

Title of meeting: Governing Body Meeting								
Date of Meeting	4 October 2016	Paper Number	6.3					
Title	Report on Communications and Engagement							
Sponsoring Director (name and job title)	Sarah Bellars, Director of Nursing							
Sponsoring Clinical / Lay Lead (name and job title)	Mike Connolly							
Author(s)	Karen Shukla and Mike Connolly							
Purpose	For information							
The Governing Body is required to (please tick)								
Approve	<input type="checkbox"/>	Receive	<input type="checkbox"/>	<input type="checkbox"/>	Discuss	<input checked="" type="checkbox"/>	Note	<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				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></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 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:

- Annual General Meeting (AGM)
- Community Partnership Forum
- Slough CCG Practice Open Day
- Patient Panel
- Sustainability and Transformation Plan and New Vision of Care
- Nursing Vision
- Campaigns
- Engaging the diverse communities of Slough

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.eastberksccgs.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.

AGM (objectives 1, 2, and 3)

Slough CCG AGM took place on Tuesday 6 September. The event was well attended with many patient representatives from practice Patient Reference Groups, staff and members of the public present. The formal part of the meeting included a review of the year and the financial accounts for 2015/16 with questions from the public. The presentations and copies of the annual report, the annual accounts and a summary version are available on the CCG website [here](#).



The meeting was followed by smaller group discussions round tables with members of the Governing Body joining members of the public. Topics covered were:

- Urgent Care
- Planned Care
- Integration
- Children
- Mental Health
- Primary Care

Community Partnership Forum (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.

The CPF met in July in Old Windsor and was well attended by NHS staff and public. The main topic for the meeting was community and mental health services with a presentation by Julian Emms, Chief Executive of Berkshire Healthcare Foundation Trust. There was also an opportunity to provide an update on the planning process and the NHS England Onward Care Procedure.

The next meeting is taking place on 13 October, 6.30pm – 8.30pm in Slough. The topic is to be confirmed and details will be available on the CCG website soon. These meetings are open to the public and invitations are sent to all members of Health Connect and the PRG Forum.

More information including papers and presentations for past meetings are available on the CCG website by clicking [here](#).

Open Day (objective 1, 2 and 3)

A representative from each PRG meets with the CCG and Healthwatch regularly at the PRG Forum. These meetings take place bi-monthly and all PRGs are invited. An action plan has been agreed with the group with the following focus:

- Improve the awareness of and membership of PRGs so that every GP practice in Slough has an active PPG.
- To support the CCG and GP practices in improving access to primary care.
- Support a CCG Open Day.

The CCG Open Day took place on 9 June. The date coincided with Patient Participation Group (PPG) Awareness Week and a survey was used to engage patients in discussions about how their practice communicates with them and about



their PRG.

Members of staff, directors of the CCG and practice staff supported volunteers from the PRGs on the day so that every practice had support during the day. Almost 1,000 questionnaires were completed and the results have been analysed and summarised in a report that is available on the CCG website. New members were recruited for practice PRGs and a great deal of support was expressed by patients who participated. Key themes gathered via the survey:

- Concern about waiting times – both in terms of 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 individuals named as warranting special mention.
- More than half the respondents were unaware the Patient Participation Group(s) existed, however around 21% said they would be interested in joining. A leaflet with more details was provided and people were invited to leave their contact details with reception.

Patient Panel (Objective 1 and 3)

To support engagement in the various workstreams being set up to deliver New Vision of Care and other programmes of work, a Patient Panel has been established for east Berkshire. Following the initial meeting more people have joined and two further meetings have taken place with a sub group of the panel interested in equality and diversity and the Connected Care/Share Your Care project.

The Equality and Diversity meeting considered draft objectives being considered for adoption by the CCG. As a result of the meeting, the objectives were further clarified in terms of impact expected for the public and patients. Specific issues were raised in relation to experience of patients with sensory impairments and access to information and for people with learning disability and their experience of care. As a result the following is being progressed:

- Advice and support is being sought to improve communication with the deaf community.
- Further meeting with learning disability group to gather patient experience stories to highlight good practice and where improvements can be made.

The Connected Care/Share Your Care meeting was very well attended. A presentation was given to explain the governance challenges within the project and to explain how these are being managed. Discussion was wide ranging and included exploring how patients will be assured that the right level of security is in place to ensure their personal information is safe and personal stories of care that could have



been improved with better information sharing.

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

Sustainability and Transformation Plan (objectives 1, 2, and 3)

Frimley Health and Care System STP will be submitting final plans to NHS England in October, which will include a Communications and Engagement element to it. To get this underway, a dedicated communications working group has been established. All communications will acknowledge the engagement work already conducted for example, around New Vision of Care programme. Currently the plan is still in draft format, and will be published by NHS England, but the CCG has been keeping various stakeholder groups, including the public, aware of the main direction of travel.

Nursing Vision (Objective 3)

To support the sharing of learning between nurses across Berkshire from acute, primary care, the third sector, community and mental health, the communications and engagement team have launched a quarterly newsletter and supported an exciting conference which was attended by over 120 nurses from across Berkshire. This was the first meeting of its kind, and much valued by all who attended. Please see the website for presentations and pictures.

Campaigns (Objective2)

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

- **Be Clear on Cancer Campaign** – National campaign focussing on respiratory symptoms running from July – 16 October 2016.
- **Open Up About Medicines Campaign** - Bracknell and Ascot CCG, Slough CCG and Windsor, Ascot and Maidenhead CCG, in conjunction with Oxford Academic Health Science Network are supporting the 'Open Up' About Medicines campaign. It encourages people to take responsibility for their medicines and talk to their GP, pharmacist, and when in hospital a healthcare professional about their medicines. A film will be available on the CCG website and in GP practices where TV screens are in place.
- **Skin Cancer Awareness Campaign** aimed at increasing awareness among men #coverupmate
- **Whooping Cough Awareness Campaign**



- **Back Myths Campaign** – supported by Chartered Society of Physiotherapy.
- **Bowel Cancer Screening** Launch event on the 8th July to raise awareness.
- **Asthma Bus** – Launch of the Asthma Health Promotion Bus, which has been visiting 15 of the largest secondary schools in Slough between the 19th September and the 2nd October giving practical advice on asthma management.

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

At this time of the year there are innumerable Annual General Meetings to attend, many of which are related to the work of the CCG in its relationship with the local Community. Their Reports, as we know from Slough CCG's recent AGM, outline the many and varied activities undertaken over the year. They cover, often in great detail, how the organisation has performed and presents an account of how their aspirations have been met and how much it has all cost.

Everyone is aware that the NHS is currently in the midst of a time of great change and in Slough there are discussions at many meetings about what has to be done to provide for the best health future we can devise at all levels and in all circumstances. This is a mammoth task and challenge for all and we know that there are judicious eyes on what we can or cannot do because of the financial situation.

There is room for Slough to stand up and take an, albeit modest, bow as we have been nationally congratulated on our considerable progress. It is, perhaps, no accident that Channel 4 has set its next series of "Behind Closed Doors" in Slough. But there still remains a real challenge for our CCG.

Integral to that progress is Patient and Public understanding of the way forward and input into what is envisaged for the future. There is an experienced Reference Group (PRG) of Slough Patients which management regularly consults. Their views were instrumental in gaining success in the CCG's application to the Prime Minister's Challenge Fund. They have additionally given of their time, experience and talent to attend and contribute to the Patient Panel where they have joined one of several work streams concentrating on particular issues such as end of life care.

There is another area often presented to the public by the Media. We hear frequently of the incidence of dementia and Alzheimer's disease and the lack of sufficient all round resources to properly address it. Slough and Langley are particularly fortunate to have the Alzheimer Dementia Support Group. They provide a 'drop-in' facility with informal advice and information on offer. Additionally, they provide a wide range of



social facilities - lunch clubs, tea dances, singing and excursions for people with dementia and their carers. They are knowledgeable and well equipped to make a difference by providing real support and an opportunity to socialise. The Group meets at Kingsway United Reform Church in Church St, Slough on the 2nd and 4th Tuesday of each month between 10.00am and 12.00 noon.

In Langley the Group is at Holy Family, Trelawney Ave on the 1st and 3rd Tuesday of each month between 1.00pm and 2.30pm.

The Slough CCG is fortunate to have the ability to refer People to a multitude of voluntary organisations who work assiduously for Slough and its citizens. There are also one-off "pop up" public events here and there around the town to familiarise the public with various health opportunities. Healthwatch, Macmillan and diabetes testing have all had their place in promoting this way of communicating and informing.

To end this brief report, is it right to say that there seems to be an increasing level of satisfaction that patients experience when visiting Wexham Park Hospital. Apart from the long standing complaints about parking, patients have commented positively on the changes that have come about at the hospital. Mike Connolly attends a quarterly meeting of the Patient Information Group along with senior managers representing all departments at the Hospital. Other statutory and voluntary groups also attend and the focus is very much on patient satisfaction, learning from mistakes, improving the quality of care, recruitment and retention of staff to name a few of the topics discussed. Of particular concern at the most recent meeting was how to ensure that the discharge address given is appropriate, ready and suitable for every patient leaving hospital for home. To be in one's own home rather than stuck in hospital is the understandable wish of the vast majority of patients as they come to the end of their hospital stay. To make certain that it is properly achieved can sometimes be a real challenge.

