

Communications & Engagement Update

Governing Body meeting

H

3 October 2013

Author(s)/Presenter and title	Katy Davison, Communications and Engagement Manager
Sponsor	Idris Griffiths, Chief Operating Officer
Key messages	
<p>The CCG is making significant progress in steps to ensure engagement is embedded throughout the organisation</p> <p>The CCG is starting to establish a good local presence via media and social media so that the public understand who is responsible for spending Sheffield's NHS budget</p> <p>The CCG continues to work hard to ensure engagement of its staff and members</p>	
Assurance Framework (AF)	
<p><b>Risk Reference (RR) Number</b> 1022 (2012/13)</p> <p><b>How does this paper provide assurance to the Governing Body that the risk is being addressed?</b>          Proactive and reactive media work.          Regular assessment of actions in campaigns/consultation meetings.</p> <p><b>Is this an existing or additional control</b> 2012/13 AF 1.6.1</p>	
Equality/Diversity Impact	
<p><b>Has an equality impact assessment been undertaken?</b> No</p> <p><b>Which of the 9 Protected Characteristics does it have an impact on?</b> Good communications and engagement should have a positive impact on all 9 characteristics</p>	
Public and Patient Engagement	
See paper	
Recommendations	
<p>The Governing Body is asked to:</p> <ul style="list-style-type: none"> <li>Note and comment on the report and suggest any additional next steps.</li> <li>Approve that a Communications and Engagement Update is brought to Governing Body on a quarterly basis.</li> </ul>	

## Communications and Engagement Update

### Governing Body meeting

3 October 2013

#### 1. Introduction / Background

- 1.1. This report highlights the communications and engagement activity that has taken place for the Clinical Commissioning Group since June 2013 and the development of communications and engagement mechanisms that are underway.

The CCG has frequently referenced its commitment to achieving excellent communications and engagement. We know that positive communications about the CCG are important to support people to want to become engaged with us, and in maintaining the reputation of the NHS brand, in which the public need to invest trust. Positive engagement will allow us to work with our patients and public to ensure that the health service in Sheffield works for them.

The Communications and Engagement Strategy previously agreed by the CCG underpins all of the activity highlighted here.

#### 2. Communications

##### 2.1. Media

New media recording mechanisms have been in place since July 2013. This section of the report therefore relates to media activity for the months of July and August 2013.

There were 16 media 'hits' received by the CCG across the months of July and August, of these 12 were positive and 4 were neutral. None of the coverage was negative about the CCG. This coverage was the result of the communications team handling 15 reactive media enquiries and issuing 9 proactive press releases. The type of coverage was recorded as:

Local Broadcast media (eg Calendar, Look North, Hallam FM, BBC Radio Sheffield): 4

Local Print media (eg Sheffield Star, Sheffield Telegraph): 7

National sector print media (eg HSJ): 4

Local Community Newsletters: 1

A reoccurring theme to which the local media regularly returns is the A&E activity, this is in line with current national media interest. In Sheffield it resulted in a front-page story in the Sheffield Telegraph: *Hospitals face £8.6m emergency overspend*

A media coverage email, including links to the stories is distributed to Governing Body members monthly and can be found on the intranet.

An NHS Sheffield CCG Media Handling Protocol giving guidance on how to respond to media approaches for Governing body members, staff and CCG members can be found on the intranet.

## **2.2. Digital**

### **2.2.1. Public Facing Website**

The mechanism for collecting detailed website activity data for [www.sheffieldccg.nhs.uk](http://www.sheffieldccg.nhs.uk) has only been in place since mid-August. We are however able to track overall use of the site, and we can see that it has grown steadily month on month since it was launched in April, with only a small dip in page views for August (traditional at this time of year).

The detailed statistics below are compiled using the new mechanism and relate to a month's activity from 16 August – 16 September.

Over the course of this 1 month period the website has received over 2000 visitors and 8000 page visits.

Of the 2000 visitors over the month, around 1500 have been new visitors, with approx. 500 returning visitors.

More than 1600 of the 8000 page visits have been to the home page (1200 unique page visits to the home page), which is the most popular page. The 5 most popular pages are: Home page; About us; Contact us; Governing Body; Our projects

Trends show us that:

- Most people visit the site Monday-Friday
- Most of our visits are from within Sheffield
- 42% of visitors come to our site from google, 23% direct from the URL, 14% from the old PCT public facing site
- On average people visit the site for between 1-8 minutes

Content development for the public facing site is on-going. The process for having content uploaded to the internet is available on the communications page of the intranet.

### **2.2.2. Staff/ Member Intranet**

The new staff and member intranet was launched at the beginning of September 2013 after some engagement with staff and members to help with the development. Anecdotal feedback so far has suggested that the new site is well liked, with some suggestions for next stage developments already received.

The site should now be the launch page for all staff and practice computers. The site will be available on the NHS network, but will also be available for use off the network by staff and members with a password. It has expressly been designed to be as much a useful tool to the CCG's member practices, as for the directly employed staff and includes direct links to the PRESS portal for referrals and education, links to support for medicines and prescribing, information and IT and safeguarding, amongst others.

Ideas for future development are actively encouraged to: [sheccg.comms@nhs.net](mailto:sheccg.comms@nhs.net) and content and design development are on-going. The process for having content uploaded to the intranet is available on the communications page of the intranet.

### **2.2.3. Social Media Activity**

NHS Sheffield CCG has had a significantly increased Twitter presence since early summer 2013 and in the two and a half months since 1<sup>st</sup> July we have increased our Twitter following by 500, to 5500 followers.

We are currently further developing our social media approach so that we are better able to engage with our communities through this medium.

An NHS Sheffield CCG Social Media Handling Protocol is available on the intranet.

@NHSSheffieldCCG

Direct Tweets issued:

June: 14

July: 27

August: 28

Direct tweets are complemented by re-tweets - our own re-tweeting of other people's messages and other people re-tweeting our messages.

## **2.3. Imagery**

We are currently building the imagery that we hold for the CCG, including pictures of Sheffield, Sheffield people, and Sheffield's healthcare community.

We are looking to develop a single image that can be used with the CCG logo to represent the CCG's strapline – *Working with you to make Sheffield healthier*, and which incorporates members of the Sheffield public.

## **2.4. Internal Communications**

In the wake of all of the organisational changes that have taken place since April 2013 we have approached internal communications with some enthusiasm, particularly in respect of the fact that we have two distinct audiences to engage with – our directly employed staff; and our GP Member Practices, and it is important that both are fully engaged with the CCG and our aims and objectives.

Our key messages for staff and members have centred around our 4 portfolio approach to communications:

- Acute services
- Mental Health, Dementia and Learning Disabilities
- Long Term Conditions, Cancer and Older People
- Children, Young People and Maternity

Each of these portfolio areas is becoming the focus of an edition of Connect - our staff and member magazine - and a campaign plan to accompany the edition is also in place for each.

The following regular communications mechanisms are in place:

Connect Magazine (bi-monthly)  
Weekly e-bulletin for staff  
Weekly e-bulletin for practices  
E-bulletin for practice nurses  
Intranet  
Chair's blog on intranet following Gov Body meeting

We also have plans to film the Chair after each Gov Body meeting, discussing his highlights of the meeting, to show to staff via the intranet. Further internal communications mechanisms are also being explored.

These written communications also complement the verbal communications mechanisms in place, including Directorate Team Briefs, PLIs and the Accountable Officer's briefings.

## **2.5. Additional Communications Activity**

### **2.5.1. Marketing/ Campaigns**

Additional to the media, internal communications and digital activity. The CCG has also undertaken some marketing/ campaign activity in the period since June 2013.

A leaflet about circumcision has been developed and distributed to practices and community venues. GP Margaret Ainger led on content development, and engagement from community members around content was sought. The leaflet has also successfully now been translated into Urdu following a community request.

Communications activity to support the Patient Transport Services contract, 111 launch, and Home of Choice changes were also undertaken.

Plans for a winter campaign are currently under development.

### **2.5.2. Award Entries**

The CCG has entered into a number of awards categories for the HSJ Awards and the NHS Leadership Awards.

We have had two award applications successfully shortlisted for the HSJ Awards - 'Improved Partnerships between Health and Local Government' category with Sheffield City Council for developing Sheffield's Health and Wellbeing Board and bringing integration of health and local government services a step closer; 'Quality and Productivity', for their Medicines Management Team Information System which is ensuring that more patients are getting the best drugs for their condition and while ensure the best value for money for the health economy.

We are awaiting feedback from the applications to the NHS Leadership Awards.

## **3. Engagement**

### **3.1. PPI Plan**

Working with Lead GP Ted Turner, lay members Mandy Forrest and Mark Gamsu and Director of Business Planning and Partnerships Tim Furness we have been supporting the development of a PPI (Patient, Public Involvement) Plan, which will

be discussed at Executive Team this month and then brought to a future Governing Body meeting.

A public meeting in July helped to build public enthusiasm and contribution towards this.

### **3.2. Commissioning Intentions Crowd-sourcing**

As part of exploration into the initial thoughts of the public and patients about our commissioning intentions we used new technology to 'crowd-source' on the intranet. We are now assessing the success of this as a mechanism in a suite of engagement tools.

### **3.3. Patient Experience**

We are working with the patient experience lead in the Clinical Quality Team to ensure triangulation of all engagement we receive from patients and the public, whether actively sought by us, or given to us or a provider as part of service feedback.

### **3.4. Supporting the engaging patient**

We have worked with patients to adapt our processes so that they are more enabling for the public. For example we have reduced the time it takes to pay expenses to patients who are contributing their time engaging with us, from seven weeks to four, and we are continuing to endeavour to reduce this further.

## **4. Recommendations**

The Governing Body is asked to:

- Note and comment on the report and suggest any additional next steps.
- Approve that a Communications and Engagement Update is brought to Governing Body on a quarterly basis.

Paper prepared by Katy Davison, Communications and Engagement Manager

On behalf of Idris Griffiths, Chief Operating Officer

September 2013