

The public and the NHS: a changing relationship?

Discussion guide

Research objectives and aims:

To explore the relationship between the public and the NHS, including public expectations of the NHS and the role the NHS should play in individuals' health.

To develop a social compact / deal of rights and responsibilities / give and get (language to be determined).

To understand what the public would be willing to accept from the NHS and what they would expect in order to retain an NHS in line with the founding principles for another 70 years.

- what do the public think the NHS is for?
- how has this changed over time?
- what drives the relationship between the NHS and the public?
- are public expectations changing?
- where does the balance of responsibility for health lie between the NHS and the individual?

Pre-task via online community

Purpose: Start people thinking so they are warmed up when they attend the workshop. As the scope of the project is wide in terms of moving from health in general to the NHS, the pre-task should focus on health in general rather than the NHS specifically.

- What does it mean to be healthy?
- What affects our health?
- How do you personally stay healthy?
- What should people do to keep themselves healthy? What should government do to keep people healthy?
- Does the current balance feel right? Why / why not?

Polling questions:

Q. Here are two statements representing either ends of a scale from 1 to 10, where statement A=1 and statement B =10. Please write in a number between 1 and 10 to show where your view fits on this scale.
SINGLE CODE ONLY. REVERSE ORDER.

- A. It is the job of the government to keep people healthy
- B. It is the individual's responsibility to keep themselves healthy

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- B. It is the individual's responsibility to keep themselves healthy

Timing	Section
6.15-6.30pm	<p>Arrival and registration</p> <p>Participants to find their allocated tables</p>
6.30-6.40pm	<p>Plenary 1 - Introduction and warm-up</p> <p>Welcome from Ipsos MORI / King's Fund chair – introduce staff and their roles. Chair to outline the purpose of the day, and to make it clear how much we value their time and contributions.</p> <p>Explain that they will be hearing from experts about health and the NHS:</p> <ul style="list-style-type: none"> • We'll be having an important discussion about the nation's health, the NHS and the future of our health and the NHS • It will be a real opportunity for participants to discuss and influence future policy • Facilitators on your table will deliberately challenge ideas you present • Explain how the day is structured <p>Explain that this is part of a larger project in the run-up to the NHS's 70th anniversary in July:</p> <ul style="list-style-type: none"> • Brief introduction to Ipsos MORI and King's Fund - and explain that we are both independent organisations – also that we have experts available from the King's Fund who we will hear more from later. <p>Set ground rules (MRS code of conduct, confidentiality, audio recording, no right/wrong answers, etc.)</p> <p>Explain that the workshop will be an informal discussion, everyone's opinion is valid, interested in finding out a range of views / experiences, want to hear from everyone.</p> <ul style="list-style-type: none"> • Housekeeping – mobiles, toilets, fire exits, breaks, etc.
6.40-6.45pm 70 years old	<p>Table discussion 1 – The NHS is 70 years old in July this year – what place does it have in Britain today?</p> <p><i>Purpose: The purpose of this part of the discussion is to understand where people think the NHS is now, what it means to them and what they think it is for</i></p> <ul style="list-style-type: none"> • Participant introductions – Participants talk to the person next to them – name, family, job, interests, and report back to the rest of the group. • Gain permission to record group discussion, explain notetaker

6.45-6.55pm

- Emphasise ground rules and answer any questions about these (no rights or wrongs, don't talk over each other etc.)

Plenary presentation 1: explaining the 70th birthday of the NHS is coming up in July. Presentation introduces what happened in 1948, founding principles etc. and start discussion on current reflections. Presentation should reinforce that today we are looking at the relationship between the public and the NHS.

BOLDED QS ARE PRIORITIES

- **What are your first thoughts on hearing that the NHS will be 70 years old in July? PROBE FULLY**
- What does the NHS mean to you?
- What place does the NHS have in Britain today? PROBE FULLY
- **What are your views on the founding principles? Do they still hold true today? PROBE FULLY**
- **How would you describe the public's relationship with the NHS? Has it changed over time? Why do we have this relationship?**
- How would you describe the NHS to someone from another country who knew nothing about it?
- What do you think the NHS is for? PROBE FULLY
- How has this changed over time? How has it stayed the same?

<p>6.55-7.10pm</p> <p>Expectations</p>	<p><i>Now I would like to think about expectations: what we expect from the NHS and what the NHS expects from us. First, we'd like to ask a couple of polling questions.</i></p> <p><i>Chair to introduce voting software and ask voting questions, and comment on responses.</i></p> <p>Q. How realistic, if at all, would you say people's expectations are of the service they should get from the NHS? SINGLE CODE ONLY</p> <p>Very realistic Fairly realistic Not very realistic Not at all realistic Don't know</p> <p>Q. And thinking generally about what <u>you</u> expect of NHS services, would you say they... ? SINGLE CODE ONLY</p> <p>Exceed expectations Are about what you expect Fall short of expectations I don't have any expectations Don't know</p> <ul style="list-style-type: none"> • Why do you say that? • Do you think people expect too much of the NHS or do we not demand enough from the service? PROBE FULLY • Do people have the same level of expectations of the NHS that they have from other services they use? PROBE FULLY AND PROMPT ON THE FOLLOWING: <ul style="list-style-type: none"> 1. Public services, like schools or bin collections 2. Companies, like mobile phone providers or utilities • IF THEY ARE DIFFERENT PROBE FOR REASONS WHY • How is this different in the different parts of the NHS? E.g. GPs, hospitals, mental health services? • What do you think the NHS expects from patients/users/the public? Do we meet these expectations? PROBE FULLY • What would you expect from a health service if you were paying for each appointment – how, if at all, would it be different from what you expect at the moment? • Thinking again about the relationship we have with the NHS what impact do you think our expectations have on our relationship with the NHS?
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7.10-7.15pm	<p>Challenges for the future of the NHS</p> <p><i>Purpose: The purpose of this part of the discussion is to understand the challenges the NHS currently faces, what this might mean for the service and what it might mean for the relationship between the public and the service.</i></p> <p><i>Before we move onto the next presentation, we have another polling question for you to answer.</i></p> <p>Q. Which of the following statements best reflects your thinking about the NHS? SINGLE CODE ONLY. REVERSE ORDER.</p> <p>The NHS is crucial to British society and we must do everything to maintain it The NHS was a great project but we probably can't maintain it in its current form Don't know</p>
7.15-7.25pm	<p>Plenary - Presentation: 'The NHS over the next 70 years'</p> <p><i>Purpose: To explain the challenges and opportunities for the NHS – framed as this is how things are at the moment, how do we need the NHS to change and how do we need to change to safeguard it for another 70 years. Focussing again on relationship angle and introducing concept of deal/contract.</i></p> <ul style="list-style-type: none"> • Chair / expert to present • Chair / expert to check participants' understanding and answer questions. • Chair to reinforce aims of the day
7.25-7.40pm	<p>Table discussion 2 – absorbing the presentation</p> <p><i>Purpose: To gather initial reactions to the presentation and start to explore the idea of the relationship needing to change. Moderator should bring through themes from previous discussions to inform this section.</i></p> <ul style="list-style-type: none"> • What did you make of the presentation? <ul style="list-style-type: none"> ○ Anything that surprised you? ○ What most concerned you about the future? ○ And what was most positive about the future? • What does this mean for the discussion we were having before about the role of the NHS? Does it need to change and if so how?

	<ul style="list-style-type: none"> • What does this mean for the role of the individual? Does it need to change and if so how? • What do you think about this idea of a deal/contract between the NHS? Do you think there is one? Do you think that's a good way of describing it/does that description match your view of the relationship? Why/why not? • Do you think the public's relationship with the NHS needs to change? • What does this mean for the funding of the NHS? Do we pay enough for it? Should we pay more/less? PROBE FULLY • Any questions about the scope of our discussions?
7.45-8.05	BREAK
8.05-8.30pm 8.30-8.50pm 8.50-9.15pm	<p>1: Prevention and keeping people healthy – KF CHAIR TO PRESENT</p> <ul style="list-style-type: none"> • When it comes to the health of the nation whose responsibility is it? PROMPT ON: <ul style="list-style-type: none"> ○ The individual/public ○ Government ○ The NHS • What should the balance be between the above? • Now thinking about the individuals – what responsibility do people have in looking after their own health? Why? • And thinking about the government beyond the NHS – what role should the government have in your health? What sorts of things should it do? What sort of things shouldn't it do? Why? • What sort of things do you think the government should do around prevention? What sort of things do you think the government shouldn't do? • What do think the balance is between what the NHS is for? USE SCALE PROVIDED IN PACK <ul style="list-style-type: none"> ○ Treating people when they are unwell ○ Keeping people healthy • What should the balance be between these two? PROBE FULLY • What do you think the NHS <i>should</i> be for? What shouldn't it be for? Why? • How does that differ from what it is at the moment?

- And what sort of things do you think the NHS should do around prevention?
- Examples to work through:
 - Should the government make more use of tax and regulation to discourage unhealthy lifestyles, for example taxing unhealthy food, introducing a minimum price for alcohol?
 - Should the NHS be tougher on people with unhealthy lifestyles, e.g. not allowing people to have non-urgent surgery like hip replacements if they are obese, not treating smokers for some conditions until they stop, similarly not giving liver transplants to alcoholics?
 - Is it better to spend money on preventing ill health than to treat it, or the other way round? Why do you say that?
- What do you think the impact of unhealthy lifestyles might be on the NHS? And the economy?
- What does this mean for the relationship the public should have with the NHS? Again does it need to change? MODERATOR TO PUSH ON THIS – IF IT IS INDIVIDUAL RESPONSIBILITY BUT IS LEADING TO THESE EXTRA COSTS FOR THE NHS – HOW DO WE GET INDIVIDUALS TO TAKE MORE RESPONSIBILITY?
- What does this mean for the contract/deal/give and get that we discussed earlier?

2. Using NHS services – KF Chair to present

Using services: Balance of responsibility

- What are your initial reactions to this?
- What does responsible usage of the NHS mean to you?
- Do you think you could do more to use the NHS responsibly? How? Do you think people should be fined for missing appointments? And what do you think should happen if someone goes to A&E when they didn't need to?
- Should the NHS do more to ensure people use services appropriately? PROBE FULLY
- What could the NHS do that would help people to use the services that are most appropriate for them and their condition? Do people themselves need to take more responsibility for using services appropriately?
- What does this mean for the relationship between the NHS and the public? DISCUSS RESPONSIBILITIES ON BOTH SIDES; what is the NHS responsible for? What are its users responsible for?

	<p>3: Funding – KF Chair to present</p> <ul style="list-style-type: none"> • What is your initial reaction to that? • Do you think the NHS needs more money? PROBE FULLY • Do you think the NHS spends money well? What makes you say that? Where have you heard about that? • How do you think the NHS should get more money? PROMPT: • Do you think it should introduce charges for some services? • Do you think it should stop providing some services or treatments? Which ones and why? USE STIMULUS PROVIDED TO PROMPT • Would you be willing to pay more taxes for the NHS? PROBE FULLY <ul style="list-style-type: none"> ○ What else would you need to see to be willing to pay more taxes? What do you expect in return for these taxes? ○ How would you judge that the NHS is spending your money well? ○ Is there anything that would make you be willing to pay more tax? • One idea being proposed is a dedicated NHS tax. This would be a new tax specifically for the NHS. The money from taxes would be ring-fenced for the NHS preventing it being used for any other purpose. What are your reactions to this? PROBE FULLY <ul style="list-style-type: none"> ○ Do you think that would affect your expectations of NHS services? ○ Is there something in particular you would want the money to be used for, or doesn't it matter? • What does the funding debate mean for the relationship between the NHS and the public? What is the give and get?
9.15 – 9.20	<p>Plenary 5 – The Deal</p> <p><i>Purpose: To introduce the Wigan idea and what we want to get to next.</i></p>
9.20 – 9.50	<p>Table discussion 3 – Developing the 'Deal'</p> <p><i>Purpose: This will be to summarise the evening's discussions.</i></p> <p><i>For each group, have two large pieces of paper with 'give' and 'get' or 'NHS' and 'individual' so participants can stick up post-it notes or similar.</i></p>

	<p><i>A lot of the conversations this evening have been around this idea of a relationship with responsibilities on both sides. We are now going to ask you to work this up in groups.</i></p> <ul style="list-style-type: none"> • How much do you think there is a 'Deal' between the public and the NHS? How does it reflect your relationship with the NHS? Does it? • What should the NHS' role be? What should it provide going forwards? <ul style="list-style-type: none"> ○ <i>Moderator to prompt around the following areas:</i> • What should the individual's role be? What should the individual do in return for this care? <ul style="list-style-type: none"> ○ <i>Moderator to prompt around the following areas:</i> • Use the three areas discussed previously to form the basis of this: prevention, responsible usage of treatments and services and funding – refer back to conversations • What would you call this? Moderator to prompt on: <ul style="list-style-type: none"> ○ A 'Deal' ○ Social compact ○ The 'Give and the Get'
9.50 – 10.00	<p>Plenary 6 – Wrap up and final voting</p> <p>REPORT BACK</p> <p>Sum up, thank and close, hand out incentives and explain next steps, including online community.</p>

Post-task via online community

Purpose: Follow-up work to understand participants' reflections following the event and explore what had most impact on them / their views .

- Having had some time to reflect since the workshop, what do you think now about the idea of the NHS, government and individuals all having responsibilities, written up like a deal / contract / charter? Was there anything that occurred to you afterwards that should be in a deal / contract / charter that you didn't think of at the time?
- What was the one thing that stuck in your mind from the workshop?
- What, if anything, have you been discussing with friends and family as a result of the workshop? Did talking to them about it change your views at all?
- Did your views about the NHS change as a result of doing the workshop, or do you still have the same views you did before?
- Is there anything you wish you had said at the workshop but didn't get the chance?