Joining up services for better care in the Weston area

Facilitator training
Agenda

• Introduction and icebreaker

• Context for public meetings

• Facilitation training

• Lunch

• Final practice sessions (with case studies)

• Next Steps
Public and Community meetings are part of a broader plan to gain feedback on the Healthy Weston Consultation

<table>
<thead>
<tr>
<th>What?</th>
<th>How Many?</th>
<th>Who?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face to Face Survey</td>
<td>1,000</td>
<td>Representative sample of WGH catchment</td>
</tr>
<tr>
<td>Qualitative Focus Groups / Paired Depths</td>
<td>38-40</td>
<td>Critical patient groups – Elderly / Frail, Disabled, Parents with Young Children and those experiencing social / economic deprivation</td>
</tr>
<tr>
<td>Online &amp; postal Survey</td>
<td>c.500</td>
<td>Attendees of public and community meetings; people who visit website – likely to be mix of staff, key patient and interest groups and organisations. (Pre consultation survey female / 50+ bias)</td>
</tr>
<tr>
<td>Social Media</td>
<td>c.250</td>
<td>Twitter and Facebook users</td>
</tr>
<tr>
<td>Emails and Letters</td>
<td>c.20-200</td>
<td>Any members of public or organisations</td>
</tr>
<tr>
<td>Phone calls</td>
<td>TBC</td>
<td>Any members of public or organisations</td>
</tr>
<tr>
<td>Stakeholder meetings</td>
<td>1 with c. 60 attendees</td>
<td>Key stakeholders / partners / providers</td>
</tr>
<tr>
<td>Public Meetings</td>
<td>11 with c. 50-120 attendees</td>
<td>Any members of public. More likely to be more invested / interested public / organisations</td>
</tr>
<tr>
<td>Pop Up Roadshow / Open drop ins</td>
<td>7 with flow of visitors all day</td>
<td>Any members of public. More likely to be broader population than public meetings</td>
</tr>
<tr>
<td>Community Outreach Meetings</td>
<td>c. 50 meetings</td>
<td>Members of Community groups – specific interest or demographic</td>
</tr>
</tbody>
</table>
Meetings and drop-ins intended to share information and gain feedback

Meetings:
• Presentation of proposed model with a long Q&A
• Followed by table feedback and discussions
• Opportunity to complete questionnaire / website address to complete online

Drops ins / pop ups:
• Information stand
• Questionnaires
• Chance to for brief (less structured) feedback
• Advertisement of upcoming events and how to get involved.
Meeting feedback key part of consultation process

• Prior to engagement event a word template with required ‘areas’ of feedback will be provided

• This feedback needs to transferred to excel template log and sent along with word document to Insight team

• The full notes plus the completed excel templates will be used as part of the independent audit of consultation feedback – so important to provide both formats to central collection point
Running feedback sessions

In this session we’ll be covering...

- At the start of the session...
- The role of the facilitator
- The ‘shape’ of focus groups and feedback sessions: designing the process
- Active listening: what is it and how to do it
- Understanding and managing group dynamics, covering:
  - Facilitating discussions
  - Putting participants at ease
  - Managing dominating and quiet participants
  - Accepting and managing personality differences
- In summary...
Running feedback sessions

At the start...

**Briefly introduce...**
- Yourself
- The purpose of the session
- How the feedback will be used
- The format of the discussion

**Set the ground-rules, e.g...**
- No right or wrong answers
- Say what’s on your mind
- Don’t be afraid to disagree – but respect other views
- Don’t necessarily wait for questions from the facilitator
- Try not to speak over each other
- Try to give everyone air-time

**Get respondents to introduce themselves...**
- Go round the circle: ask for...
  - Name
  - Anything directly relevant to the discussion
  - Anything else they would like to tell us about themselves

**TIP**
Write respondents’ names down in the order they’re sat...but try to learn them instantly!
The role of the facilitator

- Every group will be different
- The facilitator will play a critical role in the discussions
  **BUT**...
- Aim to minimise your influence

- Your role is to:
  - Guide discussions through the agreed topics
  - Ensure that satisfactory feedback is collected – probing as necessary
  - Put respondents at ease so that; (a) all contribute and (b) respondents are open and honest
  - Check that a balanced ‘group view’ is achieved – rather than the views of one or two strong members of the group
  - Manage time
The ‘shape’ of focus groups

1. Background and intros

2. ‘Hot Topics’ around the table

3. Introduce core topic(s)

4. Overall sum-up, thanks and next steps

“Does anyone have any initial comments/observations they want to share about what we’ve just heard?”

- Ask prepared question
- Probe with unprepared questions
- Sum-up/check understanding
Active listening: what is it and how to do it

- Really it’s common sense and good manners!
- It’s about comprehensive, dynamic listening, not just hearing words
- Key components of active listening:
  - Pay attention
  - Show you’re listening
  - Provide feedback
  - Defer judgement
  - Respond accordingly (e.g. probe based on what’s been said, sum-up, play it back to the group for comment etc.)

TIP
Try to remember what individuals have previously said – including intros: use it when probing
Group dynamics:
Guiding discussions

- Ask open questions
- Prepared questions are a good way to introduce a topic
- Unprepared questions are important to probe – responding to what is said
- Aim to establish a group view – or least understand the range of different views and experiences within the group
- Sum-up discussions frequently: This is helpful on several levels...
  - Respondents can correct your interpretation if necessary
  - Reassures the group that you are listening – validates their input
  - Allows the facilitator time to think about the next steps
- Stay neutral and empathetic
Group dynamics: Putting respondents at ease

This is absolutely critical to obtaining good feedback

- The environment is important (temperature, room size, seating, layout etc.)
- Smile!
- Constantly scan and maintain eye-contact throughout...
- …which means NOT burying your head in the list of questions or your watch:
  - Prepare thoroughly – know the key questions / order
  - Write key words on a note so that a quick glance tells you all you need to know

- Adopt open body-language: no crossed arms!
- As far as possible, disarm with assurances of your own lack of expertise / detailed knowledge
- If necessary – especially for quieter respondents – be encouraging in response to their input

TIP
Try to arrange the circle in such a way that you can easily scan everyone without having to move too much
Group dynamics: Managing dominating and quiet respondents

- Highlight the issue at the start of discussions

  - Initially, don’t be too quick to close respondents down
  - Use body-language: a subtle turning away from a respondent can work wonders
  - Tackle the issue directly, e.g. “We’ve heard from Jim on this, now I’d like to hear other views…”
  - Trust the group: they often deal with the issue on their own

  - Be vigilant for quiet respondents from the start...the longer they go without saying anything, the more difficult it becomes for them
  - Look for the slightest sign that they have something to say – seize the chance
  - Remember something they’ve said in their intro and use it to ask a direct question to them
  - Use break-out groups or pairs to ensure everyone feels they are participating
  - Similarly, don’t be afraid to go round the circle, asking for individual views / experiences
Group dynamics:
Accepting/exploiting personality differences

- Everyone is different

- Don’t treat qualitative discussion groups as a survey: don’t expect to obtain an equal input from every respondent

- Some respondents will be quicker to express their views; some will be more considered or less vocal

- Use the more opinionated respondents to provoke others
Group dynamics:
In summary...

The facilitator should aim to be...

Neutral
- Don't share personal opinions;
- React to what is being said without agreeing or disagreeing;
- Unless necessary, don’t correct.

Encouraging
- People will talk over each other; ensure that the person who backs down is immediately given their chance.

Vigilant
- Constantly scan the circle, looking for body-language, cues that someone has something to say etc.

Flexible
- Discussion can go ‘off-piste’: be prepared if discussions take an unexpected turn.
Next Steps

• Public consultation runs to 14th June

• A range of ways for people to have their say

• All feedback evaluated

• Further report to BNSSG Governing Body in autumn 2019
Looking after ourselves

- We recognise some of this will be challenging
- You may speak to people who are angry, difficult, unwell or all of the above
- We will build in time to debrief
- You can escalate any issues
- Draw on help if you are uncomfortable at any point
- Remember: you are always an ambassador for the CCG
HEALTHY WESTON +

Q & A