

Communications and Engagement Update

Governing Body meeting

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5 September 2019

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Purpose of Paper	
This paper provides a summary of communications and engagement activity and impact between 1 April – 31 July 2019, first 4 months of the year.	
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	
Governing Body Assurance Framework	
<p><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.</p>	
Are there any Resource Implications (including Financial, Staffing etc)?	
No	

Have you carried out an Equality Impact Assessment and is it attached?

Please attach if completed. Please explain if not, why not

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.

Communications and Engagement Update 1 April 2019 – 31 July 2019

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1. Introduction

This report gives an overview of communications, engagement and equality activity and impact during April, May, June and July 2019. This includes media coverage, social media, staff communications, and engagement with the public and patients.

This report will now be presented every 4 months, to ensure consistency of reporting periods to help with trend analysis and to coincide with public meetings.

2. Communications

2.1 Media coverage

During this period the majority of work focused on handling the comms for the urgent care engagement, and proactive and reactive handling of the 360 report and improvement plan.

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

- Over these 4 months, there were 47 mentions in local and regional media.
- 14 of these were triggered by proactive PR created by the CCG and 15 reactive enquiries which means we responded to queries from the media to the CCG. The rest were third parties talking about the CCG and therefore we did not have an opportunity to shape the story.
- The majority (57%) of the coverage was positive or neutral in tone. 43% of the coverage was negative, which was higher than the last reporting period (32%).
- The majority of the CCG's media coverage was in print (52%), 47% was online and 2% was on broadcast media.
- Themes of coverage: Improvement plan, Maddy Ruff resignation, Tim Moorhead resignation, positive coverage about primary care networks and the APM, and some balanced coverage around CHC and Woodland View.

2.2 Social media

The CCG to use digital channels as a proactive primary channel of communications, with the frequent promotion of good news on social media and our website.

- A total of 131 tweets were sent and 72 Facebook posts.
- We had 187 new followers on Twitter and 52 additional followers on Facebook.
- The overall reach for Twitter was more than 167,000 and for Facebook 27,316

Table 1: Social media statistics

	April - July 2018	July 2019	Difference
Facebook likes	532	697	+31%
Twitter followers	12,121	13,048	+8%
Facebook reach	19,6007	27,316	+42%
Twitter impressions	299.7k	167k	-42%

Top three tweets were:

1. The governing body approves a new joint health and wellbeing strategy (with [@SheffCouncil](#)). Our goal is to close the gap in life expectancy by improving the health and wellbeing of the poorest and most vulnerable fastest. [#SCCGGovBody @felly500](#) **3,414 impressions**
2. At this year's Annual Public Meeting on Thursday 11 July, join us to share ideas and discuss how we can improve the health of the people of Sheffield, by providing more services closer to home. To register your free place, follow the link >> <https://bit.ly/2WYb8E9> **3,461 impressions**
3. The South Yorkshire and Bassetlaw screening team have been out in Sheffield meeting with the Chinese community to raise awareness of the screening programmes available https://twitter.com/DBH_NHSFT/status/1116376839411445761 **3,021 impressions**

Top three Facebook posts were:

1. Are you passionate about improving maternity services for women and their families in Sheffield? We are looking for a Chair of our Maternity Voices Partnership (MVP). For more information or if you are interested in applying, please e-mail SHECCG.ChildrensCommissioning@nhs.net **Reach 1,938**
2. Want to work in our amazing Communications Team? We're now hiring for a Communications Assistant. More information <https://www.jobs.nhs.uk/showvac/1/2/915514533> **Reach 1,470**
3. Happy Friday everyone! We hope you're looking forward to the long weekend. If you're unfortunate enough to get ill this weekend, remember to choose the right service. You can find more info here > <http://ow.ly/jst550tweGw> #helpushelpyou **Reach 1,126**

2.3 Website

The website is still popular, with almost 71K individual visits to the public website.

The website has been consistently maintained, and the communications have developed training so key members in other teams have access to upload policies/board papers as soon as they are published.

Table 2: Website traffic

	April – July 2018	April – July 2019	Difference
Users	25,797	24,590	-5%
Page views	74,520	70,963	-5%

2.4 Corporate communications

Improvement plan

In line with our communications plan, the CCG have been proactive on communicating the publication of our improvement plan with staff, stakeholders and the public.

We have continued to communicate with staff including you said we did on quick wins.

APM

This year, teams from the CCG and some of our partners had stalls at our Annual Public Meeting in July where attendees could browse and ask questions about a range of services.

The event kicked off with introductions from Tim Moorhead, Brian Hughes and Mark Gamsu, followed by a video reflecting on the CCG's achievements over the past year. The video was instead of having a printed summary of the annual report. You can watch the video on our [website](#).

Volunteers Week

We Co-ordinated a celebration of the contribution volunteers made to the work of the CCG, in collaboration with the national Volunteers Week team.

Volunteers were sent hand written cards that were created to reflect the national branding that tied in with national media coverage.

2.5 Internal Communications

We continued to communicate with staff via our usual channels of weekly roundup, staff briefings and team brief. The focus has been on development and publication of the improvement plan, the new year priorities around finances, operational plan and procurement plan, and changes to senior managers and new arrivals to governing body.

Other topics included:

- Transforming Care programme
- You said we did on quick wins
- International Nurses Day Celebrations Wednesday 15 May 2019
- Primary care networks and funding for 6 neighbourhoods
- Preparing for PDRs (appraisals)
- Health and Wellbeing Week – w/c 15 April
- Autism Champion at the CCG for autism awareness week
- SEND action plans
- Urgent care review
- Values Week 2019
- NHS 71st birthday

3. Engagement

This period, there have been numerous engagement activities primarily to inform our commissioning decisions. This is reported in the following section.

In July, Sheffield CCG was rated 'good' by NHS England for patient and community engagement as part of the Improvement and Assessment Framework

This is an improvement of "requires improvement" in 2018 and just one point away from "outstanding".

This rating helps provide evidence that engagement at Sheffield CCG is being managed and delivered in a robust, proportionate and effective manner.

Urgent Care

- Concluded engagement with specific communities and carried out extensive analysis of themes and trends from qualitative and quantitative data sources
- Report that has been shared widely across the ACP system as part of the case for change
- Report to SPEEEC for have strategic oversight of this process. They were able to assure Governing Body that the process had been robust and proportionate.

Impact:

- Helps ACP to hear feedback from over 2,000 people based on recent experience of the urgent care system and builds upon feedback received since 2015. Many of those people are from Sheffield's most isolated & hard to reach communities where the greatest health inequalities exist
- Met the Gunning principles and there is a clear line of sight between public feedback and the ACP conscientiously taking into account the voice of local people

Primary Care Changes

- Guidance and support offered to practices regarding merges, location changes and other changes that would directly affect patients.

Impact:

- Surgeries more informed about their legal obligations and the CCG at less risk of challenge

Patient Participation Groups

- CCG facilitated last patient participation network meeting in July to gain their perspective of the proposed changes and to reaffirm their development needs.
- Management of the network is being transferred to PCS to allow CCG engagement team to move resources to at scale engagement and targeting harder to reach groups.

Impact:

- More representative, robust engagement in the future.

Equality Hubs

- Contributed to the review of equality hubs (currently managed by the local authority) with the aim of part-funding this mechanism in the future to enable greater reach into diverse communities in the City
- Continued to attend and contribute to the cross-hub health working group with the aim of establishing stronger relationships with those from protected characteristic groups

Impact: Greater trust and ongoing relationships with more diverse community representatives in the city

Strategic Patient Experience, Engagement and Equality Committee (SPEEEC)

Following support and guidance being offered to commissioning teams, SPEEEC's strategic oversight of the following topics was considered:

- April: Urgent Care; NHS long-term plan; Accountable care partnership involvement plan; Patient participation group network update; Annual Public Meeting update and SPEEEC Terms of Reference review
- June: Training from the Consultation Institute regarding the CCGs statutory obligations and assurance processes; NHS long term plan engagement and urgent care
- July: Urgent care; Primary care strategy; Involvement Framework for SPEEEC; Equalities Quality Impact Assessment and the Equality Delivery System 3

Impact:

Strategic oversight of patient experience, engagement and equality in the CCG

4. Forward Plan

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

Overall

- Development and publication of a new communications and engagement strategy aligned to refreshed organisational vision and objectives.
- Launch communications, engagement and equality toolkit for staff on team offer and to upskill staff.
- Roll out of new quality and equality impact assessment tool.

Communications

- Development of a new CCG narrative
- Winter/urgent care comms – developing social marketing campaign to promote services available and reduce unnecessary A&E attendances
- Mental health transformation funding communications
- Promoting quality month in October
- PR on neighbourhoods
- Campaign on staff vision and values
- Developing communications plan for physical health for those living with mental health issues, learning disabilities and autism programme.
- Developing and implementing communications plan for new smoking policy
- Developing CCG columns with local media
- PR on new roles in the NHS including physician associates
- Learning lunches for staff planned to encourage culture change, based on 9 protected characteristics

Engagement

- Carrying out representative quantitative and qualitative engagement with the public in each of 15 primary care network/s on their health needs to inform commissioning.
- Review of volunteering policy after one year with proposed changes regarding payments.

- City wide public engagement on proposed changes to access to IVF Yorkshire and Humber policy.
- Equality Delivery Scheme (EDS2/3) – Engagement with key stakeholders around interpreting and translation, trans health and the hubs to inform self-assessment and project plan
- Targeted engagement activity on SEND
- targeted engagement on Wheelchair service
- Minor ailments scheme – advise and undertake engagement following further clarification from NHS E on implementation of community pharmacist consultation service
- Adult short breaks engagement
- CHC engagement and patient experience developments

5. Action / Recommendations for Governing Body

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

Paper prepared by: Lucy Ettridge

On behalf of: Nicki Doherty

22 August 2019

Communications Update

April 2019 - July 2019 inclusive

Media

14

proactive campaign
press releases

15

media enquiries
with responses



1 broadcast
mentions

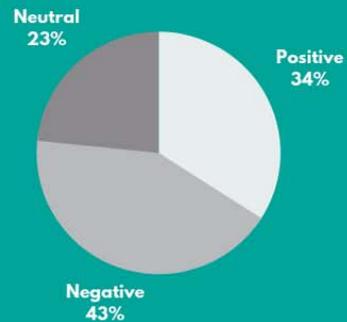


24 print
mentions



22 web
mentions

Tone of all media coverage



Social Media

	Overall number of tweets/posts	New followers/page likes	Overall reach
	72	52	27.4k
	131	187	167k

Website & Intranet



71k

Individual visits to the public website



241.7k

Individual visits to the staff intranet