

Patient & Public Engagement Strategy

Saving lives through engaging our communities

mb.

This document outlines our ambitions for patient engagement and our plans to deliver this at SECAmb.

2025 - 2029



We are SECAmb



Saving Lives, Serving Our Communities

We deliver urgent and emergency care to over **five million people across 3,670 square miles**, from critically ill patients to those with minor needs. Alongside our **999 service**, we also provide **NHS 111**. As demand grows, we are committed to evolving and **improving patient outcomes** while ensuring long-term sustainability.

2023-24 - Financial year



1,100,718 999 calls received



1,166,278111 calls received



760, 949 Incidents generated



648, 238
Incidents attended



15, 360, 280 Miles driven



Our Strategic aims





Delivering High-Quality Care: We are committed to delivering high-quality care, ensuring every patient receives the best possible treatment and ongoing health management.



Our People Enjoy Working at SECAmb: We strive to make SECAmb a great place to work by promoting a supportive and rewarding work environment where all team members feel valued and motivated.



We are a Sustainable Partner: We are committed to being a sustainable partner within an integrated NHS, focusing on practices that enhance system integration and promote long-term resilience and efficiency.



Why have we developed this strategy?





We know that efforts to engage patients, their families, carers and the public in healthcare improvement leads to improved quality, safety and patient experience.

We often think we know what patients want but fail to ask or engage them directly.



We began our journey of working more closely with patients in 2022. Over the last year, we have developed a Patient **Experience Questionnaire** for patients who have used our 999 service, and we have started a **Community Forum** to hear first-hand from our patients and members of the public about ways that we can improve our service.



We are committed to continuous improvement. In line with our Trust values, we want to be courageous in hearing what patients and members of the public have to say. To do this, we will create conversations and space to hear what works and what doesn't.

Developing our strategy





Workshop with key stakeholders to plan the development of our strategy



We used the UK
Standards of Public
Involvement in
Research to identify
what we are doing
well and where
there may be gaps



We gathered information on best practice when working with patients & members of the public



We engaged colleagues and professional stakeholders for their views and support



We have heard from over 500 members of the public on what is important to them



What you told us



Themes from patient feedback:

- We need to provide more digital and non-digital methods for patients to have their say
- We need to improve our communication and accessibility for people with learning disabilities and neurodivergent conditions
- We need to increase our engagement with young people
- We need to build and strengthen our networks and collaborate with other trusts
- We need to attend more community events and engage directly with the public
- We need to work with all of our diverse patient groups continuously to adapt and evolve our service according to current needs of our service users.

Quotes taken direct from patient feedback



"I do think online forums are probably the easiest way forward"



"Consider various forms of communication for people with autism"



"Regular school visits with opportunities to try out CPR"



"Better understanding of people with learning disabilities and communication needs"

We have heard you

What we now want to achieve



We want to take a whole organisational approach to patient and public engagement. This means we will be able to:

- + Articulate a **detailed understanding** of what our patients and members of the public want
- + Ensure our services are delivered around patient needs
- Provide a service that delivers value from a patient perspective
- + Consistently deliver patient centred care

To help us to do this, we will focus on five key enablers:



Building the foundations



from patients and members of the public



Working in partnership



Ensuring inclusivity



Translating into action

What each of these enablers mean is detailed on the next pages.



Our Enablers



Hearing from Patients and Members of the Public

Ensuring patients & the public have choice and flexibility about how we hear from them and that those choices are accessible to everyone.

Building the Foundations

Creating the conditions where patients & the public can work with us and be heard.

Working in Partnership

Equal partnership with patients & the public from the very beginning of work to be done and throughout the entire process.

Better Patient Engagement

Ensuring Inclusivity

This is about ensuring all our patients, and the public have equal opportunities to have their voice heard and work with us to improve our service.

Translating into Action

Taking the input of patients & public and turning it into improvements within our system and processes to produce better patient outcomes.

Better patient outcomes

How we will use your feedback and our data





Gathering insights from various avenues such as stakeholders, patient experience questionnaire, surveys, engagement sessions, complaints and patient safety incident investigation





⊕-⊕-⊕-Improvement

Improvement plan already in place



Improvement work identified



If no improvement work is identified, we will celebrate success and explore what is working well so we can do more of it



If improvement work is identified, we will record any risk and use our quality improvement approach to make positive change



End results =
Better patient
outcomes, better
patient safety
and better patient
experience

Looking forwards



We have developed a delivery plan to map out what we need to do over the next five years to improve our patient and public engagement.

- ◆ The delivery plan, on the next page, has been designed to give you an overview of some of the key actions involved. There will be other work taking place in the background to help us achieve these.
- Some areas of the plan may change slightly as digital advancements evolve.
- We will continuously seek feedback and encourage involvement from a diverse range of communities such as:



Ethnic minorities



LGBTQ+



People with Learning Disabilities, Neurodiversity, Mental Health conditions and physical disabilities.

How this will be achieved

South East Coast Ambulance Service NHS Foundation Trust

The information below outlines our areas of focus for the next five years. Each point will be developed and built upon from the year it is introduced. Additionally, preparatory work will be carried out behind the scenes to ensure that each initiative is realistically achievable when it is ready to be implemented.

- Expand patient engagement team
- Increase presence at public events
- Create additional channels for patients and public to share feedback on our services
 - Establish flexible and accessible opportunities for patients and the public to participate and get involved.

- Combine patient feedback with patient safety data to identify key insights and areas for learning.
- Provide training opportunities for our patient and public volunteers to enhance their skills and deepen their understanding of the service.
- Engage patients and the public from the outset of a project and involve them throughout its entire process.

- We will team up with department leads to ensure that patients and the public are included in all relevant workstreams.
- Enhance transparency and accountability by including patient and public representatives in meetings at all levels throughout the Trust.
 - Collaborate with other organisations to share areas of success and learning.

- Increase our outreach efforts to communities or groups we have not yet engaged, including targeted health promotion campaigns in underserved communities.
- We will start hosting special interest groups for patients and the public, tailored to the topics they wish to focus on, such as heart attacks, falls, neurodiversity etc.
 - We will initiate Quality Improvement projects that involve young people and collaborate with educational institutions to engage them.

- We will explore aftercare approaches to support patients, families, and carers, such as peer support groups.
- Expand existing mechanisms for patients, families, and carers to share their stories through digital innovations
- We will conduct a gap analysis to assess our current position as an organisation in terms of patient engagement and use the findings to inform the development of our next Patient and Public Engagement Strategy.

Year 1 (2025/26)

Year 2 (2026/27) Year 3 (2027/28) Year 4 (2028/29)

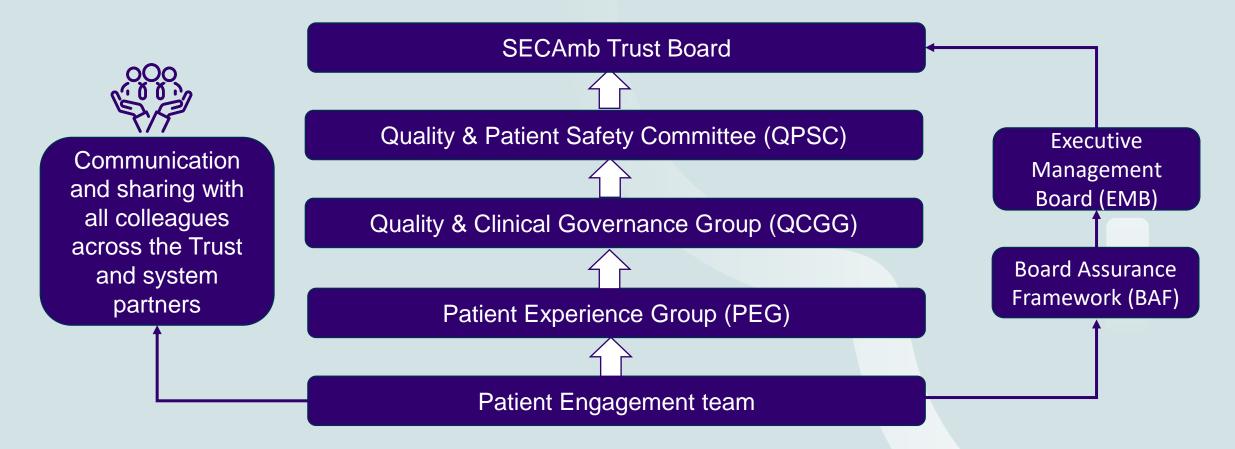
Year 5 (2029/30)

How we will monitor and govern



12

The governance framework below details how assurance for the delivery of this strategy will be overseen. Quarterly reports on progress will be provided including details on the impact this strategy is having on our patients, staff and system partners.



South East Coast Ambulance Service
Saving Lives, Serving Our Communities

How you can get involved

When joining our patient engagement mailing list, you will receive our quarterly newsletter and email updates on all opportunities for involvement, including those detailed on the right.

Please email: engagementteam@secamb.nhs.uk



