away from home and can focus on getting better.



What if we removed 'accident' from the A&E unit? How would the hospital service be organised differently?



During the workshop, staff discussed how A&E is more often than not misused by people causing delays and stress to the system. Staff spoke about the fact that this was due to people not knowing the severity or urgency of their situation. This brought up several talking points to redefine what A&E is.



How can people receiving care be provided with clear, concise information at the right time from the start?



Staff discussed the difficulty between giving people information and peace of mind. They discussed how ensuring that there was someone responsible for a person receiving care could help to ensure they were being given the right information at the time they needed it. This was to make sure that the person wasn't left in the dark but also not overwhelmed by all the information given their situation.

3.

Engagement with the public





What if health and social care services could be more transparent about the strains that the system is currently facing? How might this improve the public perception of the services we provide and gain mutual understanding?



Staff voiced their concerns over the strains that the NHS is currently facing in Moray and how these strains have affected public perception of the service. The staff voiced that they want their professions to be respected by the public and to be perceived as a valuable one to pursue as a career, which they felt is currently not the case. The workshop highlighted the need for transparent discussion around these strains with the community to regain a level of respect and trust, which could lead to ways in which the community could help to relieve and support some of these pressures.



How do we inform and educate professionals and the public about the opportunities for care 'in between' hospital and home?



Focusing on the need to better educate the public on the range of care options that are provided through Care 'in Between', staff felt that staff across Health and Social care Moray and wider organisation partners should also be kept up to date. This included understanding what the services are providing, if they are being fully utilised and a general knowledge of the range of options.



What if direct engagement within different community environments (localities) could provide mutual insights on care and support by sharing an honest and transparent image of what services are available?



During the workshop, participant's discussed how care 'in between' is communicated with the community and how staff should engage in the future. The highlight of the conversation focused on the need to go out into different community environments and directly engage with people on their terms. This included attending planned events, visiting community centres, or other local groups e.g., swimming groups. By doing this, Health and Social Care Moray staff can better promote care 'in between' to those who may not have be aware or have previously engaged with services and better educate the community around care and support available.