

Communications and Engagement update

COLLABORATIVE PARTNERSHIP BOARD

9th November 2018

Author(s)	Helen Stevens, Associate Director Communications and Engagement, South Yorkshire and Bassetlaw Integrated Care System
Sponsor(s)	Will Cleary-Gray, Chief Operating Officer, South Yorkshire and Bassetlaw Integrated Care System
Is your report for Approval / Consideration / Noting	
For noting	
Are there any resource implications (including Financial, Staffing, etc.)?	
No	
Summary of key issues	
<ul style="list-style-type: none"> • Engagement work across the ICS includes ongoing support for the work of Working Together on Hospital Services, the Citizens' Panel, clinical and public engagement development projects and the lay member meetings. • Communications work across the ICS includes a narrative and content refresh, ongoing PR work following the ICS launch, relaunched bulletins for various stakeholder groups and a review of the social media strategy. 	
Recommendations	
<p>The Collaborative Partnership Board is asked to note:</p> <ul style="list-style-type: none"> • The progress taking place in engagement and communications to support the work, both in place and across the system. 	

Update – Communications and Engagement

COLLABORATIVE PARTNERSHIP BOARD

9th November 2018

1. Purpose

The purpose of this paper is to update the Collaborative Partnership Board on progress within the communications and engagement function within the ICS.

Summary of the work: engagement

2. Working Together on Hospital Services

- There have been three phases of public involvement on the Hospital Services Review and its recommendations to date:
 - Phase 1 (August-September 2017): To understand what makes a sustainable health service, what is important to people about hospital services and to support the development of a series of principles to inform the selection of services to be reviewed.
 - Phase 2 (October 2017-February 2018): To receive patient and public input into the development of evaluation criteria to be used to assess options going forwards, to engage with patients and the public to understand their main concerns around the five services and to ask for their ideas on good practice.
 - Phase 3 (June-October 2018): Through analysis of the data captured so far on our involvement with the public and patients and with our Citizens' Panel's advice, we identified communities from whom we had not yet heard views. A series of events and conversations were set up over the Summer to enable meaningful engagement with these communities.
- The findings from phase one were considered as part of the analysis to determine which services were to be reviewed.
- The findings from phases two and three have been independently analysed, with phase two findings influencing the Strategic Outline Case and the phase three findings will now be used to inform the next stage of the work, as the SOC moves forward.
- All our involvement work on hospital services is guided by advice from the Consultation Institute and we are undergoing a Quality Assessment with them.
- All involvement reports are on the ICS website.

3. Citizens' Panel

- The Citizens' Panel has been formed for over a year and there are currently 12 members, representing all regions in SYB. They meet monthly to advise and guide the engagement work of the ICS.
- As well as advising on the involvement approach to the HSR recommendations (see above) over the summer, they also supported events in their local area
- One of the Panel is involved in the Yorkshire and Humber 111 re-procurement exercise
- One is supporting the development of the Public Transport Forum to support Working Together on Hospital Services and will act as link between the professional and the public forums. They will chair the public forum.
- One member is joining the Allied Healthcare Professionals Council.
- The Panel as a whole has recently fed into and supported the Cancer workstream (as part of the faecal immunochemical test (FIT) programme) and Elective and Diagnostic workstream.
- Recruitment to the Panel is ongoing to ensure regional and demographic representation. This work is supported by South Yorkshire Housing Association as they have strong connections with communities across the region, particularly those from who we tend to hear less.
- We are setting up information sessions with people from Rotherham and Barnsley who have recently shown an interest in joining the Panel.

4. Public engagement - Discovery Project

- South Yorkshire and Bassetlaw ICS has been selected to be one of six national NHS England Public Engagement Projects. The work takes the form of a self-assessment process, followed by a half day deep dive to explore the findings (the Discovery Workshop takes place on 20 November)
- The survey and interviews will explore how SYB ICS measures against NHS England's overview of what 'good' public engagement looks like for an ICS, taken from statutory guidance and system experience
- The project provides the opportunity to review what is working well, what could be done better in terms of ICS public engagement and to co-design local action plans
- The work will also lead to an updated national model for achieving effective public engagement in ICSs and the development of a stronger national network of ICS public engagement leads.

5. Clinical engagement

- Following a successful bid to NHS England for funding to support clinical engagement within the ICS, work is now getting underway to recruit clinical champions from across the workstreams, which will include social and broadcast media support and we are exploring how online and face to face forums could support them.
- A parallel Discovery Project for clinical engagement is in development, with support from NHS England. The findings from the project will inform the development of the clinical engagement champions work as well as an action plan to address gaps. The Discovery Day session is January 15.

6. Monthly lay member meetings

- Lay members from South Yorkshire and Bassetlaw CCGs with a remit for patient and public involvement continue to meet monthly to share local issues and developments and to hear from the Joint Committee of CCGs lay members and also ICS leads on work that is underway. For example, The ICS Medical Director and Working Together on Hospital Services Programme Director.

Summary of the work: communications

7. Narrative, publications and content refresh

- We are refreshing all existing content and developing new narrative and content to showcase our work as an ICS. This includes a review of web content, with the refresh beginning shortly.
- A review of the ICS journey and its work to date has been written and is being designed and will shortly be published on the website.
- Case studies from within the workstreams are in development, for digital and print publication.

8. PR and media

- Since the launch in October we have issued weekly press releases – one outlining the launch itself, one around the support we are giving the Working Win project, the third around palliative care training in care homes (supporting more care in the community where previously residents may have been admitted to hospital) and the fourth is looking at the milestones achieved in the last year by the Living With and Beyond Cancer team.
- This week we focused on the QUIT programme, supporting the launch with media release and social media activity
- Follow up pieces are in development with the Yorkshire Post and Star series and we are also having face-to-face briefings meeting with local media to help contextualise the ICS.

- We are working with ICS leads to showcase the work across the workstreams.
- We are connecting with local communications leads to help give extra promotion to the excellent work happening in places.

9. Relunched bulletins

- To coincide with the ICS launch, we have launched our new stakeholder communications channels with a refreshed weekly team/stakeholder bulletin and monthly board report (which includes performance data).
- Launched the new public facing monthly bulletin in November.

10. Social and broadcast media strategy

- Alongside content development and refreshing of the website we are looking at our social media strategy as a method of increasing our stakeholder audience and engagement.
- Social media and broadcast training is being set up for clinical leads and workstream leads.

11. Recommendations

The Collaborative Partnership Board is asked to note:

- The progress taking place in engagement and communications to support the work both in place and across the system.

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South Yorkshire and Bassetlaw Integrated Care System – news story tracker

Workstream or Topic	Place	Project/story	Description or link	Date/Update
Overarching	Regional	ICS launch	<p>As of 1 October 2018, national NHS bodies have transferred greater control to South Yorkshire and Bassetlaw for health services run and delivered to the 1.5 million people who live there.</p> <p>https://www.healthandcaretogethersyb.co.uk/about-us/whychange/latest-news/launching-health-and-care-services-future</p>	<p>October. Released and published.</p> <p>Coverage includes: https://www.yorkshirepost.co.uk/news/powers-transferred-to-south-yorkshire-and-bassetlaw-health-partnership-1-9375311 (neutral)</p> <p>See below for further follow up coverage with the Doncaster Star, Sheffield Star, the BMJ and the British Journal of Healthcare Management.</p>
Mental health, prevention, population health, workforce, primary care	South Yorkshire, Sheffield City Region	Working Win	<p>People across South Yorkshire living with long-term mental and physical health conditions are receiving tailored support to find and stay in employment thanks to a new experimental trial.</p> <p>https://www.healthandcaretogethersyb.co.uk/about-us/whychange/latest-news/pioneering-work-across-south-yorkshire-and-bassetlaw-supporting-people-find-and-stay-work</p>	<p>October. Released and published to coincide with World Mental Health Day.</p> <p>Positive endorsements on social media from Dan Jarvis MP, Mayor of Sheffield City Region (and sponsor for the work).</p>
Social care	Regional	Funding	South Yorkshire and Bassetlaw to receive around £7m	October. Released and published. Coverage on

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		announcement	social care investment to ease NHS winter pressures. https://www.healthandcaretogethersyb.co.uk/about-us/whychange/latest-news/south-yorkshire-and-bassetlaw-receive-around-7m-social-care-investment-ease-nhs-winter-pressures	social media prompting dialogue with members of the public. Comments: Positive but with negativity directed at the Government.
Hospital services review	Regional	ICS/HSR	Press release issued about the publication of the SOC: https://www.healthandcaretogethersyb.co.uk/about-us/whychange/latest-news/next-steps-hospital-services-south-yorkshire-and-bassetlaw to put forward clarification following local campaign group interest.	October. BBC Look North requested further information on the back of a BSONHS release. Story dropped (positive outcome). Des Breen followed up with clinical colleagues.
Prevention	Regional	QUIT	All ICS partners have pledged to become smokefree. The ICS is supporting/enabling conversations in hospital settings (linked to QUIT event).	November. Released to coincide with QUIT event 7 November. Pictures and video content – Andrew Cash and Des Breen - also available. Social media content will be derived from overarching materials. Local Trust comms asked to support.
Medicines optimisation	Regional/ Bassetlaw	569 million reasons campaign reminder	Last year, the NHS spent approximately £569 million on prescriptions for medicines for minor conditions which could have been bought over the counter from a high street pharmacy or supermarket. www.569millionreasons.co.uk Quote from a Bassetlaw GP	November. In draft. Awaiting sign off. Note: Bassetlaw chosen due to higher percentage of coverage spread in other areas.

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Workforce/care closer to home	Doncaster and Sheffield	ECHO/end of life care training in care homes	Care home staff receiving virtual training to better support care residents with palliative care. Pilot resulted in less hospital admissions.	November. Hook: https://www.bbc.co.uk/news/health-45942508
Mental health	Regional	Suicide Prevention Funding	Mental health services will receive £555,000 in order to help in the fight against suicide across South Yorkshire and Bassetlaw. The money will be spent on training staff to understand the tell-tale signs and to improve communication systems between organisations so medical professionals can understand whether a patient is at risk of suicide when they come into contact with them.	November. In draft. On World Mental Health Day 2018, the Government announced the appointment of the first UK Minister for Suicide Prevention. In South Yorkshire and Bassetlaw, this links to our previous announcement that we are set to receive over half a million pounds investment to help prevent suicide across our region: https://www.healthandcaretogethersyb.co.uk/index.php/about-us/whychange/latest-news/investment-services-improve-mental-health-south-yorkshire-and-bassetlaw Story pushed via social media to coincide with the announcement. A follow up, more detailed story is in development.
Overarching/ Maternity	Local – Sheffield and Doncaster	General ICS	Launch follow up story with the Sheffield and Doncaster Star. Interview requested with Des Breen about what the ICS is and what we do. The journalist has made particular references to maternity services.	November. Positive introductory conversation had with Des Breen. Reporter to follow up to arrange a more structured interview with the potential for ongoing profile pieces.
Overarching/	National	General	Launch follow up story with the BMJ. A roundtable	November. Alternative case study

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Primary Care		ICS/Clinical Engagement	discussion is being organised with clinicians involved in some of the ICS workstreams and a journalist from the BMJ. Des Breen will lead the discussion. Larwood was requested.	(neighbourhood example) needed. Maybe Sheffield?
Overarching	Regional	General ICS	Launch follow up story with the Yorkshire Post. Interview arranged with Des Breen to produce a profile piece similar to: https://www.yorkshirepost.co.uk/news/health/political-interview-rob-webster-on-how-everything-he-does-is-guided-by-his-values-and-his-family-1-9346131	Date suggestion: 20 November.
Overarching	National	General ICS.	Launch follow up story in development with the British Journal of Healthcare Management focusing on who we are, our aims, challenges and system goals.	November. Content planned and in draft. To be signed off by Des and Will/Andrew.
Cancer	Regional	Cancer/halfway point in the Living With And Beyond Cancer programme	Over 900 additional people have accessed support between 2017 and 2018. From 31% to 98% of diagnosed patients in some tumour sites are now accessing support. From 24% to 75% of diagnosed patients in across some localities are now accessing support.	November. Drafted. Signed off with lead and partners. Quote from ICS (Des Breen) to be added.
Workforce/education	Regional	Launch of the South Yorkshire Regional Excellence	Focusing on the 'hard to reach' workforce groups, the South Yorkshire Region Excellence Centre exists to support care and support staff to develop – supporting the ICS'	December.

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		Centre	ambition of developing a workforce for the future. www.syrexcellencecentre.co.uk	
Workforce, nursing, primary care, education	Doncaster and Sheffield	Trainee nurse associates.	As part of the South Yorkshire Regional Excellence Centre, we have been named as a test site to recruit and develop over 120 trainee nurse associates.	December. Case study filming complete and will be used to support the news story as well as providing content for digital and social media.
Workforce, primary care, education	Regional. Place example TBC.	Care navigators	GP receptionist care navigators ensuring patients are signposted to the most relevant service for their needs. PR work to support change in attitudes towards receptionists needed (eg, they're not, "being noseey" but are there as part of your help and support)	Date TBC. In draft. Place to be agreed.
Prevention/population health	Barnsley	Working with schools (including Daily Mile initiative etc)	Working with local schools at Place to encourage exercise as part of daily life, encouraging good oral health, diet and healthy lifestyles and providing Basic Life Support training.	Date TBC with Place.
Primary care, workforce, care closer to home, AHPs	Bassetlaw	Paramedics employed in primary care as part of Primary Care Homes	Recruitment of paramedic practitioners. Potential for case study filming. Increasing capacity in primary care.	Approach and date TBC with Place.

Working document. Last updated: November 2018.

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Prevention, healthy lives, population health	Doncaster	Get Doncaster Moving	Get Doncaster Moving aims to help Doncaster's communities become healthier and more vibrant, by increasing participation in physical activity and sport. The Get Doncaster Moving partnership reports directly into the Doncaster Health and Wellbeing Board.	Date and angle TBC with Place.
Removing barriers between primary and secondary care, digital, integration of services	Doncaster	Doncaster Care Record – link to LHCRE and launch plans elsewhere	Use a positive case study example of the Doncaster Care Record to promote LHCRE and the launch of shared record systems in other areas.	Date TBC with Place.
Integration of services, mental health	Sheffield	Sheffield IAPT and the Health and Wellbeing Service	A one year on piece from the Sheffield Health and Wellbeing Service with potential case study examples	Date and angle TBC with Place.
Primary care, workforce	Regional, Sheffield	Primary Care Workforce Hub	Investment in community and primary care services.	Date TBC. Conversations with Dr Ben Jackson ongoing.

Further potential stories to scope:

- GP International Recruitment. Work with the workstream lead is ongoing to develop GP practice prospectuses for recruitment. Including the 'selling' of South Yorkshire and Bassetlaw as a place to live and work.
- £600,000 will be divided across the five places in South Yorkshire and Bassetlaw as part of a plan to improve maternity services across the region, offering women more choice and personalised care.

Working document. Last updated: November 2018.

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- LHCRE. Links made with the regional communications lead with regular catch ups and attendance at communications and engagement meetings planned.
- A series of stories focusing on the wicked problems across health and care - eg supporting people with complex needs (including substance misuse, mental health, homelessness and anti-social behaviour)
- 111 procurement announcement in the New Year.
- The development of neighbourhoods/care at scale.