

Communications and Engagement Update

Governing Body meeting

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9 January 2014

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Key messages	
<ul style="list-style-type: none"> • The CCG is making significant progress in steps to ensure engagement is embedded throughout the organisation • The CCG is building an increasing local presence via media and social media so that the public understand who is responsible for spending Sheffield's NHS budget • The CCG continues to work hard to ensure engagement of its staff and members 	
Assurance Framework (AF)	
<p>Assurance Framework Number: 1.1 & 1.2</p> <p>How does this paper provide assurance to the Governing Body that the risk is being addressed? Overview of all proactive and reactive media work. Overview of engagement mechanisms. Inclusion of assessment of actions in campaigns/consultation meetings.</p> <p>Is this an existing or additional control: Existing</p>	
Equality/Diversity Impact	
<p>Has an equality impact assessment been undertaken? Not applicable</p> <p>Which of the 9 Protected Characteristics does it have an impact on? Good Communications and Engagement should have a positive impact on all nine characteristics</p>	
Public and Patient Engagement	
Please list PPE activity: See paper	
Recommendations	
The Governing Body is asked to note and comment on the report and suggest any additional next steps	

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1. Introduction / Background

1.1. This report highlights the communications and engagement activity that has taken place for the Clinical Commissioning Group since the last report in October 2013, it therefore covers the months of September, October and November.

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

There were nine media 'hits' received by the CCG in September; 13 in October; and 17 media hits in November. This shows a steady increase from the eight per month average that was recorded for July and August, and compares with approximately five media hits per month received by other CCGs in the area.

Only one of the articles across the three month period has been classed as negative (3%). 71% is positive coverage, and 26% is neutral.

This coverage was the result of the communications team handling 14 reactive media enquiries and issuing 16 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, Yorkshire Post): 21

National health-sector print media (eg HSJ): 4

Local Community Newsletters: 4

National Print media: 5

Other regional print media: 1

Key stories during this period have included a front page exclusive for the Sheffield Star about additional winter money investment, stories about winter health and NCSEM investments.

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

Over the course of this three month period, the website has received over 9000 visits (3000 per month) and 33,000 page visits (11,000 per month).

Of the 9000 visits over the month, around 6500 (2167 per month) have been new visitors, with approximately 2500 returning visitors.

These figures indicate that we continue to increase traffic to the site, the more content that is added and the more media work we undertake. In the last report to Governing Body we were averaging 2000 visits, 1500 new visitors and 8000 page visits per month.

More than 7000 of the 33,000 page visits have been to the home page which is the most popular page. The five most popular pages are: Home page; About us; Contact us; Governing Body; Our projects. These are the same top five as in this last report.

Trends show us that:

- Most people visit the site Monday-Friday
- Most of our visits are from within Sheffield
- Most of our visitors come to our site from search engines, the second largest amount of traffic is driven to our site from another site (possibly the old PCT site), then direct by typing in the URL
- On average people visit the site for six minutes

Content development for the public facing site is ongoing.

An exercise for gathering public opinion on the website is underway, the most common emerging theme is that people can't yet find the information that they would like. This feedback will play into the ongoing development of the site content.

Whilst we have been unable to obtain detailed web statistics for other CCG web pages, Rotherham and Barnsley CCGs have kindly let us know that hits to their homepage per month average at 600 and 1700 respectively.

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.

As with the public site, new content and developments are constantly evolving. An exercise for gathering opinions on the site has had some limited feedback, this feedback will be taken on board as the site develops.

2.2.3. Social Media Activity

NHS Sheffield CCG has had a significantly increased Twitter presence and this continues to show with an increasing number of followers. Since the October paper to Governing Body we have added a further 400 followers, and now have 5995 followers.

In an analysis of CCG Twitter accounts across the UK, we have found that their use of the social media varies and that population size is unlikely to have a bearing on followers as much as social media activity. We looked at Sheffield in comparison with 13 other CCGs of similar geographical size and found that currently Sheffield has the highest Twitter following of the 14.

In comparison with other Yorkshire CCGs, Doncaster and Barnsley have slightly higher numbers of Twitter followers (6104 and 6169 respectively), with Rotherham, all three Leeds' CCGs, East Riding CCG, HRW CCG, Harrogate CCG and Vale of York CCG all having considerably less followers.

We are currently further developing our social media approach so that we are better able to engage with our communities through this medium. We now regularly tweet from our Governing Body Meetings.

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

@NHSSheffieldCCG

Direct Tweets issued:

September: 19

October: 35

November: 48

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

In a random sample of the last 35 new followers of NHS Sheffield CCG, 10 were individuals, 25 were organisations.

2.3. Internal Communications

Since the last update to Governing Body, each of our four portfolios have had an edition of Connect featured around them:

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

A campaign plan to accompany the edition, which included wider communications and materials was also delivered. For future editions of Connect Magazine we are looking to take a more 'newsy' approach with a section to give updates from all of

the portfolios. We are also working with the portfolios to explore how we can further communicate their work.

In addition to the communications channels highlighted in the last Governing Body paper, we have also added to the communications channels a film of the Chair after each Governing Body meeting, discussing his highlights of the meeting. This has already received positive feedback.

Work with the OD group and Staff Engagement Group is also underway to explore further opportunities for better internal communications.

2.4. Additional Communications Activity

2.4.1. Marketing/ Campaigns

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

Most notable is the winter campaign featuring Choose Well. The winter campaign has been designed to use the presence that the national Choose Well brand has developed over previous years. We have utilised low cost mechanisms for reaching as many people as possible, most significantly distributing new print materials across the city, including to non-NHS venues such as hair-dressers and libraries. We have also developed a strand of the campaign aimed specifically at parents, with materials distributed to children's centres and play centres across the city.

Campaigns currently under development, include a campaign to increase the number of people signed up to the CCG's engagement database.

3. Engagement

3.1. PPI Plan

Working with Lead GP Ted Turner, Lay Members Amanda Forrest and Mark Gamsu, and Director of Business Planning and Partnerships Tim Furness, we have supported the development of a PPI (Patient and Public Involvement) Plan, which was agreed at a previous Governing Body meeting. This was launched at the public meeting in November and, as a result, members of the Sheffield community signed-up to join the CCG and offer their perspective in the future.

3.2. Commissioning Intentions

Building on the 'crowd-sourcing' activity in August, the revised Commissioning plans have been sent to 85 people who have asked to be kept informed of our work. The public have been asked to comment, attend an event arranged in partnership with Healthwatch in early February or invite the CCG to attend community meetings. With the aim of reaching a greater number of the Sheffield population we are undertaking some of this work with community organisations, as well as utilising media and social media to give the opportunity as widely as possible for people to communicate with us about our Commissioning Intentions

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 worked with colleagues to develop systems so that people who want to engage with us using methods that aren't online / do not have hidden 'out of pocket' expenses e.g. cost of postage.

3.5 Patient Engagement and Experience Group

Draft Terms of Reference have been prepared for the first meeting of this group that will provide assurance to the Governing Body that legal duties are being adhered to and that best practice is being implemented within the organisation. Membership is proposed as: Lay Members Mark Gamsu and Amanda Forrest, Lead GP Ted Turner, Director of Business Planning and Partnerships Tim Furness, Communications and Engagement Manager Katy Davison, HealthWatch Chief Officer Jason Bennett, and Chief Nurse Kevin Clifford.

3.6 The CCG 1000

Plans are in place to begin recruitment to the 'CCG 1000' – the aim being that by the end of 2014 at least 1000 people will be actively involved and engaged with our work. More detail on this will be brought to future Governing Body meetings.

3.7 Partnership Working with Healthwatch

Operational meetings with Healthwatch are proving valuable and a genuine partnership approach is developing. This has included each organisation having a presence at events delivered by the other. A joint event is planned to discuss our commissioning intentions with the VCF sector, community partners and the public.

4. Recommendations

The Governing Body is asked to note and comment on the report and suggest any additional next steps.

Paper prepared by Katy Davison, Communications and Engagement Manager

On behalf of Idris Griffiths, Chief Operating Officer

December 2013