

Communications and Engagement Report

Our three CCGs have a commitment to community and patient engagement that runs through everything we do. We encourage patient and public involvement and listen to people to understand our local community better and promote safe self-care. We ensured meaningful patient representation in procuring services and use our online Health Connect tool to facilitate this. Effective communication and engagement plays a central role in many CCG projects and programmes.

The CCG takes different approaches to engaging patients and the public. This includes face-to-face public meetings, focus groups and workshops to generate rich discussion about services and projects under review for development, as well as online engagement.

For each individual project or stream of work, the CCG individually evaluates requirements for engagement and consultation and maps the type and methodologies that it might use. This may include public meetings, workshops, surveys, focus groups and online channels.

Below is a roundup of some of the East Berkshire CCGs' activity during 2016/17.

Frimley Health and Care Sustainability and Transformation Partnership

More than 50 people attended the launch of the STP at a Community Partnership Forum (CPF) meeting on 24 November 2016, to listen to a presentation by Sir Andrew Morris, the STP lead. A panel made up of senior representatives from local authorities, Frimley Health Foundation Trust and the CCG took questions from local councillors, staff and members of the public who attended.

As part of the communications and engagement strategy for the STP, the CPF is to be key arena for engagement going forward. Communications leads from across the STP patch have been assigned to seven core workstreams, which are progressing at varying paces.

High-level action plans for each workstream have been developed, together with mapping of communication and engagement opportunities for system leaders and members. Updates are shared at governing body meetings.

Stroke

Communication about improvements in stroke care has been proactive, with a media statement, briefings for MPs, HOSCs and HWBs, and updates to groups that were part of the engagement process, such as the CPF, as well as an interview on BBC Radio Berkshire with the WAM CCG Chair. The improvements for patients are a culmination of two years' planning by the east Berkshire CCGs, involving local clinicians, patients, the public and the Stroke Association from the start.

The CPF met in March 2016 in Slough and was well attended by NHS staff and the public. The main topic for the meeting was changes particularly for people living in Slough, Windsor and Maidenhead. A presentation outlined how national guidance and evidence from across the country led to developing hyper-acute stroke units (HASUs).

HASUs serving people living in the east of Berkshire include Frimley Park, Wycombe, St Peter's and Royal Berkshire Hospitals. Stroke services at Wexham Park Hospital will focus on rehabilitation.

360 surveys

Detailed analysis is still being carried out, but the high-level results for 2016/17 are:

Overall Engagement	2017			2016			2015		
	B&A	Slough	WAM	B&A	Slough	WAM	B&A	Slough	WAM
Overall, to what extent, if at all, do you feel you have been engaged by the CCG over the past 12 months?	82%	100%	90%	76%	88%	91%	78%	59%	81%
And how satisfied or dissatisfied are you with the way in which the CCG has engaged with you over the past 12 months?*	68%	78%	67%	59%	76%	80%	74%	55%	65%
Overall, how would you rate your working relationship with the CCG?	85%	97%	90%	81%	85%	89%	91%	64%	62%
To what extent, if at all, would you say your CCG/CCG has contributed to wider discussions through local groups?	74%	78%	70%	68%	79%	82%	78%	82%	86%
How satisfied or dissatisfied are you with the steps taken by your CCG to engage with patients and the public?	71%	84%	70%	-	-	-	-	-	-

Commissioning services	2017			2016			2015		
	B&A	Slough	WAM	B&A	Slough	WAM	B&A	Slough	WAM
The CCG involves and engages with the right individuals and organisations when making commissioning decisions	56%	66%	57%	49%	61%	68%	65%	55%	52%
I have confidence in the CCG to commission high quality services for the local population	74%	78%	70%	59%	73%	75%	57%	68%	57%
I understand the reasons for the decisions that the CCG makes when commissioning services	65%	81%	70%	57%	61%	52%	74%	68%	57%
The CCG's plans will deliver continuous improvement in quality within the available resources	56%	69%	63%	62%	64%	66%	57%	68%	67%
My CCG acts on the views of patients and the public when making commissioning decisions	68%	78%	70%	-	-	-	-	-	-
My CCG effectively communicates about how it has acted on what it is told by patients and the public	50%	75%	77%	-	-	-	-	-	-

Leadership of the CCG	2017			2016			2015		
	B&A	Slough	WAM	B&A	Slough	WAM	B&A	Slough	WAM
How effective, if at all, do you feel your CCG is as a local system leader?	82%	94%	80%	81%	85%	86%	-	-	-
The leadership of the CCG has the necessary blend of skills and experience*	74%	75%	60%	70%	79%	73%	65%	59%	62%
There is clear and visible leadership of the CCG*	79%	97%	83%	73%	82%	80%	83%	91%	67%
There is clear and visible clinical leadership of the CCG*	82%	97%	83%	78%	94%	89%	83%	86%	76%
I have confidence in the leadership of the CCG to deliver its plans and priorities*	79%	88%	80%	65%	82%	73%	48%	59%	57%
The leadership of the CCG is delivering continued quality improvements	65%	78%	67%	59%	73%	66%	61%	59%	57%
I have confidence in the leadership of the CCG to deliver improved outcomes for patients*	74%	81%	70%	65%	76%	68%	61%	64%	62%

Monitoring and reviewing services	2017			2016			2015		
	B&A	Slough	WAM	B&A	Slough	WAM	B&A	Slough	WAM
I have confidence that the CCG effectively monitors the quality of the services it commissions	74%	72%	67%	59%	70%	73%	74%	68%	52%
If I had concerns about the quality of local services I would feel able to raise my concerns with the CCG	91%	97%	93%	89%	82%	89%	91%	86%	86%
I have confidence in the CCG to act on feedback it receives about the quality of services	71%	81%	80%	65%	67%	73%	74%	59%	71%

Plans and priorities	2017			2016			2015		
	B&A	Slough	WAM	B&A	Slough	WAM	B&A	Slough	WAM
How much would you say you know about the CCG's plans and priorities?	79%	88%	83%	78%	91%	84%	74%	82%	86%
I have been given the opportunity to influence the CCG's plans and priorities	47%	72%	63%	51%	64%	68%	39%	36%	62%
When I have commented on the CCG's plans and priorities I feel that my comments have been taken on board	47%	69%	63%	41%	48%	55%	35%	36%	48%
The CCG has effectively communicated its plans and priorities to me	62%	78%	70%	51%	58%	73%	57%	41%	76%
The CCG's plans and priorities are the right ones	47%	69%	60%	51%	58%	66%	48%	41%	52%
Improving patient outcomes is a core focus for my CCG	94%	94%	80%	92%	94%	91%	83%	86%	81%

Communications and engagement strategy

Our communication and engagement strategy sets out the how the CCG intends to work with its various stakeholders, including the public, patients, member GP practices, staff, partner organisations and community organisations.

The strategy has three objectives, to:

1. proactively engage with stakeholders and enable people in East Berkshire to contribute to shaping future health services commissioned by the CCGs
2. 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

Community Partnership Forum

The CPF is one of our key arenas for talking to people about the Frimley Health and Care Sustainability and Transformation Partnership.

Topics discussed this year have included:

- updates on STP, integrated care decision-making hubs, and prevention and self care
- an improved NHS 111 service
- New Vision of Care
- stroke services review
- flu
- community and mental health services
- the CCG's operational planning process
- NHS England onward care procedure and
- NHS finance.

Meetings are open to the public and invitations are sent to all members of Health Connect, Healthwatch and GP practice patient groups.

Your NHS in Bracknell & Ascot, Slough, and Windsor, Ascot & Maidenhead

Residents across the east of Berkshire received an A4 booklet through their letterbox, called 'Your NHS in Bracknell and Ascot', 'Your NHS in Slough', or 'Your NHS in Windsor, Ascot and Maidenhead'. The booklet contained useful information about self-care and prevention, including subjects such as bowel cancer, dementia and cervical screening.

The booklet outlines how the CCGs will continue to work in partnership with stakeholders in the next 5 years to ensure they make the right choices on behalf of people living and working in the area, strengthening services for people's physical and mental wellbeing.

A detailed section on how people can get involved in influencing their NHS services locally is also captured in the booklet, which was distributed with local authorities' council tax letters.

Campaign to identify and treat people with AF

We released a short video on social media platforms encouraging people to check their pulses as part of a campaign to raise awareness of atrial fibrillation. We shared it with local media, our stakeholders and partners. https://www.youtube.com/watch?v=R1k6j_ljbgq.

Brighter Berkshire 2017 Year of Mental Health

Brighter Berkshire is an initiative driven by a group of people from a range of communities and organisations in Berkshire who want to help make a difference to mental health by reducing stigma. The aim is to combine existing work and identify what can be done differently to raise awareness and make a significant impact locally.

The CCG is supporting this with pledges from the Accountable Officer and Clinical Chair, with members of staff raising awareness among the communities with which we work.

Patient panel

To support the New Vision of Care and the STP, we have established a patient panel for the east of Berkshire. It is important that it is representative of local people. For this reason, membership ensures: a good geographical spread, with members from all three CCG areas; a good mix of gender and age; members with long-term conditions, or physical, sensory and learning disabilities; and representation from different ethnic communities.

Projects the panel supported in 2016/17 include:

- **Equality and diversity** – supporting the CCG in developing and delivering action plans
- **End-of-life care** – supporting the project that is reviewing the pathway as part of New Vision of Care
- **Connected Care (Share Your Care)** – supporting the delivery of this project, starting with governance arrangements and data sets to be included in the first phase
- **Primary care transformation** – supporting the CCG in gathering views from residents and engaging patients in primary care
- **Communications** – providing feedback on information for the public
- **Carers** – identifying ways the panel can support and inform

The equality and diversity patient panel considered draft objectives for the CCG, which were further clarified to consider the impact on the public and patients, particularly with regard to patients with sensory impairments and access to information and for people with learning disability, as well as their experience of care. As a result, advice and support is being sought to improve communication with the deaf community. There will also be a further meeting with a learning disability group to gather patient experience stories to highlight good practice and where improvements can be made.

The Connected Care/Share Your Care Patient Panel group is always well attended and meet every 6 weeks to discuss project updates. Work has included reviewing elements of the patient portal that went live in November and providing feedback for the Berkshire-wide steering group.

Promotional posters and leaflets were shared and the group are keen to raise awareness in their local communities. Governance challenges and how these are being managed have been discussed, including how patients will be assured that the right level of security is in place to keep their personal information safe, plus personal stories of care that could have been improved with better information sharing.

In December 2016, the Patient Panel Network came together to review achievements by the various workgroups. The meeting was attended by more than 50 members of the public. Members felt they were able to influence projects they were involved in and wanted the group to continue. Anyone interested in joining the panel will be welcome and can register via Health Connect or by contacting the CCG directly.

Digital communication

The CCG is working to align our online presence with our joint vision across the three CCGs: committed to working together to deliver high quality, affordable healthcare which delivers excellent patient experience and improved health outcomes.

Aligning our digital platforms strategically to meet our programmes of work, minimising tripling of resources and capacity, will enable us to focus on the CCGs' priorities and reach a wider audience through targeted communication and engagement, ensuring our messages reach the right people in the right way – with one click.

Our new website will be designed to provide useful CCG and NHS information for patients, residents, GPs and other health care professionals, key stakeholders and partners in the east of Berkshire.

Currently we have three separate CCG websites, which in the main contain duplicate information alongside some specific information relating to each CCG. The change to one single website will support the CCGs in moving towards a more collaborative approach and will be a major vehicle for engagement.

The new site will be more convenient for local residents, putting the public and patients at its heart. It will continue to provide crucial health information to assist in influencing and changing patient behaviours, to encourage them to take action to improve their health now and for the future. Consistent messaging across one platform will lead to better outcomes.

In December 2016, the CCG launched an east Berkshire 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, Dry January and other campaigns.

Health Connect

Health Connect allows people to share their views with the CCG online. Anyone can join and the registration process takes only a couple of minutes. Registering as a member is increasingly important and helpful for the CCG. It can help us target information more effectively so people are invited to participate in events and surveys that will be of interest to them. It also helps us to analyse the results of feedback to identify differences in responses from different groups and ensure we are reaching all sectors of the community.

This function is only helpful when we have a large number of people registered. Health Connect is shared by the three east Berkshire CCGs and to date 900 people have registered as members.

Since April 2016, the CCG has used Health Connect to consult the public on how local services across the CCG can be improved, a nursing vision conference survey, and NHS 111 service review. We are also using Health Connect to encourage people to sign up to be involved with the STP and Patient Panel.

Internal communication with member practices

Streamlining communication with our member practices has been a top priority in 2016/17 and there are now weekly newsletters from the CCG to all member practices. These updates are uploaded to the member practice intranet sites, so they can be accessed from there too. This has been well received and will be regularly evaluated to ensure staff are happy with the messaging, frequency and content.

Patient participation groups

Representatives from each PPG are invited to meet the CCGs every two months. These meetings are an opportunity to share information from the CCGs and seek feedback, comment and ideas on current and future work, as well as share experience and ideas between PPGs. Topics have included updates on CCG campaigns such as the medicines campaign, Open up about Medicines, flu, STP, patient panel, equality and diversity, and new CCG structures and governance.

PPG open days

Some Slough and WAM practices opened their doors for an open day on 9 June 2016. The date coincided with Patient Participation Group (PPG) Awareness Week and members of CCG staff, directors of the CCG and practice staff supported volunteers from the PPGs on the day.

A survey was launched to engage patients in discussions about the future of primary care and transformation. It was open for a month and received about 1,300 responses through GP practices and Health Connect. Results were analysed and summarised in a report that is available on the CCG website. New members were recruited for practice PPGs during the day and patients expressed a great deal of support for their practices.

Key themes from the survey included:

- concern about waiting times for getting an appointment and in the waiting room
- concern about not being able to get through on the telephone
- general appreciation of practice staff, with some warranting special mention
- more than half the respondents were unaware the PPGs existed, although around 21% said they would be interested in joining – people were invited to leave their contact details with reception

Winter pressure

The CCGs heavily supported the 'Stay Well This Winter' campaign and a big push to persuade patients and staff to have the flu jab with a strong local social media campaign and media activity. Internally, the CCG offered the flu vaccination free to all staff, and uptake was positive.

Self Care Week

Self Care Week 2016 in Bracknell Forest took place in November as a partnership between Bracknell Forest Council and Bracknell and Ascot Clinical Commissioning Group through the Better Care Fund. The aim of the yearly event is to encourage people to take responsibility for their own health and wellbeing.

Campaigns

Campaigns are an important tool for sharing information with the wider public. Sometimes they are targeted at specific groups and the following are examples of those we supported during the year:

- **Be Clear on Cancer** – National campaign focusing on respiratory symptoms, July to October 2016
- **Open Up About Medicines** – Bracknell and Ascot CCG, Slough CCG and Windsor, Ascot and Maidenhead CCG, in conjunction with Oxford Academic Health Science Network, supported the 'campaign – it encourages people to take responsibility for their medicines and talk to their GP, pharmacist, or healthcare professional about their medicines, a film was available on the CCG website and in GP practices with TV screens
- **Skin Cancer Awareness** – aimed at increasing awareness among men, #coverupmate
- **Whooping Cough Awareness**
- **Back Myths** – supported by Chartered Society of Physiotherapy