

Quarterly Communications and Engagement Quarterly Update

Governing Body meeting

1 December 2016

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Sponsor	Penny Brooks – Chief Nurse
Is your report for Approval / Consideration / Noting	
Consideration and Noting	
Are there any Resource Implications (including Financial, Staffing etc)?	
No	
Audit Requirement	
<u>CCG Objectives</u>	
<i>Which of the CCG's objectives does this paper support?</i>	
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	
<u>Equality impact assessment</u>	
This paper is based on previous activity and therefore an EIA is not appropriate. Individual EIA screening processes have been carried out for specific pieces of work.	
<u>PPE Activity</u>	
This paper highlights how we have involved patients, carers and the public in the last quarter.	
Recommendations	
The Governing Body is asked to consider and note the contents	

Communications and Engagement update July-October 2016

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1. Introduction

This report provides an overview of communications and engagement activity and impact over the past four months. The CCG has an increasingly demanding agenda and effective communications and engagement is vital to deliver this successfully. A review of the CCG's communications and engagement approach is currently underway to determine how to best support the delivery of the CCG's agenda and priority areas of work, as well as make best use of available resource.

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 provides a brief summary:

2.1.1 Media

- A regular media presence was achieved with a total of 55 mentions, all of which were either positive (80%) or neutral (20%).
- These resulted from media releases issued on a range of topics, including choose well, the CCG's annual public meeting, flu vaccinations and improvements to the IAPT service. We also handled 24 media enquiries and interview requests.
- In addition, more in-depth profile opportunities were supported to help raise awareness of the CCG's priorities and the approach to addressing the challenges facing the health service. These included an interview with Maddy Ruff in the Sheffield Star and a Q&A feature with Tim Moorhead in the Sheffield Telegraph.

2.1.2 Social media

- We continue to use social media to support campaigns and key messages
- The most frequently used hashtags over the last four months were around the Move More campaign, Shaping Sheffield, Sheffield PRGs and flu vaccinations.
- We've increased our followers in this time by 579, taking our total to over 10,000.

2.1.3 Annual Public Meeting (APM)

- This year's APM was based on a 'Question Time' format, chaired by Nancy Fielder, editor of The Sheffield Star.
- As well as showcasing achievements from the past year, the event aimed to provide an update on the CCG's future plans and start conversations around

our financial challenge. The other objective was to ensure information was relevant and accessible to the audience.

- The event was attended by over 90 people, approximately half of which were members of the public.
- Evaluation showed that the objectives had been met. 95% rated the event as good or excellent, and 100% of the people who completed the evaluation said they would be interested in attending similar events in the future. The Q&A opportunity was particularly valued, with people saying they would have liked a longer meeting to allow time for more questions.

2.2 Internal Communications

Work to improve communications with staff and members is underway, with a review of current channels taking place.

2.2.1 Members

- A special edition of Connect was produced for the Members' Council meeting, covering both news and updates and feedback on issues raised at the previous meeting.

2.2.2 Staff

- A survey was carried out over the summer to gather feedback from staff on the various engagement activities in place and suggestions for any improvements. The staff engagement group is currently reviewing the responses and developing actions in response to the feedback.
- Notes from staff briefings are now being circulated to all staff to help ensure those who are not able to attend still receive information. A formal team brief process is being introduced, where the briefing will be followed up with team meetings to discuss issues in more detail.

2.3 Stakeholder relations

- A briefing meeting was held with local MPs to update them on key areas of work. Issues discussed included neighbourhoods, mental health, primary care and the development of the Sheffield place-based plan.

3. Engagement

The approach to engagement has been reviewed and refocused to support the delivery of the CCG's agenda and priority areas of work, and to make best use of available resource. The over-arching aim remains as stated in the strategy, to place local people at the heart of all our commissioning discussions and decisions, but also to ensure that engagement genuinely influences our commissioning. Work for the rest of the year will focus on supporting CCG priorities and ensuring an effective infrastructure is in place to enable the delivery of high quality, impactful engagement

3.1 CCG priority areas of work

The following is a brief summary of engagement activities undertaken to support CCG priority areas of work between July and October:

Primary care

- We are developing plans to engage on areas to support the delivery of the primary care strategy. The initial focus is to work with patients and local people on plans to focus GP time on patients with more complex needs and make greater use of the skills of other health professionals based in practices.

Urgent care

- An engagement plan has been produced to support the development of urgent care proposals. This focuses on working with the main users of the walk-in centre to understand reasons for use and ease of access.

Neighbourhoods

- We have developed some guiding principles to help neighbourhoods undertake engagement.
- The team has also helped to shape and facilitate several of the big tent events and a diabetes engagement event.

Shaping Sheffield

- Establishing and maintaining links with partner organisations in the city, to enable their input and contribution to Shaping Sheffield, whilst highlighting innovative activity from communities for dissemination as neighbourhood models emerge.
- A task and finish group has been set up with partners to develop a joint engagement plan. This will focus on engaging on the specific programmes and priority themes rather than the plan itself, with the aim of achieving a co-production approach.

Working Together

- The Working Together consultations on hyper acute stroke and children's surgery and anaesthesia services launched on 3 October and will run until 20 January. We have worked with the Working Together team to publicise the consultations and have held two local public meetings to discuss the proposals with people in Sheffield.
- As of 15 November, 60 responses to the stroke consultation have been received, 11 of which are from Sheffield postcodes. Seven of the Sheffield responses agreed with the proposals and four disagreed, with the main concerns expressed relating to treatment and travel times. Overall, 23 agree and 36 disagree.
- 49 responses to the children's consultation have been received, nine of which are from Sheffield postcodes. Six of the Sheffield responses agreed with the proposals and three disagreed. (Overall, 26 agree and 25 disagree). Option 2, our preferred option, is also the majority of respondents' preferred option which would mean children being treated in Pinderfields, Doncaster and Sheffield. The main concern expressed is Sheffield Children's ability to manage the extra numbers.

Sustainability & Transformation Plan (STP)

- We are contributing to the development of a joint engagement plan for the STP, with a view to beginning this process in the New Year.

3.2 Other work

Cancer services

- An intensive engagement process was carried out to inform the cancer five year plan. This focused on screening and living beyond cancer, and targeted

the more vulnerable communities that were identified in the equality impact assessment.

- A key part of the approach included training volunteers to carry out peer conversations to capture views, supporting the development of skills in our local communities.

Non-emergency Patient Transport Services procurement

- The CCG's engagement team has led the coordination of engagement for the Non-Emergency Patient Transport Service procurement across South Yorkshire.
- We have recruited and trained three patient representatives from across South Yorkshire to help evaluate five specific questions relating to patients and their experience of the service.
- The evaluation process is taking place between 29 November and 9 December and the questions will hold a 9% weighting in the overall assessment of the providers' proposals.

3.3 Developing an effective infrastructure to enable engagement

3.3.1 PRG network

- We have set up a network for practice reference groups and patient participation groups to support wider engagement in our commissioning.
- The first meeting was held in July and was attended by 50 PRG members, representing 18 GP practices across Sheffield.
- The meeting was well-received, with members being keen to share good practice and work with other PRGs, and interested in areas including prevention and social prescribing.
- The next meeting will take place on 30 November, with the main topics being the primary care strategy and new prescribing guidelines, as well as opportunities to share best practice and learning across PRGs.

3.3.2 Developing community contacts

- To develop further relationships with local communities, we have established a 'conversation' group comprising graduates from the Introduction to Community Development and Health course run by Sheffield Council.
- This is intended to provide additional links between the CCG and local communities and facilitate discussions on health and local health services, as well as providing a potential method of engagement for the neighbourhoods.
- Two meetings have taken place so far: the first looked at how the relationship will work and key issues for all involved, and the second focused on Shaping Sheffield.

3.3.3 Building capability

- A volunteering policy is being developed to support the effective involvement of patients and the public. This has been produced with feedback from public representatives and will be circulated to Involve members for comments.
- A training session on consultation requirements was arranged for senior managers and delivered by The Consultation Institute.

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

- SPEEEG meetings have taken place in September and November, and covered a number of topics, including urgent care and neighbourhoods.

- The focus of the group has been reviewed to ensure it is providing maximum value to the CCG and new guidelines produced for staff attending. As well as assuring the process and approach to engagement, equality and patient experience, greater emphasis will be placed on the impact of these activities and assuring that information is used to influence commissioning.

3.4 Other activity

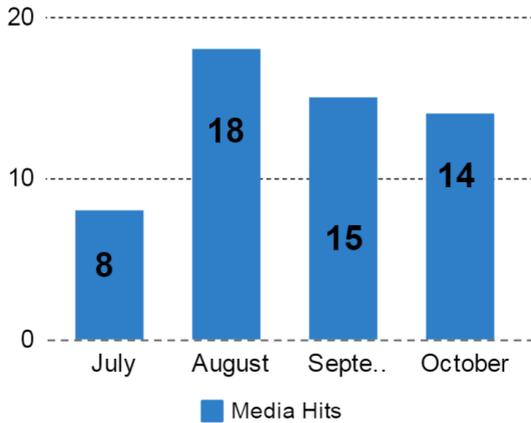
3.4.1 Healthwatch

- We have worked with Sheffield Council to develop the specification for the new provider and support the procurement process.

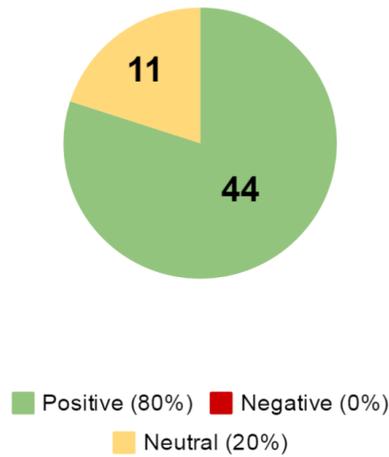
Communications Update July 2016 - October 2016

Media

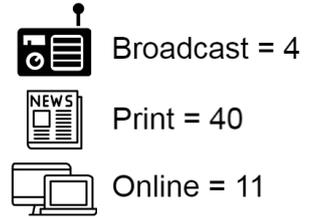
Total number of media hits



Tone of the media coverage



Type of coverage

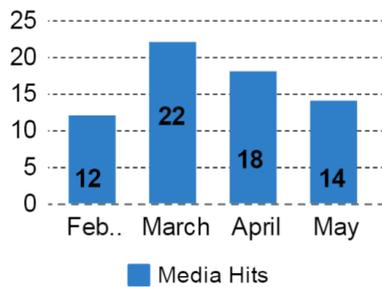


Press Releases and Media Enquiries

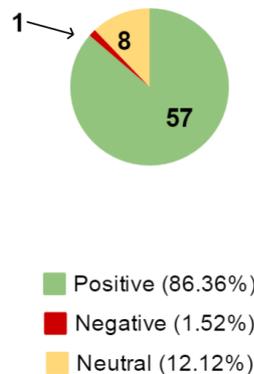


In comparison to February 2016 - May 2016

Total number of media hits



Tone of the media coverage



Type of coverage



Press Releases and Media Enquiries



Public Facing Website

Total number of hits: 28,096

Total number of hits last quarter: 29,485

Digital



Staff / Member Intranet

Total number of hits: 261,630

Total number of hits last quarter: 192,756

Social Media



Total number of tweets sent: 451

Total number of retweets: 482

+579 follower increase from July 2016 to October 2016