



Common Approach To Children's Health

CATCH Deployment Process- Engagement

Contents

Introduction	1
Board and Management Meetings	2
Core Professionals	2
Other NHS and Council- commissioned Services	4
Community Engagement	4
Other Engagement	4
Promotional Materials	5

Introduction

As part of the CATCH service, the Health Promoter’s role is to engage with local professionals to:

- Inform of the benefits for parents to increase confidence in recommending CATCH
- Inform of the benefits for the professional and their service
- Discuss relevant content and explore further information and resources to be included in CATCH

Engagement sessions vary from team to team but usually consist of a short presentation speech on what CATCH is, how it works and how they can help in recommending CATCH to parents, followed by a short question and answer session and discussion. Sessions vary in length and can last anywhere between 15 minutes and 1 hour. Sessions with a team are usually shorter, at around 20 minutes, and sessions with management or multidisciplinary teams can last longer. It would be useful to provide an update after a large turn around of staff or a big update to CATCH, perhaps 1-2 times a year.

This document provides details of suitable teams for engagement and rough estimations of recommended time to be spent undertaking this work in each area. It uses four areas, Halton, St Helens, Liverpool and Knowsley as examples throughout.

The table opposite provides an overview of time spent on engagement to date. It should be used as a rough guideline only.

	Number of meetings in each area	Average session length	Maximum session length
Board and management meetings	1 quarterly	1-2 hours	2 hours
Health Visitors	1-3	20 minutes	1 hour
Midwives	1-2	30 minutes	1 hour
GP Surgeries	2-7	30 minutes	4 hours
Children’s Centres	1-3	20 minutes	45 minutes
Walk in Centres	1-2	25 minutes	30 minutes
Early Years	1	1 hour	3 hours
Other NHS and Council led services	3-9	20 minutes	1 hour
Community Engagement	4-7	4 hours	6 hours

Professional Engagement

Board and Management Meetings

Initial meetings were held in each area before CATCH was made live. Engagement also took place with those nominated for approval of content in Halton, Knowsley and St Helens and it is expected that meetings will continue around once every six months to keep everything on track.

Depending on the preference of the area, updates are provided to stakeholders on a regular basis. In Halton, we provide updates and discuss issues at bi-monthly “Health in Early Years” board meetings. A quarterly meeting is held with St Helens CCG and Public Health teams and there is regular contact with Public Health in Knowsley. We have also attended a children’s and maternity board meeting in Knowsley.

No. Of meetings per area	Average session length	Maximum session length
1 quarterly	1-2 hours	2 hours

Core Professionals

There are six core groups that we feel can impact most upon widespread adoption of CATCH as teams who interact with a wide range of parents: Health Visitors, Midwives, GP surgeries (including Practice Nurses and Practice Managers, Children’s Centres, Walk in Centres/ Urgent Care Centres and Early Years (including nurseries, schools and childminders. Initial engagement is focused on this area of professionals:

Health Visitors

Health Visitors are often split into localities. Both St Helens and Liverpool have three localities, so required three separate attendances to hit all in the area. Liverpool engagement also included a further hours meeting with the team leader. Halton Health Visitors were split across two localities but attended one team meeting and Knowsley Health Visitors attended one Health Visitor development day.

No. Of meetings per area	Average session length	Maximum session length
1-3	20 minutes	1 hour

Midwives

Depending on the area, midwives were either just based in Hospital or were a mix of Hospital and community- based. Whiston Hospital covered Knowsley, Halton and St Helens, though Halton had separate community midwives so required extra engagement. Liverpool engagement consisted of midwives from the Liverpool Women’s Hospital and One-to-one midwives, though engagement is not yet complete for this area. Sessions lasted between 30 - 60 minutes, where the higher end involved discussing suitable content.

No. Of meetings per area	Average session length	Maximum session length
1-2	30 minutes	1 hour

GP Surgeries

Methods of engagement with GP surgeries were different for each area. The most efficient way to get CATCH noticed is to present or hold a stall at a Protected Learning Time event. GPs were engaged through a single Protected Learning Time event in St Helens and the same is arranged for Knowsley. In Liverpool, GPs are split into three localities which are each split into four neighbourhoods. We were invited to present at these meetings and so the number of engagement sessions was higher for this area.

Practice Nurse Forums were used to engage with Practice Nurses in Halton, Knowsley and St Helens. Practice Nurses were also in attendance at the St Helens Protected Learning Time event and were present in some GP neighbourhood meetings in Liverpool

Practice Managers were in attendance at St Helen's Protected Learning Time event and in some GP neighbourhood meetings in Liverpool.

Attendance at smaller meetings can last around 20-30 minutes and at larger events around a few hours.

No. Of meetings per area	Average session length	Maximum session length
1-7	30 minutes	4 hours

Children's Centres

In three out of four areas, engagement with Children's Centres has involved one to one meetings with management to discuss services and mutual support. Children's Centre practitioners attend area meetings where we have presented and discussed content.

Meetings with management lasted around 30-45 minutes each and engagement sessions with Practitioners lasted between 15-20 minutes.

No. Of meetings per area	Average session length	Maximum session length
1-3	20 minutes	45 minutes

Walk in Centres/ Urgent Care Centres

Engagement with staff in Walk in Centres/ Urgent Care Centres has differed slightly in each area. Engagement with Liverpool consisted of attendance at a managers meeting, where interaction in St Helens and Liverpool involved direct interaction with nurses. In St Helens, after a meeting with management, we were able to chat to nurses on shift in a couple of shorter sessions in one day. In St Helens we engaged during a weekly team brief at both Urgent Care Centres.

Engagement sessions lasted between 20-30 minutes each.

No. Of meetings per area	Average session length	Maximum session length
1-2	25 minutes	30 minutes

Early Years Services

Minimal face to face engagement has taken place across early years service, due to the amount of services involved. In Knowsley this consisted of a meeting with an Early Years lead, who later presented to a larger audience. There was a chance to speak and hold a stand at a large event in Halton which included nurseries, childminders and schools. We have also had the opportunity to hold a stand at a similar

training event in St Helens. Flyers have been circulated to two schools in Liverpool.

One to one engagement lasted around one hour and attendance at larger events is around half a day.

No. Of meetings per area	Average session length	Maximum session length
1	1 hour	3 hours

Other NHS and Council- commissioned Services

Other NHS and Council-commissioned services have also been vital in getting the word out to parents. Across the four areas, NHS services include Family Nurse Partnership, Speech and Language Therapists, CAMHS, Perinatal Mental Health, a patient incontinence service, physiotherapists, multidisciplinary Hospital teams and Children’s Community Nurses. Council commissioned services include libraries, healthy lifestyle services, one stop shops, child safety teams, social workers, SEND and charitable organisations (PSS Liverpool).

Most engagement sessions lasted between 20-30 minutes.

No. Of meetings per area	Average session length	Maximum session length
3-9	20 minutes	1 hour

Community Engagement

Community engagement was utilised to reach out to parents directly on several occasions, where the Health Promoter held a stand, distributed flyers and engaged with parents and professionals. Across the four areas we have attended three summer family “festivals”, five specific health events, a Healthwatch event, a large library “Bookstart” event, two child safety events and seven baby & toddler sessions at libraries. The number of attendances in each area ranges from three to seven.

No. Of meetings per area	Average session length	Maximum session length
4-7	4 hours	6 hours

Other Engagement

Additional time was spent promoting CATCH outside of the methods previously mentioned (around 10-15 hours). Bi-monthly newsletter updates for professionals were trialled across St Helens and Halton and were successful in reminding professionals of the availability of CATCH. Newsletters take around two hours to produce. Steps were also taken in all areas to promote CATCH in GP newsletters and presentations have been circulated for use on GP screens in all areas.

Further email engagement with target professionals takes place on a regular basis to approach and update groups. Research is also required to not only find further services to engage with but to also plan and tailor engagement sessions based on the needs of the professionals being presented to.

In St Helens we were provided with a document containing a list of health services across the CCG with management details and upcoming meetings arranged for us to attend and present CATCH. Although this is the only area that provided this it was helpful to get the word out quickly and either this or introductions to management teams is helpful to speed up the process. We were also provided with lists of other Council-led services and the associated management details for us to arrange introductions personally. This made deployment to St Helens intensive in the first one to two months but has since only required the odd engagement session and email here and there to check professionals are updated, along with the newsletter.

Across other areas we have either been linked with management by stakeholders or professional teams or have researched services and approached separately, though we find that this process requires more chasing and can sometimes result in no response. The deployment process in these areas is slightly slower but we do still find that the majority of engagement takes place in the first two to three months.

After most professionals have been reached, its estimated that around an average of two to four hours per month would be sufficient to maintain rapport, provide updates and attend meetings with stakeholders.

Average preparation time (per meeting)	Area research	Updating and maintaining rapport (per month)
30 minutes	1-2 hours	1 hour

Promotional Materials

Though distribution of most promotional materials coincides with engagement sessions, there have been occasions when flyers and banners have been requested through our website or in response to update emails. With the exception of Liverpool, in which banners were delivered separately to twelve health centres, instances range from 9-11 across the four areas. We have also produced room thermometers with local health professionals, stickers for red books and maternity packs and branded pens to act as reminders to health professionals.

