



## **Community Health Partnerships 'Your guide to local health and social care services'**

### **Guidance for producing and distributing information for your community**

This guidance aims to provide you with practical support and advice on how to produce and distribute a leaflet on the health and social care services provided in your community health partnership area. The leaflet should be made available to everyone in your CHP area.

This guidance should be read in conjunction with a template which has been provided by Health Rights Information Scotland. The template shows the headings CHPs should use in their local guide and examples of the types of information you might want to fill in under these headings. The area name has been replaced with an 'x' throughout, but you should adapt the text so that it is suitable for your local area.

This guidance outlines:

1. Why the leaflet is being produced
2. Key aims of the leaflet
3. What the leaflet should contain
4. Producing your leaflet
  - Language
  - Accessibility
  - Alternative formats
  - Style and design
5. How the leaflet should be distributed and when
6. Promoting your leaflet
7. Monitoring and Evaluation
8. Future - next steps

## **1 WHY THE LEAFLET IS BEING PRODUCED**

People need good quality information if they are to be actively involved in their health and social care and engage with professionals to make shared decisions about their treatment. A local guide to the services produced by every Community Health Partnership will provide local people and communities with information to help them make the best use their local health and social services.

The creation of CHPs is an important change in the way in which health services will be provided in Scotland, and in the way the health service works with the local authority. People need to know about this, and how it will affect the way they can engage with the NHS at a local level. At the same time, other changes need to be given a higher profile – the availability of NHS24 as a source of information and advice, the new out of hours arrangements, and the effects of new contracts for health professionals.

These developments all mean that it is very timely to consider how information should be presented to patients, their carers and families, and to the wider community about local health and social care services.

This guidance aims to ensure that there is some consistency between different parts of Scotland. Every CHP in Scotland should be producing a guide to local services which is recognisable as being part of the core information provided by the NHS to members of the public. People should know that they can get similar guides in different parts of Scotland which cover the core information included in the Health Rights Information Scotland template.

This guidance draws on research carried out with members of the public, patient representatives and NHS staff in Scotland in September 2004, as well as consultation with local authorities through COSLA. Research carried out for the Department of Health in England on the use of local guides by Primary Care Trusts in England was also taken into account.

## **2 KEY AIMS OF THE LEAFLET**

The key aims of the leaflet are:

- to provide information about local health and social services and how patients should use them
- to provide local contact information for NHS services, social services, health promotion campaigns and services provided in the voluntary sector
- to encourage local people to get involved in the NHS – the leaflet should act as a signpost to those who want to get involved and find out more
- to account for public money that has been used locally to develop health and social services
- to feedback to the local community on how their involvement has made a difference

## **3 WHAT THE LEAFLET SHOULD CONTAIN**

We have carried out research with key stakeholders, including members of the public, patient organisations, and NHS staff. This has formed the basis of the template we have provided to you. The template shows the headings that should be used in the leaflet and examples of the types of information you might want to fill in under these headings. The text should be adapted so that it is suitable for your local area.

Our suggested minimum contents are:

- **Title**
  - this should be 'Your guide to local health and social care services in xxx' (xxx should be the name of the Community Health Partnership)
- **About this guide**
  - to inform people about local NHS and social care services and how to access them

- **About xxx Community Health Partnership**
  - outlining what the CHP is and does
  - describes the area covered by the CHP
  - the aims of the CHP
  - contact details for the CHP
  
- **How to get the right care and treatment**
  - outlining the role of self-care, NHS 24, pharmacists, GPs, out of hours services, Accident and Emergency departments, and social work services
  - where such organisations are mentioned, CHPs should check the wording and contact details with organisation before sending the leaflet to print
  
- **How your money makes a difference**
  - how money will be spent in the CHP area, indicating the range of services to be funded or supported, including those funded from local authority or shared budgets
  - how money is allocated to various parts of the services, such as GPs and prescribing and community mental health services – possibly using a visual aid such as a bar chart
  - local examples of the difference public money has made, such as how much money was spent on a new hospital

Note: the content of this section will be significantly different in the first year of a CHP which may not have spent money in its own right at the time of publishing the local guide.

- **Our plans for a better service**
  - outline local changes and improvements aimed at over the next 12 months and beyond
  - this should only be included if you have a plan, and so may not be included in the first year depending on how quickly the information is produced.
  
- **How you can get involved**
  - providing contact information for the Public Partnership Forum, volunteering, and keeping in touch

- information about other involvement activity in the CHP area e.g. patients' forums, citizens' panels, community care forum etc.

- **Useful Contacts**

- This should contain contact information for GPs surgeries, dentists, and opticians. Patients should be directed to NHS 24 to find out the nearest. CHPs will be able to choose the level of detail they want to include, depending on size.
- For pharmacies, the reader should be directed to NHS 24 for a full list, but 24-hour pharmacies should be listed.
- For a full list of hospitals, patients should be directed to NHS 24, and those with an Accident and Emergency department should be in the leaflet.
- Contact information for a wide range of health and social care services in community settings, for example family planning clinics, disability services, healthy living centres, respite services, drop in clinics for particular groups (including young people, homeless people etc). Other services such as chiropody, community mental health services etc should also be included.
- The NHS board contact details should be included, and patients should be directed to them for waiting times enquiries.
- There should also be some useful national helpline numbers to be decided by the CHP.
- Focus group research suggests that the order of the contact numbers is important and should either be alphabetical by service or that emergency numbers should appear first.
- If the Board or the CHP has a website with many of the contact details on it, there should a clear reference to this.
- Many people commented that they would like to have a space or detachable section to write in their own important numbers.

- **How you can comment on our services**

- a statement welcoming patients' comments and suggestions

- how to make a comment, such as by contacting the CHP (with contact details) or by filling out a detachable comments card at the bottom of the page

## **Suggestions for additional information**

Depending on the nature of your local community, the views of stakeholders and any feedback you have received on other pieces of information, you may wish to include some additional information. Some suggestions are:

- rights and responsibilities – e.g. costs and risks of not attending appointments, making appropriate use of A&E services and ambulances etc. *(e.g. If you cannot attend your appointment, please cancel it so the appointment can be offered to someone else. If you think you no longer need your hospital appointment please speak to your family doctor first. You may be putting your health at risk by not attending. Cancelling unwanted appointments can save your local NHS thousands of pounds a year.)*
- feedback or evaluation forms
- tear off section for useful contacts/numbers
- maps highlighting where services are
- information on national campaigns/helplines – e.g. Keep Warm, Keep Well; Five a Day campaigns; Sexual Health; Flu Vaccinations
- Information on local rehabilitation services – e.g. smoking cessation groups in your area and local helplines
- Information about healthy eating and benefits of a healthy lifestyle – providing web links/addresses sign-posting availability of further information
- web links/addresses to signpost additional information on patient surveys, patient and public involvement exercises, feedback/evaluation from last year's guide etc.
- use of case studies/good news stories of patients who have been helped as a result of using services (such as successfully stopped smoking following attending a local smoking cessation group)

## 4 PRODUCING YOUR LEAFLET

### General

For advice on how to produce information for patients, look at the draft Scottish Executive guidance on the production and provision of information about health and healthcare interventions' available on the Scottish Executive Health Department website <http://www.show.scot.nhs.uk/sehd/>

### Language

In order to make the local guide user friendly, it is important to keep the language used as simple as possible. Write in short sentences and try to avoid acronyms: CHP, A&E and even GP will not be understood by all sections of the community. Similarly jargon like secondary, acute, paediatric, podiatry and even inpatient and outpatient can be meaningless to many.

Ask the Plain English campaign to check your leaflet. You can contact them at:

Plain English Campaign  
PO Box 3  
New Mills  
High Peak  
SK22 4QP

Phone: 01663 744409  
Fax: 01663 747038  
Email: [info@plainenglish.co.uk](mailto:info@plainenglish.co.uk)

### **Making the guide accessible to as many people as possible**

You must ensure that you comply with the Disability Discrimination Act. This means that you must make reasonable adjustments to make your information available to those who may have difficulty accessing information.

Research shows that producing a leaflet in a 14 point sans serif font makes it accessible to many people who would have difficulty with a smaller text size. Factors such as the type weight, type style, leading, word alignment, contrast, paper type and use of images can also affect the accessibility of printed information. .

The Royal National Institute for the Blind (RNIB) have produced a research-based Clear Print guide as part of their See it Right pack. This guide outlines straightforward and inexpensive methods which can be used to make printed information accessible to a wider audience. For a copy of this guide, contact:

RNIB Customer Services  
PO Box 173  
Peterborough  
PE2 6WS

Phone: 0845 702 3153  
Email: [cservices@rnib.org.uk](mailto:cservices@rnib.org.uk)

### **Alternative formats**

CHPs should consider making their guide to local services routinely available in the following formats:

- leaflet in clear print (14 point) in English
- easy-read leaflet with illustrations
- audio format in English
- CD-ROM with British Sign Language
- leaflet and audio format in appropriate ethnic minority languages
- accessible web-based information based on the information in the template.

Each CHP will need to make an informed decision about the range of formats to make available, depending on the composition of their local community. Requests for information in formats other than these should also be met.

The Disability Rights Commission has brought out a guide to making publications easier to read and understand. It covers why Easy Read

is needed and gives plenty of examples of both good and bad practice. You can get the guide by contacting the Disability Rights Commission. Their publication reference is: FOCUS12/ER

Further advice and information about the Disability Discrimination Act can be found at [www.disability.gov.uk](http://www.disability.gov.uk) or from the Disability Rights Commission at the following address:

DRC Helpline  
Freepost MID 02164  
Stratford-upon-Avon  
CV37 9HY

Phone: 08457 622 633  
Fax: 08457 778 878  
E-mail: [enquiry@drc-gb.org](mailto:enquiry@drc-gb.org)  
Website: [www.drc-gb.org](http://www.drc-gb.org)

The Scottish Accessible Information Forum (SAIF) has produced Standards for Disability Information and Advice Provision in Scotland. For more information contact:

SAIF  
C/o Scottish Consumer Council  
Royal Exchange House  
100 Queen Street  
GLASGOW  
G1 3DN

Phone: 0141 226 5261  
Text: 0141 226 8459  
Fax: 0141 221 0731  
Website: [www.saifscotland.org.uk](http://www.saifscotland.org.uk)

The Scottish Formats Resource is a new directory of transcription, translation and interpretation services available to Scotland. The directory is produced by UPDATE in partnership with SAIF. If you would like a copy of the Scottish Formats Resource please contact:

UPDATE  
27 Beaverhall Road  
Edinburgh  
EH7 4JE

Phone: 0131 558 5200  
Fax: 0131 558 5201  
Minicom: 0131 558 5202  
E-mail: [info@update.co.uk](mailto:info@update.co.uk)  
Website: [www.update.org.uk](http://www.update.org.uk)

## **Style and design**

### Size

Our research and research in England shows that people are happy with either an A5 or A4 size leaflet, although A4 was preferred, and are more concerned with presentation and content than with size. The leaflet should look as though it is meant to be kept and members of the public should be encouraged to keep it near their phone. It can also have the logos of all the organisations involved in the CHP on the front, so people are aware of what services are likely to be covered.

### Style

Whether you use photographs or graphics in your leaflet is up to you. In our focus groups, there was an overall preference for use of photographs, although English research suggests there was no strong preference. If you decide to use photographs, make sure that you include some recognisable local photos, and that any people in the photos represent a cross-section of the population, with both women and men, young and old, people with different ethnic backgrounds, and disabled people. Try not to include photographs that reinforce gender stereotypes, such as a male doctor and a female nurse.

Bright colours such as yellow are more popular than darker colours such as purple for the cover of the leaflet to ensure it is eye catching.

Bar charts and bulleted lists should clearly show local information.

Some basic advice on producing your leaflet is provided below. You may also want to contact colleagues in your NHS Board communications department for advice.

If you wish to work in collaboration with other CHPs in your NHS board area you may do so.

You may also choose to combine your local guide with other publications produced by your CHP, such as the Annual Report, providing the minimum content and delivery to every household are achieved. If you decide to do this it should be made clear on the publication what people are receiving. You may wish to take into account any additional costs incurred in distributing a joint publication.

NHS corporate identity is important. It affects how people think and feel about the National Health Service. Information on the NHS Scotland Identity Guidelines can be found at [www.show.scot.nhs.uk/nhsscotlandci/](http://www.show.scot.nhs.uk/nhsscotlandci/)

You should also discuss with local authority colleagues how to ensure that the guide is presented as a joint document, for example by including the logo of the local authority.

As the local guide fulfils an important role in demonstrating the CHP's accountability to local communities, accepting advertising from local organisations or national brands is not recommended.

## **5 HOW THE LEAFLET SHOULD BE DISTRIBUTED AND WHEN**

Our focus group research and research in England shows that people prefer a guide to local services to be delivered on a door-to-door basis. In order to ensure complete coverage however, and to reach as many local residents as possible, you will want to make the local guide available through a variety of alternative routes, for example in health centres, libraries, GP surgeries, social work departments, schools, rent offices etc. CHPs may also want to supplement the annual local guide with additional, more regular communications.

Many delivery providers are often fully booked months in advance so you will want to book as far in advance as possible.

You may find it helpful to establish a dialogue with colleagues in your NHS board and local authority communications departments regarding the compilation and delivery of the local guide.

There are a number of providers who can deliver the local guide to households in a community. The information below is designed to answer some common questions and to help you select an appropriate distribution provider – but **ultimately this is for you to decide based upon your local needs.**

Whichever distribution routes you choose, it is advisable to make contact with the major distribution companies operating locally and ask them what their availability is for delivery at the time you plan to publish your guide.

It is useful to know your area by postcode sectors (if you intend to use Royal Mail they will, in most cases, be able to determine these if you provide details of your geographical boundaries). If you don't – contact your local authority. If you believe that Royal Mail could be your best solution, you need to make your booking well in advance. If you wish to use Royal Mail you can get further advice by calling their national helpline on 08457 950 950. Your call will be directed to your nearest Scottish Sales Centre through this number.

### **Other considerations**

Whichever distribution organisation(s) you decide to use it is recommended that you find out about their individual warehousing requirements. For instance, they may have a key acceptance period or advance warning system; "batching" or "banding" in certain quantities; acceptance of certain quantities and placed on certain sizes and construction of pallets. It is not safe to assume that your printer has made contact with, or knows about, your distributor's requirements and it is recommended that you discuss this fully beforehand and acquire copies of all signed delivery notes into despatch companies.

## **CHP Overlap**

It is also likely that there will be overlap between some CHP areas should geographical and postcode boundaries not match. In this case we would advise that the overlapping CHPs discuss with their distribution companies how this could be avoided or managed. It is recommended that you discuss entire schedules with your NHS board communications leads who may be able to match several CHPs together and achieve economies of scale.

## **6 PROMOTING YOUR LEAFLET**

### **To the public**

You may wish to raise awareness of the local guide amongst the general public in your area so that when they receive their copy, they know what it is and understand why it has been produced for them.

As you will see from the ideas listed below, developing partnerships with other NHS trusts, local government, social services and the voluntary sector can play an important part in raising awareness and supporting distribution of the local guide.

### **Suggestions for raising awareness of the local guide to the general public**

To coincide with the distribution of the guide, you may wish to consider the following:

- displays on notice boards/exhibition stands in GP surgery waiting areas – you may want to consider producing enlarged copies of the guide (or any charts within it) for display purposes
- displays on exhibition stands in prominent public places e.g. leisure centres, shopping centres, libraries, community centres
- include a news item on the guide in any patient newsletters/magazines you are producing

- ask your NHS board and local authority to include a news item in any newsletters they are producing
- highlight the local guide on your NHS board and local authority website homepage and include a copy of it on the website itself
- if your CHP is developing a website, include a link to the local guide on the homepage

### **Socially excluded groups**

You may want to work with partner organisations to ensure copies of the local guide are available to:

- socially excluded groups e.g. via community centres, hostels, job centres, citizens advice bureaux etc
- people living in rural areas e.g. via mobile libraries, post offices, buses on particular routes

### **To Staff**

Suggestions for raising awareness of the local guide among staff in your organisation include:

- send a written briefing or flyer to line managers, asking them to cascade the information to their teams
- publish articles in your NHS board or local authority staff newsletter/magazine, on your Intranet, via e-mail or in other publications which go to staff
- make presentations at existing staff meetings
- include a slip in pay packets
- organise a display for reception areas and staff-rooms/canteens

## **7 MONITORING AND EVALUATION**

You will need to ensure you are aware of local views on the usefulness of the leaflet. A detachable comments section may provide some feedback, although this is primarily aimed at comments on services. You could initially use your Public Partnership Forum to get some views.

## **8 FUTURE – NEXT STEPS**

It is likely that you will be required to produce the guide on an annual basis.