

Communications and Engagement Update December 2019 to June 2020

Governing Body meeting

6 August 2020

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Purpose of Paper	
This paper provides a summary of communications and engagement activity and impact between 1 December 2019 – 30 June 2020.	
Key Issues	
The 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 and noting	
Recommendations / Action Required by Governing Body	
The Governing Body is asked to consider and note the work undertaken and its impact.	
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.

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1. Introduction

This report gives an overview of communications, engagement, and equality activity and impacts from December to June. This includes media coverage, social media, staff communications, and engagement with the public and patients.

This report is usually presented every four months to ensure consistency of reporting periods to help with trend analysis and to coincide with public meetings. However, as April's governing body was cancelled due to coronavirus, this report covers seven months (split between 2019/20 and 2020/21 where possible).

2. Communications

2.1 Media coverage

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

Media coverage

This period covers a few weeks of general election pre-election period that limited the number of proactive press releases the team could issue and Covid pandemic.

December 2019 – March 2020

- During this period the team issued 16 proactive press releases.
- Over the 4 months, there were 37 mentions in local and regional press (up from 20 in the previous period).
- 95% of the coverage was positive or neutral, which is considerably higher than the last reporting period (75%) and only 5% (two articles) was negative (v25% last period).
- Broadcast coverage has increased since the previous reporting period with 16% of the coverage being on broadcast media. The majority of the coverage was online.
- Themes of the coverage include winter messages, the urgent care campaign, take a minute to think about their mental health, and towards the end of the reporting period, Covid.

April 2020 – June 2020

- During the period, we issued 8 proactive press releases and pitched various stories to the media.
- Over the three months, there were 23 mentions in the media.
- There was no negative media coverage. 61% of coverage was positive and 39% neutral.
- Broadcast media coverage continued to increase with 39% of coverage being on TV or radio.

- The team have worked hard to secure both broadcast and online/print coverage for the CCG during the Covid-19 pandemic and have had several features in the Star, including a front page, columns in the Telegraph and on BBC Radio Sheffield.
- The print coverage seems lower than previous months at 17% but this figure is unlikely to be accurate. As the team have been working from home they haven't had consistent access to local newspapers as they usually would when in the office
- As expected the overwhelming theme of the coverage is Covid which included information about how practices are working differently, NHS and GPs are still open messages and messaging about why it is important people don't put off seeing their GP if they have new or worrying symptoms.

2.2 Social media

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

To help share warning and informing messages during Covid-19, we have increased organic posts to our social media accounts. We also posted more videos, as these are up to ten times more popular than non-media posts. We use the platform to post important public health messages, messages about services available and what the CCG is doing.

Table 1: Social media statistics

	Aug-Nov	Dec-March	April-June	Difference (Nov to June)
Facebook likes	735	858	1,433	+95%
Twitter followers	13,316	13,470	13,803	+4%
Facebook reach	42k	427k	272k	+479%
Twitter impressions	201k	219.7k	757.5K	+277%

Top three tweets were:

1. We can all continue to play our part in controlling coronavirus by> Staying at home as much as possible > Work from home if you can > Keep your distance if you go out (two metres apart where possible) > Limit contact with other people > Wash your hands regularly [#StayAlert](#) **453,143 impressions**
2. The risk of catching coronavirus is up to 10x higher when one metre away from other people compared to being two metres away, that's about 10 bottles of Hendo's away from others to be on the safer side. [#StayAlert](#) [@HendoRelish](#) pic.twitter.com/fMkGj6nfTv **16,293 impressions**
3. Congrats to one of our Clinical Directors Dr Sarah Mitchell [@MacGPSarah](#) - Sarah has won the [@sapcacuk](#) Yvonne Carter Award for outstanding early career researcher 2020, for her work to improve palliative care delivery for patients with life-limiting conditions and their families. **12,741 impressions**

Top three Facebook posts were:

1. If you have coronavirus, it's likely that you will experience mild or even no symptoms - limit contact with people outside of your household to help stop the spread. However mild your symptoms are, book a test: <https://www.nhs.uk/conditions/coronavirus-covid-19/> [#StayAlert](#) **Reach 134,343**

2. The risk of catching coronavirus is up to 10x higher when 1 metre away from other people compared to being 2 metres away, that's about 10 bottles of Hendo's away from others to be on the safer side. [#StayAlert @HendoRelish](#) Reach 30,816
3. Local pharmacies are under pressure from over demand of repeat prescription medications, you can help things function as normal by ordering the amount of medication that you usually would - please don't stockpile. For more information on accessing GP services, visit our website: <https://www.sheffieldccg.nhs.uk/Your-Health/accessing-gp-services.htm> Reach 8,244

2.3 Corporate communications and staff engagement

2.3.2 December to March

Urgent care campaign

- We launched a new urgent care campaign in January. The campaign aimed to improve the awareness of how people could access urgent care services in the city and was developed as part of the Accountable Care Partnership (ACP).
- The campaign was primarily a social media campaign with paid advertising, posts, and video animations. We also had website adverts, and audio adverts on streaming services from Global radio stations, which were targeted at specific audiences.
- We also had plans to develop more traditional marketing materials such as leaflets and merchandise but unfortunately, the covid-19 outbreak meant we had to stop the campaign half way through as the messaging wasn't consistent with covid-19 messaging.
- The first part of the campaign performed well on social media and other channels but it was stopped too soon for us to see if there had been any behavioural change as a result of the campaign.

SEND consultation

- We supported the SEND consultation which was joint between the CCG and Council.
- Once the consultation had finished we developed videos of Sheffield parents talking about their experiences of SEND services in Sheffield so Governing Body could hear directly from service users. The videos were powerful and well received.

I

nternal comms

- Screensavers were set up at 722 which now appear on all staff PCs to support internal communications campaigns with staff receiving messages at their desks as soon as they start up their PCs.
- So far they have been used to promote the new in house IT service as well as information around covid-19.

Equalities

- The team have continued to champion the equalities agenda within the CCG, one example being the establishment of the staff network that will oversee implementation of the Rainbow Badge scheme. This network is in its infancy but is representative of a wider commitment to raising the profile of celebrating difference and commonality within the workforce and proving a culture where our values and behaviours enable people to be themselves.

Transgender Learning Lunch

- More than 30 staff attended the last pre-Covid face to face learning lunch before lockdown. The external facilitator raised awareness of trans and non-binary issues, use of language and 'top tips' for an inclusive workplace.

2.3.3 April to June

Response to Covid

- Due to Covid-19 most of the team's work focussed communicating to the public, primary care and staff on the pandemic. This included warning and informing the public about the local impact of Covid, how to stay safe and well during the pandemic, as well as changes to services and how to access services.
- Supporting CCG staff with the latest information, decisions and CCG offer to support their working lives and health and wellbeing.
- During Covid, we have moved the team brief to virtual briefs on Zoom. These have been popular with record attendance, with upwards of two-thirds of staff joining.
- At the beginning of the pandemic, the team developed a daily Covid-19 primary care bulletin to ensure primary care in Sheffield were regularly updated on any changes in national position and guidance, as well as changes within the local healthcare system.
- The majority of communications with the public has also focused on Covid through our social media channels and the media.
- We created a 'Still here for you' short video collage of primary care staff communicating the message that the NHS is still, how they are working differently and what they can help with.
- During the Covid outbreak, we launched a blog from the Chief Nurse to nurses working in Sheffield CCG and out in primary care. The first blog was timed to be released on international nurses day and shared the great work of our nurses during Covid.

Staff forum

- During the covid-19 outbreak, staff forum has continued to meet virtually via Teams.
- The forum has played a key role in developing the staff temperature check survey questions as well as how the results are reported and shared. The forum has also engaged with their teams and wider staff around making 722 Covid safe and input into the guidance that has been developed.
- Away from covid-19 work, the staff forum has hosted a Black Lives Matter Fika where staff came together to discuss experiences and how we can make positive changes in the CCG and beyond. Other BLM staff sessions have been arranged for later in the year.

Equalities

- Building on the recent attention and enthusiasm for equality matters generated through the Black Lives Matter movement and Pride Month, the engagement and equality team have been working with staff members to facilitate opportunities for staff to talk about issues affecting different communities. This included a Black Lives Matters FIKA which was attended by over 60 members of staff. Another group has been set up to look at how diversity can be promoted throughout the organisation. Planning has begun to map and build upon these emerging structures to formalise arrangements, build tangible actions, and hold the organisation accountable for improving the lives of our diverse communities and staff.

3. Engagement

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

December to March

Community outreach on urgent care

- Extensive analysis of feedback from communities regarding previous urgent care engagement was undertaken and organisations involved with the People Keeping Well Partnership and those that represent other communities were asked to express an interest in undertaking outreach work on behalf of the CCG.
- The Refugee Council, Zest, Together Women, Chinese Community Centre, Mencap and Gateway and Shipshape were successful in their bids and planning began.

Outcome

- Covid meant that this work needed to pause. These organisations have now been approached to ascertain whether they can support the CCG with gaining qualitative insight regarding the impact of Covid, particularly on changes that have been made to services locally and 'phase two'.

Consultation Institute training to PCCC

- The Consultation Institute is the leading organisation for promoting high-quality public and stakeholder consultation, and up-skilling employees. They were commissioned to deliver training briefings for the Primary Care Commissioning Committee and GP practice managers.

Outcome

- Following the training, the committee and managers are now aware of their legal duties to involve.

NHS Oversight Framework Patient and Community Engagement Indicator submission

- Submission of evidence was provided to NHS England in February.
- Aims to evidence CCGs' implementation of statutory guidance on patient and public participation in commissioning health care. Last year, CCG was rated as Good, with a green score. Six pieces of our evidence submission were also used as best practice by NHS England in their good practice guidance.

Outcome

- We are awaiting official rating.
- This year, following continuous improvements to our engagement work and processes, we are hopeful we will be rated Outstanding, with a green star score.

Dermatology

- The engagement was planned to seek views on proposals to change the way dermatology services are delivered including the introduction of community skin hubs, providing clinics closer to patients' homes in four locations across the city; and the use of teledermatology, photographs being taken within GP Practices that would be sent electronically to a consultant dermatologist who would decide whether the patient would need to be seen in a hospital clinic or can remain under the care of their GP.

Outcome

- Due to the Covid lockdown restrictions, engagement activity was severely limited. Only six responses were received.
- Commissioners have been advised that further engagement activity will need to take place before any progression of service change can occur.

SPEEEEC

- SPEEEEC met in January 2020 and the topics included: primary and community mental health programme; send consultation; stoma engagement; Longley meadows; urgent care review – lessons learned; SPEEEEC assurance framework; CCG strategy engagement plan; proposal to assure governing body regarding public engagement and patient experience; quality and equality impact assessment policy and the revised IVF policy equality impact assessment.
- The March meeting was postponed due to the command and control structure being in place.

April to June

Primary and community mental health transformation programme

- Guidance and support for embedding involvement within the primary and community mental health transformation programme. Worked with Co-create to plan and run four workshops across the four PCN pilot areas, as well as a survey.

Outcome

- A total of 200 participants were involved in engagement activities.
- An extensive 'you said, we did' log has been compiled by the programme lead which tracks how public voice has influenced the programme.
- Work is now taking place to design appropriate engagement activities to potentially upscale the offer to city-wide.

Covid community insight report

- The CCG's engagement and patient experience teams have been asking local communities how they have been coping during the COVID-19 pandemic and subsequent restrictions and changes to services.
- This information provides a rich source of insight which should help guide and focus our commissioning. The information has been broken down by protected characteristic so that we can understand how our communities are being affected in different ways. The log is updated each week, and all CCG staff have been asked to look at it regularly to inform their work.
- Over 300 separate lines of data have been captured from over 70 different sources including direct contact from members of the public, from voluntary sector organisations, patient representation organisations such as Healthwatch, the CCG complaints team, meetings with general practices and insights obtained by our partner organisations such as Sheffield City Council.

Outcome

- More information is in a separate equality report.

Stoma prescribing

- Supported ICS led survey. Advising medicines management team on appropriate and proportionate involvement activity to review stoma prescribing.

Outcome

- 126 responses were received across the ICS region. The findings will be considered by medicines management teams across the ICS region to inform their proposals for Stoma prescribing. NHS Sheffield CCG will also be considering this alongside a review of the Prescription Order Line.

SPEEEC

- The April and June committee meetings were postponed due to the command and control structure being in place.
- Members of the committee met in a Task and Finish Group format in April and June to discuss specific work around gaining patient experience and community engagement input to proposed changes to local services, as we moved from the crisis phase of Covid into phase two, to meet our statutory duties.

4. Forward Plan

As the CCG working in a national NHS level 4 incident and therefore in command and control and not returned to business as usual yet, a detailed plan is not possible.

A big focus over the coming months will however be:

Overall

- Communication and engagement on CCG's commissioning intentions
- Big communications and engagement campaign on flu vaccinations

Communications

- Warming and involving on risks on Covid and staying safe.
- Working with facilities team to design resources around 'returning to 722' including a video tour of the building/guidelines/layout and posters/signage.
- 'Back to basics' social media campaign – as more places reopen and people get back to 'normal' it's the basics such as washing hands, limiting contact with others and staying 2 metres apart that are going to help continue to keep us safe.
- Infographic summary of the achievements of Silver and Bronze command as they step down.
- Due to Covid-19, we plan to hold our annual public meeting virtually this year instead of holding our usual public engagement event. It will be an opportunity to share information about the CCG's performance and finances over the past year as well as answering questions from the public.
- Continue to promote The Year of the Nurse and Midwife during 2020 by highlighting the work of our nurses in the CCG and primary care

Engagement

- Undertake 'Covid phase 2' work, including commissioning a statistically significant telephone survey with more than 1,000 households that will be supplemented by community outreach qualitative engagement, undertaken by local community groups who are best placed to hear from those with additional vulnerabilities due to Covid. Utilise this work to assure our statutory duties.
- Continue to build relationships with diverse communities across the City to capture their experience in their words, with the overarching aim of embedding themes and trends in our commissioning, so we make better decisions. Support and encourage CCG staff to listen, respond and be accountable.

- Continue to offer strategic advice to the Rapid Health Impact Assessment Steering Group regarding public engagement and equality issues
- Continue to embed a culture of celebrating difference and diversity within the CCG workforce and ensure that structures and processes are in place to enable that, at all levels of the organisation.
- Train, advocate for and encourage staff to utilise the QEIA tool within their planning, implementation and evaluation of work.
- Review the Interpretation Contract and review through the lens of equality delivery system (EDS) 2.
- Review the Terms of Reference for SPEEEC in line with governance protocols.
- Continue to build better relationships with partner organisations in the statutory sector and beyond across, to avoid duplication and have a more coherent offer for the City. Current partnership projects include Covid recovery pathway, Covid memorial, and equality training.

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, Deputy Director of Communications, Engagement and Equality

On behalf of Brian Hughes, Deputy Accountable Officer

July 2020

Appendix 1 – Infographic

