

Title of meeting										
Date of Meeting		19.07.2017		Paper Number			3.6			
Title				Communications and Engagement Update						
Sponsoring Director (name and job title)				Sarah Bellars, Director of Nursing and Quality						
Sponsoring Clinical / Lay Lead (name and job title)										
Author(s)				Fiona Harcombe						
Purpose				For information.						
The xxx Committee is required to (please tick)										
Decision	<input type="checkbox"/>	Review	<input type="checkbox"/>	<input type="checkbox"/>	Discuss	<input type="checkbox"/>	Note	<input checked="" type="checkbox"/>	Recommend	<input type="checkbox"/>
Risk and Assurance <i>(outline the key risks / where to find mitigation plan in the attached paper and any assurances obtained)</i>				N/A						
Legal implications/regulatory requirements				N/A						
Has an equality impact screening been undertaken? If so please attach				N/A						
Links to the NHS Constitution (relevant patient/staff rights)				Links to Principles 4, 5 and 7.						
Strategic Fit				N/A						
Commercial and Financial Implications <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>Quality Focus <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>Clinical Engagement <i>Outline the clinical engagement that has been undertaken</i></p>	<p>N/A</p>
<p>Consultation, public engagement & partnership working implications/impact</p>	<p>Detailed throughout this paper.</p>
<p>NHS Outcomes <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 4 Ensuring that people have a positive experience of care</p>
<p><u>Executive Summary</u> <i>(summary of the paper and sign-posting the reader to the key sections within the report / paper)</i></p> <p>The Communications and Engagement Team have refocused and reprioritised work plans and responsibilities, working closely with the three CCGs' commissioning teams, and workstream leads across our accountable care system to achieve STP and commissioning objectives for the financial year ahead. This paper is an update on some of the east Berkshire CCGs' communication and engagement activity since June 2017, together with information about upcoming activities.</p>	
<p><u>Recommendation(s)</u></p> <p>The Committee is asked to note this paper.</p>	

Communications and Engagement Update

The Communications and Engagement Team have refocused and reprioritised work plans and responsibilities, working closely with the three CCGs' commissioning teams, and workstream leads across our accountable care system to achieve STP and commissioning objectives for the financial year ahead. Below is a roundup of some of the east Berkshire CCGs' communication and engagement activity since June 2017, together with information about upcoming activities.

Public Engagement

360° Survey

Since the last meeting in public, we have not updated patients and the public on results across the three CCGs; this is a short overview of the results. Overall, this year's 360° survey was positive, with all three CCGs outperforming national and cluster results. Slough did particularly well, scoring higher than national and cluster averages in all 27 categories. Bracknell & Ascot outperformed national and cluster averages in 21 areas and Windsor, Ascot & Maidenhead was higher than average in 23 categories.

Patient Panel

June marked the first meeting to discuss an STP-wide carers' Patient Panel event for November, lining in with work on the Better Care Fund and the integration agenda. The east of Berkshire Patient Panel will, therefore, be part of a much wider project than is usual for our three CCGs. A separate Patient Panel for digital communication also evaluated a new Continuing Health Care web page, while future projects will include work on a community nursing service review and how it fits into wider integration of health and social care services.

Patient Assemblies

We are continuing to hold discussions with Patient Participation Groups in Bracknell & Ascot and Slough about setting up Patient Assemblies, in order to provide meaningful opportunities for true networking and wider engagement with members of the public who are not represented by PPGs. Terms of reference are being agreed, with the aim of commissioning Healthwatch to provide admin and secretariat duties, thereby ensuring an independent approach to patient and public involvement.

Patient Participation Groups

PPG Awareness Days

PPGs at 12 GP practices in Slough hosted awareness days on 29 June, led by the Patient Reference Group (a network of Slough PPGs), with support from Slough CCG and Healthwatch. PPGs also handed out questionnaires for patients to feed back on their practices. Our Accountable Officer, John Lisle, attended Herschel Medical Centre and Shreeji Medical Centre on the day and we provided posters, questionnaires and contact forms for each surgery taking part. We also sent a press release to local media and shared it on social media in order to grow the reach of the awareness day.

WAM practices worked independently, depending on their capacity during that week. Bracknell & Ascot CCG is developing a plan for next year.

Community Partnership Forum

We have now agreed a forward plan with our executive team and clinical chairs. Members of the CPF are feeding back on terms of reference ahead of the July meeting.

Public Engagement in Commissioning

Plan for public engagement in commissioning

As part of our work on developing a plan for public engagement in commissioning, the team are working on more than 20 separate projects this year. Updates on a small number of these follow.

MSK physiotherapy service model redesign, B&A

The Berkshire Musculoskeletal Assessment and Triage (BMAT) service stopped taking new referrals from 1 July to ensure all patients complete their existing treatment before 31 August. Communication and engagement work was restricted, due to the General Election and the pause before a new Government was formed. However, it included sending messages to Bracknell and Ascot GPs; Berkshire Healthcare Foundation Trust (BHFT); Active Solutions; Frimley Health NHS Foundation Trust; private providers; CCGs; Bracknell Forest Council Chairs of HOSC and HWB; and Healthwatch.

Cardiology service

As part of the communications and engagement plan the Cardiology Steering Group has been working with our digital team to produce a discrete identity for use by the workstream and its projects:



Protect Your Heart
Prevent, Detect, Treat

We are also working on publicising the new Cardiology Nurse, who started with us in June, and aim to get key messages onto TV screens wherever possible across the east Berkshire GP practices.

Cancer

The team supported Cervical Cancer Awareness Week, 12-16 June, with press releases to local media, which were included on all three CCG sites, as well as on Twitter and Facebook throughout the week.

Diabetes

The STP Reference Group signed off action plan with Diabetes UK to provide local champions in two pilot areas across the STP, including getting closer to seldom-heard groups. Slough practices were also provided with information about safe fasting during Ramadan.

Community nursing service review

A well-attended workshop for health and social care professionals ran on 28 June to launch this review. A subsequent workshop for the public, due to run on 10 July, had to be postponed, due to the low number of people who formally accepted the invitation to attend. This event will be rescheduled to tie in with the wider integration agenda. Face to face meetings and phone calls to start scoping the review had already been carried out with Local Authority executives, Healthwatch, selected GPs, and members of staff involved in the current Berkshire Healthcare Foundation Trust service.

Primary care and out of hospital futures

A draft communications and engagement plan has been agreed with lay members and Healthwatch for working on GP transformation and GP 5 Year Forward View across our three CCGs.

As part of this, the Communications and Engagement Team has been supporting the Primary Care Team with gaining public support for the Ben Lynwood medical centre to accommodate the relocated Kings Corner and Magnolia House surgeries alongside a pharmacy in Rise Road, Sunningdale.

Slough Walk In Centre

The CCG is working with providers to come up with an innovative model for Slough Walk In Centre that starts to take us towards our strategic direction for urgent on-the-day services. In our discussions with NHS England we will be seeking support for a creative and flexible solution that ensures the best service for local people in the context of workforce and financial challenges. We will also be engaging with member practices and the public on solutions, as well as with Slough Borough Council and other key stakeholders.

Practice moves

The team is supporting individual practices and the Primary Care Team with upcoming practice closures as leases are coming to an end, including the Princes Street and Sussex Place practices in Slough. However, Princes Street has had its lease extended to 1 October 2017 and Sussex Place to 25 October, leaving sufficient time for communication and engagement with patients and local people, as well as for examining possible options for the registered practice population.

Urgent and emergency care procurement future model

In June we sent out a press release to local media to announce that South Central Ambulance Service NHS Foundation Trust (SCAS) had been awarded the contract for the new Thames Valley 111 telephone service by the 10 CCGs across the Thames Valley. SCAS leads an alliance that includes Berkshire Healthcare NHS Foundation Trust, Oxford Health NHS Foundation Trust and Buckinghamshire Healthcare NHS Foundation Trust. The news was shared on our three CCG websites and via our social media channels.

Thames Valley 111 will offer patients a seamless, 24/7 urgent clinical assessment and treatment service – bringing together NHS 111, GP out of hours and other clinical advice, such as dental, medicines and mental health. A team of clinicians will be available on the phone when needed, linked into a group of healthcare professionals who can help get patients the right care, at the right time, in the right location.

Member Engagement

We continue to focus on ensuring meaningful member engagement in the STP locally and across the footprint, including via clinical leads meetings. We have established regular two-way communication with practices via member newsletters, which are circulated weekly, and intend to improve member extranets in the second quarter of the year.

Sustainability and Transformation Partnership

The Interim Associate Director of Communications and Engagement for North East Hampshire and Farnham Clinical Commissioning Group leads on STP communication and engagement strategy and planning, with support from the rest of the system.

The east of Berkshire CCGs' Communications and Engagement Team leads on strategy and planning for the integrated care decision making hubs workstream, which is currently redefining its priorities and work plans. Stakeholder mapping is complete and we are in the process of refining staff and patient messages, channels and timelines.

We have also been asked to work with NHS England and North East Hants and Farnham CCG on developing a national exemplar for communications and engagement across Accountable Care Systems. A formal announcement about our STP's designation as an exemplar Accountable Care System was made at the NHS Confederation conference on 15 June.

Understanding and Behaviour Change

Social marketing project

Following evidence that working age adults in one part of Bracknell and Ascot disproportionately misuse A&E, UCC and GP practices, we continue to work on a range of interventions to establish how we can influence those people to change their behaviour. This project involves the Ringmead Practice in Bracknell, which works proactively and staff engagement and feedback has already been helpful.

Interventions are due to be implemented between July and November 2017 and evaluation is due to be ready for sharing in the new year, if not earlier. Evaluation data sets will include practice-level data, 111 calls, out of hours, urgent care and A&E usage.

Understanding how young people want to be involved in influencing the local NHS

We are developing a scoping action plan to identify how to reach younger people and understand how they want to get involved with the work of the local NHS.

Cancer screening for women with learning difficulties

In June the Communications and Engagement Team sent out a press release urging women with learning difficulties to have a cervical screening test, after research showed that many are not taking up invitations to attend. This marked Cervical Cancer Awareness Week. In England, fewer than one in three women with a learning disability who are eligible for the test are screened. By contrast, three in four without a learning disability receive the test.

External Stakeholder Engagement

We are designing a quarterly commissioning newsletter for wider stakeholders to feel they are informed about the work of the CCGs, how we expect them to get involved in our work, and how we expect to be involved in their own plans, programmes and projects. We aim to send out the first edition to all stakeholders later this summer.

Annual Reports and Accounts

The three CCGs' annual reports and accounts were published on our three CCGs' websites on 16 June. NHS England South Central congratulated our CCGs for being the only ones in the region that were rated **GREEN** for everything in an initial review in accordance with a national checklist.

Review of the Year B&A, Slough, & WAM

Work has now started on three public-facing reviews of the year for each CCG, in order to share our achievements with residents in the east of Berkshire. Publication will coincide with each of the three AGMs in September, including digital versions on the three websites.

Digital Engagement

One website for the three CCGs

We are continuing to engage with clinicians, staff and the public in the creation of a single website for the east Berkshire CCGs. User testing is due to start shortly via the Patient Panel readers group and we are due to sign off design frames for the home page shortly.

One member site for the three CCGs

Our digital communications specialist continues to engage with clinicians and practice staff on establishing one member site for all three CCGs. We expect this project to be slightly delayed, as it is really important to ensure this fits user requirements, as well as meets our aim of establishing this as an important channel for communication and engagement with member practices.

Connected Care/Share Your Care public engagement

Work continues across Berkshire, including discussions about creating videos and patient stories, depending on sign off on funding from the Connected Care Board.

Facebook and Twitter

The team are increasingly using Facebook and Twitter to extend the reach of communication and engagement activities and campaigns, including implementing a campaigns calendar for the year and sharing with public health teams.

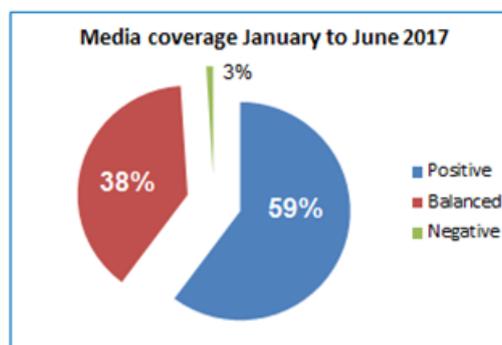
Safeguarding

Following recent child safeguarding concerns, we have produce an animated video to warn parents about the dangers of getting distracted while caring for babies and toddlers in the bath or by water generally. The launch is planned to coincide with the summer holidays.

Media

We continue to work closely with these important stakeholders, including writing press releases about children seeing big improvements in local mental health services, plans for the Ben Lynwood medical centre in Sunningdale, and the CQC rating Runnymede GP practice as **Good**.

An analysis of six months' media coverage, from January to June 2017, shows that 97% of coverage is positive or balanced, with only 3% of coverage proving to be negative:



Campaigns

We continue to publicise health campaigns via our digital platforms to encourage people to get involved in local campaigns and feed into the behaviour change agenda discussed earlier in this report. Campaigns we have worked on/are working on are:

June

Diabetes Awareness Week, 11-17 June

Carers Week, 12-18 June

Men's Health Week 12-18 June

National Drowning Awareness Week, 16-26 June

Cover Up Mate – skin cancer campaign, 19 June

PPG Awareness Week, 19-24 June

July

Health Information Week, 3-9 July