

Communications and Engagement Quarterly Update

Governing Body meeting

1 November 2018

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Author(s)	Lucy Ettridge, Deputy Director, Communications, Engagement and Equality
Sponsor Director	Nicki Doherty, Director of Delivery, Care Outside Hospital
Purpose of Paper	
This paper provides a summary of communications and engagement activity and impact between 1 June and 30 September, 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 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.

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1. Introduction

This report provides an overview of communications and engagement activity and impact during June, July, August, and September 2018.

This period includes the announcement of our decision to reconsider options on urgent care, NHS 70 and our Annual Public Meeting (APM) which led to positive media coverage. There was also coverage of the issues with access to GP appointments.

Proactive media coverage led to positive coverage on the urgent care decision, our sepsis plan, self-care advice for the August Bank Holiday, and the Macmillan Cancer Information Hub.

2. Communications

2.1 Reputation management

The majority of work focused on handling the urgent care consultation, and proactive and reactive handling of Woodland View.

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

2.1.3 Media coverage

- There were 53 mentions in local and regional media over the four months. This is 20 fewer mentions than the previous four months.
- Fifteen of these were triggered by proactive PR created by the CCG (up by 15%) and 20 reactive enquires which means we responded to queries by to media to the CCG (down by 40%).
- The vast majority (91%) of the coverage was positive or neutral in tone (up from 84% last time). More coverage was positive (31%) than negative (9%) – net positive of +22%.
- The majority of the CCG's media coverage was in print (57%), 36% was online and 6% was on broadcast media.
- Themes of coverage: NHS70, varying responses to our urgent care decision, experiences around GP waiting times and celebrating the Macmillan Cancer Information Hub.

2.1.4 Social media

- The CCG has continued to use Twitter and Facebook to deliver key messages and support priority areas of work, as well as a variety of national and regional health campaigns.
- A total of 379 tweets were sent (up 86%) and 97 Facebook posts (down 10%).
- We have 12,385 followers on Twitter (up 197) and 547 likes on Facebook (up 42).

- The overall reach for Twitter was more than 357,000 (up 90%) and for Facebook over 34,000 (no change).
- Top three tweets were:

NHS Sheffield CCG @NHSSheffieldCCG Have you had a baby in the last year? The amazing team at [@sheffieldhosp](#) are offering a free drop in physiotherapy group for new mums looking for info on recovery and exercise. More info >> [ht.ly/lkXF30IClyM](https://t.co/lkXF30IClyM), **2,766** impressions.

NHS Sheffield CCG @NHSSheffieldCCG CCG has agreed to reconsider the urgent care plans for minor illness and minor injuries. We will develop alternative options and consult the public next year. **1,551** impressions.

NHS Sheffield CCG @NHSSheffieldCCG 6 in 10 smokers want to quit and Stoptober is the perfect time for you to give up smoking. Join us this Stoptober and make the best choice for your health and your wallet > [ht.ly/58nu30m65WC](https://t.co/58nu30m65WC) pic.twitter.com/6SOSZHfudf. **1,332** impressions.

- Top three Facebook posts were:

A huge happy birthday to the NHS from all of us at the CCG! Thank you for all your well-wishes today. Here we are looking chipper in our favourite colour ❤️ #NHS70 **187 reactions, comments and shares**

"Care isn't one-size-fits-all anymore, and to make sure we cater for these complex histories we need to take a more person-centred approach." - Dr Anthony Gore takes us through some of the great recent changes in general practice >> <http://bit.ly/sheffanthony> #NHS70 **52 likes, comments and shares**

Our Infection, Prevention and Control Nurse Lisa Renshaw was invited down to Buckingham Palace this year - the Prince of Wales praised the "unsung and unseen" hard work of Lisa and her colleagues who are engaged in front line nursing across the country. You can read more about our hard working staff in our Annual Report >> <http://bit.ly/sheffar18> **49 reactions, comments and shares**

- Highlights on Facebook also include using Facebook Events to promote our APM, sharing the event wider and giving us the opportunity to reconnect with interested people later, as well as supporting the Cancer Information Hub to set up a Facebook Group, providing information and services, which now has 680 members.

2.1.5 Website

The website is still popular, with 34.7k individual visits to the public website (almost 2k more than last quarter).

The website has been consistently maintained, and the communications team are planning a full audit of all the information on the website. Training has been developed so key members in other teams have access to upload policies/board papers as soon as they are published.

Plans are also in place to make the website more accessible, ensuring we fully comply with the Accessible Information Standard.

2.2 Corporate communications

2.2.3 NHS 70

July was full of celebrations for NHS70 for both colleagues and the public. Events for CCG staff included a very successful Bake Off event, a special staff briefing where staff shared stories and funny experiences, a video that highlighted the achievements of staff, as well as many other health and wellbeing events across the birthday week.

We produced a video highlighting the achievements of the NHS over the past 70 years, which included talking to staff (including GPs) and a number of patients from all walks of life. We also published a number of interviews with different clinical leads on the website – Steve, Anthony and Tim all spoke about the differences between their work now, and when they started.

We also promoted a lot of the national NHS70 initiatives, sharing events, #NHS1000miles (an initiative to get patients exercising more) and self-care messages on social media. The Annual Public Meeting and Annual Report had an NHS70 theme, reflecting on the positive differences between then and now.

2.2.4 Accountable officer's weekly blog

In August, Maddy started to write and share her reflections on her working week including key developments on the CCG and ICS.

“Maddy’s Weekly Message” is shared with all staff and GP practice each week.

So far some of the key themes have been on challenges facing general practice, ACP priorities and health and wellbeing of staff.

The blog has been well received by staff and members.

2.2.5 Internal Communications

Staff

From June to September, the Communications team developed and supported a number of varied projects for staff.

In June, 16 different teams took part in Move More month. As well as promotion, the team also helped create a scoreboard for the kitchen to mark progress, and planned a number of different exercise events, including sessions with personal trainers and lunch time walks.

July was full of celebrations for NHS70, as listed above. We also helped promote a number of talks and learning lunches in July as part of safeguarding week.

August and September continued to include a lot of wellbeing and charity events for staff, including the Macmillan Coffee Morning (where we raised £184) and the t.a.l.k FIKA, where staff learned more about the new HR approach to effective communication and working between colleagues. The comms team helped to organise these events, assisting with promotion, logistics, and in the case of t.a.l.k, sharing knowledge and good practice around how to create a strong narrative for what we’re trying to achieve as an organisation.

The Communications team also conducted an Internal communications survey, which was extremely helpful and will be an annual fixture for the team. 95 colleagues filled out the Internal Communications Survey, and gave us lots of positive feedback. We also are putting together an action plan based on recommendations – the plan will include exploring ways to make the Weekly Round Up more forward-focused (instead of being a reflection of the week past), making the intranet more accessible, and exploring new ways to develop further internal campaigns (like the ones listed above) for staff to get involved in.

2.3 Engagement

Urgent care

- A Patient Reference Group was established in early June with representatives from patient participation groups, the voluntary and community sector, Save Our NHS and wider community networks to help continue the dialogue about urgent care in the City, beyond the consultation phase.
- During this period we worked with the market leaders the Consultation Institute to follow national best practice on considering all public and stakeholder views to inform decision making of PCCC.

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 was used to inform the CCG's decision.

Primary care changes

- Continued support to Meadowgreen on consultation report and equality impact assessment.
- Mathews Practice – guidance and planning for possible scenarios.

Impact:

- Patient voice has helped inform the decision making process around a major service change in primary care, identifying key concerns of patients to be heard and allowing for appropriate and proportionate measures to be taken to reduce impact on affected groups.
- The guidance delivered by the team is allowing the primary care team to plan their work in an evolving situation so they can make the most informed decisions in line with the statutory duties of the CCG as a commissioner of primary care.

Dementia review

- CCG commissioned Age UK and Alzheimer's Society to engage with patients identified as a gap in knowledge from existing patient engagement and experience data.
- Held meeting with key engagement stakeholders across ACP to discuss direction of travel.

Impact:

- This work is shaping the draft Dementia Strategy which will be engaged on from November.
- This engagement is being planned as a partnership between all statutory organisations across Sheffield as well as Dementia Action Alliance.

Hospital services review

- Sheffield CCG engaged seldom heard groups to provide their views in relation to the recommendations in the Hospital Services Review.
- We engaged more than 30 people from Chinese Community and carried out 11 semi structured interviews in areas of deprivation in Sharrow.
- CCG Staff given opportunity to contribute – via survey.

Impact:

- The findings have been shared with the ICS team to inform the HSR strategic outlines case.
- Issues raised by the Chinese community on interpretation and translation services have been triangulated with other data from different communities and shared with the CCG contracting team. Further public engagement is being planned.

Other work:

- CCG has started to develop relationships with Faithstar and started to explore how the cross-hub health group (equality network) could run effectively in the future
- Supported development and offered advice regarding volunteering infrastructure for dance for health.
- Continued to support the team in the pre-consultation engagement phase on Adult Short Breaks

3.3 Developing an effective infrastructure to enable high quality engagement

3.3.1 Patient Participation Group (PPG) network

- The meeting in June focused on a case study of a local PPG - Falkland House, person centred care planning, and hospital services review.
- In September we had a presentation on how the money flows in the NHS, introduction to the GP patient survey, and engaging about major service change in GP practice

Impact:

- The feedback from PPG Network members will be included in guidance to GP practices, the primary care team and the Primary Care Commissioning Committee to allow them to understand what patients feel are appropriate and proportionate efforts to engage with them during major service changes in GP Practices that may affect them.

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

The following items have been discussed at the last three meetings:

- July - Urgent care, volunteer policy, equality objectives and approach
- August - Urgent care, ICS
- September - urgent care, dementia engagement report, over the counter medicines & local minor ailments scheme, mental health portfolio
- The committee has continued to assure work in these areas, including the equality process for urgent care, as well as gaining assurance on a number of areas of engagement work, including the progression of work on dementia strategy.
- Other areas of work have included engagement plans for the ACP and the patient experience strategy.

A workshop will be held in November in place of the regular meeting to have time out to reflect on the work of SPEEEEC and areas to refocus.

Impact:

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

Forward plan

Over the next 4 months, the communications and engagement team's priorities will be:

- Promote the case for change on urgent care
- Engage stakeholders and public on better provision of urgent care
- Lead on winter communications plan for the system
- Create CCG narrative and promote to staff, public and stakeholders
- Consult on adult short breaks
- Joint engagement with partners on dementia strategy
- Joint engagement and proactive communications with SHSC on enhanced community services for people with a learning disability, and their carers
- Joint communications plan with partners on mental health transformation
- Start to share joint ACP communications with staff and key stakeholders.
- In final stages of development on volunteer policy. Aiming for sign-off by governance sub-committee in November, followed by staff training and implementation phase

PR

- Promoting CCG vision and work via proactive PR with the chair, Dr Tim Moorhead
- Promote extended access to primary care (hubs).
- Social prescribing at practices
- Practices involved in park run
- Practice nurse awards

4. Recommendations

The Governing Body is asked to note the work undertaken and its impact, and raise any questions

Paper prepared by Lucy Ettridge, Deputy Director, Communications, Engagement and Equality

On behalf of Nicki Doherty, Director of Delivery – Care Outside of Hospital

October 2018

Appendix 1 – Communications summary

