



Getting to Outstanding Celebration Event - South West London

10th May 2022



NHS England and NHS Improvement



Why did we choose to look at bereavement services in Kingston?



- The Kingston community engagement pilot supports the South West London's programme aim: 'Improve awareness of, access to, and the quality of bereavement services and support for underserved communities' in Kingston over the next 12 months (2022/23).'*
- We adopted a community engagement approach, explored the lived experience of those accessing services/support, what mattered most when grieving and the intersection with culture, faith and language barriers.
- This work sits within the four pillars of compassionate communities in SWL:
 - 1) Primary Care Quality Improvement & Transformation
 - 2) Community development – *The community engagement QI pilot sits within this pillar*
 - 3) Acute Quality Improvement & Transformation
 - 4) Compassionate community charter implementation, supported by health & social care and community leadership
- “Compassionate Communities recognise that all natural cycles of sickness and health, birth and death, and love and loss occur everyday within the orbits of its institutions and regular activities. A compassionate community recognises that care for one another at times of crisis and loss is not simply a task solely for health and social services but is everyone’s responsibility.” [A. Kellehear]
- As such, when planning our actions in response to the recommendations below we will consider through the lens of these questions: What are communities best placed to do? What are communities and professionals best placed to do together? What are professionals best placed to do?
- The QI approach was helpful as we are looking to implement a SWL ICS wide approach to improving bereavement services and support. QI methods used: Aims Statement, PDSA, Driver Diagrams, Measurement Plan – we kept things simple and focused to extract the learning and project methodology improvement.

How did we set up the community engagement project?



- We set up a Kingston ‘Think Tank’ to lead the project.
- Membership was from across Place and included health and social care acute, mental health and community providers, hospice, voluntary community and social enterprise organisations (VCSE), commissioners, ambulance trust and public health representation.
- The Kingston pilot commissioned Healthwatch Kingston upon Thames and Kingston Voluntary Action to undertake the engagement work with community groups, analysis of data, and report on findings.
- This provided an independent approach whilst being well connected within the community and so encouraging participation.
- It meant that when the surveys and focus groups were held, they were fronted by organisations readily accessible by the community groups.
- It also meant that Healthwatch Kingston as lead author for the report could require a response from the borough leaders to the recommendations arising from the analysis of the engagement activity data.

How did we engage with our local communities?



Online Surveys

- Three online surveys were designed collaboratively by the Think Tank. These were shared across the Kingston communities via the communications teams associated with the membership of the group and by the Kingston borough communications and engagement team and local media channels.
 - Public survey
 - Provider and health and social care professionals survey
 - VCSE Organisations CEOs/Managers survey

Focus Groups and 1-2-1 sessions

- A total of 9 focus groups were commissioned following a request for expressions of interest from community groups in Kingston.
- The intention was for local community groups to host a two-hour session supported by a short guide prepared by Kingston Voluntary Action with questions to inform the discussions about experiences of bereavement in the borough.
- As these were scheduled during one of the lockdowns, many of these were subsequently hosted via virtual platforms and followed up with 1-2-1 calls with those wishing to express their views.
- Notes were taken at each of these engagement events and handed to the analysis team set up by Healthwatch Kingston.
- Representation was made across community groups including but not exhaustively by faith, ethnicity, disability, age and residency.

What did we learn about the engagement exercise?



- There is not enough engagement with local communities on the subject of end of life care and bereavement
- By starting with community engagement, this helped us commence with no assumptions which in turn helped us uncover gaps which may not have been highlighted e.g. rapid burials, schools and people with LD specific needs
- People's experience of loss can be complex and far reaching, and not only related to loss of a loved one (during the pandemic people experienced multiple losses including social isolation, employment, financial security)
- Communities are extremely interested to give feedback on the subject and are keen to hear about the plans for the implementation of recommendations
- Professionals across the sectors in Kingston are keen to act on the findings of the report and improve bereavement and end of life services in the borough
- Community groups want to work together to deliver bereavement support. A recognition that people often need more than one type of support over a period of bereavement (practical, information, emotional)



What went well?

- The collaboration of the Think Tank Group because everyone on it was passionate about the subject of bereavement and end of life care and the need for the residents to be better supported
- Collaborating between Healthwatch Kingston and Kingston Voluntary Action
- Small grants which incentivised local organisations to get involved

What could have been improved?

- We could have improved the spread of our engagement activities as the online surveys were for adults only
- Defining the measurement plan, because we had a very qualitative approach and little quantitative data to set any baselines



What we learnt, and top tips!



General tips for community engagement projects

- Keep each step of the engagement process as simple as possible
- Keep sense-checking the approach to ensure maximum coverage
- Make sure the project aim is discrete enough to be able to focus on completing and not let the project scope creep outwards
- Listen to community voluntary services to inform the engagement strategy as they are the 'ones on the ground'
- Use an independent source to coordinate the activity so it is not seen as commissioner or provider led.



General tips QI approach

- Try and get as much baseline data as possible before you start the project
- Consider capacity within the project team to fully engage with the QI methodology learning.
- Have a QI SME lead/support the project
- Use the tools available to help structure the work
- Take time developing your Aims statement as it helped refine the project plan and focus on an achievable aim
- Using PDSA templates continuously helps evolve the project approach
- Provide regular project updates not only on progress but on QI methods used and their impact

What are we doing next?

- The engagement exercise is complete with a large and rich data set captured to support the next phase of the work.
- This will involve the co-design of future bereavement services and support over the coming months in Kingston.
- The success of the approach is evidenced by the richness of the data and the diversity of the local community groups engaged in the surveys and focus groups.
- This project approach can now be replicated across the SWL ICS at Place to help improve bereavement services and support more widely.
- A Bereavement Services and Support QI Implementation Framework has been created which provides guidance and templates as used in this project.
- This work is in the context of the wider Compassionate Communities programme of work being delivered at SWL ICS level.
- All Places will be invited to review the recommendations of the Kingston report and to sense-check for their local population by using a scaled application of the engagement activities piloted in Kingston.



Any Questions?

A copy of the Healthwatch Kingston and Kingston Voluntary Action Community Engagement on Bereavement Services Report can be found on the GtO FutureNHS folder under ICS Early Adopter Shared Space which can be accessed ([once signed off at Place](#)) via the link [here](#)