

## Communications and Engagement Update

Governing Body meeting

N

5 July 2018

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| <b>Sponsor Director</b>   | Nicki Doherty, Director of Delivery - Care Outside Hospital                              |
| <b>Purpose of Paper</b>   |  |
| This paper provides a summary of communications and engagement activity and impact between 1 February 1 and 31 May 2018.  |  |
| <b>Key Issues</b>   |  |
| Activity covered includes reputation management, staff communications and engagement to support priority areas of work and ensure the CCG is meeting its statutory duties.  |  |
| <b>Is your report for Approval / Consideration / Noting</b>   |  |
| For consideration   |  |
| <b>Recommendations / Action Required by Governing Body</b>  |  |
| The Governing Body is asked to consider and note the work undertaken and its impact, and raise any questions  |  |
| <b>Which of the CCG's objectives does this paper support?</b>   |  |
| Objective 1: To improve patient experience and access to care<br>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 |  |
| <b>Are there any Resource Implications (including Financial, Staffing etc)?</b>   |  |
| No  |  |
| <b>Have you carried out an Equality Impact Assessment and is it attached?</b>   |  |
| 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 and Engagement Update**

### **Governing Body meeting**

**5 July 2018**

#### **1. Introduction**

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

This period includes the work around the end of the formal consultation period for urgent care and describing next steps and the children's short breaks consultation. Both these areas spanned communications and engagement and had a significant impact on media activity and reputation management. There was also on-going coverage of the Continuing Healthcare reviews and Birch Avenue and Woodland View.

Efforts to improve proactive output resulted in coverage around the Diabetes Prevention Programme, the DNA man campaign launch, nursing awards and Care Navigation.

#### **2. Communications**

##### **2.1 Reputation management**

The majority of work focused on handling the urgent care consultation feedback and next steps as mentioned above, and the Continuing Healthcare Reviews, plus the planned move of the Meadowgreen practice with concerns raised about public transport access to the new site.

An overview of media and digital activity is attached as Appendix 1 but the following is a brief summary:

##### **2.1.1 Media**

- There were a total of 73 mentions over the four months, once again largely due to the urgent care consultation and on-going coverage of Continuing Healthcare (CHC) Reviews. 40% of the media coverage related to urgent care and 16% related to CHC/Birch Avenue/Woodland View.
- Of the total mentions, 33% were positive, 51% neutral and 16% negative.
- 40 media enquiries and interview requests were managed; 28% of the media enquiries we received related to urgent care and 15% related to CHC/Birch Avenue/Woodland View. There were a lot of enquiries relating to other topics including the children's short breaks consultation, the proposed move of the Meadowgreen GP practice, mental health funding and adult social care funding.
- Since March there has been a sustained effort to increase the proactive media work to ensure that we promote some of the work taking place across the CCG and within teams and with partner organisations. This has included the launch of the DNA man campaign to encourage people to cancel GP appointments they cannot make, information about the Diabetes Prevention programme as part of Diabetes Week, the cancer information hub at the Moor Market, our award winning nurses and the Care Navigation programme, as well as work to proactively support the urgent care

consultation. Another proactive campaign we were part of was BBC Radio Sheffield's mental health awareness week in March.

### **2.1.2 Social media**

- 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 204 tweets were sent and 108 Facebook posts, generating a further 309 followers on Twitter and a further 56 followers on Facebook.
- The overall reach for Twitter was more than 188,000 and for Facebook over 34,000.
- Top hashtags included: #PreventingType2 – in support of the Diabetes Prevention Week, including interview with Kris, who runs one of the programmes – these videos have been watched over 800 times. #MoveMore – getting ready for move more month and encouraging others to take part #WinterWisdom – our own hashtag which, during the snow, shared helpful tips and 'life hacks' on how to stay well and keep warm and safe.

### **2.1.3 NHS70 and APM**

- The planned NHS70 celebrations and the Annual Public Meeting on July 12 have been linked, with a lookback at the changing face of healthcare over the decades.
- Supported planning of the events, providing materials and developed a dedicated NHS70 page on the website to use for stories and case studies.

## **2.2 Corporate communications**

### **2.2.1 The Annual Report and Accounts**

- Supported the information gathering, writing and production of the annual report and accounts to ensure we meet the statutory reporting requirements and deadlines and also produced a lively and engaging summary version ready for the APM.

### **2.2.2 Hospital Services Review Report**

- The Hospital Services review Report was published in early May and we supported the stakeholder communications as well as internal briefings.

## **2.3 Internal Communications**

### **2.3.1 Staff**

- Supported internal activities relating to mental health week and HR Wellbeing and Personal Resilience training – including creating a video to introduce the session.
- 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. This included a staff exchange on directors' objectives to help support the PDR process for all staff.
- The monthly staff exchanges have also included updates on the newly integrated Information, Performance and PMO team, an urgent care update and more information about the Neighbourhoods.
- Key areas for staff communications have continued to be the financial challenges facing the CCG, staff health and wellbeing, the staff survey, the impact of GDPR (General Data Protection Regulation), the Care Quality Commission local system review, For Pete's Sake, the NHS Pay review and regular updates on the accountable care partnership in Sheffield and the Integrated Care System.

### 2.3.2 Members

- Support was provided for the Members' Council meeting in March to provide members with updates on key developments and areas of work.
- Communications has continued to focus on Neighbourhoods.

### 2.3.3 For Pete's Sake campaign

- Continued to support the development and implementation of the "For Pete's Sake" campaign. The campaign 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 creation of pledge packs for staff, pledge coasters and case study templates to share real stories about how people's pledges have made a difference.

## 3. Engagement

### 3.1 CCG priority areas of work

#### Urgent care

- This has continued to be a major area of work between February and May, with the focus being on the analysis and consideration of the consultation feedback. This required considerable input from both communications and engagement, including managing public questions, further petitions and a protest by Save Our NHS, and supporting further stakeholder and public engagement.

**Impact:** The support from the team is helping to ensure the CCG meets its statutory duties and that feedback from the public and other key stakeholders is used to plan and improve services.

### 3.2 Other work

#### Primary care changes

- Meadowgreen – supported the practice with engagement activity and advice on equality duties. Practice received approximately 250 survey responses and engaged with MPs and councillors. EIA completed and will be revised following engagement feedback.

#### Children's short-break services:

- Supported the consultation on children's NHS short breaks services (also known as respite care) for children with complex health needs.
- The consultation ran from February 15 to March 28 and included information and feedback form to service users' families and a drop-in session.
- Supported reporting of activity to SPEEEC.

#### Adult short-breaks:

- Supported the development and delivery of engagement to develop the adults' short breaks (respite) policy for Sheffield, in partnership with Sheffield City Council.
- Engagement ran from 23 February to 23 March and included a survey sent to all service users and focus groups.
- Also supported reporting of activity to SPEEEC.

**Impact:**

Has ensured that the CCG meets its statutory responsibilities and that the voices of service users are heard and used to inform commissioning.

**Dementia review**

- Review of existing patient feedback carried out to identify common themes and gaps in information carried out by Healthwatch.
- Engagement work undertaken by Alzheimer's Society and further activity planned with Age UK focused on carers.
- Additional activity being planned to target the gaps in information identified in Healthwatch's analysis, such as feedback from BME communities.

**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 March covered the urgent care consultation, person-centred care and the hospital services review, as well as a presentation on the work one Falkland House PPG.
- Feedback from attendees has also been shared with both the Strategic Patient Engagement, Experience and Equality Committee and the Primary Care Co-commissioning Committee, as well as fed into the ACP primary care workstream.

**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. Information has also been gained to inform the CCG and ACP approach to supporting practices to ensure engagement with their patients.

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

- The committee has continued to assure work in these areas, including 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 adult short breaks and the consultation on children's respite services.
- Other areas of work have included engagement plans for the ACP and the patient experience strategy.

**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, Deputy Directors, Communications, Engagement and Equality

June 2018

# Communications Update

February - May 2018 inclusive

## Media

12

Proactive Campaign  
Press Releases

^ up 38%

40

Media Enquiries  
with Responses

v down 20%



9 broadcast  
mentions



31 print  
mentions

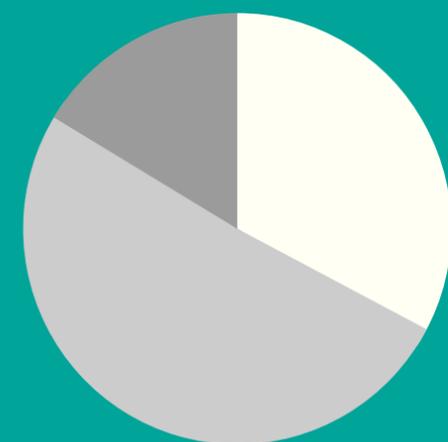


33 web  
mentions

## Tone of all media coverage

Negative  
16%

Positive  
33%



Neutral  
51%

## Social Media

Overall number  
of tweets/posts

New followers/  
page likes

Overall  
reach



108

56

34.3k



204

309

188.6k

## Website & Intranet



33k

Individual visits to  
the public website



182k

Individual visits to  
the staff intranet