Creating a personal, fair and diverse health and care service: survey guide

Your chance to shape the national strategy for equality, health inequalities and human rights

NHS

the purpose of this pack

This survey guide has been produced as an easy to access reference document. It will help you to share your views on the development of the national strategy for equality, health inequalities and human rights. We recommend that you print this guide and refer to it as you answer the survey questions.

Part one - the national strategy

Part two - your views

Tell us what you think at:

www.engage.commissioningboard.nhs.uk

To deliver a truly great health and care service for everyone we must focus on the promotion of equality and the reduction of health inequalities.

The NHS Constitution has established key values that will drive the health service in the future. Central to these is the need to **improve lives** and make sure that **everyone counts**. We are working hard to achieve the best health outcomes for all communities and groups in England.

Working as part of the NHS Equality and Diversity Council, our first step will be to create a national strategy, which reflects the needs of the country's extremely diverse population and has the commitment of organisations across health and care.

We know that it is essential that we work with patients, staff, carers and service users to deliver something that can truly inspire and support us all to create a health and care system that is personal, fair and diverse. We look forward to working with you to shape this new national approach.

Paula Vasco-Knight
National Equality Lead

Professor Steve Field
Deputy Medical Director-Health Inequalities

part one: the national strategy

In 2010, the NHS Equality and Diversity Council, which is chaired by Sir David Nicholson, set out its vision for a personal, fair and diverse health and care service where everyone counts.

The council has already achieved much in realising this vision, including:

- **Equality Delivery System** - a toolkit to improve equality performance that has been widely implemented across the NHS

- **Personal, Fair and Diverse Champions campaign** - a vibrant staff led network committed to making change happen

- **NHS Values Summit** - a model for involving patients and the public in national conversations about equality and reducing health inequalities

- **Communication Strategy** - to keep the profile of equality issues high within the healthcare service, including guidance to inform the NHS of its legal duties and obligations and ensure that equality is built into the fabric of the NHS
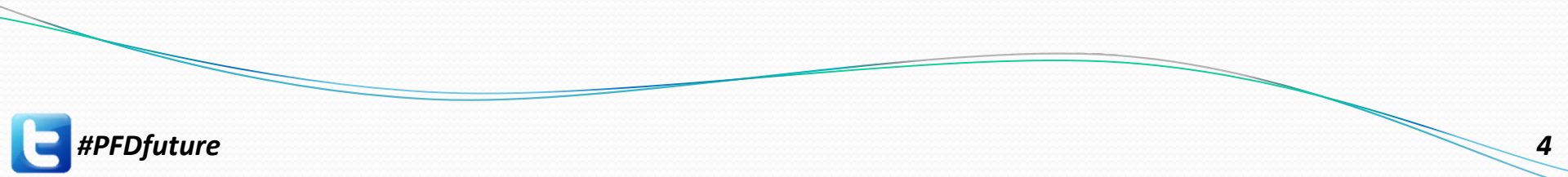
part one: the national strategy

We are now seeking to combine work to reduce health inequalities with the promotion of equality and human rights. This will embed the principles of the NHS Constitution and the NHS Change Model.

The strategy will be built based on five key work streams:

part two: your views
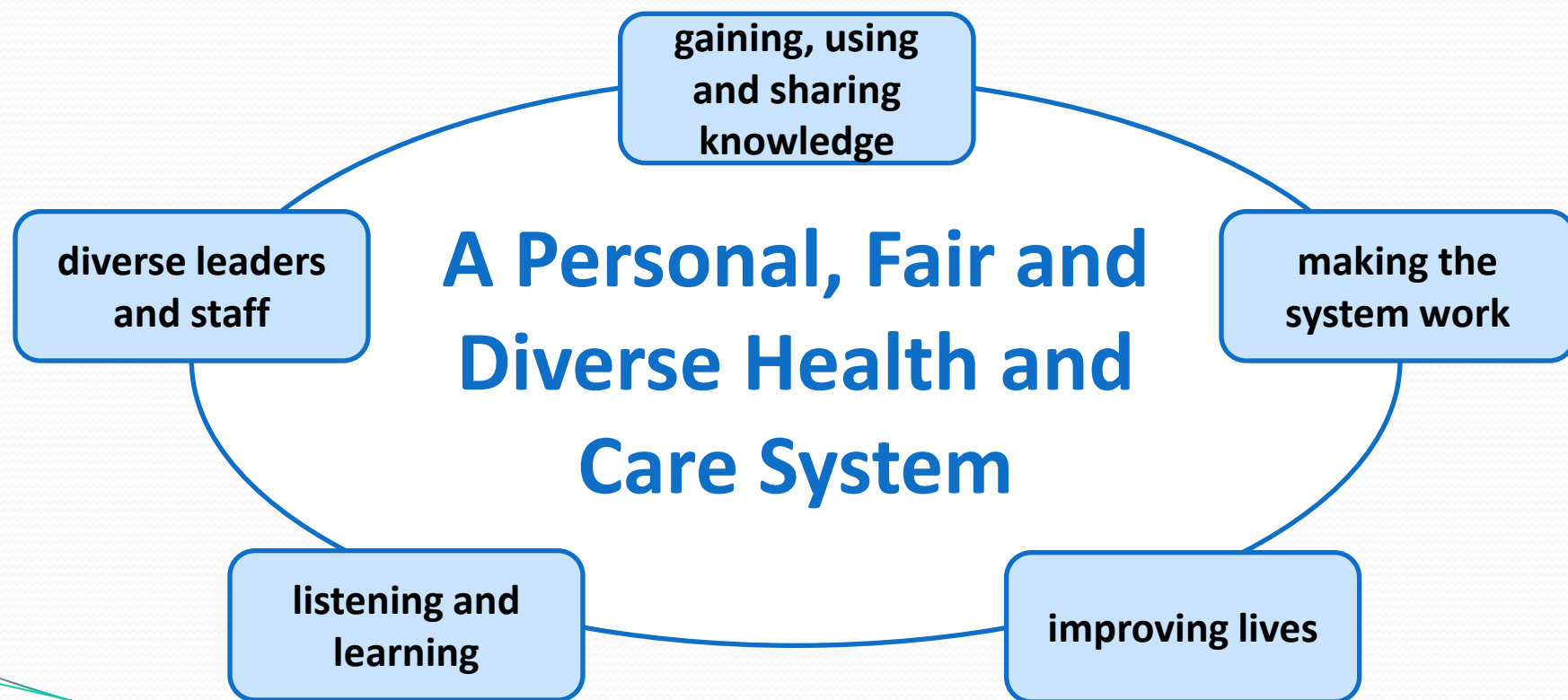
We welcome your response to the '*creating a personal, fair and diverse health and care service'* survey. The survey invites feedback on a number of proposed priorities linked to the following work streams:

1. **diverse leaders and staff**

2. **listening and learning**

3. **gaining, using and sharing knowledge**

4. **making the system work**

5. **improving lives**

WORKSTREAM OVERVIEW
1. diverse leaders and staff

In many respects, health and care is already a diverse service. However, in the most senior posts and certain professions this is not the case and the reasons for this are not entirely understood. In order to ensure the best possible patient outcomes for all, the future workforce must reflect and be responsive to the needs of our diverse society, ensuring everyone counts.

Engagement Questions

- What are your comments on the suggested priorities included in the 'diverse leaders and staff' work stream?

- Are there any other priorities that you think should be included in the 'diverse leaders and staff 'work stream?

- Do you have any examples of best practice or local initiatives that could contribute significantly to the 'diverse leaders and staff' work stream at the national level?

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DIVERSE LEADERS AND STAFF

PRIORITIES

RECRUITING DIVERSE TALENT

Maximising the potential of the NHS to identify, attract and recruit the best talent from a diverse range of backgrounds

DEVELOPING DIVERSE TALENT

Creating the talent pipeline that provides the conditions for diverse talent to thrive at all levels within the NHS

WHOLE SYSTEM LEADERSHIP

Support development of leadership in non-NHS organisations that contribute to the treatment and care of diverse groups

WORKFORCE INSIGHT

Improving the capability to understand and act upon information and insight about the diversity of the NHS workforce

OUTCOME

High quality pools of diverse talent to apply for jobs at every level

Well supported and diverse workforce that is able to realise its potential within the NHS

Increased diversity of organisations that support personal, fair and diverse objectives to compete effectively within the NHS

High quality workforce insight that underpins evidence-based analysis and actions
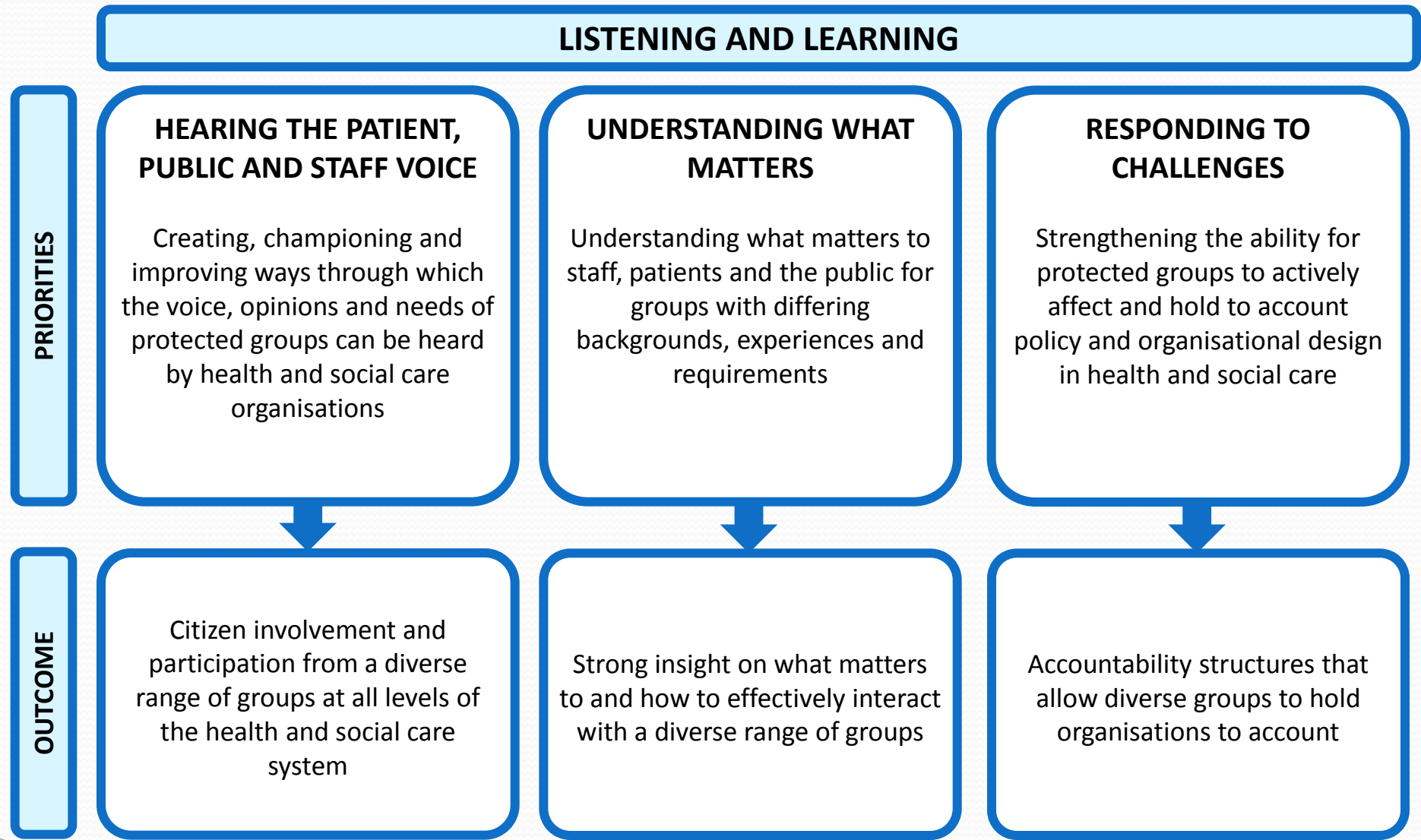
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WORKSTREAM OVERVIEW
2. listening & Learning

Everyone deserves to have their voice heard. A truly great service will listen to, learn from and respond to the needs and experiences of everyone. It will actively seek to amplify the voices of socially disadvantaged and protected groups, ensuring we can all contribute to the shaping of services and workplaces.

Engagement Questions

- What are your comments on the suggested priorities included in the 'listening and learning' work stream?

- Are there any other priorities that you think should be included in the 'listening and learning' work stream?

- Do you have any examples of best practice or local initiatives that could contribute significantly to the 'listening and learning' work stream at the national level?

part two: your views

LISTENING AND LEARNING

PRIORITIES

HEARING THE PATIENT, PUBLIC AND STAFF VOICE

Creating, championing and improving ways through which the voice, opinions and needs of protected groups can be heard by health and social care organisations

UNDERSTANDING WHAT MATTERS

Understanding what matters to staff, patients and the public for groups with differing backgrounds, experiences and requirements

RESPONDING TO CHALLENGES

Strengthening the ability for protected groups to actively affect and hold to account policy and organisational design in health and social care

OUTCOME

Citizen involvement and participation from a diverse range of groups at all levels of the health and social care system

Strong insight on what matters to and how to effectively interact with a diverse range of groups

Accountability structures that allow diverse groups to hold organisations to account

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WORKSTREAM OVERVIEW
3. gaining, using and sharing knowledge

Great services know their communities. They seek to continually improve by using high-quality information and evidence to gain cutting-edge insight. This is key to ensuring improved health access and outcomes for patients, communities and staff, regardless of background and circumstance.

Engagement Questions

- What are your comments on the suggested priorities included in the 'gaining knowledge' work stream?

- Are there any other priorities that you think should be included in the 'gaining knowledge' work stream?

- Do you have any examples of best practice or local initiatives that could contribute significantly to the 'gaining knowledge' work stream at the national level?

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GAINING, USING AND SHARING KNOWLEDGE

PRIORITIES

COLLECTING HIGH QUALITY INFORMATION	**GETTING THE MOST FROM INFORMATION**	**SHARING KNOWLEDGE OPENLY**
Create data standards and governance that drives the creation of high quality, differentiated, utilisable information	Develop and stimulate the utilisation of data to understand the outcomes, experience and behaviours of different groups and respond effectively to them	Champion the public availability of information that includes differentiation by protected and social determinant characteristics

OUTCOME

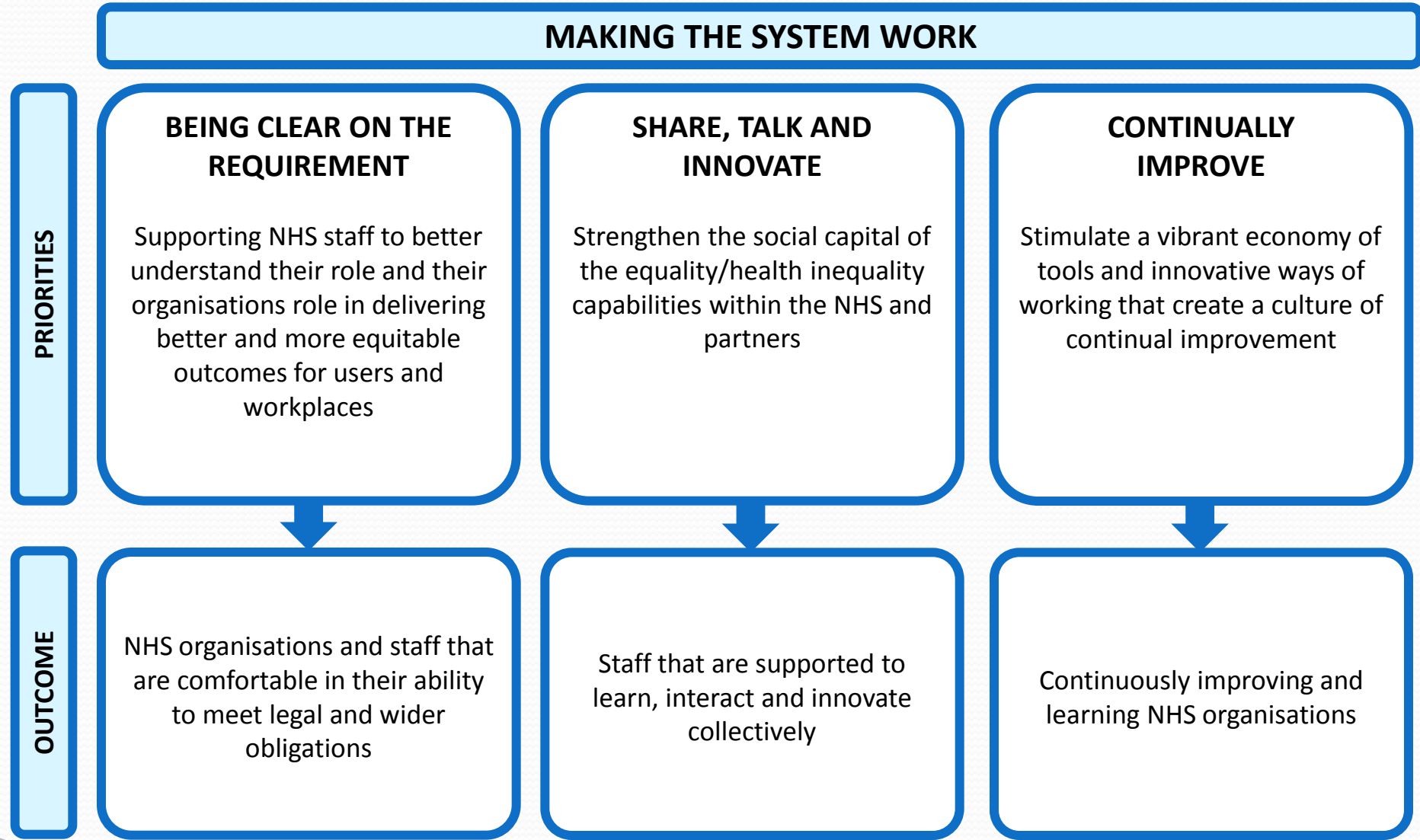|		
High quality data and information that creates the raw tools that liberate information experts to innovate and generate insight	High quality tools, research and analysis that increases the understanding of how to improve outcomes for different groups	The creation of a vibrant information and tools marketplace that supports organisations to understand and respond to the differing needs of communities

part two: your views

WORKSTREAM OVERVIEW
4. making the system work

The health and care service can only be truly successful if it creates a culture of continuous improvement. We must ensure more equitable health access and outcomes for patients and communities and better working environments for staff. We will achieve this through mainstreaming best practice, policies, processes and incentives.

Engagement Questions

- What are your comments on the suggested priorities included in the 'making the system work' work stream?

- Are there any other priorities that you think should be included in the 'making the system work' work stream?

- Do you have any examples of best practice or local initiatives that could contribute significantly to the 'making the system work' work stream at the national level?
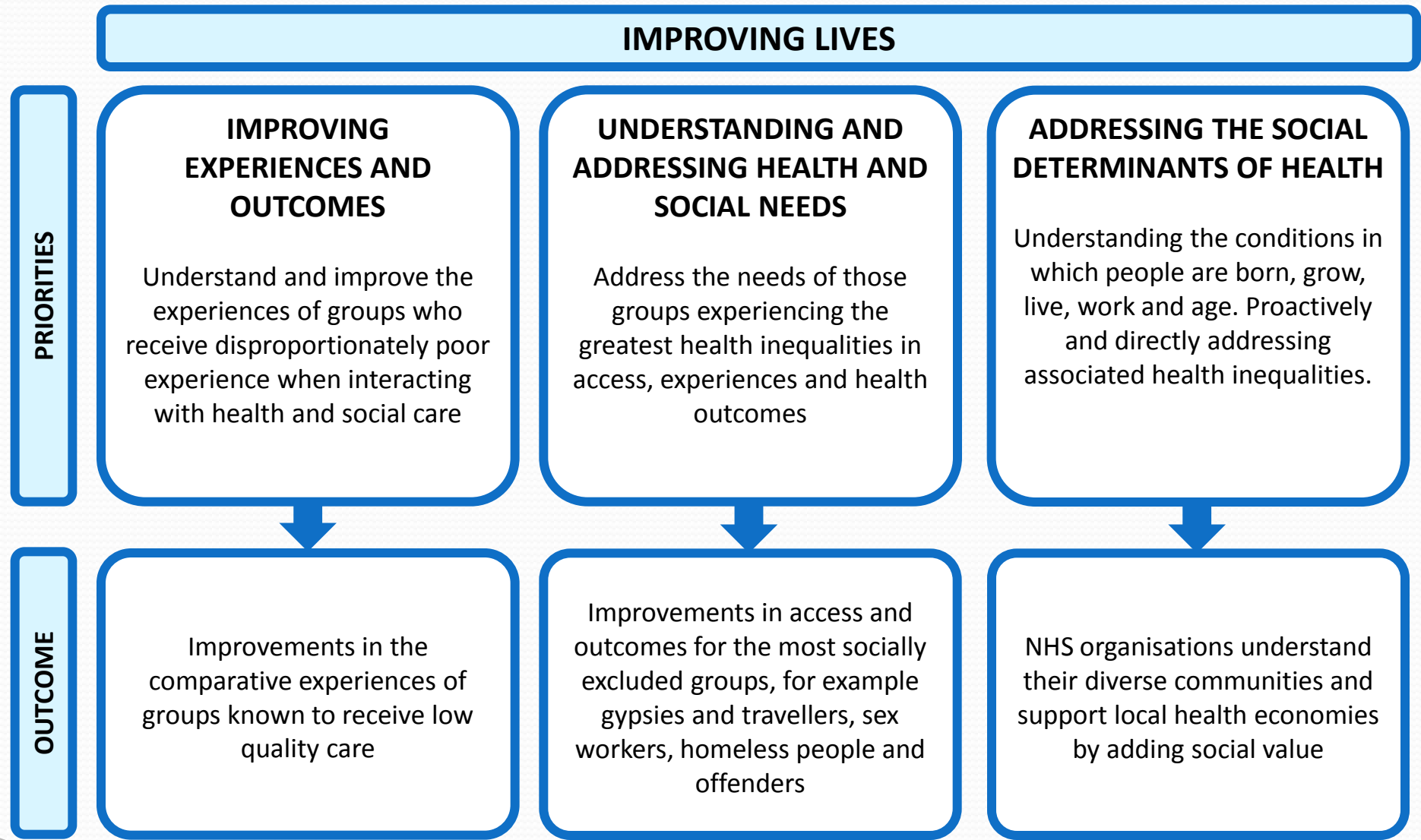
part two: your views

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MAKING THE SYSTEM WORK

PRIORITIES

BEING CLEAR ON THE REQUIREMENT

Supporting NHS staff to better understand their role and their organisations role in delivering better and more equitable outcomes for users and workplaces

SHARE, TALK AND INNOVATE

Strengthen the social capital of the equality/health inequality capabilities within the NHS and partners

CONTINUALLY IMPROVE

Stimulate a vibrant economy of tools and innovative ways of working that create a culture of continual improvement

OUTCOME

NHS organisations and staff that are comfortable in their ability to meet legal and wider obligations

Staff that are supported to learn, interact and innovate collectively

Continuously improving and learning NHS organisations

WORKSTREAM OVERVIEW
5. improving lives

Who you are should not dictate the standard of care you receive or the quality of life you lead. We need to identify where health inequalities exist and be proactive in promoting positive physical, mental and social wellbeing across the life course of all individuals.

Engagement Questions

- What are your comments on the suggested priorities included in the 'improving lives' work stream?

- Are there any other priorities that you think should be included in the 'improving lives' work stream?

- Do you have any examples of best practice or local initiatives that could contribute significantly to the 'improving lives' work stream at the national level?

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IMPROVING LIVES

PRIORITIES

IMPROVING EXPERIENCES AND OUTCOMES	UNDERSTANDING AND ADDRESSING HEALTH AND SOCIAL NEEDS	ADDRESSING THE SOCIAL DETERMINANTS OF HEALTH
Understand and improve the experiences of groups who receive disproportionately poor experience when interacting with health and social care	Address the needs of those groups experiencing the greatest health inequalities in access, experiences and health outcomes	Understanding the conditions in which people are born, grow, live, work and age. Proactively and directly addressing associated health inequalities.

OUTCOME

Improvements in the comparative experiences of groups known to receive low quality care	Improvements in access and outcomes for the most socially excluded groups, for example gypsies and travellers, sex workers, homeless people and offenders	NHS organisations understand their diverse communities and support local health economies by adding social value

part two your views

The final question allows you to let us have any additional comments or information that you don't feel was captured in the survey so far.

- Do you have any other comments that you would like to make on the development of the national NHS strategy for reducing health inequalities and promoting equality across the health and care system?
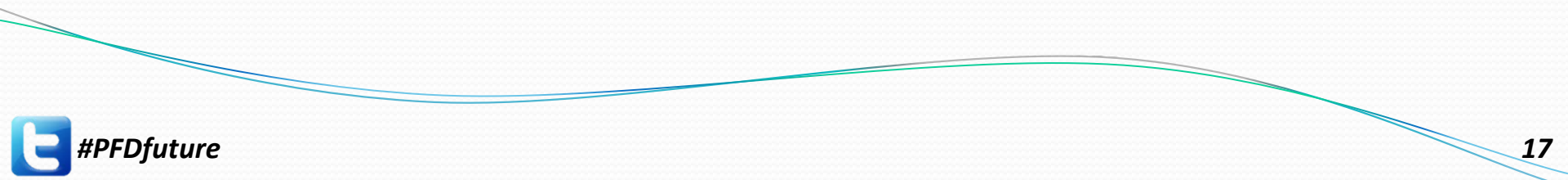
thank you

Many thanks for taking the time to give us your views and feedback. Your input will be used to help shape the development of the national strategy for equality, health inequalities and human rights. Our intention is to publish the strategy in November 2013.

This is just the start...we are seeking to engage with a wide a range of people and organisations over the coming months. Other opportunities to engage will be publicised via the NHS Commissioning Board website.

Follow us **@NHS_EDC** and use **#PFDfuture** to share your comments and thoughts on the development of this critical strategy.
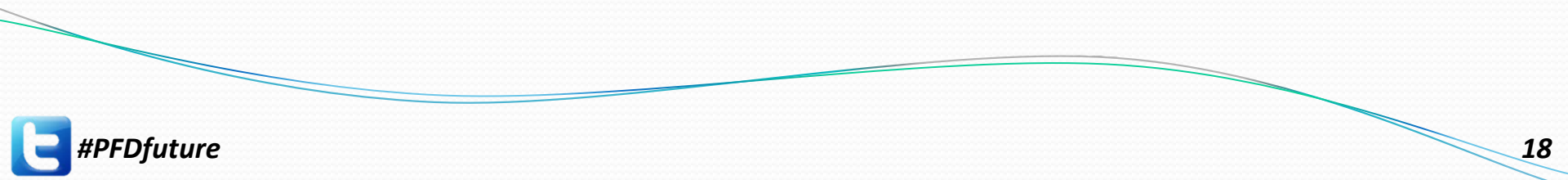
For more information about the NHS Equality and Diversity Council visit

www.commissioningboard.nhs.uk/edc