

izwe

people powered

Health 2010

Step up to World Class through engagement, innovation & efficiency savings.

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NESTA
LIKES ✓

Welcome

Becoming a World Class PCT means connecting with your people: your patients, your staff and the public – understanding what they need in order to work together to transform services and meet local priorities.

In 2010 izwe will be working with four PCTs, applying our learning and expertise to their particular needs, supporting them in meeting and exceeding World Class Commissioning (WCC) Competency 3, 5, and 8, as well as their statutory Duty to Involve.

We will do this by delivering a radical improvement in the engagement performance of our PCT partner organisations and, at the same time, create efficiency savings for partners through refining and integrating existing engagement, research and communication activity.

This is your chance to be one of those organisations. The programme will deliver:

- a bespoke social networking website
- significant efficiency savings – through effectively targeting finite resources
- informed commissioning decisions in line with local needs and priorities
- innovation in designing and delivering responsive services
- new live data creation and management system
- 360 degree engagement (see page 5)
- significant increases in people actively engaged online.

Izwe means people powered. We exist to create a step change in how organisations engage internally and externally. We are a social enterprise that believes in people and communities. We therefore reinvest 15% of profit back into communities annually.

Izwe is funded by the Department of Communities and Local Government (CLG), Capital Ambition and is endorsed by the National Endowment of Science, Technology and the Arts (NESTA).

In developing this programme we have worked with a number of key stakeholders including the **NHS Institute for Innovation and Improvement.**

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a unique opportunity
to partner a world-
leading team and
make a step change
in how you engage

Context

The izwe Health 2010 Programme will help you see the big picture by opening up & sustaining meaningful conversations with your local population about services & the difficult issue of prioritising resources.

We will also help you see the detail by setting up relevant core data sets for your commissioning analysis and a vibrant social networking and data gathering website to help you gather real time intelligence and critical insights to inform commissioning and health outcomes.

You will be able to use the site to collect and map both quantitative and qualitative data over time so you can develop an in-depth understanding of trends according to your demographics and local priorities.

We'll work closely with you to produce and run the site which will be tailored to your needs, locality and identity.

A sound investment...

The izwe health 2010 programme is designed to deliver significant efficiency savings in line with **QIPP** (quality, innovation, production and prevention) requirements.

Delivering major savings in terms of your current communications, research and consultation costs is at the heart of Izwe's programme. It is our pledge to you, to do all we can to support your organisation to become as lean and effective as possible and to leave you with enhanced skills, capacity and a sustainable resource for the future .

An experienced team...

Izwe is made up of leading engagement thinkers and practitioners who have helped many organisations including the BBC, OECD, DH, NHS Institute as well as PCTs across Britain and public bodies across the world. We have delivered many of Europe's most successful e-participation campaigns such as the French Presidency and European Citizens Consultation. We were also involved with the production of the NHS Institutes guide to using new technology in health service delivery 'Armchair Involvement'.

“To be world class PCTs
need to take
a ‘big picture’ approach
to the future health
challenges of the local
population” Gary Belfield
Director of Commissioning, Department
of Health

What

To be part of the programme costs £30,000 - £60,000. All successful applicants will receive a minimum of £150,000 of benefits and sustainable long term transformational return on your one-off investment that will deliver outcomes essential to a world class approach including:

- **Social networking and data gathering website** – customised to your corporate identity and engagement needs
- **Real-time intelligence** – live experience data and critical insights from patients and public to inform commissioning decisions, benchmark trends, measure efficiency, capture innovative ideas
- **Greater reach** – engaging with the whole population
- **Service delivery innovation** – a bespoke process targeted at a specific service challenge
- **Commissioning decision-making** – involvement of key audiences in this time of tough commissioning decision-making
- **Staff engagement** – better internal engagement that empowers employees, facilitates organisational learning and supports interaction between employees and the public
- **One years support** – for engagement activities (a unique opportunity to work with some world-leading thinkers/practitioners)
- **Audit** – of current engagement activities (community & staff)
- **A bespoke engagement process** – and/or campaign targeted at a specific policy/service challenge.

The izwe health programme is designed to deliver significant efficiency savings to help you meet the quality and productivity challenge.

Our aim is to maximise & focus your engagement skills and activities to ensure commissioning leads to improved health outcomes, effective use of resources and drives service improvement in times of restricted budgets.

Izwe will support innovation by releasing the untapped potential of the local population, bringing new people together in their Communities and generating new solutions to health challenges in their locality.

imagine your
engagement
combining the fun
of Facebook with the
rigour of research

Tailored to your needs

We recognise the importance of tailoring our programme to your needs, your existing capacity and activities, and, importantly, the uniqueness of your community.

To ensure your engagement activities are optimised and our programme adds value, we have developed the izwe **360 degree** approach (see below) to identifying & understanding the needs of your organisation, your community & your staff.

"We choose to work with Izwe because of their commitment to make a real difference and their breadth of experience in this field"

Siân Huszak

Lead Commissioner Quality,
PPI NHS Telford and Wrekin



Izwe 4-Step Approach

Once we have reached a comprehensive understanding of your needs we will work with you to employ a wide range of approaches depending on what we need to deliver or who we are trying to reach – combining more traditional approaches with interactive tools.

Our unique integrated approach combines social software, consultation, participation, marketing, communication and research skills.

For engagement to work it is vital to use wide-ranging methodologies. The izwe 4-step approach uses a diverse range of approaches across four critical areas: data, communications, participation & change. The diagram below illustrates the model. This 4-step approach allows us to understand how these combined methodologies interact to maximise impact & deliver outcomes.



How

So what next?

You'll be pleased to know that any PCT is eligible for the izwe Health 2010 Programme.

The Requirements:

- A keen desire to be a leading world-class PCT.
- A budget to become part of the scheme. Participation in the scheme costs each organisation £30,000 – £60,000 depending on their needs and requirements.

If you would like to set up an initial meeting to discuss a formal expression of interest in the scheme please call 020 **7608 0815** or email: health@izwe.com

Who

Richard Wilson

Richard is the Director of izwe, was the founder and director of Involve (involve.org.uk) (2004-2009), Deputy Chair ScienceWise (UK Government: 2005-2008). He has written four books including: *Democratic Technologies?* (2007) and *Healthy Democracy* (2007); he also writes for the Guardian newspaper. He has designed public engagement programmes for many governments and businesses including the NHS Institute, BBC the Organisation for Economic Cooperation and Development (OECD), and many national and local UK public bodies. He also led the production of the NHS Institutes guide to using new technology in health service delivery 'Armchair Involvement'.

Stephanie Varah

Stephanie has 25 years experience of working at the leading edge of public and patient involvement in health. She was involved in laying the foundations of the modern NHS Patient and Public Engagement framework.

Benoît Thieulin

Benoit is the Director of world leading web agency La Netscouade. Previous to this he was head of the multimedia department at the French Prime Minister's office and led the Ségolène Royal internet presidential campaign in 2007, Europe's biggest ever online campaign. More recently, he advised the Obama presidential campaign. La Netscouade specialise in online opinion monitoring, consultation, participation and network analysis.

Rachel Lapota

Rachel has almost 20 years experience in market and social research across a wide range of public and private bodies holding various senior research posts including at ORC International as a UK board member and, most recently, as a Director at Opinion Leader. Rachel is a member of the Market Research Society and of the Local Authority Research and Information Association.

Meera Sodha

Meera has worked on some of Britain's most successful consumer marketing campaigns in recent years. She worked at innocent drinks for four years as Marketing Manager and ran The Big Knit campaign. More recently, she worked for The Big Lunch, which saw 2 million people lunch together on one day and on The Tate's Long Weekend. She also sits on the Board of Sing London.

Nick Nielsen

Founder and Director of Envision, an empowerment charity working in hundreds of schools across the UK. Nick is a winner of the Ernest Shackleton Leadership Award, and is a Director of the Reality coaching agency.