

**Communications and Engagement Update****Governing Body meeting**

9 January 2020

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<b>Purpose of Paper</b>	
This paper provides a summary of communications and engagement activity and impact between 1 August – 30 November 2019.	
<b>Key Issues</b>	
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.	
<b>Is your report for Approval/Consideration/Noting</b>	
For noting	
<b>Recommendations/Action Required by Governing Body</b>	
The Governing Body is asked to:  Note the work undertaken and its impact, and raise any questions	
<b>The latest version of the Governing Body Assurance Framework can be found at M:\Corporate\BAF &amp; Risk Register or contact Sue Laing 0114 305 1092 or suelaing1@nhs.net)</b>	
<b><i>Which of the CCG's objectives does this paper support?</i></b>	
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.	
<b>Are there any Resource Implications (including Financial, Staffing etc)?</b>	
No	

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

This report covers previous activity, 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 August 2019–30 November 2019**

## **Governing Body meeting**

**9 January 2020**

### **1. Introduction**

This report gives an overview of communications, engagement and equality activity and impacts during August, September, October and November 2019. This includes media coverage, social media, staff communications, and engagement with the public and patients.

This report is 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**

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

##### **Media coverage**

The pre-election period fell during this period, which limited the number of proactive press releases the team could issue:

- Over these 4 months, there were 20 mentions in local and regional media. This is considerably lower than in the previous period (47);
- Eight of these were triggered by proactive PR created by the CCG and five 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 (75%) of the coverage was positive or neutral in tone, this is a net positive of 10%. 25% of the coverage was negative, which was much lower than in the last reporting period (43%);
- The majority of the CCG's media coverage was online (69%), 28% was print and 1% was on broadcast media;
- Coverage included: CAMHS trailblazer status, diabetes funding, a number of positive, proactive pieces about primary care networks (front page) and what is being done to tackle health inequalities. In September, the HSJ picked up on the medical director returning and the appointment of the new chair.

#### **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:

- 132 tweets were sent and 119 Facebook posts;
- We had 219 new followers on Twitter and 49 additional followers on Facebook.

**Table 1: Social media statistics**

	<b>April-July 2019</b>	<b>August-November 2019</b>	<b>Difference</b>
Facebook likes	697	735	+6%
Twitter followers	13,048	13,316	+2%
Facebook reach	27,316	42,100	+54%
Twitter impressions	167k	201k	+20%

Top three tweets were:

1. We're pleased to announce a 2.5m investment from NHS England into mental health services in Sheffield, our Clinical Director for Mental Health, Steve Thomas, shares why this is a 'game changer' for the city to test a new and collaborative way of working for mental health services (includes a video of Steve Thomas talking about the funding) **8,650 impressions**
2. Your local pharmacist can help you with a range of conditions – they can advise how to keep well #selfcareweek (includes a video of a local pharmacist) **3,442 impressions**
3. Walking is one of the easiest ways to become healthier. Yorkshire is filled with beautiful landscapes so it's the perfect place to go for a stroll. Look what our colleagues spotted on a walk near the CCG! #YorkshireDay. For more tips on walking for health: <https://bit.ly/2wS9reK> (includes a video of a hedgehog) **3,309 impressions**

Top three Facebook posts were:

1. We're pleased to announce a 2.5m investment from NHS England into mental health services in Sheffield, our Clinical Director for Mental Health, Steve Thomas, shares why this is a 'game changer' for the city to test a new and collaborative way of working for mental health services.  
  
This will be great partnership work with @Primary Care Sheffield, @Sheffield Health and Social Care NHS Foundation Trust, Sheffield Mind, @Our Sheffield and South Yorkshire Integrated Care System. Read more about it here: [https://www.sheffieldccg.nhs.uk/.../funding\\_pledged\\_to\\_mental...](https://www.sheffieldccg.nhs.uk/.../funding_pledged_to_mental...) (includes video of Steve Thomas). **Reach, 3,145**
2. Are you off to university this month? There are cases of #mumps and #measles in the UK affecting students. You should have had two MMR vaccines when you were younger, if you haven't received two doses of the vaccine in the past – or you're unsure – talk to your GP. More info here >> <http://bit.ly/2HfSuy1> #SheffieldStopTheSpread (includes a video from WHO). **Reach, 1,560**
3. Flu season is upon us and we are encouraging those who are eligible to get their free flu vaccination to help stop the spread and keep people well. #staywellthiswinter #helpushelpyou #flu Find out more >> <http://ow.ly/AQUZ50wTHXm> **Reach, 1,560**

### **2.3 Website**

The website is still popular, with almost 66.3K individual visits to the public website.

**Table 2: Website traffic**

	<b>April-July 2019</b>	<b>Aug-Nov</b>	<b>Difference</b>
Users	24,590	23,275	-5%
Page views	70,963	66,300	-6.5%

The three most popular web pages were:

1. GP members area
2. Choose well
3. Sunburn and heat exhaustion advice

Aside from the GP area, the top two areas were well promoted on social media which indicates an increase in outtakes from social media.

## **2.4 Corporate communications**

### **Staff forum**

- We changed the structure of the sessions to enable everyone to have the chance to chair and have more input into the meetings.
- Staff forum are having more input into strategic issues (improvement plan, developing a staff charter, staff survey, cultural change programme)

### **Improvement plan**

- Promoted the two-day cultural change programme called “onwards and upwards”.
- Developed the improvement plan section of the intranet so people have one location to find information and updates  
<https://www.intranet.sheffieldccg.nhs.uk/improvement-plan.htm>

### **Staff charter**

- Developing the CCG’s first staff charter.
- Staff forum helped to facilitate staff engagement sessions and analyse the feedback. The sessions gained feedback on what the organisational values mean to staff and what behaviours we expect to see of ourselves and the CCG, to embody those values and integrate them into our daily work.
- The feedback has been used to shape the staff charter which will be launched in January.
- The charter will set out clear expectations of staff and the CCG based on our values of being fair, honest, responsive and accountable, compassionate and caring, progressive and empowering.

## **3. Engagement**

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

### **Neighbourhood involvement**

- Involved 1,769 people across Sheffield in 15 primary care networks/ neighbourhoods on what help and support they need at a local level.
- Working with South Yorkshire Community Foundation, twelve local organisations were awarded grants to undertake involvement activity across the 15 neighbourhoods/ primary care networks in the City.

- A market research company undertook a telephone and face to face survey with residents of the 15 neighbourhoods to provide statistically significant data at City level and good insights at a local level.
- The quantitative and qualitative information gathered from 1769 people will make sure that patient voice is at the heart of our planning, influencing our commissioning decisions for 2020/21, the NHS Long Term Plan, the development of primary care networks and other primary and community care projects.

### **Impact**

- The impact has been greater awareness of and better relationships with grassroots organisations and rich data from a statistically significant proportion of the Sheffield population.

### **Primary Care**

- Guidance and support offered to practices regarding merges, location changes and other changes that would directly affect patients. The impact is greater assurance that the CCG is meeting its legal obligations and practices are involving patients in decision making.

### **Access to infertility treatment policy**

- A coordinated approach to involvement on the draft access to infertility treatment policy was undertaken across the South Yorkshire and Bassetlaw ICS over an 8 week period.
- 26 responses were received across the ICS area with 15 of these being received from Sheffield residents.
- An involvement report was presented to SPEEEC in December which highlighted that feedback had been positive regarding the progressive nature of the policy introducing access to transgender, same sex couples and those with a disability that affects their fertility

### **Impact**

- Following feedback, the requirement to be smoke-free has been amended.
- SPEEEC commended the successful efforts to reach affected communities identified by the equality impact assessment, particularly LGBT groups, and an assurance was given regarding the activity undertaken.

### **Children and Young People Directorate**

- Strategic and implementation advice with completing quality and equality impact assessments, developing engagement plans and undertaking community involvement to inform decision making around SEND, wheelchair service and speech and language therapy.
- Strategic advice was given regarding meeting the CCG's statutory obligations and moral duties regarding the SEND strategy consultation.

### **Impact**

- Impact on SEND was a review of the feedback received, development of a more robust process, an extension in the timeframe of the consultation (which was originally 4 weeks during purdah) and more joint working between the CCG and local authority.

### **Mental Health Directorate**

- Strategic advice was given to aid development of specification and contract for co-production tendering, with the impact that, if this pilot is successful, other directorates may choose to embed this model of co-production in their planning.

### **Equality Hubs**

- Continued to contribute to and support the development of the Cross-Hub Health Working Group and secured investment for the future multi-organisational funding of the hubs that represent the nine protected characteristic groups.

### **Impact**

- The impact has been greater awareness of issues faced by equality hub members, information gained to feed into commissioning decisions and greater links with diverse communities across the City.

### **Care Home Engagement**

- The engagement team supported a review of the 'Fifteen Steps Challenge' initiative in care homes to help increase patient and carer involvement in the process and to simplify the tool being used to record feedback.
- The impact has been a revised process for people undertaking care home visits.

### **Strategic Patient Engagement Equality and Experience Committee (SPEEEEC)**

The following topics were highlighted during committee meetings and challenge/assurance offered:

- September: SPEEEEC'S role in assuring the CCG improvement plan; Update on the continuing health care client questionnaire; access To IVF commissioning policy; SEND strategy pre-consultation engagement; communications and engagement Strategy; SPEEEEC forward plan; update on policy for involving volunteers in our work.
- October: Update on Longley Meadows; adult short break proposal; a proposal to reassure GB regarding public engagement.

The impact was strategic assurance on behalf of Governing Body that appropriate and proportionate public engagement, equalities and experience had taken place.

In addition, the recruitment of two new GP members and two new public members.

## **4. Forward Plan**

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

### **Overall**

- Launch new communications and engagement strategy
- Develop a new evaluation methodology for the team to use, looking at how to measure outcomes.
- Engage staff, stakeholders and the public on CCG strategy, and widely promote it.
- Communications and early involvement on new capital in primary care (Boris 2020 money)

## **Communications**

- Launch CCG staff charter
- Dementia strategy launch in January
- Heads Up 'Take a minute' for your mental health campaign
- NHSCC conference in Sheffield in February
- Promoting the SEND strategy consultation
- Announcing neighbourhood second wave funding /
- Neighbourhood physician associates roles/networks nurse clinical director role /
- Work with the Chair and medical director to raise their profiles e.g newspaper column/social media takeover
- Work to improve the intranet
- 569 million reasons launching in January
- New hypertension service being piloted in a number of pharmacies/practices.
- Year of the nurse (2020) events and activities to promote and celebrate
- Practice nurse awards in February
- Winter campaign and launch of the microsite
- Social Change urgent care campaign (launching 13 Jan)
- Soft launch of Shaping Sheffield, summary document to be developed
- Funding for respiratory conditions management and training GPs

## **Engagement**

- Equality Delivery System 2 – Delivery of engagement and benchmarking elements to inform translation and interpretation contract review
- Formal consultation on the SEND strategy
- Roll out of the quality and equality impact assessment tool
- Community engagement with local communities, using a community development approach, around urgent care services education
- Review Longley Meadows and adult short breaks engagement against statutory duties
- Review engagement requirements regarding the stoma and continence service

## **5. Action/Recommendations for Governing Body**

The Governing Body is asked to:

Note the work undertaken and its impact, and raise any questions

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

**December 2019**

