

Communications and Engagement Update April to June 2021

Governing Body meeting

2 September 2021

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Purpose of Paper	
This paper provides a summary of communications and engagement activity and impact between April and June.	
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	
Which of the CCG's objectives does this paper support? 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 (EIA) and is it attached?	
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 April to June. This includes media coverage, social media, staff communications, and engagement with the public and patients.

2. Communications

This quarter's main focus was delivering the covid vaccination communications plan. It aims to increase uptake by communicating the facts and instilling confidence through positive comms that the vaccine is safe.

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.

3. Media coverage

The positive media coverage in the last quarter increased due to the vast coverage around covid vaccinations. All media coverage this quarter was positive with no negative or neutral coverage. An overview of media and digital activity is attached as Appendix 1.

April 2021 – May 2021

- During this period the team issued 17 proactive press releases or pitches to the media, this is slightly down on last quarter (22) but is still high in comparison to previous years.
- Over the 3 months, there were 39 mentions in local and regional press vs 53 in the previous reporting period
- 100% of the coverage was positive, which is up from the previous quarter.
- Broadcast coverage remains high with 36% of the coverage being on TV or radio. The majority of the coverage was online (53%).
- 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 investment into mental health services and the primary care development nurses winning an award.

4. Social media

The Clinical Commissioning Group (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 are up to ten times more popular than non-media posts.

Social media statistics

	Jan - March	Apr - June	Difference
Facebook likes	2,251	3,547	+58%
Twitter followers	14,600	15,058	+3%
Facebook reach	786K	892.5	+14%
Twitter impressions	1.1M	1.4M	+27%

Top three tweets

1. Amazing to see so many people at the Crucible Theatre for our drop in covid vaccination clinic. If you were planning on coming do not as we have reached our limit. If you are eligible book yours at [nhs.uk/conditions/cor...](https://nhs.uk/conditions/coronavirus) or call 119 (includes image of Crucible) **56.7K impressions**
2. The Darnall Primary Care Centre Vaccination Big Weekend starts today If you live in or near Darnall and are aged 18+, you can walk-in to one of the sessions below to get your Covid vaccination Friday: 6.30pm - 10pm Saturday: 8am - 8pm Sunday: 8am - 8pm Monday: 6.30pm - 10pm **55k impressions**
3. A big thank you to @swfc for your support! "Sheffield Wednesday is proud to support the NHS. With a light at the end of the tunnel, we join the NHS in encouraging the public to attend their vaccination appointments." Read more <https://sheffieldccg.nhs.uk/news/SheffieldWednesdayscoreagoalfortheCOVIDvaccinationcampaign.htm> (Includes image of SWFC) **51.9K impressions**

Top three Facebook posts

1. This drop in session is for Sheffield residents only, there are other vaccination venues available in Sheffield that can be booked through www.nhs.uk/covid-vaccination or by contacting 119 ** The Crucible theatre will be hosting a covid vaccination clinic on Saturday 12 June from 9am. Open for their first dose of the Pfizer vaccine. No appointment required. Doors shut at 2pm. First come, first served. #vaccinatesheffield (includes image of Crucible) **Reach 602.8K**
2. Dr Gasan Chetty, Heeley GP: "There is no evidence to support some of the fear of taking the vaccine". #vaccinatesheffield (includes video of Dr Chetty) **Reach 183.3K**
3. The Crucible Theatre drop in for covid vaccinations is open. First come, first served - no appointment needed. Walk in and get your jab. #vaccinatesheffield (includes image of Crucible drop in) **Reach 85.9K**

During this time to reach generation z and millennials, we have been working with Sheffield influencers to create vaccine content for TikTok and Instagram.

5. Corporate communications and staff engagement

- Staff briefing continues every other week covering corporate news such as white paper, commissioning intentions and temperature check updates. Updates are frequently led by staff, not the executive team
- Daily covid bulletins to practices to keep 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
- Supported the retuning to 722 team with development of the returning to 722 pack.

COMMUNICATIONS ACTIVITY APRIL - JUNE 2021

FACEBOOK:  TWITTER: 

1296 New followers	458 New followers
277 Posts	250 Tweets
893K Overall reach	1.4M Overall impressions

TOTAL MEDIA OUTPUT/COVERAGE

17 Proactive PR pieces **5** Media enquiries

100%  **0%** **0%** 

Positive coverage Neutral coverage Negative coverage

4 **14** **21**
Print mentions Broadcast mentions Online mentions



CGG WEBSITE AND INTRANET VISITS

WEBSITE
HITS:
117K



INTRANET
HITS:
90.2K

6. Public engagement

Covid vaccine engagement project

- The CCG has invested £235,000 into 26 local community organisations to enable direct engagement with people utilising the skills and knowledge of the community organisations' staff and volunteers.
- The activities of these organisations have reached over 160,000 people in Sheffield. Sheffield continues to have the highest uptake of vaccine across the 9 core UK cities outside London. The approach taken in Sheffield to work alongside communities is having a clear impact on people's decision to have the Covid vaccine, which has saved lives.
- Information has been fed back fortnightly from community organisations about the latest insight from community members regarding hesitancy and barriers to vaccine uptake which are being fed directly into the Covid Vaccine programme team and the City wide vaccine group.
- The Communications and Engagement team continue to provide up to date information, as well as produce resources in a variety of formats, to help counteract concerns as well as working alongside primary care colleagues in vaccine clinics to reduce barriers.
- The engagement project runs until the end of August. A final report will be produced highlighting the activity and insight gathered throughout the project, as well as an evaluation of the approach taken.

Norfolk Park Medical Practice consultation

- In May, Norfolk Park Medical Practice launched a consultation with patients on a proposed merger with Dovercourt Group Practice, which included the proposal to close the GP practice at the Norfolk Park Health Centre site.
- The CCG offered resources to support the practices to undertake the consultation to ensure that the patient voice was heard and presented as part of the decision-making process. Our role was to oversee the consultation.
- The Strategic Public Involvement, Experience and Equality Committee (SPIEEC) assured that the consultation plan was robust and inclusive, although there were issues with the case for change and providing adequate information for people to make an informed decision. It was subsequently noted that the notice served by Norfolk Park Medical Practice to their landlord prior to the consultation jeopardised the assurance given as a breach of the Gunning Principle 1 - that consultation must be at a time when proposals are still at a formative stage.
- Manor and Castle Development Trust were commissioned to obtain the views of vulnerable groups, and also Disability Sheffield to undertake a disability impact assessment on the impact the closure would have on disabled patients.
- Representatives of the CCG and Norfolk Park Medical Practice met with local MPs and Councillors to brief them about the proposals and consultation.
- The consultation was ended early on 16 July, as an alternative option was made available as a result of the consultation.
- The practices are now pursuing an alternative option of merging whilst retaining all three of their current sites, Norfolk Park Health Centre, Dovercourt Surgery, and Manor Top Surgery. They have begun a separate

piece of engagement activity with their patients about this. A full consultation is not required as no changes to service provision are being proposed as part of this merger.

- The findings of the consultation and subsequent engagement activity will be presented alongside the business case to the Primary Care Commissioning Committee for a decision to be made on whether to approve the amended proposal.

Long-Covid Echocardiogram (ECHO)

- Involved in the design of an ECHO with St Luke's Hospice which will provide a series of meetings involving facilitated discussions and knowledge sharing to understand how long-covid has affected our population of Sheffield.
- The aim is to hear the voice of patients across the city and the organisations that support them. There is a particular interest in reaching those patients who find it hard to access services.

Speech and Language Therapy

- Offered support and advice regarding the dysfluency and cleft palate service pathways. Key aim was to understand service level data that exists, any engagement activity undertaken by the provider and equality implications.

NHSE/I changes about the ICS

- Development of principles and a future model for commissioner led public engagement at place was undertaken in collaboration with SPIEEC committee members and included early exploration of wider connections with the local authority.
- Further discussions and refinement were made based on national guidelines released by NHS England as draft legislation began its journey through parliament.
- The aim is that this early work will provide a foundation as more information becomes available and a place based offer can be developed to enhance the commissioner led public involvement and equality landscape in the City.

The Strategic Public Involvement, Experience and Equality Committee (SPIEEC)

- The committee met virtually on 11 May and discussed the Norfolk Park and Dovercourt consultation plan and equality analysis, update on the vaccine implementation plan via Voluntary, Community and Faith (VCF) sector partners, future of commissioner led involvement and the Equality, Diversity and Inclusion Strategy at Sheffield Teaching Hospitals (NHS) Foundation Trust.
- The committee met virtually on 22 June and discussed the strategic approach and timeline for commissioner led involvement, equality and experience in the city, an update from the Accountable Care Partnership, an update regarding the minor injuries unit, speech and language therapy and the engagement strategy at Yorkshire Ambulance Service. The committee also noted an update regarding future agenda items and demographics from the mental health crisis care work.

- The two public representatives agreed to continue with their role at SPIEEC until March 2022 and were thanked for their continuing input to the committee.

Ongoing Involvement in the Black, Asian and Minority Ethnic Public Health Group

- The CCG involvement team continue to be involved in the fortnightly meeting of community leaders to gain insight into lived experience in Sheffield
- Regular updates were given regarding the vaccine rollout and community leaders continued to support the work via innovative and creative means to encourage local uptake.

Information continues to be added to the Covid Insights Log -

<https://www.sheffieldccg.nhs.uk/get-involved/coronavirus-community-insight.htm>

Neurodevelopment Workstream

- Strategic advice was offered regarding involving diverse communities and those who haven't had an opportunity to have their say into the review of the neurodevelopment pathways.

Co-Commissioning Research

- The team contributed to a national piece of research being undertaken by Birmingham University about co-commissioning and the role of the 3rd sector in health and social care. Sheffield is one of the sites chosen due to the specific approach.

7. Forward Plan

A big focus in quarter three will be:

Overall

- Planning engagement and communications for primary care capital programme
- Continuing to lead the covid-19 vaccination campaign focusing on younger people, second doses and possibly a booster vaccine.
- Planning communications to support winter pressures, focussing particularly on respiratory illnesses, and developing the urgent care campaign to tie in with this using social media and working with VCF sector.

Communications

- Developing and delivering the flu vaccination comms campaign
- Developing and delivering comms to staff and the public around the move to the Integrated Care System
- Supporting the children's neurodevelopment programme with communications
- Communications to primary care on interpretation provider and training on meeting assessable information standard.

Engagement

- Pre-engagement on phlebotomy
- Community diagnostics hub

- Quality and equality impact assessment launch across the organisation
- Formal consultation on two speech and language therapy pathways
- Training commissioners and providers on equality and involvement legal duties

8. Recommendation

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

Paper prepared by: Lucy Ettridge
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