

Title of meeting: Governing Body Meeting								
Date of Meeting	2 June 2015	Paper Number	SCCG02/06/15/8					
Title	Report on Communications and Engagement							
Sponsoring Director (name and job title)	Matthew Tait, 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 March - May 2015.

Collaborative Care for Older Citizens (CCOC)

This is a significant project for the CCG and is one that involves working across the three east Berkshire CCGs and Chiltern CCG in south Buckinghamshire.

Transforming the care provided to older citizens is going to ensure we have the right support in place to allow people to stay healthy and independent for as long as possible, to get the care they need quickly and efficiently in an emergency and to be able to navigate the complexities of the system better by integrating services across health and social care.

It is important that we discuss the emerging model with people as the project progresses and provide opportunities for people to get involved in different ways. So far the project has facilitated engagement by:

- Talking to Slough's Older People's Partnership Boards and Forums, Patient Groups and Community Partnership Forum
- Representation from voluntary sector and patients on the Design Group
- Public workshops in April and May
- Surveys using Health Connect
- Information about the project, including all materials, presentations and reports available on the CCG website
- Ongoing engagement via Twitter using #newvisionofcare

A launch event is being planned for 30 June when the Design Group will present the proposed new model of care. This will be an opportunity to ask questions, give feedback and to get involved in the next stage as the project moves towards implementation.

Re-procurement of NHS111 and GP OOH

Contracts for providing both these services will expire at the end of March 2016. The CCG has been working with the other east Berkshire CCGs to consider how to make the most of this opportunity to build improvements in the individual services and in the way they work together. There is an overarching Patient Engagement Plan around the NHS111 re-procurement for Thames Valley, and local engagement planned, using Health Connect for Out-of-Hours so that patients can be involved at key stages.



Resilience Planning and Communications

Work is ongoing to help local residents understand the options available to them when they have an urgent health need and encouraging them to help reduce the pressures felt at A&E by using the most appropriate service. This includes:

- Working with Healthwatch to support their sign-posting project with patients.
- Annual mail-out across east Berkshire, advising patients on alternatives to A&E, promoting NHS 111 as the initial contact point and other services that help support the system such as patient online and extended GP opening.
- Regular updates via Slough Borough Council publications and the local media by promoting the Talk Before You Walk message which encourages people to call NHS 111 if they are unsure where they should go. This is also reflected on the CCG websites and other social media communications.

This work will develop as other projects move forward and will include:

- The further promotion of extended hours in primary care for GP practices across the CCG area.
- Publishing a sign-posting booklet available at Wexham Park A&E

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 March meeting focussed on end of life care with presentations from Thames Hospice and Berkshire Healthcare NHS Foundation Trust.

The April meeting of the CPF focussed on mental health with a presentation from BHFT about the changes ahead for mental health, the implications of changes at a national level and what this might mean for developments in local services.

Wasted Medicines

An incredible £2 million is lost each year in the Berkshire east region through medicines waste alone. This money could be spent on other health care. Medicines are wasted in a number of ways and a Medicines Waste campaign is being launched across the three CCGs. The campaign will involve local media coverage and posters and flyers that will be made available in GP surgeries and pharmacies.



Patient Online

As we invest in technology to improve the way care is provided and improve the efficiency and ease of access for patients, we need to make sure patients know how they can take advantage of these. A recent development is the opportunity for patients to book appointments with their GP, order repeat prescriptions, and view their medical record summary, online. This will help improve access as patients can do this at any time that suits them, from anywhere. By providing alternative ways to perform simple tasks, this will help to relieve the pressure on telephones at busy times. Patients without access to the internet will still be able to book their appointment by phone or in person at the practice. Promotional materials, to support raising awareness with patients in practices, has been developed and distributed across the CCG.

Improving online communications

The Communications and Engagement Strategy stresses the importance of exploiting opportunities to develop more online engagement because we know that increasingly people are participating more and more in these forms of communications and they are more efficient with potential to reach out to sectors of the community that are traditionally more difficult to engage and therefore seldom heard including young people and working people.

There are a number of projects associated with developing the CCG's online communications.

The public website is being reviewed with the aim of improving the look of the site and the navigation. Content will be updated and condensed where it has become out of date. Clinical and patient representatives are involved in this work but further involvement will be facilitated as the work progresses.

Health Connect went live at the end of March and numbers of new registrations has been growing steadily. The aim is to have at least one live survey or consultation available at all times and to demonstrate the 'you said...we did' approach to engagement with reports about the results of the survey which are followed up with reports on what has happened as a result.

More activity on Twitter for the CCG is resulting in a growing number of followers and targets have been set to ensure we are increasing the number of people and organisations that we network with via Twitter throughout the year.

Patient Reference Group

The Patient Reference Group (PRG) still continues to meet on a monthly basis with regular representation from most practices across Slough. The PRG has



been key in supporting the CCG in a number of areas including PMCF (seven-day GP opening) and other projects. More information on the significant engagement around primary care transformation in Slough can be found in the Chief Officers report.

In addition, Slough's Lay Member for Patient & Public Involvement, Mike Connelly, was guest speaker for NHS England on seven-day GP access held at the Madjeski Stadium, Reading.

The second annual 'Keeping Well in Slough' Open Day took place on 14 May 2015 with GP practices opening their doors to ask what 'great' primary care looks like. In excess of 600 questionnaires were completed by patients and the public with volunteer support from the PRG and PPGs, CCG, Healthwatch, Slough Borough Council and voluntary services.

Annual Report and AGM

The annual report for 2014/15 will be submitted to NHS England on 29 May 2015 and will then be published on the CCG website. This is the second report of its kind for the CCG and is a compilation of information providing a review of the year as well as the governance and financial information required. The report will be summarised and will be available at the CCG Annual General Meeting (AGM) on 22 September 2015. More details will be published soon.

