

<b>Title: Governing Body Meeting in Public 17<sup>th</sup> January 2017</b>								
<b>Date of Meeting</b>	17 January 2017	<b>Paper Number</b>	4.3					
<b>Title</b>	Report on Communications and Engagement							
<b>Sponsoring Director</b> (name and job title)	Sarah Bellars, Director of Nursing							
<b>Sponsoring Clinical / Lay Lead</b> (name and job title)	Mike Connolly							
<b>Author(s)</b>	Karen Shukla and Mike Connolly							
<b>Purpose</b>	For information							
<b>The Governing Body is required to (please tick)</b>								
<b>Approve</b>	<input type="checkbox"/>	<b>Receive</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Discuss</b>	<input checked="" type="checkbox"/>	<b>Note</b>	<input type="checkbox"/>
<b>Risk and Assurance</b> <i>(outline the key risks / where to find mitigation plan in the attached paper and any assurances obtained)</i>				N/A				
<b>Legal implications/regulatory requirements</b>				Duty to Consult				
<b>Public Sector Equality Duty</b>				N/A				
<b>Links to the NHS Constitution (relevant patient/staff rights)</b>				N/A				
<b>Strategic Fit</b>				N/A				
<b>Commercial and Financial Implications</b> <i>(Identify how the proposal impacts on existing contract arrangements and have these been incorporated?</i>  <i>Include date Deputy CFO has signed off the affordability and has this been incorporated within the financial plan. Include details of funding source(s)</i>				N/A  Date Deputy CFO sign off .....				



<p><b>Quality Focus</b>  <i>(Identify how this proposal impacts on the quality of services received by patients and/or the achievement of key performance targets</i></p> <p><i>Include date the Director of Nursing has signed off the quality implications)</i></p>	<p>N/A</p> <p>Date Director of Nursing sign off.....</p>
<p><b>Clinical Engagement</b>  <i>Outline the clinical engagement that has been undertaken</i></p>	<p>N/A</p>
<p><b>Consultation, public engagement &amp; partnership working implications/impact</b></p>	<p>Nature of the report</p>
<p><b>NHS Outcomes</b>  <i>Please indicate (highlight) which Domain this paper sits within by highlighting or ticking below:  Please note there may be more than one Domain.</i></p>	<p>Domain 1 Preventing people from dying prematurely;</p> <p>Domain 2 Enhancing quality of life for people with long-term conditions;</p> <p>Domain 3 Helping people to recover from episodes of ill health or following injury;</p> <p>Domain 4 Ensuring that people have a positive experience of care; and</p> <p>Domain 5 Treating and caring for people in a safe environment; and protecting them from avoidable harm.</p>
<p><b><u>Executive Summary</u></b></p> <p>This report summarises the activities that have taken place in communicating with and engaging the communities of Slough.</p>	
<p><b><u>Recommendation(s)</u></b></p> <p>N/A</p>	



## Communications and Engagement Report

The following report provides some highlights of the communications and engagement activity during June to September 2016.

We actively encourage people to get involved in the work of the CCG and with local GP practice patients groups. This is a busy report and highlights some areas of engagement but not all activity is recorded here. Topics included in this report are:

- Community Partnership Forum
- Patient Panel
- Sustainability and Transformation Plan and New Vision of Care
- CCG Planning Process
- Stroke Services
- Campaigns
- Community Engagement

Anyone interested in getting involved in the work of the CCG can find more information on the CCG website and can register with Health Connect here <https://www.eastberkscg.nhs.uk/consult.ti>.

Each update below has identified which of the three objectives in the Communications and Engagement Strategy it is helping to deliver:

1. To proactively engage with stakeholders and enable people in East Berkshire to contribute to shaping future health services commissioned by the CCGs.
2. To develop a culture that promotes open communication and engagement with patients and the public
3. Ensure member practices and staff are informed, engaged and involved in the work of their CCG and participate in commissioning activities for the benefit of patients.

### **Sustainability and Transformation Plan (STP) and Community Partnership Forum (CPF) - (Objectives 1, 2 and 3)**

The CPF is an east Berkshire Forum, open to a variety of organisations and patient representatives that come together on a bi-monthly basis to consider issues which are of interest or concern to all. The meetings are open to the public and details are posted on the CCG website including copies of papers and presentations.

Over 50 people attended the launch of the STP at the CPF meeting on 24th November, where Sir Andrew Morris, the STP lead presented the plan. Printed



copies of the plan and a plain English FAQ document were made available as well as a detailed account of all the engagement that has happened across east Berkshire, that informed the development of the STP. A panel made up of senior representatives from local authority, Frimley Health NHS Foundation Trust and the CCG took questions from local councillors, staff and members of the public who attended. Close working across the STP partnership and locally, enabled us to ensure the press release was sent from local authority media teams thereby overcoming public and media concerns about these being “NHS plans”.

In 2017, the CPF meetings have been moved from a Thursday evening to the same time (6.30-8.30pm) on a Wednesday evening, to accommodate those who could not attend previously.

Working closely with STP colleagues, we are encouraging the CPF to be one of the key arenas for engagement going forward. An STP Communications and Engagement Plan is being developed across the patch, which can then be localised accordingly. The East Berkshire CCGs hold the STP Director and Communications lead for Integrated Care Decision Making Hubs.

### **Patient Panel (Objectives 1 and 2)**

In December, the Patient Panel Network came together to review the achievements made to date by the various workgroups. Patient Panel groups include:

- Equality and diversity
- Connected Care / Share your Care
- End of Life Care
- Carers

The meeting was attended by over 50 members of the public, and there were rich discussions. Members felt they were able to influence projects they were involved in and wanted the group to continue.

The Patient Panel working group supporting Connected Care/Share Your Care is very well attended, and has worked on reviewing elements of the patient portal which went live in November and provide feedback for the Berkshire wide steering group. The promotional posters and leaflets were also shared and the group are keen to raise awareness within their local communities.

Anyone interested in joining the Panel will be welcome and can register via Health Connect or by contacting the CCG directly.

### **Internal communications with member practices (Objectives 2 & 3)**

Streamlining communications with our member practices has been a top priority in



the last quarter, and there are now weekly updates from the CCG to all member practices. These updates are also uploaded on to the member practice intranet sites, so they can be accessed from there too. This has been really well received and will be evaluated in six months time to ensure staff are happy with the messaging, frequency and content.

### **Digital communications: Facebook (Objectives 1 and 2)**

The east Berkshire CCGs have a further online presence in the form of a joint facebook account: East Berkshire CCGs. The page has been active since mid-December, and has been promoting Stay Well this Winter, flu, pharmacy opening times as well as Dry January. In 2017, a digital strategy and action plan will be put in place to maximize the use and reach of all our social media and digital tools. In the future, activity reports re digital communications will be brought back to the Governing Body for information.

### **360 Survey (objectives 1, 2 and 3)**

The stakeholder lists for the 360 survey have been submitted to NHS England via Ipsos Mori. For stakeholders that work with all three CCGs in the east of Berkshire, this year will be able to respond to the survey thinking of us as a Federation of CCGs, and so answer the survey only once. This is good news for organisations such as Frimley Health NHS Foundation Trust, Berkshire Healthcare Foundation Trust, the Commissioning Support Unit, the out of hours provider and our neighbouring CCGs. The survey is open from 16th January to 24th February which is longer than previous years to encourage stakeholders to respond.

### **Projects and campaigns (Objective 2)**

Campaigns are an important tool for sharing information with the wider public. Sometimes these campaigns are targeted at specific groups. Projects and campaign we have supported since the last Governing body are:

Plan on a Page – Please see attached the CCG plan on a page which identifies:

- Our high level priorities over the next 2 years
- Our priority areas of work
- What the impact will be on the community we are working for.

Stroke – Communications around the changes to stroke services has been proactive with a media statement released, MPs briefed and updates shared with key groups who were part of the engagement process, such as the Community Partnership Forum and an interview on BBC Radio Berkshire with WAM CCG Chair.



The changes, which hope to bring about improvements to patients, are a culmination of two years' planning by the east Berkshire clinical commissioning groups, involving local clinicians, patients, the public and the Stroke Association from the start.

The overarching aim is to improve patients' health after a stroke, with fast access to clot-busting treatment (thrombolysis) and 24-hour specialist stroke care, which have been proven to give patients a better chance of recovery when combined with therapy support as needed.

Winter Pressure – A string of internal and external communications activity has taken place across all three CCGs in support of 'Stay Well This Winter' and a big push to support the flu activity. In addition to a strong local social media campaign, a number of press releases were issued in partnership with Slough Borough Council.

Internally, the CCG offered the flu vaccination free to all staff, and uptake was positive.

### **Engaging the diverse communities of Slough: Report from Mike Connolly, Lay Member for Patient and Public Involvement**

Before proceeding I would like to thank my Lay Board Member Colleague, Nasreen Bhatti, for her longstanding involvement in Slough's provision of health services to the town over a total period of 14 years. Her particular responsibility for almost 4 years at the Slough CCG was for Governance, a role she conscientiously carried out, and also served as Chair of the Remuneration Committee. We wish her well in her new responsibilities in Lewisham.

Much of the time available since the last Meeting in public has been consistently peppered by numerous meetings on topics such as Delegated Commissioning, Joint Commissioning, NHS Clinical Commissioners, Audit and Finance including Annual Financial Reports, Sustainability and Transformation Plans, the Frimley Footprint, the future role of the Lay Board Members across East Berkshire and other federated issues. Our own Slough concerns have, in addition, focussed on our GPs as Commissioners and Providers, working with the other East Berkshire CCGs especially in Planning and Development, Healthwatch, the Patient Panel, the Patient Reference Group, raising the profile of our hard working Comms and Strategy Team and the Slough Innovation Forum and the AGM. The picture of our work overall, and I have by no means exhausted the list, rhymes with the NHS' present existence amidst change and challenge at a time when it is itself is subject to incessant and sometimes vicious allegations of an organisation in crisis. No doubt that debate will continue even after the vagaries of Winter Pressures.



When Slough CCG was successful in the bid for funding from the Prime Minister's Challenge Fund, the contributions of the Patient Reference Group were recognised as an integral part of the progress. Their hard work continues with their bi monthly meeting and apart from reporting back on the work of their own Practices, it is encouraging to see several of them attending the workshops organised by the Patient Panel for Patients across East Berkshire. It is also worth noting that the CCG works with Healthwatch and vice versa to make sure that the views, opinions and suggestions for improving health and wellbeing across the town are listened to and taken forward when practicable. Both Healthwatch and the East Berkshire Lay Members for Patient and Public involvement attend the Frimley North Patient Information Group meeting at Wexham Park. Among topics at the last meeting were the New Vision of Care promoting self-care and early intervention at every stage to keep everyone healthier and more independent. Clinical and admin Staff also attend and it provides an opportunity to suggest how services, when the need arises, can be more effectively integrated and how different ways of working can be explored

Healthwatch regularly publishes accounts of its work in Slough and it is well worth visiting their website.

With the three East Berkshire CCGs working together centrally in a federated manner yet at the same time wanting to retain their local priorities, John Lisle, the Accountable Officer, and his Staff have understandably adjusted the way that they work to accommodate the change. Included in the reorganisation, consideration has been given to the role of the Lay Member within the organisation and Lay Members have already met with John to first of all "do a stock take " and now to move on to shape Lay Membership for the future. Nothing is yet set in stone. Speaking as the Patient and Public Involvement Lay Member with the Sustainability and Transformation Plan in mind I am certainly aware that given the diversity of Slough's population there is a definite challenge in making our communication strategy understandable, meaningful and real to our patients and public. We cannot even with our best efforts be "all things to all people" and this would suggest to me that involving our CCG at all levels in working with partner organisations is essential and crucial. Finally, I have no wish to shake up a hornet's nest, but financial considerations need always to be kept in mind by audit, and a daily war on wastage needs to be established so that "more bang for our buck" ensues for the benefit of patients.

