

Reaching “traditionally excluded” communities

The CCG contracts with a number of voluntary sector organisations to help us get the views and experiences of communities we don’t hear from as readily as others.

Generally, the contracts require:

- The organisations to consult with, and gather views from, their communities on a set number of CCG themed issues
- The organisations to reach out as widely as possible to their communities and gather intelligence about issues and concerns, feeding back to us with actionable recommendations for change, where appropriate
- The organisations to support individuals (where appropriate) to attend strategic groups/committees to represent the views and experiences of their community
- To link with each other to share best practice, opportunities and to avoid assumptions about which groups individuals might identify with

Organisation	Community	Activity
Age UK	Older people, particularly those who are isolated, housebound and in care/residential homes	Use of iPads and other technology to visit older people (using volunteers) to collect information. Use of existing community contacts.
Right Here	Young men aged 16-25	Various “young man friendly” engagement, eg in pubs, sports clubs, youth centres etc
LGBT Health Inclusion Project	Lesbian, gay, bisexual and transgender communities	High use of social media to engage, including a “rapid response” mechanism to gain quick feedback
Friends, Families and Travellers	Gypsies and travellers	Engagement worker; good liaison with existing trusted workers such as the G & T midwife and health visitor. Quarterly forum.
Carers centre	Carers	Use of social media, outreach and pulling information and experience into a databank
Amaze	Parent Carers and children on the Learning Disability spectrum	Use of social media, neighbourhood based forums, core reference group. Project to “door knock” identified families who have a disabled child and not in touch with Amaze

Speakout	Learning disabled adult s	Ongoing forums, focus groups, new "HUB" providing drop in. Extending reach to those with mild LD
FED	Disabled people, and emphasis on the Deaf community	"Get involved Group" – pan disability; outreach, focus groups
Mind *	People with mental health issues	*as led by commissioners
Trust for Developing Communities	Black and Minority Ethnic	Currently working with organisations representing BME communities in the city to develop an effective and realistic engagement mechanism