

Your Voice Matters

Involvement Strategy 2019-23

"Hear the patient voice at every level - even when that voice is a whisper." Don Berwick

COMMUNICATION

MEANINGFUL

INCLUSIVE

ACCESSIBLE

SUPPORT

WHAT WE WILL DO TOGETHER

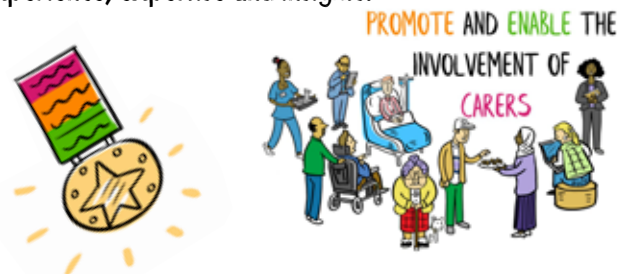
Reaching in to services and reaching out to the community

'REACHING IN'

the development of patient and service user involvement by reaching into services to support opportunities that enhance recovery and wellbeing, maximising ways for the voice and experience of people who use our services to be heard and have impact; and

'REACHING OUT'

to increase awareness of the Trust's services and opportunities for involvement through reaching out to connect with communities, building relationships with existing and new partners, organisations, groups and individuals, and drawing on their experience, expertise and insights.



OUR OBJECTIVES

The strategy will be structured along ten strategic objectives as listed below.

The strategy will seek to:

1. Invest in people already involved with the Trust in a variety of ways as our valued partners, co-designing learning, tools, resources and support so that they feel confident and equipped and able to work as partners, have influence and impact.
2. Develop the Trust Wide Involvement Group membership, role and functions, strengthen link to Trust governance, introduce satellite co-production groups to address specific areas of work and interest.
3. Increase the number and diversity of people involved through systematic, targeted recruitment, closely aligned with the Trust's strategic priorities, plans and quality improvement and closing gaps in the representation of our diverse communities.
4. Reduce barriers to involvement, especially for those whose voices are seldom heard and often overlooked, making sure that what we do and how we do it demonstrates our commitment to inclusion, enabling equality of access and opportunity.
5. Develop a greater variety of methods for involvement, including digital methods, that are appealing, culturally appropriate, rewarding, innovative and which encourage and enable people to be involved.
6. Extend existing opportunities for involvement and develop new ones in a range of areas including leadership and strategic planning, recruitment, training, and the design and delivery of the best quality services in clinical and non-clinical areas.
7. Promote and enable the involvement of carers in line with the Trust's commitment to them as partners in the improvement of care and experience, and to make sure their voice and perspective is heard.
8. Develop ways to systematically evaluate and record involvement across the Trust and its impact, so that learning and good practice can be recognised.
9. Develop new ways to recognise contributions and value of people's involvement.
10. Contribute to development of system-wide approaches to involvement and developing



WHAT WE WILL DO TOGETHER

Reaching in to services and reaching out to the community

VALUED

ACCEPTANCE

"Build relationships, then involve us"

Keep in touch

Improve information

YOUR

better lives, together



We Care



We Listen



We Deliver

COMMUNICATION

Make involvement activities more

ACCESSIBLE

Clear and accessible, simpler language

Make events more social & fun

TELL YOU HOW INVOLVEMENT HAS MADE A DIFFERENCE

Artwork: twovisualthinkers.info



Bradford, Airedale, Wakefield and Craven

VOICES

Connect to communities

DIVERSITY

Involve young people and families

INCLUSIVE



PLAN & DESIGN TOGETHER

Feed back on changes & improvements

EXTEND AND DEVELOP OPPORTUNITIES



DEVELOP NEW WAYS TO REWARD, RECOGNISE CONTRIBUTIONS

RECORD AND EVALUATE INVOLVEMENT

"Hear the patient voice at every level - even when it's a whisper" Don Berwick



Bradford District Care
NHS Foundation Trust

Care Trust Way
@BDCFT_YOURVOICE

SUPPORT

Work with voluntary and community groups

VARIED

ENHANCE RECOVERY



MAKE INVOLVEMENT EASIER FOR EVERYONE

VALUE AND USE YOUR EXPERTISE AND INSIGHT



DEVELOP SYSTEM-WIDE APPROACHES TO INVOLVEMENT