



NHS Grampian Information Strategy

2010 - 2013

A strategy to ensure that Patients, their Relatives, the Public and Carers have access to the health care information they need when they need it.

For Consultation

This strategy is intended for patients, their relatives and the general public; accordingly, this policy will go out for consultation, in compliance with the NHS Reform (Scotland) Act 2004

January 2010

Do you have difficulty understanding the English language?

If you have a problem reading or understanding the English language, this document is available in a language of your choice. Please ask an English speaking friend or relative to phone, write or email Nigel Firth, Equality and Diversity Manager, NHS Grampian. His contact details are:

Nigel Firth,
Equality and Diversity Manager,
Ground Floor Room 15,
Ashgrove House,
Aberdeen Royal Infirmary,
Aberdeen
AB25 2ZA
Telephone Aberdeen (01224) 552245
Email: Nigel.firth@nhs.net

(Polish)

Czy masz trudności w rozumieniu języka angielskiego?

Jeśli masz problemy z czytaniem lub zrozumieniem języka angielskiego, ten dokument jest dostępny w języku, który wybierzesz. Prosimy poproś angielskojęzycznego kolegę lub krewnego o telefon lub email do Nigel Firth, Equality and Diversity Manager. Jego kontakt to:

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Equality and Diversity Manager,
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(Russian)

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(Lithuanian)

Ar jums sunku suprasti anglų kalbą?

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(Mandarin)

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他的详细联络方式如下:

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Do you have a visual impairment?

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NHS Grampian Information Strategy 2010 - 2013

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1.0 Introduction

NHS Grampian's Information Strategy has been produced by building on work carried out in 2004 when the initial information Strategy document was launched.

The aims of the Information Strategy are:

1. To provide an effective way for people to receive information and to make informed judgements to support decisions regarding their lifestyle and care. This will be achieved through better understanding of their health and to encourage responsibility and self care
2. To support information producers in raising the general standard and reliability of the information they produce for the public, patients and carers.
3. To provide guidance on how to make best use of the NHS and related services through the access to information and sources of further information and help.

Quality assured, accessible NHS information for patients, public and carers is a national priority and underpins the success of the Grampian Health Plan.

This strategy relates to information that includes information produced by NHS Grampian and that acquired from other sources. It encompasses both printed and electronic information. The strategy will apply to material delivered in a wide range of settings and by a range of services.

This strategy does not deal with information about patients and concerns such as the security of personal identifiable information. Efficiencies such as the coordination and rationalisation of forms are covered in NHS Grampian Information Governance Strategy (2009).

There are real cost benefits achieved by coordinating the production of information for the public, patients and carers, including reduced printing costs. Under the auspices of the Print Resource Management Group (PRMG) approximately savings of £650K (2008/09 figures) are made each year. Increasingly, further savings are made annually through making better use of online information via NHS Grampian's website.

NHS Grampian's local commitment to developing such a strategy is also set against a background of national policy. Within the **Better Health, Better Care** (2007) and the subsequent Better health Better Care action plan there is a requirement in section 3.1 for NHS Boards to ensure that patients, public and carers get the information they need, when they need it and that this information should be clear, accurate, and up to date and presented in a way that meets their needs.

The National Health Information and Support service launched in April 2009 is still developing and the need to provide information locally that is consistent, quality assured and that signposts people to where they can receive additional support is an ongoing requirement.

This strategy will form an integral part of NHS Grampian's Communication strategy. Through local implementation it sets the minimum standards to support the objectives to be taken forward throughout NHS Grampian.

This 2010 strategy has been updated by the Corporate Communications Manager and is based on the previous information strategy, nationally available strategies and best practice. Before being finalised it was circulated for comment and amended in line with suggestions and contributions received before being finalised.

2.0 Local vision and values

The Corporate Vision for NHS Grampian is

Proudly working together to deliver the best possible services for a healthier Grampian.

The purpose of NHS Grampian is to

- Improve the health of people in the North east of Scotland and beyond
- Provide high quality services for our patients
- Help people choose the best ways to look after their health.

NHS Grampians values are to

- Treat each individual with dignity and respect
- Behave with integrity, consistency and compassion
- Communicate clearly meeting the needs of people with communication disabilities and non-English speakers
- Be open, honest and fair
- Learn and improve
- Lead by example
- Be environmentally responsible
- Celebrate success
- Work in partnership with our staff, patients, carers, communities, the public and private sector organisations
- Invest in our people, services and premises
- Encourage innovation and build on the record of success in the north east

Provision of information is one of the driving forces of current NHS philosophy. NHS Grampian is committed to improving the information it provides. This strategy and the NHS Grampian intranet site "Providing information for patients, the public and carers" are aimed at supporting staff in the production of good quality information.

Progress towards this vision can be supported by the provision of health information for patients, public and carers which is

- accurate
- impartial
- balanced
- based on evidence
- accessible and
- well written

3.0 Essential qualities of Information

Accurate

- All authors of information in the public domain must review their information at least every 2 years to ensure that the content is still appropriate and that nothing needs to be changed or added

Impartial

- All information should be peer reviewed for accuracy of clinical content
- All policy and information documents should be impact assessed by trained assessors.

Balanced

- Information should be clear and honest
- Risks and benefits should be given equal prominence
- No paternalistic or over authoritarian language should be used
- Information provided by the NHS should be consistent in content and quality.

Based on evidence

- Information containing clinical information must be based on the most accurate evidence possible
- All information should be peer reviewed for accuracy of clinical content
- Sources of information should be rigorously research based.

Accessible

- Information should be accessible for all. Information provided should be in a range of formats or languages, on request, at all stages of contact, enabling all to access information irrespective of their age, disability, ethnicity, gender religion/faith, sexual orientation or other specific needs. NHS Grampian recognises that those with a disability, as described in the Disability Discrimination Act 1995 and the 2006 Disability Equality Duty, will have additional rights.

Well written

- Information should be grammatically correct
- Information should be written in a user friendly style
- Information should be of an appropriate tone and content for the target audience
- Information should be jargon-free and any abbreviations clearly explained

4.0 Outcomes

For health professionals and multi-disciplinary teams this will mean:

- Health professionals within NHS Grampian have a responsibility to provide relevant information and be aware of how to access appropriate information for patients, public and carers of all ages
- Information on how to access information for patients public and carers will be available locally enabling health staff to refer or to signpost people to local support
- The information provided will also be sensitive to the cultural needs of patients, public and carers.

For NHS Grampian this will mean:

- Patient's, public and carer's awareness will be an integral part of strategies and policy development. Training will be developed that will ensure that strategies and policies will be more patient, public and carers aware.
- Information about NHS Grampian's services and services for patients, the public and carers will be available across the region.

5.0 Policy background

NHS Grampian recognises that involving and working with patients, the public and carers as key partners in providing care is a priority for the Scottish Government. This is reinforced by the Government's commitment to social inclusion and equality and is an integral part of wider policy approaches which are shaping the way that health and social care services are delivered.

- Improved information for patients, public and carers
- Access to support
- Recognition of the importance of information provision by health and social care staff

NHS Grampian is determined to provide a local health service that proactively encourages and supports patients, public and carers to maintain and improve their health wherever possible

6.0 What does our strategy aim to do?

NHS Grampian's aim is to ensure that patients, public and carers have access to appropriate information at the right time and that 'best practice' is shared across NHS Grampian. It is vital that we build on existing successful work and fill any gaps in our information service provision whilst continuing to develop flexible working practices that best serve patients, the public and carer's need for information.

NHS Grampian will:

1. Develop and improve communication with patients, public and carers.
2. Create an environment where patients, public and carers are actively consulted, involved and empowered in the decision making processes.
3. Put in place Information Strategy actions that will help patients, public and carers improve their health and wellbeing through informed choice.
4. Ensure that across NHS Grampian appropriate information is available to all, in different languages and formats as appropriate.
5. Promote awareness amongst all staff of the information issues important to patients, public and carers and provide ongoing training and support to staff to develop further understanding of these issues
6. Work closely with all agencies to ensure that information passed to patients, public and carers is up-to-date and relevant to their circumstances
7. Develop strategies and policies that are patient, public and carer friendly ensuring that this practice also becomes integrated into the review of existing policies
8. Incorporate in all we do, the principle embedded in **Better Health, Better Care** that "High quality information is crucial to the delivery of safe and effective healthcare".
9. Ensure that all information and support is respectful of patients, public and carers cultural backgrounds, ethnicity and diversity.

7.0 What benefits will our strategy bring?

Benefits for public, patients and carers

- Improved health: mental, physical and emotional wellbeing through better and informed choices
- Better relationship between NHS staff and public, patients and carers through information sharing which benefits all and therefore promotes full partnership in care, supporting the self-care agenda.
- More appropriate and effective care, which is culturally sensitive

Benefits for staff

- Better physical and mental outcomes
- Less stressful environment, if a good relationship between staff and families/carers are maintained
- Benefits through optimal use of all health and social care staff

Benefits for the NHS

- Optimal use of professional resources, through informed and healthier patients, public and carers
- More targeted use of medical expertise
- Less frequent 'revolving door' admissions
- Increased knowledge of and access to information resources

These benefits will be gained by using and developing existing good practice.

8.0 Accountability, monitoring and evaluation

NHS Grampian will continually monitor progress in implementing the strategy through the various involvement and consultation events, and regular consultation meetings and forums. Progress will be reported regularly to the NHS Grampian Board via NHS Grampian's Director of Communication, and through the PFPI committee

Our performance will also be formally assessed through the following processes

- The NHS Performance Assessment Framework
- Annual Review
- The biennial staff survey
- Quality Improvement Scotland (QIS)
- The Equality and Human Rights Commission
- The Scottish Health Council

Drawn from the Scottish National Information Strategy (when this is launched) performance indicators will be developed in line with national targets. These will be consulted on with partnership groups before being used to determine questions to be asked on a random sample basis, for both baseline information and performance indicators.

An important part of measuring our performance will be the ongoing feedback from the public themselves through a variety of mechanisms including the NHS Grampian feedback team; public surveys, regular communication through the PFPI agenda and an invitation to feed back any comments on all published documentation. In addition many of the Health department audits, inspections and performance assessment reviews feedback to NHS Grampian on the effectiveness of NHS Grampian's patient, public and carer information provision.

9.0 What is already happening in Grampian

- **‘Patient Focus and Public Involvement’**, building on national and local policy to build a true and closer partnership between the NHS and the public it serves, as individuals and as communities
- **Community Health Partnerships** in each of our local authority areas, which bring together a local partnership of NHS, the local authority, other health-related organisations, voluntary and interest groups, and all members of our communities
- **Language Line** NHS Grampian has in place a comprehensive communication strategy with our non-English speaking patients, carers and their relatives. NHS Grampian has recruited and trained a pool of 120 “face to face” interpreters. In addition, the “Language Line” telephone interpretation system is available in every GP practice, Hospital and Clinic in Grampian, with staff trained in its use in all 550 locations. NHS Grampian provides a comprehensive range of health care material and will translate any piece of its published material into any other language on request.
- **Disability** NHS Grampian has in place comprehensive communication arrangements for patients, carers and relatives who have a communication disability. These range from large print and CD format material, portable induction loops in over 200 GP practices and clinics, material which is accessible to people with a learning disability or aphasia, British Sign Language Interpreters and Deaf blind Communicators.
- **Community Planning**, providing ever increasing opportunities for patients, public and carers to become involved in working with all interested organisations to build healthy communities and continually improve the quality of life for all living in Grampian
- **Local joint strategies**, with more opportunities to get involved in drawing up the Grampian Health Plan, joint strategies through involvement in Public Partnership Forums.
- **NHS Grampian** has in place a number of working groups and committees which meet regularly and actively involve large numbers of people in the provision of health care. These include: The disability Discrimination Act review group, which looks at disability and age related issues, the majority of members are disabled people or chairs of disability and age related organisations; the Racial Equality Working Group, which involves members of the local ethnic community organisations; the Diversity Working Group looking at gender and

sexual orientation issues and the Spiritual Care Committee, which has a wide membership drawn from religious and faith groups.

Appendix 1

Legislation

- **Freedom of Information (Scotland) Act (2002)** Gives a general right to the public to access all types of public information held by public bodies.
- **Community Care and Health Act (2002)** Introduced new provisions to enhance existing legislative duties in areas of information, recognition and assessment. It also defined carers as 'Key Partners in Care' and service providers' who required services to resource their caring role.. The same legislation introduced free personal care to those over 65 in Scotland.
- **Disability Discrimination Act (2005)** this places a duty on NHS boards to provide accessible information, and specific information about issues of concern for people with disabilities, including carers. And further placed a positive duty on public bodies to actively promote disability equality and ".....take steps to meet disabled peoples' needs, even if this requires more favourable treatment"
- **The Equality Act 2006** which places a positive duty on public bodies to promote gender equality.
- **The Race Relations (Amendment) Act 2000** which places a positive duty on public bodies to promote racial equality
- **The NHS Reform (Scotland) Act 2004** which made equality and diversity a legal requirement and also made public involvement and consultation a legal requirement.

National Strategies and Policy directives

- **Better health, better care (2007)** Section 3.1 Improving quality and section 3.5 eHealth outlines the importance of information provision.
- **Designed to Care (1997) Section 2** 'Achieving Better Services for Patients' sets out requirements for provision of up to date, accurate, and locally focused information.
- **Our National Health (2000) section 5**, 'Involving People' sets out a change programme including development of a national information project and equality of access for all.

- **Patient Focus and Public Involvement (PFPI) (2001)** Information is one of the four main themes, with performance standards.
- **Fair for All (2001)** Ensuring equality of access to health care for all.
- **Guide to the Production and Provision of Information (2003):** Guidelines for identifying and delivering health information tailored to the needs of the public.
- **Scottish Executive Circular CCD2/2003:** Guidance on implementation of the Community Care & Health Act (2002) for local authorities, NHS and voluntary sector service providers.
- **Scottish Executive white paper (2003) ‘Partnership in Care, on NHS Scotland.** Outlines the proposal to develop a single Scottish Health Council, and Community Health Partnerships, which have a requirement to involve users and carers at all stages of consultation, implementation and monitoring.
- **Scottish Executive Community Planning,** involvement of ‘Communities of Interest’ in identifying needs and planning services.

NHS Grampian Strategic Documents

- **Grampian NHS Information Strategy for patients and the public February 2004** A strategic approach to for co-ordinating for co-ordinating management of health information for patients and the public.
- **NHS Grampian Carers Information Strategy 2007** A strategic plan to develop systems and procedures to identify carers and ensure that they have the information that they need, when they are in contact with NHS services.
- **NHS Grampian Communication Strategy 2010 – 2013 (2009)**_A strategic pan outlining how NHS Grampian will communicate important messages and news to patients, public staff partners and stakeholders.
- **NHS Grampian Information Governance strategy (2009)**_outlines the roles and responsibilities of staff members in relation to information governance
- **NHS Grampian Disability equality scheme 2010-2013,**which sets out the strategic goals which NHS Grampian wishes to achieve over the next 3 years in the field of disability

- **NHS Grampian Race Equality Scheme 2008-2011** which sets out the strategic goals which NHS Grampian wishes to achieve in the fields of racial equality for this 3 year period.
- **NHS Grampian Gender Equality scheme 2007 – 2010** which set out the startegi goals that NHS Grampian wished to achieve in the field of Gender

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NHS Grampian Information Strategy 2010 – 2013

Consultation questionnaire

This questionnaire accompanies the draft Information Strategy for 2010 – 2013.

Please give us your views by Friday 2 April 2010.

1. Were you aware of the NHS Grampian Information Strategy for 2004 before reading this consultation strategy for 2010 – 2013? (Please tick one box)

Yes No

2. Did you understand NHS Grampian's Information Strategy 2010 - 2013? (Please tick one box)

Yes, understand clearly
Yes, but could be explained better
No, don't understand

3. Do you agree with NHS Grampian's vision and values within the draft strategy and outlined on pages 7 – 9? (Please tick one box)

Yes No

3a. Please tell us why you agree or disagree with the vision and values.

4. Do you agree with the qualities and aims set out in the draft strategy and outlined on pages 8 – 10? (Please tick one box)

Yes

No

4a. Please tell us why you agree or disagree with the qualities and/or aims.

5. Do you have any ideas for provision of information for patients, the public and carers not already outlined in the consultation document?

6. Do you have any other comments?

7. Please tell us about you. (Please tick one box from each section)

Male Female

Age: Under 25 25-44 45-64 64+

Member of public

Employed by NHS Grampian

Non NHS group or organisation

Other (please state):

Thank you for taking the time to complete this questionnaire. Your comments will inform the NHS Grampian Information Strategy for 2010 – 2013.

Please send your completed questionnaire to nhsg.consult@nhs.net

or post to:

Sharon Duncan
Corporate Communications Manager
Freepost
NHS Grampian

Please give us your views by Friday 2 April 2010.