

Quarterly Communications and Engagement Update January to March 2017

Governing Body meeting

J

25 May 2017

Author(s)	Eleanor Nossiter, Strategic Communications and Engagement Lead
Sponsor Director	Nicki Doherty, Interim Director of Delivery - Care Outside Hospital
Purpose of Paper	
This paper provides a summary of communications and engagement activity and impact between January and March 2017.	
Key Issues	
Activity covered includes reputation management, staff communications and engagement to support priority areas of work and ensure the CCG is meeting its statutory duties.	
Is your report for Approval / Consideration / Noting	
For consideration	
Recommendations / Action Required by Governing Body	
The Governing Body is asked to note the work undertaken and its impact, and raise any questions	
Which of the CCG's objectives does this paper support?	
Objective 1: To improve patient experience and access to care Principal Risk: 1.1 Insufficient communication and engagement with patients and the public on CCG priorities and service developments, leading to decisions that do not fully meet needs	
Are there any Resource Implications (including Financial, Staffing etc)?	
No, however work is currently underway to review communications and engagement capacity	
Have you carried out an Equality Impact Assessment and is it attached?	
This report covers previous activity and therefore an EIA is not appropriate. Individual EIA screening processes have been carried out for specific pieces of work.	

Have you involved patients, carers and the public in the preparation of the report?
<p>This paper highlights how we have involved patients, carers and the public in the last quarter.</p>

Communications and Engagement Update January to March 2017

Governing Body meeting

25 May 2017

1. Introduction

This report provides an overview of communications and engagement activity and impact during the last quarter of 2016-17. A review of the CCG's communications and engagement approach is underway, including an assessment of capacity and resources, to ensure effective support for the CCG's priority areas of work. The findings, along with recommendations, are due to be presented to the Senior Management Team in June and a revised strategy will be brought to Governing Body for discussion and approval.

2. Communications

2.1 Reputation management

Work has continued to focus on building a positive reputation for the CCG and raising awareness of our commissioning work and priorities. A more detailed overview of media and digital activity is attached as Appendix 1 but the following is a brief summary:

2.1.1 Media

- A regular media presence was achieved with a total of 43 mentions, all of which were either positive (54%) or neutral (46%).
- These resulted from media releases issued on a range of topics, including work to support the Stay Well this winter campaign, the Healthy Minds project, which provides mental health support to schools across Sheffield and Cancer Talk Week. We also worked with the Sheffield Star on features for International Women's Day, with Governing Body GP Marion Sloan being interviewed on women's health myths and Maddy Ruff contributing an article on female leadership in Sheffield.
- 36 media enquiries and interview requests were managed, with outcomes including a front page article in the Sheffield Star praising NHS staff for partnership work to avert a winter 'crisis', Dr Zak McMurray and Director of Public Health Greg Fell taking part in a phone-in on BBC Radio Sheffield and Maddy Ruff being interviewed by Calendar News on the work taking place to improve health and social care.
- Media handling work also helped to ensure balanced reporting of some potentially negative issues. This included interest in the tender process for Birch Avenue nursing home, where our aim was to reassure relatives and the public that there were no plans to close the home or reduce the service offered to residents, and support for two local practices following the publication of their CQC inspection reports to help assure patients that the issues identified for improvement were being addressed effectively.

2.1.2 Social media

- We've continued to increase our Twitter following, which rose by over 1000 during the last quarter, taking our total to over 11,000 followers.
- The most frequently used hashtags over the last quarter were around Stay Well This Winter, Shaping Sheffield, Time to Talk (mental health) and the Smear for Smear cervical cancer campaign.

2.1.3 Annual Report

- Preparing the annual report has been a key focus of communications work during this quarter. This year's report has been designed as a photo album, to showcase a variety of the CCG's achievements in a visually appealing form alongside the statutory information required.

2.1.4 Shaping Sheffield overview

- An overview of the Shaping Sheffield plan has been developed to provide a reader-friendly summary to share with staff and people in Sheffield. This will help to support communications and engagement activity, and is in the process of being approved by partners.

2.2 Internal Communications

2.2.1 Staff

- Following the review of staff communications channels, a number of changes have been made including redesigning weekly e-bulletin to make it easier to read and holding Fika on different days and times to increase attendance.
- The new briefing system has also helped to improve communication, with monthly formal briefings being followed up with team meetings to discuss issues in more detail, and a monthly staff exchange which provides opportunity to discuss topics in greater depth. An online question facility has also been set up to allow staff to raise questions or make suggestions anonymously.
- The remit and membership of the staff engagement group has been reviewed, with a view to strengthening staff input into operational issues and decisions, and the group has been re-launched as the Staff Forum.
- Key areas of focus for staff communications have been the Sustainability and Transformation Plan (STP) and plans for developing an accountable care system.

2.2.2 Members

- The next phase of the review will focus on improving communications with member practices, which will begin in April.

2.3 Stakeholder relations

- The annual 360 stakeholder survey was carried out during January and February, and support provided to encourage responses from participants.

3. Engagement

The main focus for the last quarter of the year continued to be supporting priority areas of work and work to help develop an effective infrastructure for high quality, impactful engagement, in line with the refreshed objectives outlined in the previous report to Governing Body.

3.1 CCG priority areas of work

Urgent care

- This has been the main priority during the quarter, with an intense period of targeted engagement work being undertaken to inform the development of options for a new service model.
- Activity focused on vulnerable and seldom heard groups, such as homeless people and those living in deprived communities, and we worked with organisations supporting these communities to collect feedback on current usage and experiences, as well as the potential impact of any changes to the current system.

Impact: Feedback from almost 300 people has been obtained, offering a wealth of information to inform urgent care work and other commissioning. This is being reviewed by the urgent care steering group and used to develop options, ensuring that these take into account the needs of these vulnerable groups and address any inequalities. Information regarding other service areas is being shared with portfolios to inform their commissioning.

Primary care

- Activity has mainly focused around providing engagement advice and support to practices considering mergers and branch closures. These include Crookes Valley and Harold Street Medical Centres, Richmond Road Surgery and Beighton Health Centre.
- The focus going forward is to progress plans to support the delivery of the primary care strategy and GP Forward View, which has begun with discussions with practice participation groups around the CCG's approach.

Impact: This has ensured that the CCG meets its statutory obligations and that patients at the practices have opportunity to influence decision-making.

Shaping Sheffield

- The task and finish group has continued to meet to develop plans for engaging local communities. The initial focus will be on self care and keeping well, and a variety of activities are being planned. These will take place after the conversations around the STP have been completed.
- The Shaping Sheffield event on 9th March provided a platform for greater engagement with local communities, as well as stakeholders and statutory bodies. Local 'activists' facilitated part of the event, that was led by Roz Davies from Sheffield Flourish, and began a productive conversation between local communities and city leaders.

Impact: This will ensure that people in Sheffield are aware of and have chance to influence the delivery of Shaping Sheffield.

Working Together

- Additional work was carried out to increase responses to the Working Together consultations on hyper acute stroke and children's surgery and anaesthesia services. This included attending clinics at these services to get feedback from patients and external resource was brought in to carry out telephone surveys for all the south Yorkshire CCGs.

Impact: This resulted in final response rates for Sheffield of 180 for the stroke consultation and 170 for the children's surgery consultation, ensuring the views

of people in Sheffield will be well-represented. The feedback is currently being reviewed and will inform the final decision on the proposals in June this year.

Sustainability & Transformation Plan (STP)

- Work to discuss the STP for South Yorkshire and Bassetlaw with the public began in February.
- Healthwatch and Voluntary Action Sheffield were commissioned to run a series of focus groups and discussions with local community groups.
- A variety of other activities were also organised to reach as many people as possible, including discussions with GP patient participation groups and disseminating information through our Involve Me network, plus work with CCG staff.

Impact: Feedback from these conversations is being used to help shape how we deliver the STP and plan further engagement.

3.2 Other work

- Children's respite services: advice and support was provided to ensure appropriate engagement with families around proposed changes to children's respite services
- Continuing Healthcare: an engagement plan has been developed to support the development of a new short breaks (respite) policy for Sheffield, in partnership with Sheffield Council.
- Patient Transport Services: facilitated and supported the involvement of patients in the procurement evaluation.
- Elective care: survey carried out to inform plans to move ECG services from acute to community settings.
- Dermatology: planning started for engagement in proposals to move services from acute to community settings

Impact: has ensured the CCG is meeting its statutory responsibilities, as well as its commitment to making sure patients and the public are effectively involved in commissioning. This will ultimately also help ensure that services meet patients' needs.

3.3 Developing an effective infrastructure to enable high quality engagement

3.3.1 PRG network

- We have held two further network meetings for GP patient participation groups (PPGs) to support wider engagement in our commissioning with topics including prescribing changes, the GP Forward View, the STP and PPG development.
- The number of practices represented has increased and feedback has been very positive. At the request of attendees, a half-day conference is now being planned for the summer.

Impact: This is helping to develop PPGs and increase their engagement in our commissioning. It has also made PPGs more aware of some of the key issues facing primary care so that they can consider how they can support their practice. Feedback from attendees has been fed into the wider engagement work on the STP and has also influenced decision-making eg regarding prescribing guidelines.

3.3.2 Developing community contacts

- We have maintained regular contact with Healthwatch to ensure ongoing dialogue about patient engagement and experience in the city.
- Work is underway with Care Opinion (formally Patient Opinion) to explore opportunities for using their online system for public engagement,.
- The Urgent Care engagement has strengthened our links to local support organisations across the city and will provide a foundation for greater partnership working in the future.

Impact: relationships developed and strengthened to support more effective engagement

3.3.4 Strategic Patient Experience, Engagement and Equality Group (SPEEEG)

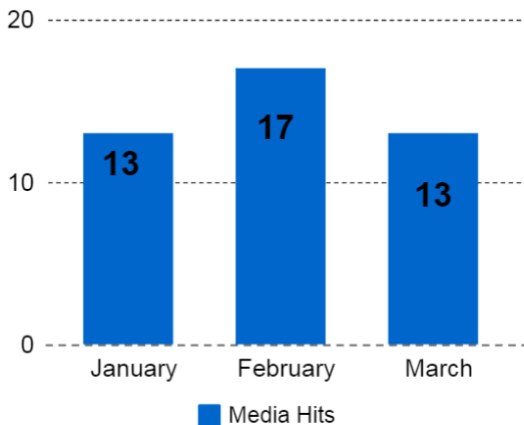
- The group has gained assurance on a number of areas of engagement work, including the approach to children's respite services, urgent care and the STP.
- Assurance has also been gained that the outputs from the cancer engagement work are being used effectively to inform planning and how the learning from the approach taken will be shared more widely across the CCG.
- Work is underway to make the group a formal sub-committee of the governing body to strengthen the CCG's approach to engagement, equality and patient experience.

Impact: Assurance provided to Governing Body that engagement work is being carried out appropriately and used to influence commissioning, in line with statutory requirements.

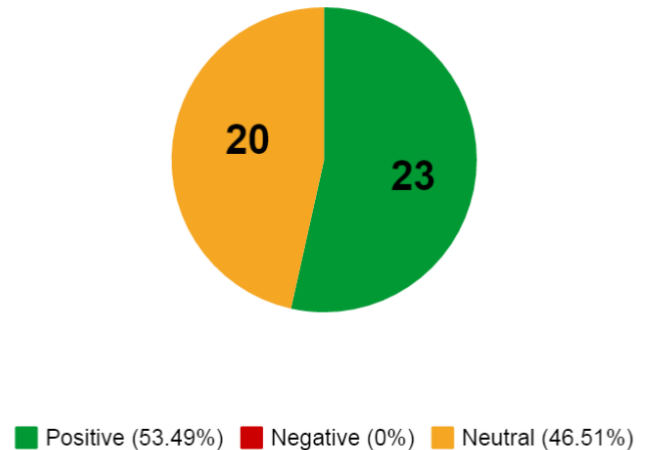
Communications Update January 2017 - March 2017

Media

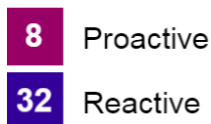
Total number of media hits



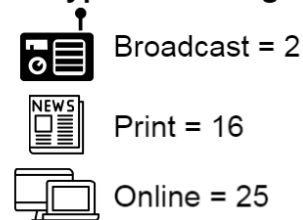
Tone of the media coverage



Press Releases and
Media Enquiries



Type of coverage



Digital



Public Facing Website
Total number of hits: 25,554

Staff / Member Intranet
Total number of hits: 147,976



Social Media



Total number of tweets sent: 540
Total number of retweets: 422

+1000 follower increase from January 2017