

Communications and Engagement Quarter 4 Update

Governing Body meeting

6 May 2021

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Purpose of Paper	
This paper provides a summary of communications and engagement activity and impact between 1 January – 31 March 2021	
Key Issues	
The activity covered includes media, social media, 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 that has been undertaken and its impact	
Governing Body Assurance Framework	
Which of the CCG's objectives does this paper support?	
All	
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 January to March. 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. Its aim is 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 and public health teams to coordinate work and resources to maximise impact.

2.1 Media coverage

This media coverage in the last quarter of the year increased due to the vast coverage around covid vaccinations. An overview of media and digital activity is attached as Appendix 1

January 2021 – March 2021

- During this period the team issued 22 proactive press releases or pitches to the media, double the amount issued in the last period.
- Over the three months, there were 53 mentions in local and regional press vs 16 in the previous reporting period
- 94% of the coverage was positive, which is consistent with the last reporting period and only 6% (three articles) was negative.
- Broadcast coverage remains high with 40% of the coverage being on TV or radio. The majority of the coverage was online.
- 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 almost entirely covid-19 vaccinations with some coverage on long covid and joint commissioning plan.

2.2 Social media

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 are up to ten times more popular than non-media posts.

Social media statistics

	Oct - Dec	Jan - March	Difference
Facebook likes	1,352	2,251	+67%
Twitter followers	14,175	14,600	+3%
Facebook reach	258k	786K	+205%
Twitter impressions	333.5K	1.1M	+230%

Top three tweets

1. John Burkhill, AKA the man with the pram, a local celeb thanks to his fundraising for @MacmillanYorks, had his 1st covid vaccination at Manor Park Medical Centre today. Practice nurse Michelle Green vaccinated John. He said it was painless and encourages others to have theirs. pic.twitter.com/oshiaOC2q1 - **225,000 impressions**
2. "This vaccine is safe, it is halal, it has no haram ingredients in it." Waheed Nazir speaking from the Jamia Ghausia Centre, Firth Park Road, the first covid-19 vaccine clinic in a mosque in the whole of Yorkshire. pic.twitter.com/tZZ2meugev – **37,800 impressions**
3. To give yourself the best protection you need to have both doses of a covid vaccine. Don't delay when you're invited. John Burkhill, well known in Sheffield as 'man with the pram', has received his second dose and has a message for the city. sheffieldccg.nhs.uk/news/Invitatio... pic.twitter.com/eUY9EbGwrs – **21,000 impressions**

Top three Facebook posts

1. Great news for Sheffield. 100% of Sheffield care homes for older adults have now been offered the #COVIDVaccination! Over 90% of care home residents and over 80% of people over 80 have now been vaccinated in Sheffield. A huge thank you to our GP practices and everyone involved for helping to protect our most vulnerable. #vaccinatesheffield - **Reach 61,734**
2. Around 50,000 people in Sheffield have been vaccinated since the #CovidVaccine was rolled out. Alun Windle, Chief Nurse, Sheffield CCG said: "Thanks to the fantastic efforts of GP practices across the city and CCG staff, we are on track to protect the people most at risk of being hospitalised or dying from covid by the middle of February. "This is fantastic news and I want to thank GPs, nurses, pharmacists and many other staff who have been working long hours and weekends to ensure some of the most vulnerable people are vaccinated and protected from this awful disease." - **Reach 37,000**
3. Great chance for a walk in vaccination today at 1:30-4pm at Makki Masjid Mosque, Plantation Road, S8 9TH. If you're eligible for a vaccination, are registered with one of the GP practices listed on the poster below and haven't had your 1st vaccination yet, please come along. – **Reach 29,000**

2.3 Corporate communications and staff engagement

Corporate communications and staff engagement

- Staff briefing continue every other week covering corporate news such as white paper, commissioning intentions and temperature check updates. Updates frequently led by staff, not executive team
- Urgent care campaign has continued, paid for advertisement came to an end in March but continues to push messaging reminding the public which services to choose and when to reduce pressure on A&E and GP practices

- When the vaccination programme started the comms team restarted the daily covid bulletin 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
- Promotion of annual staff survey
- The team have developed communications to staff around the coming changes to the CCG and 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

3. Engagement

During this period, like with communications the primary focus has been on covid vaccines. This is reported in the following section.

The covid vaccine engagement project

Once the vaccination programme was announced in November 2020, encouraging local people to take up the offer of the Covid vaccine became a key priority. National and regional data, as well as local intelligence, highlighted that some communities were hesitant about the vaccine, whereas others may face barriers to accessing it. There was considerable concern that this could have a significant detrimental impact on health inequalities in the City.

Following discussions with Sheffield City Council, an approach was agreed to address this situation.

Working alongside 26 local community organisations, chosen because of their long standing and trusted links with communities identified as being less likely to take up the offer of a Covid vaccination, the team launched a community engagement project that aims to:

- Engage people in ways that suit them, sharing key messages to build confidence in the vaccine, overcoming barriers and mistrust, and encourage uptake of the vaccine.
- Gain insights on reasons for vaccine hesitancy, and barriers faced to accessing the vaccine, to shape our wider communications.

Small and medium sized grants totalling £235,000 were awarded to enable direct engagement with people utilising the skills and knowledge of the community organisations' staff and volunteers. Community activity has been planned and produced by the community organisations themselves based on their extensive experience of working within their communities.

Highlights of the planned activity include:

- Using participation in the Street Champions programme to link into opportunities for conversations about vaccines doorstep checking
- One to one and family conversations using video and telephone calls
- Organising conferences and question and answer sessions, including with national and local faith leaders
- Creating a telephone helpline with regards to vaccine hesitancy operated by workers speaking community languages
- Addressing the topic of vaccines with existing activity groups such as walking groups, ESOL classes, homework clubs

- Designing and delivering leaflets in community languages
- Creating videos with people who have been vaccinated and from different members of all faith communities and faith leaders in community languages
- Television and community radio appearances in various community languages
- Creating information in a variety of accessible formats (e.g. images, Easy Read, video, text)
- Carrying out access audits of venues, including identifying gaps and areas for improvement
- Sharing information and guidance via closed social media channels such as WhatsApp groups
- Helping people to read letters and text messages
- Communicating information by word-of-mouth, encouraging people to share those findings with others in their own personal, social and neighbourhood networks
- Training existing volunteers regarding vaccination and public health to enable them to have informed conversations within their communities
- Creating a platform by designing a t-shirt for young people to carry the message of safety in their families and community
- Establishing pop up information shops and stalls
- Supporting primary care networks to provide culturally appropriate pop up vaccine clinics and safe places for vulnerable groups who wish to have the vaccination
- Providing transport costs to attend vaccine appointments

Information is fed back fortnightly from community organisations about the latest insight from community members regarding hesitancy and barriers to vaccine uptake which will be fed directly into the vaccination programme team. This information is used to shape the vaccine roll out in the city and communications which addresses any concerns.

Equality Delivery System

- The Equality Delivery System (EDS) project concluded in January following final approval at SPIEEC. The approach sought extensive feedback from communities about their experience of interpreter services and the information is being used to inform future contract provision.
- The CCG is now compliant with the EDS process and information is available to be reviewed on our website.

NHSE/I changes about the ICS

- SPIEEC met in March to discuss the national proposals, local picture and began to develop principles for involvement in the future model.
- Further discussion at May's SPIEEC meeting is planned before the proposed approach is shared with other ICS place based teams.

SPIEEC

- Approval of the process followed to date concerning the pathway redesign for crisis care
- Approved the vaccine roll-out plan where the emphasis is on reducing inequalities
- Noted the: revised terms of reference for the committee following governing body approval; update regarding the eating disorders pathway; Healthwatch speak up reports and the covid vaccine patient feedback report methods

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

Information continues to be added to the Covid Insights Log -

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

4. Forward Plan

As we move out of level 4/5 and command and control and as vaccine work becomes more embedded, business as usual planned work will increase.

A big focus over the coming months will be:

Overall

- Planning and delivering of communications and community engagement on vaccine uptake, with a focus on younger people as well as encouraging those most at risk to come forwards.
- Planning and delivery of communications and engagement on the proposed merger of Dovercourt and Norfolk Park Health Centre
- Developing and delivering a local comms and engagement plan on changes to CCG and ICS

Communications

- Reviewing the urgent care campaign to see what worked well and where we need to focus efforts going forward
- Developing and delivering comms to staff and the public around the move to the ICS
- Supporting the children's neurodevelopment programme with communications

Engagement

- Speech and language therapy patient involvement and review
- Interpreting contract review and procurement
- Health and Wellbeing Board public involvement review and recommendations
- Equality profiles and equality impact assessment policy awareness raising for staff
- Analysis and advice to commissioning leads of proportionate involvement and equality requirements in the CCGs commissioning intentions, to ensure statutory obligations are being met

5. Action / Recommendations for Governing Body

The Governing Body is asked to consider and note the work that was undertaken and its impact.

Paper prepared by Helen Mulholland and Erin Brady

On behalf of Brian Hughes, Deputy Accountable Officer

23 April 2021

Appendix 1 – Infographic

