

Lewisham and Greenwich Sexual Health Communication Plan

Communication Plan Objective:

To inform service users, staff and key stakeholders of changes to sexual and reproductive health services in Lewisham

Context:

LGT undertook a review of our service model to better deliver integrated contraception and sexual health services in line with Pan London Sexual Health Transformation specification and within budget. This indicated that some changes in service delivery were necessary to continue to be able to deliver reliable, accessible, high quality sexual health services in Lewisham meeting specified activity levels and within budget.

The existing offer included two 'core' clinic sites (Waldron Health Centre & Hawstead Road Primary Care Centre (Rushey Green) and 2 outreach sites for young people, including one at Sydenham Green Health Centre which runs two days a week. Following the review of the service model a number of changes were made and as part of the redesign of the overall offer, this offer ceased. As part of the review clinic attendance demonstrated that many of the young people attending Sydenham Green had out of borough postcodes, and that clients had attended other Lewisham clinics. The consolidation of staff into three clinics will allow for more consistent provision of services than when stretched over four clinics. Hawstead Road will not open on Friday but there will be an extended service at the Waldron.

On the 27th of June LGT appraised the Lewisham Healthier Communities Select Committee on their intentions and the consultation undertaken, and the committee agreed no further consultation was needed, but asked that this communication plan be shared with members.

Key relevant target audiences:

- Service users
- Commissioners London Borough of Lewisham
- Sexual Health Staff Lewisham and Greenwich NHS Trust
- GP's Lewisham
- Pharmacies Lewisham
- All Staff Lewisham and Greenwich NHS Trust

Communication approach with implementation plan

This has been varied via – meetings, surveys, posters, fliers, mail shots including updating of websites. Please see below:

Communication approach: Sexual health transformation LGT		
	Communication medium	Delivery date / done by
LGT Sexual Health staff	Meeting – initial All Staff meeting explaining need for change with proposed changes	28 th March 2018
Service users Downham and Sydenham	Survey - user consultation Sydenham – 57 responses Downham – 45 responses	8 th May – 31 st May 2018
LGT and Commissioners	Healthier Select Meeting	27 th June 2018
LGT Sexual Health staff	Staff Consultation – Document Staff able to communicate concerns and ask question by email and in person A FAQ questions log was gathered from 1:1 meeting and emails. Responses to questions were emailed weekly to all staff	20 th July 2018 – 18 th August 2018
LGT Sexual Health staff	All staff meeting – discussion of consultation document	25 th July 2018
Service users	Posters: 25 A3 posters were put up at all our services in areas that were visible to patients – entrance doors; reception area; clinics; toilets Fliers: 3000 A6 fliers have been/ and continue to be handed to patients by reception staff and clinicians during consultations	13 th August 2018 – to date
Service users	Websites: Trust and kisp websites have been updated. We are reviewing all websites with details of the service’s opening hours and contacting owners of the sites to update details. Sydenham Green Health Centre Website also makes the change clear	
Service users	10,462 text messages have been sent to patients who have attended the service between March –	31 st August 2018

	August 2018, with a link to website with our service changes	
GP surgeries and pharmacies in Lewisham	Sheila Bell, Primary Care Facilitator for Sexual Health has sent by email: 3 messages out to all GP practices. 1 message to all the practice managers asking them to filter it down to all clinicians and reception staff. 1 message to just the GPs 1 message to all practice nurses 1 message to all EHC pharmacies. LGT: We are reviewing all referrals from primary care in the past 6 months and emailing all practice managers with information of the change. Emailed all GP surgeries co-located with our clinics details of the changes in services	3 rd August 2018 – to date
Other key stakeholders – Compass, Gynaecology LGT, Alexis Clinic, Trafalgar clinic	Verbal, posters, emails and fliers	13 th August 2018
Divisional board and sexual health and HIV directorate meeting	Meeting – informed of changes	13 th June, 11 th July, 17 th July 2018, 22 nd August 2018

Ongoing communication:

- We will continue to review and update all websites that advertise our hours with the new timings
- We will ensure there is clear signage at the services that have been affected by changes sign-posting service users to our other services
- We are collecting any complaints that we get about the changes to the service and will feed back to commissioners

As of the 19th of September 2018 we have had no formal complaints about the changes to our services but we will continue to monitor this and feedback accordingly.