

**Communications and Engagement Update – July to December 2020****Governing Body meeting****14 January 2021**

<b>Author(s)</b>	Lucy Ettridge, Deputy Director of Communications, Engagement and Equality
<b>Sponsor Director</b>	Brian Hughes, Deputy Accountable Officer
<b>Purpose of Paper</b>	
This paper provides a summary of communications and engagement activity and impact between July – December 2020.	
<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 consideration	
<b>Recommendations / Action Required by Governing Body</b>	
The Governing Body is asked to consider the report and note the work undertaken and its impact.	
<b>Governing Body Assurance Framework</b>	
<b><i>Which of the CCG's objectives does this paper support?</i></b> Reduce the impact of health inequalities on peoples' health and wellbeing through working with Sheffield City Council and partners.	
<b>Are there any Resource Implications (including Financial, Staffing etc)?</b>	
No	
<b>Have you carried out an Equality Impact Assessment and is it attached?</b>	
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 2020**

### **Governing Body meeting**

**14 January 2021**

#### **1. Introduction**

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

#### **2. Communications**

##### **July 2020 – September 2020**

- During this period the team issued 11 proactive press releases.
- Over the 3 months, there were 12 mentions in local and regional press. This is down on the last reporting period but the figure for print coverage may actually be higher 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.
- 100% of the coverage was positive or neutral, this is the same as the previous three months. There was no negative coverage this period.
- Broadcast coverage, which is more prominent, has increased since the previous reporting period with 33% of the coverage being on broadcast media, this is considerably higher than the 16% last reporting period. As usual, the majority of the coverage was online.
- Also the corporate team helps practices with media and PR and this isn't always logged as it doesn't affect the reputation of the CCG.
- Themes of the coverage include covid-19 in primary care and how GP practices are working differently, mental health services during covid and diabetes (linking to covid).

##### **October 2020 – December 2020**

- During the period, we issued 11 proactive press releases and pitched various stories to the media.
- Over the three months, there were 16 mentions in the media although, as previously mentioned the figure may be higher as there may be more print coverage that wasn't recorded due to lack of access to print media.
- There was no negative media coverage. 94% of coverage was positive and 6% neutral.
- Broadcast media coverage continued to increase with 43% of coverage being on radio.
- Also the corporate team helps practices with media and PR and this isn't always logged as it doesn't affect the reputation of the CCG.
- 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, the Telegraph, Link FM and on BBC Radio Sheffield.
- As expected the overwhelming theme of the coverage is covid which this reporting period focussed particularly on covid vaccinations but there has also been coverage about flu vaccinations in the first month of the period.

## 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.

The social media stats are as follows:

**Table 1: Social media statistics**

	Dec-March	April-June	July-Sept	Oct-Dec	Difference (June to Dec)
Facebook likes	858	1,433	2,539	3,183	+122%
Twitter followers	13,470	13,803	13,935	14,175	+3%
Facebook reach	427k	272k	1.2m	258k	-5%
Twitter impressions	219.7k	757.5K	245.7 k	333.5k	-56k%

## Top performing tweets

1. All 50 residents of a nursing home in Sheffield received their [#CovidVaccine](#) yesterday alongside 23 staff. Chatsworth Grange is the first nursing home in Sheffield to have all of their residents vaccinated (Cont. below). Impressions: 9,254
2. Third best tweet: 90 year old Freda France, also known to friends as 'The First Lady of Shirecliffe' and 'Queen' was the first person to receive the covid vaccination at a GP practice in Sheffield today. Freda had this message for anyone who is invited to have the vaccination. (cont. below)  
Impressions: 9,229
3. A great video from @SHSCFT featuring lots of #Sheffield faces. The Here to Help Sheffield campaign is highlighting the range of mental health support available in the city, find out more here: <https://www.shsc.nhs.uk/heretohelp> #HereToHelpSheffield.  
Impressions:7,744

## Top performing Facebook posts

1. (our GPs still here for you video) If you have new symptoms please don't put off contacting your GP, they're open and [#StillHereForYou](#). The sooner you're seen, the sooner you can start any treatment you may need. Contact your GP on the usual number. Reach: 275k
2. (our GP still here for you video) Although your GP practice is working in different ways, they're [#StillHereForYou](#), watch this video for a message from GP practice staff in Sheffield. If you need an appointment with a nurse or GP contact your usual practice number. You will be offered a telephone or video consultation first. Reach: 170k
3. Dr Jennie Joyce who works at Flowers Health Centre in Sheffield talking about the [#COVIDVaccination](#) programme. "As soon as you get the call, book yourself in and

go and have it done, it's really worth doing and we really hope this is going to make a big difference." Reach: 15.6k

#### **4. Corporate communications and staff engagement**

##### **Covid-19**

- The team continued to support the covid-19 work, particularly supporting primary care by securing media coverage to highlight the way primary care has changed and how they are still open for patients
- The team also continued to develop 2 staff briefings a week to inform staff about the latest covid news and updates, as well as other strategic news they needed to know

##### **Black Lives Matter fikas**

- Supported the equalities group to develop the BLM fikas
- Developed graphics and messaging to encourage staff to attend the Fikas and following the sessions published the outcome of the Fikas

##### **Comms to support primary care**

- Practices needed comms support to let patients know practices were still open and available to help patients during the pandemic
- The team supported this by developing comms to highlight what services patients could access
- They developed a video featuring practices staff from across Sheffield explaining that they were open and how they can help patients
- The video was used on social media and performed well

##### **Annual report and APM**

- The team co-ordinated and edited the annual report and uploaded to the website when it was finalised
- The team also planned and delivered the annual public meeting which this year was a held virtually on Zoom
- The team ensured that the video was recorded and uploaded for the public to view and collated public questions to be answered on the video

##### **Flu vaccination campaign**

- We developed a communications plan to encourage eligible people to have their flu vaccinations
- This plan was developed by the CCG on behalf of the CCG and SCC
- The plan included organic social media posts, press release and media features on BBC Radio Sheffield
- We provided funding to the public health BAME community groups for them to deliver messages around flu vaccination to their communities. The comms team provided the groups with translated materials and supported them to develop their own videos and other content

##### **Urgent care campaign**

- In March we had to put the urgent care campaign, Stop.Think.Plan B not A&E, on hold due to covid-19
- In October a decision was made to refresh and restart the campaign to help reduce pressure on services during the busy winter period

- The campaign was adapted to fit with covid guidelines – for example graphics were updated to show characters wearing face coverings
- The new campaign includes:
  - Audio adverts on Global Media radio stations streamed online, targeting specific demographics (running Oct – Nov 2020)
  - Digital display adverts online, targeting specific demographics (running Nov 2020 – Jan 2021)
  - Social media adverts targeting specific audiences (running Dec 2020 – March 2021)
  - Organic social media posts (running Dec 2020 – March 2021)
  - Engagement work with community groups

### **Covid-19 vaccinations**

- The team have developed a communications plan on behalf of partners in the city
- We have supported practices in the roll out of the vaccination by securing media coverage as well as coverage on community radio station Link FM which reaches Muslim communities in Sheffield.
- The team have also re-started the daily covid bulletins to practices to ensure primary care are receiving guidance and information as it comes through

## **5. Engagement**

### **NHS Oversight Framework Patient and Community Engagement Indicator**

The CCG's Engagement, Experience and Equality team are continually improving how it engages with, and hears the voice of, local people. Over the last two years the NHS Oversight Framework Patient and Community Engagement Indicator has provided the opportunity to systematically improve our processes and submit evidence to NHS England to be assessed against. The Patient and Community Engagement Indicator evidences CCGs' implementation of the revised statutory guidance on patient and public participation in commissioning health and care and compliance with the '14Z2' statutory duty to involve the public in commissioning.

In the most recent assessment period, 2019/20, the CCG received a rating of 'Green star', with the highest score possible and 'outstanding' ratings in each of the five domains:

- Governance
- Annual Reporting
- Day-to-day practice
- Feedback and Evaluation
- Equalities and health Inequalities

### **Primary Care**

The CCG's Engagement team has been advising GP Practices considering substantial service change to ensure that they are effectively involving their patients, and that both they and the CCG are meeting their statutory duties to involve the public in commissioning.

York Road Surgery consulted with their patients regarding a proposed relocation of their practice receiving 200 responses. Clover Practice consulted with their patients regarding the proposed closure of their branch site at Jordanthorpe Health Centre receiving 68 responses.

From November 2020, both practices undertook thorough and proportionate consultations with their registered patients, including assurance of their consultation plans through

SPEEEC, and fully completed QEIAs. Their consultation reports will be presented to SPEEEC on 5 January 2021 for final assurance, before presenting their business cases to PCCC for approval.

### **Prescription Ordering Line**

Starting in 2016, with 13 practices, the service was launched with the aims of reducing medicines waste and optimising the quality and safety of medicines. The Prescription Order Line (POL) provides a repeat medication ordering telephone service for patients. Based in the CCG, a team of medicines management support assistants supported by pharmacy technicians operate the telephone call centre 9am to 3pm, Monday to Friday.

Despite clear advantages, providing the service for the current 13 practices has proved to be at the limit of what is possible under the current model, due to constraints of information technology and other facilities necessary. Further expansion of the service is desirable to allow all Sheffield residents the benefits and increase equity for all practices and their patients.

It is proposed to seek a new provider to deliver the service to the existing 13 practices and engage the remaining 66 practices in making the service available across Sheffield.

To ensure NHS Sheffield CCG commissions a service fit for purpose that meets the needs of the patients it serves, an engagement exercise was carried out between September and October 2020 to hear the voice of people in Sheffield and understand what is important to them about a telephone order service. Engagement methods including using the patient communications of individual GP practices across the City, especially text messaging; small grants offered to community organisations working with underrepresented groups, and the CCG's social media channels. The engagement activity received 1,149 responses providing a wealth of information to make an informed decision on the future, and the ongoing delivery, of the service.

### **Crisis Care**

The Mental Health team have started to bring together partners and experts by experience to co-design a new mental health crisis care model with the aspiration to eliminate gaps, exploit opportunities, and lead to better outcomes for people who need to access urgent and emergency mental health crisis care, support and treatment.

The team have commissioned Co-Create to assist them with their co-design ambitions for this project. To date, the programme has undertaken the following activities:

- Programme Board including service user and VCF representatives
- Desktop research undertaken, including reports from Chilypep and Healthwatch Sheffield
- 'Big Question' facilitated discussion sessions with Children and Young People, and Adults with lived experience of crisis
- VCF engagement undertaken through the Mental Health Network Meeting
- BAME specific engagement – capturing key themes from the "Black Mental Health Live" event
- A series of design workshops

Further activities are planned for January 2021.

## **CCG Equality Group**

The CCG Equality Group was originally setup to look at promoting equality and diversity within the CCG. The group has since extended, welcoming a varied and diverse membership including individuals with an interest in equality and diversity issues, and representation from teams across the CCG with key responsibilities around equality, diversity and inclusion i.e. HR, Communications, Engagement and Patient Experience, and the Deputy Accountable Officer. The group is currently in the process of formalising itself with Terms of Reference. Key objectives identified are:

- Promotion of Equality, Diversity and Inclusion throughout the CCG
- Identify ways in which equality and diversity is implemented in the processes and procedures of decision making within the CCG
- Promotion of equality and diversity within the CCG Workforce
- Act as change agents and recommend changes that have impact on the organisation and workforce.

Topics that have so far been discussed by the group include:

- Recruitment and development of BAME staff
- Rainbow badges
- How the CCG presents itself as an inclusive organisation
- Increasing awareness within workforce
- Black History Month

The group will report into Governing Body via the Performance and Delivery Report, and SPEEEC.

## **Stoma ordering service**

At the start of 2020, South Yorkshire and Bassetlaw Integrated Care System undertook a public survey to understand the experiences of patients living with stomas across the area. The themes from this involvement activity informed a decision to make improvements to the ordering process of stoma appliances and how this might incorporate better support to patients around the products, their use and effectiveness. To enable this NHS Sheffield CCG wanted to look at the possibility of setting up a Stoma telephone ordering service. In order to consider these potential service improvements and proposed changes to ordering methods, NHS Sheffield CCG carried out a place-based survey to hear the voice of people in Sheffield and understand what is important to them about a telephone order service for stoma appliances.

There were 45 responses to the survey which provided a 2.5% response rate from the estimated number of patients living with a stoma in Sheffield. The findings will now inform a decision about whether to pursue this service, and if so how to implement it most effectively for patients.

16 respondents also indicated they were interested in joining a virtual group to advise the CCG about potential service developments and what these might look like. Future engagement with a virtual group will be crucial in understanding the patient experience and gaining a more in-depth representative view about service plans.

## **Covid phase 2**

Since the onset of Covid19 and the government enforced lockdown from 23 March 2020, NHS Sheffield CCG has been collecting and collating insight from communities

across the city. This insight was helped to inform our decision making during the first phase of Covid and was later used to help us plan our future commissioning intentions. As a response to the challenges faced by the local healthcare system, some temporary changes to services had to be made. It is important for the CCG to understand what impact these changes have had on population of Sheffield.

- We undertook two pieces of involvement to understand the impact of these changes on our communities. A telephone survey of a representative sample of the Sheffield population was undertaken by SMSR and semi structured interviews by local community groups with residents involved Mencap, SADACCA, Together Women, Shipshape, Refugee Council, ZEST and the Chinese Community Centre
- A total of 1270 residents of Sheffield responded across the two methods. 1107 through the telephone survey and 163 through the community organisation-led activities.
- The impact of this work will be on our future commissioning intentions as we continue, with refreshed vigour, to reduce health inequalities in the city by listening to and responding to the needs of those most vulnerable. This will be at every level of the organisation in terms of our strategic planning and implementation of commissioning decisions, alongside our partner organisations.

### **Flu outreach**

In September 2020 we embarked on a project to encourage additional uptake of the flu vaccine, given the increased risk that a flu / covid combination could pose and the disproportionate impact covid has had on minority ethnic communities. This involved asking BAME organisations, via the Public Health communities group, to let us know how they would tailor messages and methods to increase uptake in their community and how they would evaluate that work. Eleven organisations came forward and have been given £1k each to undertake a multi-methods approach to allay fears and encourage people to have their vaccine.

This work is currently underway and includes (socially distanced) conversations with people whilst food parcels are being delivered, educational films promoted via Facebook & Twitter, slots on community radio targeted at taxi drivers, messages via community WhatsApp and WeChat groups, all delivered in community languages and tailored appropriately, whilst utilising the national flu campaign messages.

Individual organisations will be asked to evaluate how effective their outreach work has been based on the evaluation criteria they set themselves and that data will be collected and collated at the start of 2021.

### **BAME Public Health group**

In July 2020, public health colleagues and a VCF sector organisation called Faithstar, convened an initial meeting for staff from provider and commissioner organisations across healthcare to meet with and listen to people from minority ethnic communities. The CCG is engaged with the group. People described racism, structural inequalities, lived experience of discrimination and prejudice and the devastating impact of covid by people living across our city. There was a deep lack of trust by community members of statutory organisations and a perception that people were excluded from decision making in the city and not heard.

The group has met almost every week since July. Senior leaders such as Brian Hughes attended to share how they intend to play their part to bridge the gap and lead the city in a more inclusive way, that reduces health inequalities and ensures that past mistakes are not repeated.

The group reviewed progress in the last meeting of 2020 and comments from community leaders included “It’s been a visible learning experience – the authenticity and trust gap is closing through good leadership”, “This forum has meant that trust is being rebuilt – we face structural inequalities and racism on a daily basis but Sheffield is a great city and people’s hearts are in the right place and that is shown in this group” and “I can’t thank you enough. You can get something good out of a bad situation. Without covid we wouldn’t have all met and worked out how we can all work together. I just hope this work continues”

### **Equality Delivery System**

Earlier in January, SPEEEC were asked to approve the CCG submission of the Equality Delivery System.

This reviewed a particular area of our work: the interpreter contract and specification through the lens of service users and involved interviewing and working alongside VCF sector colleagues who support people whose first language isn’t English.

Using the NHS England tool, the current provision has been judged as “developing” and an action plan for more suitable future provision is being overseen by the Interpreter Contract Group and Reducing Health Inequalities group within the CCG.

### **SPEEEC – annual assurance review and action plan and terms of reference review**

Past members of the SPEEEC committee, alongside current members and those people who have attended to present over the last year were asked to contribute to a review of their experience. Some aspects of the committee were seen as positive and there were areas that required further thought and consideration as we move into 2021. An action plan has been developed alongside internal and external members and have contributed to the revised Terms of Reference.