

Title of meeting: Governing Body Meeting							
Date of Meeting	5 January 2016	Paper Number					
Title	Report on Communications and Engagement						
Sponsoring Director (name and job title)	Paul Sly, Interim Accountable 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 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 October to December 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 CPF met in October in Bracknell and received presentations about the Share Your Care project and Care.data. The discussion focussed on how information sharing on a local level is going to allow services to be better integrated. It will mean that those professionals caring for an individual patient will be able to view relevant parts of the patient's record so that the care they provide is coordinated, duplication is avoided and risks are better managed. The technical parts of the project are still being tested and the approach being taken is to start small, building in stages so that we can all be confident that the systems work as they should and patients' data is protected.

The Care.data initiative is separate and very different. It is a national project which mirrors the data collection that comes from hospital trusts. The data that will be collected relates to diagnosis, treatment and care in primary care. The data will be used to help identify variation in care and to improve quality.

More information on both these topics is available on the CCG website.

Details of future meetings along with papers and presentations for past meetings are all available on the CCG website by clicking [here](#).

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 and engage 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.

A workshop with key stakeholders took place in November where the current strategy was reviewed and potential areas for improvement were identified. This included making the document easier to read, reducing its length and keeping it focussed on the strategy not the details of how it will be implemented which would be



the purpose of an action plan.

There was broad agreement that there should be greater coordination across the three CCGs in East Berkshire and if the strategies can be brought together that would be welcome.

A survey will be launched in January 2016 together wider views about the strategy and invitations are welcome from groups who would like to know more and contribute to the discussion. Slough Older People's Forum are making time in their February meeting to consider what feedback they would like to make.

The revised strategy will be presented to the April 2016 Governing Body.

Winter

Planning for winter is well underway with various communication approaches being considered locally and nationally. The national campaign 'Stay well this winter' is being 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, a direct mail-drop to all GP registered households in East Berkshire took place before Christmas which supported key messages and included local information about services available including extended access. The mail-drop was also an opportunity to share information about data sharing to support integrated care.

There has been 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. There is still time for anyone eligible for a free flu jab to arrange to have one at their GP practice or local pharmacist.

Joint commissioning meetings

The second meeting of the joint commissioning committee took place on 23 October 2015 in Slough.

This committee includes members from the CCG and from NHS England and is responsible for commissioning GP primary care services in Slough. The meetings take place in public and members of the public have an opportunity to ask questions of the committee.

The October meeting discussed the estates strategy, quality in primary care and finance.



Details of future meetings and papers are available on the CCG website.

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 Slough Walk in Centre. Recently completed surveys for Slough CCG include the Joint Carers Strategy and Bowel Screening which both closed in November. The next survey to go online will be related to the Communications and Engagement Strategy.

Health Connect is shared by the three east Berkshire CCGs and to date 555 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.

Engaging the diverse communities of Slough

It is important that we look for ways to engage with the groups and communities across Slough who are otherwise not heard.

In November, we hosted an information evening for the local Somali community. Different services and organisations took part and information was available on a



wide range of issues including how to register with a GP and what services are available when your child is ill.

The CCG Clinical Chair attended a meeting of the Slough Senior Citizen's Group to talk about healthy lifestyles and the importance of exercise and diet for older people.

Dr Kesar Sadhra from Manor Park Medical Centre attended the Bollywood Music and Cancer Awareness Event in November, attended by more than 150 people. He gave a talk about cancer screening and the poor uptake rates in Slough.

Gloria Askander, the CCG Macmillan Screening Improvement Programme Lead attended a meeting of the Recycled Teenagers Group in Slough. Approximately 150 people aged over 50 meet every week at the Britwell Community Centre for company, friendship, support and a home cooked meal. Gloria gave a talk about bowel cancer and screening.

Simple Words

At a workshop with patients and clinicians in Slough, the challenges of conducting conversations in consultations and the assumptions made about understanding was discussed. Where difficult news is being shared about a diagnosis or treatment needed, it was clear that both patients and clinicians can have problems with the conversation and the concept of 'Simple Words' was developed as a project. This is moving forward across the CCG and recently resulted in an invitation to provide a presentation on the project at a meeting of the National Association of Primary Care (NAPC) with 75 attendees. Mike Connolly and Dr Jim O'Donnell gave the presentation and several GPs stayed behind at the end of the meeting to ask further questions. One interested GP worked part time at an Immigration Detention Centre. She saw the Slough model having additional great potential for working with people not having English as their first language.

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

There are interesting events which take place outside the many run of the mill meetings of the CCG. The following are a few examples:

In October 2015, there was the first Lay Member Patient and Public Involvement Summit in London. The focus, obviously, was the role of the Lay Member but to assist us there were presentations from Tim Kelsey, National Director for Information at NHS England, Professor Paul Corrigan, Advisor to the 5 Year Forward Review Board and the keynote speaker was Sir Bruce Keogh, National Medical Director at NHS England.

Between them they covered the need for Patients to have a louder voice and for



Patient Groups to have more of a say in the provision and quality of the services provided by the NHS. Considerable emphasis was placed on investing in the capacity of Patients to self-manage and the experience that such a Patient brings to a consultation. As an illustration Sir Bruce invited us to consider which experience really counted by a patient living with arthritis – the 5,800 hours of living with the condition day in day out or the accumulated contact with the NHS adding up to 12 hours by the same patient? He went on to ask ".....but will your CCG buy into it?"

Sir Bruce then spoke of the risk of the NHS being complacent and not necessarily best for the people using it but best for those in it. As a result, he said, Lay Members should not be intimidated by clinical voices but should see themselves as the guardians of their respective CCGs ensuring that providers are up to scratch, assuring access, guaranteeing timely and quality treatment and keeping within a value for money setting. There is a need, a real need for the NHS to learn more about "customer service" and make it part and parcel of all that the NHS has hitherto held dear. "Our NHS needs to be fit for purpose and fit for future" he concluded.

Another Lay Members Event took place in November in London which presented the results of a National Survey of Lay Members held in May/June 2015 which sought to build a picture of Lay Members' experiences since the introduction of CCGs. A second purpose was to understand how the role of the Lay Member had been interpreted across CCGs . It was hoped that the role and responsibilities of the Lay Member would be defined in such a way as to help in recruitment and training and development for the future.

Workshops covered were Induction and Appraisal, working with Healthwatch and the voluntary sector, being an equal partner on the Board, regional and national support for Lay Members, valuing the previous (usually non NHS) experience of the Lay Member. There was plenty of material too in the table top discussions over co-commissioning, conflict of interests, and how best to involve Lay Members in making a contribution to new models of care by 'thinking big'.

Finally, a word or two about a local event at which the CCG was represented. On November 27 at the Chalvey Community Centre a Somali drop in evening took place, organised by Thames Police to encourage members of the Somali Community to familiarise themselves with a range of local services and community groups available on the area. The event was informal with refreshments and stalls forming part of a marketplace with people freely roaming, asking questions and picking up information. Among participants were the Slough Borough Council, Community Police Officers, Public Health, English Language Classes, Further Education, DASH (voluntary organisation supporting people affected by domestic abuse), Mental Health Services and MacMillan Support.



What impressed me most was the number of people who dropped in. Particularly noticeable was the number of women, especially young women who attended. There is potential for this group and others to be overlooked when we engage with the community and we need to consider what we can do to ensure their needs are understood and their voices are heard.

My suggestion to the organisers of the event was to consider similar drop in evenings over the course of the year at all Community Centres in Slough by staging a themed or a targeted event addressing inclusiveness and availability of help, when required, within our Slough Community of which the CCG is an integral and essential part.

