

Quarterly Communications & Engagement Update

Governing Body meeting

Thursday 1 March 2018

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Purpose of Paper	
This paper provides a summary of communications and engagement activity and impact between August 2017 and January 2018.	
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: <ul style="list-style-type: none"> • 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	
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?	
This paper highlights how we have involved patients, carers and the public in the last quarter.	

Communications & Engagement update August 2017 - January 2018

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1. Introduction

This report provides an overview of communications and engagement activity and impact during the six months ending 31 January 2018.

This period includes the work around difficult decisions, gluten free prescribing consultation and urgent care consultation, which spanned both communications and engagement and had a significant impact on media activity and reputation management.

2. Communications

2.1 Reputation management

The majority of work focused on handling the consultations mentioned above, with other proactive work having to take a backseat during this time due to the volume of activity. An overview of media and digital activity is attached as Appendix 1 but the following is a brief summary:

2.1.1 Media

- Our media presence increased significantly with a total of 101 mentions, compared to 64 for the previous six months. This increase was largely due to the urgent care consultation, which accounted for 34 of the articles. Of the total mentions, 21% were positive, 54% neutral and 25% negative.
- 18 proactive media releases were issued on a range of topics, including the CCG's Annual Public Meeting, the launch of the Dance to Health initiative, additional GP appointments over the bank holiday and Choose Well over winter. This also included feature articles on mental health in schools, mental health commissioning and a review of our year for the Sheffield Telegraph.
- 75 media enquiries and interview requests were managed, a 340% increase on the previous six month. Just over a quarter of these (21) related to the urgent care consultation, but there was a lot of enquiries relating to other topics including the gluten free prescribing consultation, Birch Avenue, GP practice closures and mergers and commissioning approaches on issues such as IVF and hip and knee replacements.
- The 34 articles on the urgent care consultation included the front page of The Sheffield Star, features on BBC Radio Sheffield and Calendar News, and articles in community magazines, political party newsletters and student publications.
- For this work, we also assessed message penetration to monitor how effective we were in getting our key messages covered. These related to encouraging people to have their say and that the CCG was listening to feedback; improving access to urgent GP appointments and that the walk-in centre and minor injuries unit would be replaced with urgent treatment centres. 78% of coverage included

all 3 key messages, 18% included 2 out of 3 of the key messages and 4% included just one key message.

2.1.2 Social media

- We've continued to use Twitter and Facebook to support priority areas of work, as well as a variety of national and regional health campaigns. A total of 643 tweets were sent and 128 Facebook posts, generating a further 570 followers on Twitter and a further 70 followers on Facebook.
- The most frequently used hashtags over the last quarter were around Stay Well (winter campaign), urgent care consultation events, the APM and Time to Talk (mental health promotion)
- Social media was also key to raising awareness of the urgent care consultation, with the videos shared via the CCG Facebook account generating 1474 views. All feedback generated via Twitter and Facebook is being included in the consultation analysis.

2.1.3 APM

- This year's APM was themed on children and young people and included presentations from Chilypep and a Q&A session with students from Sheffield College. It also included a visit from medal winners from the Special Olympics, which were held in Sheffield last summer. Over 100 people attended the event, 80 of whom were members of the public, and it received very positive feedback.

2.2 External communications

2.2.1 Medicines Management Campaign

- Due to the need to prioritise work on the gluten free prescribing and urgent care consultations, it was agreed not to proceed with the medicines management campaign originally planned for this period.

2.3 Internal Communications

2.3.1 Staff

- We have maintained the monthly team briefings and staff exchange forums, which ensure staff are kept up to date on key issues and have chance to discuss these in their teams.
- Key areas for staff communications have continued to be the financial challenges facing the CCG, QIPP, and plans for developing an accountable care partnership in Sheffield. Priority areas of work, such as urgent care and the hospital services review, have been covered at the monthly staff exchanges to provide a more detailed overview.

2.3.2 Members

- Communications for members during this period primarily focused on the urgent care consultation, aiming to encourage feedback from practices and support discussion on issues raised.
- Work is now underway to support the GP Forward View delivery and
- Communications work to support Neighbourhoods has continued, with further promotion of good practice and ideas across the different neighbourhoods.

2.3.3 For Pete's Sake campaign

- Work continued to support the development and implementation of the "For Pete's Sake" campaign. This urges us all to remember the person behind the patient, whether we are caring for them directly or planning services, and think about what 'one thing' we could do to improve their experience.
- Work has included the development of a poem and film to bring the campaign to life and emphasis the 'call to action' to all staff. The film was only made possible due to the support of colleagues from the CHC and medicines management teams, who nobly undertook the starring roles and helped source the locations for filming.
- NHS England launched the film at their north region nursing conference in October. The campaign is being implemented across the CCG initially, and will then move to a Sheffield-wide approach, before working with NHS England to roll it out nationally.

3. Engagement

3.1 CCG priority areas of work

Delivering our priorities under financial pressure

- In August, work focused on engaging people in discussions around the financial challenges the CCG is facing and approaches to managing them. This included a large-scale public event attended by over 40 members of the public and smaller discussion groups.
- Following the decision to consider suspending gluten-free prescribing for adults, we supported a formal consultation process, which ran from 8 September to 20 October.

Impact: This provided valuable information to help governing body members decide on the best approach to take and ensured that we met our responsibilities to involve local people in commissioning decisions.

Urgent care

- This was the main focus of work between August and January, with preparations taking place in August and intensive activity during the consultation period to ensure we heard from people across the city. Responses were reviewed weekly to help target activity and encourage participation. A review of the process is being undertaken by the Strategic Patient Engagement, Experience and Equality Committee and will be shared with Governing Body members at a later date.

Impact: The consultation succeeded in generating an excellent response rate of over 2300 responses. All feedback is being analysed to inform decision-making and will help to ensure that we find the best solution for delivering urgent care services in Sheffield. While there has been some cynicism about the consultation from members of the public, we also received a lot of positive comments about the process and the discussions we had at public meetings and drop-ins.

Integrated Care System (ICS) – Hospital Services Review

- We have supported engagement work for the hospital services review, which has been the main area of work during this period, facilitating involvement of Sheffield representatives in the regional event that was held in December.

Impact: This ensured that people in Sheffield had the opportunity to give their views and help shape plans for the delivery of hospital services in the future.

3.2 Other work

Children's short-break services:

- We have continued to provide advice and support to ensure appropriate and proportionate engagement with families who are likely to be directly affected by proposals for changes to the service.
- Subsequently, we have supported the development of plans for the consultation on the proposals, which began in February.

Adult short-breaks:

- Provided ongoing advice and input to support the development of a new adults' short breaks (respite) policy for Sheffield, in partnership with Sheffield Council.

Dementia review

- Developing plans for engaging people with dementia and their carers in work to improve the current pathway for dementia services in Sheffield.
- This will be based on understanding their experience of current services to help identify areas for improvement and will begin with a review of all existing feedback to identify any areas where there are gaps in information.
- The work is being done in partnership with Age UK, the Alzheimer's Society and Healthwatch.

Impact: will ensure that we maximise the involvement of people with dementia and their carers in the review and help to develop a pathway that meets the needs of people in Sheffield.

3.3 Developing an effective infrastructure to enable high quality engagement

3.3.1 Patient Participation Group (PPG) network

- The meeting in October covered the urgent care consultation and work on policies of limited clinical value and clinical thresholds.
- Work is currently underway on the next meeting, which is on 22 March. Main topics will include the GP Forward View and developing community services
- We are also reviewing how we feed back the outcomes of discussions to the members to demonstrate the impact of their participation.

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.

3.3.2 Strategic Patient Experience, Engagement and Equality Committee (SPEEEC)

- Work has been undertaken to support the group becoming a committee of the governing body, including ensuring all necessary governance arrangements and processes were put in place. Two members of the public have been recruited and joined the committee in November.
- The group has overseen the consultation process for urgent care, as well as gaining assurance on a number of areas of engagement work, including the progression of work on both adult and children's respite services and the gluten free prescribing consultation.

- Other areas of work have included ensuring actions are put in place to address issues raised in patient feedback on interpreting services and reviewing GP participation group activity.

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

Eleanor Nossiter/Sue Norton
Strategic Communications & Engagement Lead

February 2018

Communications Update

August 2017 - January 2018

Media

13

Proactive Campaign
Press Releases

^ up 30%

75

Media Enquiries
with Responses

^ up 340%



6 broadcast
mentions



52 print
mentions

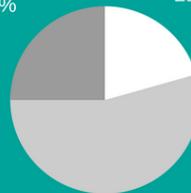


43 web
mentions

Tone of all media coverage

Negative
25%

Positive
21%



Neutral
54%

Social Media

Overall number
of tweets/posts

New followers/
page likes

Overall
reach



128

70

50k



643

570

517k

Website & Intranet



60k

Individual visits to
the public website



453k

Individual visits to
the staff intranet

Making urgent care work better in Sheffield

Have your say

Media Overview

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Mentions in the media & press

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Media Enquiries with Responses



BBC Radio
ITV Calendar



Sheffield Star
Yorkshire Post



Political & Community Newsletters

Key Messages:



Improving access to urgent GP/Primary care appointments

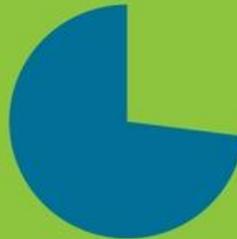
Urgent Treatment Centres replacing WIC/MIU

Have your say/we're listening

73%

of all coverage included all three messages

(not including reader letters)



Social Media



1474 views of our videos on Facebook



53 likes and 62 shares on Facebook content



Great response on Twitter

Working with you to make Sheffield
HEALTHIER

NHS
Sheffield
Clinical Commissioning Group