

Communications and Engagement Update

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Governing Body meeting

13 January 2022

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| Author(s) | Erin Brady, Communications Manager, Helen Mulholland and Richard Kennedy, Engagement Managers |
| Sponsor Director | Brian Hughes, Deputy Accountable Officer |
| Purpose of Paper | |
| This paper provides a summary of communications and engagement activity and impact between July and December 2021. | |
| 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. | |
| Recommendations / Action Required by Governing Body | |
| The Governing Body is asked to consider and accept the work undertaken and its impact | |
| Governing Body Assurance Framework | |
| Strategic Objective 1: Reduce the impact of health inequalities on peoples' health and wellbeing through working with Sheffield City Council and partners. | |
| 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 July to December 2021

Governing Body meeting

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1. Introduction

This report gives an overview of communications, engagement, and equality activity and impacts from the last six months of the calendar year. This includes media coverage, social media, staff communications, and engagement with the public and patients.

2. Communications

The main focus over the past two quarters has included:

- Delivering the covid vaccination communications plan
- Developing and delivering the winter/urgent care campaign which includes the flu vaccination programme and the continuation of the Stop.Think. Plan B, not A&E campaign
- Developing and delivering the primary care campaign to educate and inform the public of the changes and pressures in primary care and how they are still there for patients

We worked closely with Sheffield City Council comms, Primary Care Sheffield, Sheffield Teaching Hospitals and public health teams to coordinate work and resources to maximise impact of the covid vaccination programme.

2.1. Media coverage

The positive media coverage in the last two quarters increased due to the vast coverage around covid vaccinations. Broadcast coverage continues to increase each quarter. An overview of media and digital activity is attached as Diagram 1.

July 2021 – Sept 2021

- During this period the team issued 12 proactive press releases or pitches to the media, this is slightly down on last quarter (17) but is still high in comparison to previous years.
- Over the three months, there were 18 mentions in local and regional press versus 39 in the previous reporting period
- 89% of the coverage was positive, and 11% negative. The negative coverage was in relation to two articles that followed a media enquiry about an ex-member of staff who had complained that roles were only advertised internally.
- Broadcast coverage remains high with 44% of the coverage being on TV or radio (up from 36% last quarter). Online coverage was also 44% with the remaining 12% being print coverage.
- In reality, print coverage will be higher than what is reported, as the team are working away from the office they don't have the same access to newspapers as they did when working in the office. Likewise, radio coverage will be higher as it is manually monitored.
- The themes of the coverage are mostly covid-19 vaccinations with some coverage on the General Practice Nurse Awards.

Oct 2021 – Dec 2021

- During this period the team issued 10 proactive press releases or pitches to the media, this is down on last quarter (12). The number reduced due to the vaccination programme plateauing in terms of new angles. The number increased towards the end of the year as boosters were announced.
- Over the three months, there were 24 mentions in local and regional press an increase from 18 in the previous reporting period.
- 91% of the coverage was positive, a slight increase from 89% last quarter. 9% was neutral and there was no negative coverage.
- Broadcast coverage remains high with 45% of the coverage being on TV or radio. Online coverage was also 45% with the remaining 10% being print coverage.
- As stated above, in reality, print coverage will be higher than what is reported.
- The themes of the coverage are mostly covid-19 vaccinations with some coverage on flu vaccines and some on IVF eligibility.

2.2. Social media

Social media statistics

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

We are posting more organic videos, as these can be up to ten times more popular than non-media posts.

| | Jan - March | Apr - June | Jul – Sept | Oct - Dec | Difference (June to Dec) |
|---------------------|-------------|------------|------------|-----------|--------------------------|
| Facebook likes | 2,251 | 3,547 | 3,831 | 3,989 | +13% |
| Twitter followers | 14,600 | 15,058 | 15,337 | 15,535 | +3% |
| Facebook reach | 786k | 893k | 326k | 230k | -74% |
| Twitter impressions | 1.1m | 1.4m | 1.2M | 549k | -61% |

Top three tweets

Sheffield United walk-in post – **32.4K**

“We’re pleased to announce a new signing to the Covid-19 vaccination rollout. @SUFC is holding its first walk-in vaccination clinic on Saturday 10 July for first and second doses of Pfizer or AZ. Kick-off is 9am - Cherry Street entrance. No entry after 2pm. Let’s kick Covid out.” <https://twitter.com/NHSSheffieldCCG/status/1410885967884345344>

Mathew Practice walk-in post – **26.6K**

“The walk-in vaccination clinic at The Mathews Practice (Belgrave), 22 Asline Road, Sheffield, S2 4UJ has availability today and tomorrow between 9am-5pm. There’s currently no queue, come on down and walk straight in for your vaccine @SheffCouncil.” <https://twitter.com/NHSSheffieldCCG/status/1472146694343118848>

#GrabAJab summary – **25.1K**

“#GrabAJab this weekend to maximise protection before covid restrictions are lifted. If aged 18+, you can walk-in: ➡ Darnall Primary Care Centre: weekdays, 7pm-9pm, weekends, 9am-4.30pm. ➡ Sheffield Octagon Centre: everyday, 8am–5pm. ➡ Sheffield

Arena: everyday, 8am - 5pm.”

<https://twitter.com/NHSSheffieldCCG/status/1416291582559629316>

Top three Facebook posts

Sheffield United walk-in post – **85.8K**

“We are pleased to announce a new signing to the Covid-19 vaccination rollout. Sheffield United is holding its first walk-in vaccination clinic on Saturday 10 July for first and second doses of Pfizer or AZ. 📍 Kick-off is 9am - Cherry Street entrance. 📍 No entry after 2pm. Let’s kick Covid out!” <https://www.facebook.com/SheffieldCCG/posts/2139224506220101>

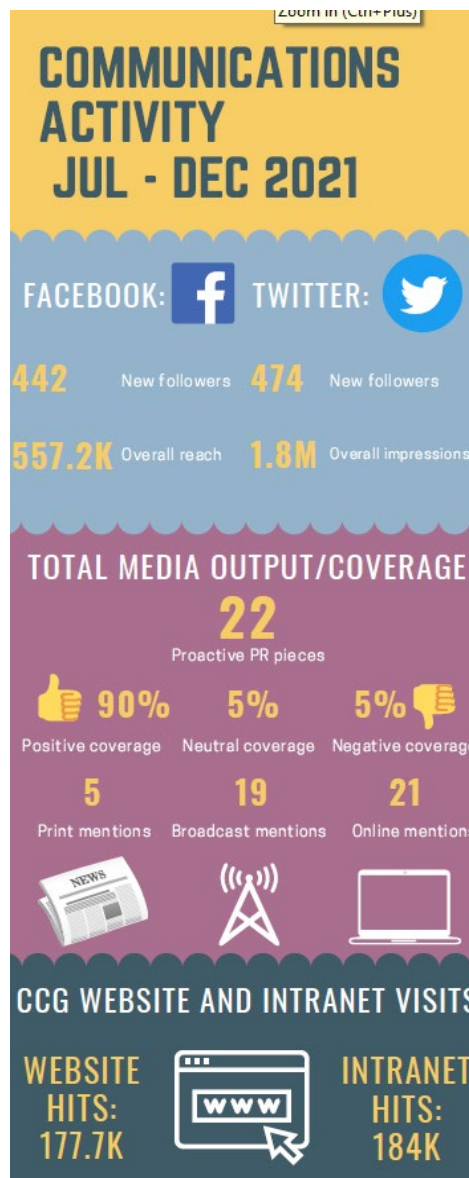
#GrabAJab summary – **33.8K**

“There’s still plenty of places across Sheffield to #GrabAJab this week. These include Sheffield Cathedral Concourse, Edward Street and Broomspring Lane Car Park. See below for more details. 📍 16 or older. 📍 Don’t need to be registered with a GP. #VaccinateSheffield” <https://www.facebook.com/SheffieldCCG/posts/2204807249661826>

Winter vaccination post – **31.4K**

“There are two essential vaccines that you may need this winter - flu and COVID-19 booster. Vaccines are the best way to protect yourself, friends and family from these dangerous viruses. Find out if you’re eligible now at [nhs.uk/wintervaccinations](https://www.nhs.uk/wintervaccinations).” <https://www.facebook.com/SheffieldCCG/posts/2259635840845633>

Diagram one: Communications activity July to December 2021



2.3. Corporate communications and staff engagement

- Staff briefing continues every other week covering corporate news such as the transition to the ICS, commissioning intentions and temperature check updates. Updates are frequently led by staff, not the executive team. In the last quarter we moved staff brief from Zoom to Teams
- Daily covid bulletins to practices keeping them updated on the latest guidance and updates on the covid vaccination
- Staff forum meets monthly to bring ideas together including developing and analysing the temperature check survey
- The team have developed communications to staff around the coming changes to the CCG and Integrated Care System (ICS), ensuring staff are kept up to date with any new announcement
- Developed and delivered messaging to staff about the ongoing covid situation including changes to government guidelines and communications about when staff are expected to return to work at 722

- Continued to contribute to the network of staff passionate about equality related issues, support national and international awareness campaigns and link work undertaken by both the HR team and Involvement team into the strategic direction of the group

3. Public engagement

Covid vaccines – first two doses

- Co-production partnership approach with the 26 VCF sector working alongside communities who are hesitant or where barriers exist – particularly for people who are homeless, people of colour and people who live in the areas of highest deprivation
- Significant investment in VCF sector infrastructure to enable them to deliver tailored communications using appropriate methods i.e. community languages, via food banks, local social media including WhatsApp and WeChat groups
- This work played a significant role in Sheffield having the highest uptake of covid vaccine of any core city in England
- Evaluation report of approach, outputs and lessons learned.

Covid booster work

- 26 organisations funded to continue to listen to community members about vaccine hesitancy and barriers to enable the system to work collaboratively to tailor communications and adapt practice to meet the needs of those least likely to take up the vaccine offer
- Grants issued to organisations to support their staff and volunteers to undertake this work

Dysfluency and cleft pathways at Sheffield Children’s (NHS) Foundation Trust (SCHFT)

- Strategic advice, oversight and training offered to teams in the CCG and at SCHFT regarding statutory duties, moral obligations and robust processes for reviewing services
- Ongoing support offered to ensure practical implementation of processes in line with case law

Neurodevelopment

- Strategic advice and support given to the team leading the work regarding robust engagement, particularly from people whose voices haven’t been heard to date
- 550 responses received to online survey
- Funding identified to support grass roots organisations to contribute

Strategic Public Involvement, Experience and Equality Committee (SPIEEC)

- Committee meetings took place in August, September and December
- A planned review of progress against the annual action plan demonstrated further strengthening of the committee aims and objectives, robust Terms of Reference and insightful comments from the public representative members, who were thanked for their valued and helpful contributions throughout 2021
- Shoreham Street relocation consultation process
- Richmond Road branch closure

4. Forward Plan – January to March 2022

A big focus in quarter four will be:

Overall

- Comms and engagement supporting transformation programme on building new primary care sites in Sheffield to help GP practices to deliver the modern healthcare needed for our changing population.
- Winter comms/urgent care – social media and advertising campaign, along with work to ‘increase knowledge’ of the urgent care system in Sheffield for people living in the areas of highest deprivation, people of colour and those who are homeless
- Design work at place and at system on future models for communications and engagement
- Raising awareness of boosters and open offer of first and second covid vaccines.

Communications

- New provider of interpretation services for primary care
- PR on resilience funding and capital funding for primary care
- PR on all city’s practices being rated as good by the CQC
- Staff and stakeholder comms on transition to ICB
- Primary care pressures and offer PR and social media including question time style events
- Annual report
- Flu campaign
- Health campaigns – cervical cancer, no smoking day, obesity awareness.
- LGBT History Month

Engagement

- Commissioning intentions engagement
- Coordinated work with VCF organisations offered to project to support reach into seldom heard communities on phlebotomy services Shoreham Street and Richmond Road branch.

5. Recommendation

The Governing Body is asked to consider and accept the report.

Lucy Ettridge
Deputy Director Communications, Engagement and Equality
January 2022