

Communications, Engagement and Equality Update

Governing Body meeting



2 May 2019

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Purpose of Paper	
This paper provides a summary of communications and engagement activity and impact between 1 October 2018 – 31 March 2019	
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	
<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.	
Are there any Resource Implications (including Financial, Staffing etc)?	
No	
Have you carried out an Equality Impact Assessment and is it attached?	
<i>Please attach if completed. Please explain if not, why not</i> 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.

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1. Introduction

This report provides an overview of communications, engagement and equality activity and impact during October, November and December 2018, and January, February and March 2019.

This period includes the engagement work with hard to reach communities and the wider population about urgent care in Sheffield. It also includes our work around promoting the dementia strategy which led to positive coverage.

There was also negative coverage of 360 report and its findings during this period.

Proactive media coverage led to positive coverage on the allotment initiative at Dovercourt Surgery and how this links to social prescribing, promoting the general practice nurse awards and extra investment in Child and Adolescent Mental Health Services (CAMHS).

2. Communications

2.1 Reputation management

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 coverage.

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

2.1.2 Media coverage

- There were 64 mentions in local and regional media over the four months. This is up by 11 on the previous reporting period.
- Sixteen of these were triggered by proactive PR created by the CCG and 40 reactive enquires which means we responded to queries from the media to the CCG.
- The majority (66%) of the coverage was positive or neutral in tone (down from 91% last time). There was an equal amount of positive and negative coverage (32% each).
- The majority of the CCG's media coverage was in print (40%), 34% was online and 3% was on broadcast media.
- Themes of coverage: 360 report findings, varying responses to our urgent care survey and engagement, positive coverage around the decrease in antibiotic

prescribing in Sheffield and coverage around dementia – including Woodland View / Birch Avenue.

2.1.3 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 476 tweets were sent and 225 Facebook posts.
- We have has 430 followers on Twitter and 430 additional likes on Facebook.
- The overall reach for Twitter was more than 440,000 (a decrease on last time) and for Facebook over 99,000 (an increase on previous).

- Top three tweets were:

We're pleased to report that 12 of our amazing GP practices (and counting) are signed up to be @parkrunUK practices! This means they'll be working to help patients get involved with free running clubs across the city. More information >> <https://t.co/JFVkedhs0k> **15,458 impressions**

Organisations across Sheffield have come up with 13 commitments for delivering care and support for people with dementia. We also want to hear your thoughts on what you think is important: please get involved by filling out our survey >> <https://t.co/H5q5KETXgH> **9,659 impressions**

We need your views on urgent care in Sheffield! We want to really understand the current issues and how we can improve these. We'd love to get your feedback and hear about your experience - please complete our short survey here >> <https://t.co/407TdlyXQI> thanks for your time! **7,503 impressions**

- Top three Facebook posts were:

Flu can have serious complications for young children and they can spread the virus to other members of the family. Children aged 2-3 years old can get a free flu nasal spray vaccination from their GP #staywellthiswinter **4,460 people reached**

Remember to look out for elderly or vulnerable family members and neighbours, particularly during the colder months. Make sure they have enough warm clothes, enough food in the house and that they have enough of any prescription medication they may need. #staywellthiswinter **1,100 people reached**

We need your views on urgent care in Sheffield! We want to really understand the current issues and how we can improve these. We'd love to get your feedback and hear about your experience - please complete our short survey here >> <http://ht.ly/Dml730nDcHq> thanks for your time! **2,347 people reached**

2.1.4 Website

The website is still popular, with 117.1k individual visits to the public website (almost 82k 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

2.2.1 The Annual Report and Accounts

The communications team have supported the information gathering, writing and production of the annual report and accounts ready for a draft version to be submitted to NHS England in April.

2.2.2 Launch of the Chair's blog

In February 2019, Dr Tim Moorhead started his monthly blog for external stakeholders.

The blog, which is published once a month, reflects on what Dr Moorhead has been involved with in the past month in his role as Chair. The blog also gives us an opportunity to share corporate and strategic messages through a more informal channel.

The blog is published on the news section of the CCG's website and shared via social media.

2.2.3 Internal Communications

Staff

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

In November and December, the comms team led on developing a calendar of events for staff to celebrate. The calendar was established with the help of the staff forum and with input from staff from across the organisation. The calendar runs from January – December 2019 and includes monthly events that the organisation will celebrate or promote either through events or through usual communications channels. The staff forum, of which communications chair, take responsibility for jointly organising the events on the calendar.

In the run up to December and Christmas the communications team developed the annual Christmas calendar. This year they worked with staff from across the organisation to source good news stories and achievements to share in a '12 days of Christmas calendar' which was published on social media and in the weekly round up.

In March there were two events that we celebrated as an organisation – Red Nose Day and World Downs Syndrome Day. The comms team helped to organise these events, assisting with promotion and logistics and with the case of Red Nose Day, ensuring the donation of £165.40 was paid to the charity.

Members

The communications team's support was provided for the Members' Council meeting in October and March to provide Members with updates on key developments and areas of work.

Communications has continued to focus on Neighbourhoods.

3. Engagement

3.1 Urgent care

- 1780 responses received to the public online survey. Questions were asked about usage of the urgent care system, perceived issues and priority areas for improvement.
- 270 semi-structured interviews undertaken with people in areas of high deprivation and harder to reach communities, regarding personal experience and perception of the urgent care system.
- 95 patient journeys mapped through the urgent care system based on services contacted, visited and signposting elsewhere.
- 317 responses received from front-line staff working in urgent care settings across the City.

Impact:

- This feedback provides up to date information about the experience and perceived issues in the current urgent care system, which is to be used alongside collated data from 2015 onwards.

3.2 Primary care changes

- Mathews Practice – guidance and planning for possible scenarios.

Impact:

- 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.

3.3 Dementia review

- Following previous targeted engagement activities to develop a draft Dementia Strategy, this draft version was presented to the public using various activities including discussions at Dementia Cafes, the Memory Clinic and widely distributed survey.

Impact:

- 100 people contributed to this final stage of involvement, contributing 239 separate qualitative data points.
- Feedback has helped to finalise the Dementia Strategy as well as providing useful information for the development of the action plan.
- The engagement activity was undertaken as a partnership between all statutory organisations across Sheffield as well as Dementia Action Alliance.

3.4 Improvement and Assessment Framework – Patient and Community Engagement indicator

- Completion of self-assessment evidence template for NHS England's Improvement and Assessment Framework – Patient and Community Engagement indicator.
- Evidences CCG's implementation of statutory guidance on patient and public participation in commissioning health care.
- Previous year's assessment was based on a remote desktop assessment by NHS England. We received a 'Requires Improvement' score and an Amber rating.
- This year required significant resource to complete as the onus changed to a self-assessment method.
- Evidence was submitted to meet an 'Outstanding' score and a Green Star rating. This is subject to assessment and moderation from NHS England.
- Final scores and ratings will be received in July 2019 prior to publication.

Impact

- Opportunity to evaluate our approach to engagement, improve and demonstrate.
- Improvements have been made to the transparency of information around our engagement activity and processes and to how we present the impact that the public have had on our work.

3.5 Enhanced community services for people with a learning disability whose behaviour challenges

- Joint engagement and proactive communications with Sheffield Health and Social Care on enhanced community services for people with a learning disability, who have additional complex needs. The purpose of the engagement was to find out what community support is needed to help this cohort live more independently in less restrictive environments. Activities were co-produced and co-facilitated by Experts by Experience who have had experience of long stay hospital admissions.

Impact

- One hundred and fifty two individuals engaged with us about what community services are needed to support this cohort of people.
- This feedback will help us and Sheffield Health and Social Care Trust to plan for future services for people with learning disabilities whose behaviour may challenge.

3.6 End of Life Care

- NHS Sheffield CCG has been working with Macmillan Cancer Support and Sheffield Hallam University to deliver a project assessing end of life care in Sheffield. The purpose of the project is to identify and gather the information that will help us to provide a fairer service for everyone and commission services that meet the needs of the patients better. We are seeking to understand how end of life care is delivered from a number of providers across Sheffield, including the challenges to providing care as well examples of good practice.

Impact

- Ninety eight patients, their carers and families, as well as 133 members of staff have shared their feelings and experiences of the current system with us. We also held interviews with community groups (e.g. Darnall Dementia) and held an event with the Age, BAMER, Religion and Faith/No-faith Equality Hubs in the city.
- This information will be used to help us in the development of an End of Life Strategy.

3.7 Procurements

- Members of the public were trained and supported to take part in two procurement activities; CASES and the Extended Access Hubs. This involved assessing the bids from possible providers and being part of the decision making team.

Impact

- Involving people in this way is an invaluable way of making sure that the views of patients and the public are included throughout our commissioning. We are very grateful for their help in choosing the right provider for these services.

3.8 Musculoskeletal Services

- A patient survey was developed and undertaken in the waiting areas of all specialities of the Musculoskeletal service supported by the nursing staff. A Musculoskeletal Patient Ambassadors Group has previously been set up consisting of patients who maintain a relationship with the Musculoskeletal service to provide an infrastructure for patient feedback at a strategic level. The group have provided specific feedback on the MSK model.

Impact

- The feedback is forming part of a review to help us decide what to do when the Musculoskeletal service contract ends in 2020.

3.9 Volunteering Policy

- The Volunteering policy was officially signed off by Governance Sub-committee
- A period of staff training and implementation is underway, including mapping of existing volunteer relationships and opportunities in the future, across partners where possible.

Impact

- The Volunteering Policy ensures our staff offer consistent and appropriate support to individuals who support our work. This includes reimbursement of out of pocket expenses tailored to an individual's circumstances, but as standard for travel, caring responsibilities and subsistence costs.

3.10 Patient Participation Group (PPG) Network

- A PPG Network meeting was held in November 2018 which covered a GP's experience of working with a PPG, patient experience in GP Practice and future planning for the PPG Network.

Impact:

- The sessions were focussed on the development of individual PPGs, allowing them to reflect on their own relationships with their practices, and making them

aware of the requirements of their practices to review patient experience data with their PPGs.

- The feedback from the planning session is being used to influence the future approach and content of the PPG network.

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

Following support and advice to commissioners from the Engagement and Equality Team about meeting our statutory and moral obligations, the following items have been discussed at the last three meetings:

- November - A workshop was held in place of the regular meeting to have time out to reflect on the work of SPEEEC and areas to refocus.
- December – Dementia Strategy Engagement Plan, Enhanced Learning Disability Community Services plan and Equality Delivery System.
- January – Continuing Healthcare Action Plan, Adult Short Breaks, Improvement and Assurance Framework and SPEEEC Terms of Reference refresh.
- March - Enhanced Learning Disability Community Services update, Integrated Care Service Discover Session Report and Dementia Strategy Engagement Report.

Impact:

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

3.12 Equality Hubs

- The team are working closer with the local authority to develop relationships with the Equality Hub network, particularly via the Cross-Hub Health Working Group which we regularly attend.

Impact:

- Closer links with diverse communities across the city, direct opportunities to hear themes and trends of patient experience from harder to reach groups and link Equality Hub representatives with commissioners.

4. Forward Plan

4.1 Over the next three months, the Communications, Engagement and Equality team's priorities will be:

- Undertake a community asset approach to engagement on the Neighbourhoods, commissioning community organisations grants to engage with their communities. This will be supplemented with a city-wide telephone survey.
- Working with the Chinese Community Centre and Refugee Council to engage with their clients about the Interpreting Service in Primary Care. Co-designing feedback methods to encourage greater patient experience gathering of this service.
- Work in partnership with Healthwatch Sheffield and the wider Integrated Care System to engage our communities on the NHS Long Term Plan.
- Begin public involvement in the Physical Health for those living with Mental Health issues, Learning Disabilities and Autism programme.
- Continue to advise and support GP practices with their duties around involving their patients in service changes.

- Support the piloting of the new Equality and Quality Impact Assessment template and process within the organisation.
- Provide equality and consultation masterclasses to Primary Care Commissioning and Strategic Public Engagement, Experience and Equality Committee members; the Primary Care team; and practice managers to assure on meeting legal duties.
- Deliver a PPG Network session with Primary Care Sheffield.
- Create CCG narrative and promote to staff, public and stakeholders.
- Continue to engage as a partnership on the delivery of Dementia Strategy.
- Planning and delivering a proportionate 'thank you' to volunteers, in line with national Volunteers Week.
- Build stronger relationships with Engagement Team counterparts across the Accountable Care Partnership (ACP).
- Continue to use facilitation skills to support staff to contribute to the CCG Improvement Plan.
- Engaging staff in the process of developing a smoking and vaping policy
- Raising the profile of general practice nurses and supporting the team to promote the practice nurse strategy
- Supporting the Continuing Health Care (CHC) team to communication with people in receipt of CHC funding
- Working with the urgent care team to promote the next stages in the review

4.2 PR

- Promoting the investment into primary care
- Promoting the online counselling service, jointly commissioned with the council
- Raising awareness of the satellite hubs, jointly with PCS.
- Supporting ongoing work in portfolios as required

5. Action / Recommendations for Governing Body

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

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

On behalf of: Nicki Doherty, Director of Delivery - Care Outside of Hospital

17 April 2019