

Title of meeting: Governing Body Meeting								
Date of Meeting	6 October 2015	Paper Number						
Title	Report on Communications and Engagement							
Sponsoring Director (name and job title)	Nigel Foster, Interim Chief Officer							
Sponsoring Clinical / Lay Lead (name and job title)	Mike Connolly							
Author(s)	Ally Green and Mike Connolly							
Purpose	For information							
The Governing Body is required to (please tick)								
Approve	<input type="checkbox"/>	Receive	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Discuss	<input checked="" type="checkbox"/>	Note	<input checked="" 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				Duty to Consult				
Public Sector Equality Duty				N/A				
Links to the NHS Constitution (relevant patient/staff rights)				N/A				
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>Nature of the report</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 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><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>This report summarises the activities that have taken place in communicating with and engaging the communities of Slough.</p>	
<p><u>Recommendation(s)</u></p> <p>N/A</p>	



Communications and Engagement Report

The following report provides some highlights of the communications and engagement activity during June - September 2015.

The Community Partnership Forum (CPF)

The CPF is an east Berkshire Forum, open to a variety of organisations and patient representatives that come together on a 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.

The May meeting focussed on the Collaborative Care for Older Citizens project. This included discussion about the approach to engagement and how the Design Group used the views from the public at each meeting.

The June meeting took place in Slough and considered cancer services for the area. Details of the quality and performance of cancer services was discussed along with the particular challenges for Slough and the investment being made by McMillan Cancer to improve local services.

The July meeting focussed on pharmacy including the role of the community pharmacist and the medicines optimisation team at the CCG.

Details of future meetings along with papers and presentations for past meetings are all available on the CCG website.

Slough CCG AGM

The CCG Annual General Meeting (AGM) took place on Tuesday 1 September 2015 in Slough.

The meeting was well attended with over 50 delegates including practice and CCG staff, patient representatives and members of the public.

It was an informative and engaging event and after the formal presentations, members of the Governing Body spent time talking to the public and patients in a round-table discussion format on a range of issues from the quality of services that the CCG commissions through to strategy and partnership working.



The presentations and full copy of the annual report and annual accounts are available on the CCG website.

Reviewing the Communications and Engagement Strategy

The communications and engagement strategy is scheduled for review by the end of March 2016. This strategy sets out the how the CCG intends to communicate with its various stakeholders including the public, patients, member GP practices, staff, partner organisations and community organisations. Over the coming months the CCG will be seeking views from these different groups about how effective the current strategy has been and what needs to change. The revised strategy will be presented to the April 2016 Governing Body.

Slough Walk in Centre

The contract for the Slough Walk-in Centre expires in December 2015 but has been extended for a further 18 months until June 2017. The CCG is seeking views on:

- what service changes could be piloted during this 18 month extension
- what the longer term future of the Slough Walk-in Centre might be
- views on wider engagement

The current Service is open 8am – 8pm, 7 days a week, based at Upton hospital in Slough. It has two elements:

- A GP practice with a registered patient list
- A facility to see patients on a walk-in basis

The walk-in service is nurse led with GPs on site 12 hours a day, employed by Berkshire Healthcare Foundation Trust. The walk-in element treats minor illnesses and injuries such as:

- Throat/ear/eye infections
- Rashes
- Urinary tract infection
- Coughs (not longstanding)
- Assessment/treatment/advice about minor injuries (there is no x-ray)
- Emergency Contraception

The first survey on Health Connect is gathering views to help the CCG make decisions about what options should be considered next. A workshop is planned for October with various stakeholders attending to consider the results of the survey and to plan next steps. It is possible a public consultation will be necessary before final



decisions can be taken. Health Connect will be used for further surveys and a public consultation would also involve other opportunities for people to share their views on the options being considered.

Primary Care Transformation

The CCG is continuing to provide 7-day GP access from its four hub sites across Slough. Healthwatch Slough presented its reports on the pilot at its 'Access to extended hours primary care' event during September. This was a positive meeting and gave the CCG the opportunity to talk about the project and hear feedback from Healthwatch members.

In addition, and in anticipation of introducing 7-day acute access, the national BBC had a weekend of dedicated coverage to this story. As part of the news package, Dr. Jim O'Donnell was interviewed, and Slough was used as an example of good practice in how extended opening is delivered. This was broadcast on national BBC on Saturday 5 September 2015, and a further local interview with BBC Radio Berkshire.

Winter

Planning for winter is well underway with various communication approaches being considered locally and nationally. The national campaign 'Stay well this winter' will continue to be supported by the local message of *Talk before you Walk*.

In addition to business as usual communications, e.g. the use of media & social media, practice-based communications, websites, and marketing via posters & leaflets, there will be a direct mail-drop to all GP registered households in East Berkshire which will support key messages around sign-posting / extended access and data sharing.

There is a pan-Berkshire communications approach to flu this year with the CCGs working closely with Public Health, practices and other partners to raise awareness and encourage the uptake of flu vaccinations in under 5's, over 65's and those with Long Term-Conditions.

Joint commissioning meetings

The first meeting of the joint commissioning committee took place on 15 July 2015.



This committee includes members from the CCG and from NHS England and is responsible for commissioning GP primary care services in Slough. The meetings will take place in public and at the first meeting members of the public had an opportunity to ask questions for the committee. All papers are available on the CCG website including a record of the questions and answers.

Websites

Slough website is an important communication tool for the CCG. The website holds a broad range of information, including information about services, the work of the CCG and health advice and information. The website has been recently reviewed and a refreshed design is being launched. The new design will be cleaner and easier to navigate.

Health Connect

We want to work with patients, the public and the community, offering different ways to get involved. Health Connect allows people to share their views with the CCG online. Since launching Health Connect earlier this year, a number of surveys have been offered including NHS111, Collaborative Care for Older Citizens and currently, Slough Walk in Centre. Health connect is shared by the three east Berkshire CCGs and to date 519 individuals have registered as members. Approximately one third are for Slough CCG.

Anyone can register on Health Connect and it is anticipated that people who might not otherwise engage with the CCG will be willing to participate using this on line method. People who work, young people and people who are not attracted by other methods of engagement can participate and share their views.

Newsletters

Newsletters are a useful way to share information about the work of the CCG with large numbers of people who have an interest. It can be expensive to print and distribute colourful paper copies of newsletters in the traditional way and the CCG is exploring how it might make use of technology to design a newsletter than can be shared electronically via email and the website.

We are currently at the final stages of discussions with our IT team and two newsletter software companies, to find the software which best suits our existing IT infrastructure. The software needs to match our internal and external communication



requirements, provide insight analysis to readership as well as offer a number of professional templates. A decision will be made over the coming weeks.

We recognise that some people do not have an email address or access to the internet and so paper copies will always be available to those that ask.

Report from Mike Connolly, Lay Member for Patient and Public Involvement

It is that time of year when many Organisations hold their Annual General Meeting and the CCG is no exception. The Slough Older Peoples' Forum has been busy, Healthwatch held its Prime Minister Challenge Fund event and a multitude of our smaller Voluntary Groups have been setting their direction for the future and accounting for their limited and often reducing income.

Amidst all that activity three events stand out for me as a "take up" and follow up of issues which have concerned our Patients and Public over the past 12 months to a greater or lesser degree.

The first is the general and topical concern for the care of our ever growing elderly population both now and certainly in the future.

The second area identified has been the questions raised by those for whom access to Mental Health services (and particularly the Carers) remains a struggle.

Thirdly, (and I think that for Slough this is a bit of good news) is the curiosity among CCGs about our "Simple Words" project which was a joint GP/Patient attempt to look at how communication in the Consultation itself at the Surgery can be made more meaningful, jargon free and compassionate.

In order to advance these challenges Mike has been able to participate in a Lay Members Forum in London addressing these issues and setting some short and long term strategic objectives and how progress can be achieved.

There was a follow up organised by the NHS which specifically focussed on Cancer. Attendees were mostly clinicians and all the stages of the relationship between the Patient and the Medical Professional from initial diagnosis to end of life care. A huge agenda and far too little time to effectively cover the three themes of Having the Conversation, Making Difficult Decisions and Preparing for the Last Months of Life.

I came away thinking that our simple words project still has a long way to go.

