

## **Engaging people and communities**

The CCG has a commitment to community and patient engagement that runs through everything we do. We encourage patient and public involvement and listen to people to understand our local communities better and commission high quality services. Effective communication and engagement plays a central role in many CCG projects and programmes.

For each individual project or stream of work, the CCG individually evaluates requirements for engagement and communication and sets out an action plan using the most appropriate methodologies. This may include public meetings, workshops, surveys, focus groups and online channels. Our engagement principles are available on our website, and underpin all that we do. We believe that practice based patient groups are vital to our developing our approach to involvement and we have actively supported networks of these groups to develop and in turn support one another to be the best that they can.

We work closely to support our partners, both formal and informal, and communicate via each other's networks to ensure consistent messaging with our local population. Local community groups and leaders are a key asset to reaching those who are generally seldom heard.

Below is a summary of the key activity during the year.

## **Frimley Health and Integrated Care System (ICS)**

The CCGs in East Berkshire have been represented on the ICS Communications Network from the outset and have taken the lead on the communication plan for the Integrated Decision Making workstream. The Network has focused primarily on communications rather than engagement. Whilst Network members encourage patient and public involvement through all of the workstreams, the majority of engagement takes place at a local level as it is local geographical areas that people identify with.

Communications leads from across the ICS footprint have been assigned to seven core work streams. An action plan for each work stream has been developed, together with mapping of communication and engagement opportunities for system leaders and members.

The Health and Wellbeing Alliance consists of the Chairs and Vice Chairs of Health and Wellbeing Boards across the ICS area and has a role in agreeing key messages and the overall communication strategy.

## **Community Partnership Forum (CPF)**

The Community Partnership Forum is our main engagement forum across East Berkshire and has been key to engaging on developments both across the CCGs and the wider ICS footprint. The Terms of Reference were updated and approved by the group and are now available on the website. The CPF is open to everyone and meeting venues are rotated to provide access to different populations. The CPF has a Lay Chair. This year, a forward plan has been developed with input from commissioning colleagues, the CCG Executive Team and the CPF Chair. The agenda and planned topics are promoted in advance of each meeting by the CCG, through a variety of media, as well as by HealthWatch and other local partners.

Over the past year, CPF meetings have taken a workshop style approach, with opportunities for group work, feedback and in-depth discussion. We trialled a new approach to the CPF in January 2018 with a single agenda item, more time for discussion, a briefing note in advance of the meeting and the use of audience interaction software. This received positive feedback from attendees and is the format we will continue with. The meeting is live streamed in an attempt to attract a wider audience that might not normally attend a meeting and comments and questions can be raised remotely. Key topics discussed have included:

- Urgent and emergency care
- Cardiology
- Mental Health
- Sustainability and Transformation Plan
- Local review of national consultations

Meetings are open to the public and invitations are sent to all members of Health Connect, Healthwatch and GP practice patient groups. Web copy, social media messages and images are shared with key partners who then promote this through their own digital channels. The CPF mailing list consists of those who have attended meetings, partner organisations and members of the public forms a part of our stakeholder list. Regular attendees include CCG Clinical Chairs, HealthWatch, and representatives from local Get Involved groups, Older People's Advisory Forum and members of the wider public, patients and carers.

The CPF has influenced our commissioning work. For example, the discussions around urgent and emergency care highlighted to the local team how simple the urgent care offering needs to be if people are to understand it and use the NHS appropriately. The language used by the public and personal experiences that were shared and heard first-hand, all helped to feed into the development of the urgent and emergency care strategy. CPF provided the opportunity for colleagues to hear directly from local people and to develop innovative approaches.

CPF meetings are held in easily accessible venues with free parking and strong public transport links. The meetings are held alternately in each CCG area and attendees can claim via our 'Volunteer Expenses Policy' if required. All venues provide a hearing aid loop system and we have never been requested to provide translation services.

### **Patient Panel**

To support the New Vision of Care and the ICS, a Patient Panel for East Berkshire was established in 2015.

Projects the Panel supported in 2017/18 include:

- End-of-life care – feeding into the review of the strategy, service specification and implementation of the new Rapid Response Service working closely with Thames Valley Hospice

- Connected Care (Share Your Care) – supporting the delivery of this project, starting with governance arrangements and data sets to be included in the first phase
- Website and digital communications – providing feedback on website functionality and information for the public
- Carers – contributing towards a joint ICS wide carer's event.

Patient transport can be offered for meetings and transport costs are reimbursed via the 'Volunteer Expenses Policy'. In the past, Patient Panel members have included those with learning disabilities, highlighting how this group was going beyond the normal boundaries of people we tend to reach.

### **Behaviour change**

A behaviour change project was undertaken in Ringmead Medical Practice Bracknell to encourage patients to use the NHS appropriately. Pilot interventions were developed with staff and patients and were tested over a period of 6 months, with the practice leading discussions with their patients.

Practice staff and the patient group supported the development of a local, practice specific flyer, explaining the access points to NHS care, how and when to use them and how much they cost. HealthWatch Bracknell Forest were also involved in the co-production of the leaflet, and were able to provide the costs that were used in the final print run. This leaflet was then distributed to every household with a patient registered with the practice and via local voluntary sector and community groups. Other interventions also included practice staff visiting school assemblies to explain when to use 999 and NHS111 and a competition to encourage school children to take the messages home.

The evaluation will determine to what extent this project has had an impact with a view to extending this approach in the future. The learnings are to be shared across the three CCG areas and wider via the A&E Delivery Group. Evaluation data sets include practice level data, 111 calls, out of hours, urgent care and A&E usage.

### **HealthMatters – review of the year for each CCG**

HealthMatters is the name of the publication launched at the AGM which summarises key information from the approved and already published Annual Report, and is part of our efforts to make the annual report accessible.

Through this publication, we share our local achievements with residents in East Berkshire and explain how and where NHS money was spent.

### **Digital Communication and Engagement**

The CCG has spent the last year working to align its online presence so that with the merger of the three CCGs, a single website is ready for launch with the public.

The new website e launched on 2 April 2018 and is designed to provide useful CCG and NHS information for patients, residents, GPs and other health care professionals, key stakeholders and partners in East Berkshire.

The new site is more convenient for local residents, putting the public and patients at its heart. It continues to provide health information to assist in influencing and changing patient behaviours, to encourage them to take action to improve their health now and for the future. Consistent messaging across one platform should lead to better outcomes.

The website was designed using the previous year's analytics from the existing three CCG websites to see what information people were accessing our sites for and how they were using them. We also conducted online user testing to test our website design, layout and navigation and seek feedback/comments about how the pages were set out.

We invited a number of stakeholders to test the website including:

- Experts by experience user group (link through Healthwatch)
- Deaf Positive
- Local Healthwatch in the 3 localities
- Representatives from the visually impaired community
- Youth parliament
- Council for Voluntary Services in all 3 localities – to support with reaching out to diverse communities and local voluntary organisations
- PRG/ Patient Assembly/ PPG chair WAM, Slough & B&A
- Local Authority Public Health Teams x3
- Lay members
- Representative from Slough Seniors Group
- Representative from the Learning Disability community
- Dyslexia Association
- Family members / friends

- HealthMakers

We encouraged these groups to share the links with the wider community.

There were 24 users who took part in our online user testing. Analysis of the results showed that participants were clicking on the parts of the site we would expect them to click on. We will continue to ensure that web pages use a strong call to action approach so we encourage users to view related pages/content. We will continue to use Google Analytics to understand what people are looking for and ensure information is easy to find and access.

The “East Berkshire CCGs” Facebook account is gathering momentum, and all major campaigns are promoted via this channel. The same account is also used for live streaming events such as Annual General Meetings, (AGM) and the Community Partnership Forum. In preparation for the merger of the three CCGs, a single twitter account was created and is building up an online presence.

### **Health Connect**

Health Connect allows people to share their views with the CCG online. Anyone can join. It can help us target information more effectively so people are invited to participate in events and surveys that will be of interest to them. It also helps us to analyse the results of feedback to identify differences in responses from different groups and ensure we are reaching all sectors of the community. Health Connect is shared by the three East Berkshire CCGs and to date 1047 people have registered as members.

Over the past year, the CCG has used Health Connect to consult the public on areas such as end of life care.

Regular emails are sent out to all members with details of future meetings and links to where the papers can be found online. We are also using Health Connect to encourage people to sign up to be involved with the ICS and Patient Panel.

### **Internal communications and engagement with member practices**

One of the biggest achievements for 2017/18 was the launch of the new member practice extranet. This was only possible due to extensive engagement with practice managers and clinical staff to understand what they needed from an extranet and

what functionality it needs to have. This open dialogue and two way communication resulted in the successful launch and ongoing use of the extranet.

In 2016/17, CCG specific, weekly Bulletins were published and sent to all member practices. This year, communication with our member practices has been even further streamlined, and a single weekly newsletter is now sent to all member practice staff with links to the extranet. This has been well received and will be regularly evaluated to ensure practices continue to be happy with the messaging, frequency and content.

### **CCG leaflet accompanying council tax letters**

The CCG has a positive relationship with the local authority, and for the second year running, has developed a leaflet which has been distributed to all households with council tax notices. This year the leaflet focused on promoting NHS 111 and detailing how to access local primary care extended hours services. There was also information about how the CCG spent its funds in 2016/17. These leaflets hit doorsteps in March 2018 and initial feedback from member practices seems to indicate an impact, with the demand increasing for these extended hours appointments.

### **Safeguarding**

Following child safeguarding concerns, the CCG developed and published 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 took place in July, in line with summer holidays and was received very well by members of the public as well as stakeholders and partner organisations. The video had 54,000 shares on the CCG Facebook page alone. It was also promoted in the GP Bulletin and on practice website and was shown in public waiting areas in maternity units across both Trust sites. This is one example of how joint working with our community and partner organisations can really reach into the community.

### **Standing together against violence and exploitation**

In November, more than 250 front line practitioners and leads from across the country met to attend the East Berkshire against Violence and Exploitation

conference. The CCG together with partners ensured that the event was well publicised and filmed. The film will be used for training professionals to recognise signs of child exploitation. A social media hashtag #EBAgainstViolence was established and was seen trending across various platforms.

### **Communications and engagement to support commissioning**

The communications and engagement team worked to support more than 20 different projects over the year, across the three CCG areas. Details of a few of these follows:

#### **Connected Care/Share Your Care public engagement**

Work continues across Berkshire to engage around this important project, both via the Patient Panel, but also via other engagement opportunities such as Patient Assemblies and Patient Groups. Discussions include creating films and patient stories.

#### **NHS111**

A communications plan supported all elements of the procurement and service delivery of the improved NHS 111. This included local press releases, social media activity and sharing updates with patient groups both face to face and via channels such as HealthConnect.

#### **Mental Health**

##### **East Berkshire Young People's Survey**

As part of the Child and Adolescent Mental Health Service Transformation work a survey was created to gain feedback from our young people about the services that are currently commissioned across East Berkshire to support mental wellbeing. The survey received over a 1000 responses and the comments formed the foundation of focus groups within the community to gain a further understanding of what commissioners need to take into account for any future services for children and young people.

#### **Little Book of Sunshine**



The Little Book of Sunshine booklet was written by a group of local young people for young people about emotional wellbeing and mental health. It explores issues that may affect young people and provides them with handy and helpful tips on how to cope, as well as signposting them to local and national agencies that can help. The booklet was written as a result of the East Berkshire CAMHS Transformation Programme, and the communications and engagement team supported its publication and promotion via social media and internal communications.

### **Brighter Berkshire 2017 Year of Mental Health**

Brighter Berkshire is an initiative driven by a group of people from a range of communities and organisations in Berkshire who want to help make a difference to mental health by reducing stigma. The aim is to combine existing work and identify what can be done differently to raise awareness and make a significant impact locally. The CCG supported this with pledges from the Accountable Officer and individuals within the CCG with members of staff raising awareness among the communities with which we work, including a presentation and workshop at CPF.

### **Latent TB**

The communications team worked on new and innovative ways of targeting relevant audiences, including a jingle on Asian Star radio in Hindi / English which played through the month of March. There were also radio interviews on Asian Star radio and BBC Berkshire which talked about the high prevalence of TB in Slough. To mark World TB Day The Curve in Slough was lit up in red as part of a global initiative to raise awareness of TB and a series of events were hosted in the community.

### **Diabetes**

The communications team worked with Diabetes UK to support practices in Slough during Ramadan, by providing leaflets about safely fasting with this condition. This was helpful for clinical staff as well as the public. The leaflets were also available to practices from the other CCG areas who requested them to support their local patients.

The CCG has also worked with Diabetes UK to recruit volunteers from within high-risk areas of Slough to act as “Diabetes Champions” within the local community to dispel myths and help people to live well with diabetes. The volunteers went through

a rigorous training programme to equip them with the knowledge and information they would need to do their role. This Champion scheme has a robust evaluation methodology including using practice data to record any change in the number of newly identified diabetic patients as well as change to number of patients with better blood sugar levels.

This project was approved to go ahead by the ICS work stream and pending the evaluation, similar initiatives may be implemented in other diabetes high-prevalence areas within the ICS. Through such ground level projects, we are able to reach diverse population groups, especially those who are potentially excluded and disadvantaged.

### **Primary Care**

The communications team has supported primary care over the past year, including the move to delegated commissioning and signing the Memorandum of Understanding with NHSE for Communications and Engagement. All websites have been updated with information on Delegated Commissioning, as well as links into primary care and the ICS.

The team has supported primary care to plan and/or secure engagement and involvement when proposed changes are predicted to have an impact on services. Other support to the primary care agenda includes practices moving location, closures, CQC inspections and a change to the provider at the Slough walk-in centre. Through positive patient and media engagement, most of this occurred smoothly, with the team providing practice specific support and guidance on both engagement and media relations, as well as providing support to the practices involved with regards to key messages for their patients and community members.

### **Primary Care and Out of Hospital Care**

The team have supported communications and engagement for the new medical centre on the Ben Lynwood Care Village Site in Ascot, which is planned to open in early 2019. Plans were submitted to the Council following consultation with patients, patient representation groups, members of the Council, GPs and others. The public meeting was run by the two practices involved supported by the CCG and people were invited to an open session to view the detailed plans, followed by a formal presentation by practice doctors.



## **Cardiology**

There has been a strong focus on proactive work to promote key messages around Cardiology, including a local campaign which was supported with the development of a new logo and strapline which was used internally and externally - Protect your heart: prevent, detect, and treat.

The communications team supported internal communications and training by attending the GP training event, and filming the session on Cardiology. This was then shared via the extranet and promoted in the CCG newsletter to practice staff. This made sure that those who could not attend the training session, were still able to access the content. An awareness raising event was held in the Tesco Superstore in Slough.

## **Media**

The Communications and Engagement Team continue to work with the media as an important stakeholder and have had press releases well-received and published. This includes news of the three CCGs receiving “Outstanding” ratings from NHSE and stroke services. The media also covered the various changes and closures of primary care services such as Princes Street as well as routine press releases ahead of bank holidays with pharmacy opening hours etc.

Press releases have also been part of local campaigns such as around cardiology, where social media also played into the channel mix. The team has worked jointly with partners to do joint press releases where appropriate e.g. End of Life in conjunction with Thames Valley Hospice and with local authorities around the award winning Asthma Bus. In addition, an unlocking variation in Slough case study was included in an article in Healthcare Finance magazine, while a diabetes article in GP Online also included a Slough case study.

All press releases are available on the website and an analysis of six months coverage showed that 97% of coverage was positive or balanced, with only 3% coverage to be negative.

## **Campaigns**

We continue to publicise health campaigns via our digital platforms to encourage people to get involved in local campaigns and support the behaviour change agenda. Campaigns covered this year include:

- Stay Well this Winter / flu
- Stay Well Pharmacy
- Cancer awareness
- Mental Health Awareness Week
- World Mental Health Day
- World Suicide Prevention Day
- Children's Mental Health Week
- Dying Matters
- Diabetes Week
- Keep Antibiotics Working
- Carers Week
- Self-care week
- Kids Jobs
- STOMP – Transforming care for people with a learning disability, autism or both
- Alcohol Awareness Week
- Dry January
- Act FAST Campaign
- Cervical Screening Awareness Week
- Cover up Mate Campaign
- Drowning Awareness
- Urinary Tract Infections awareness campaign
- Sexual Health Awareness Week
- Herbert Protocol – Keeping people with dementia safe
- E-prescriptions campaign
- In the event of an acid attack what to do
- Standing together against violence and exploitation

We continue to share and promote messages and campaigns from our local partners.

### **Winter pressures**

The CCGs heavily supported the 'Stay Well This Winter' campaign with a strong social media campaign, media releases and heightened activity around the Christmas and New Year period and cold weather spells.

## **Flu**

This year we promoted the national flu campaign strongly to persuade patients and staff to have the flu jab. There was a strong local social media campaign and media activity. Internally, the CCG offered the flu vaccination free to all staff, and uptake was positive.

## **The new stroke pathway**

Efforts have continued to ensure stakeholders are aware of the new service, building on communication and engagement work that was carried out for the interim arrangements between January and May 2017. Work focused on planning for the 1 May launch of the permanent service and included a follow-up press release for local media, as well as internal messages that were circulated to all providers and GP practices.

## **End of Life Care**

The End of Life Care Patient Panel was reconvened to discuss the revision of the end of life care strategy and an online questionnaire sought views from local clinicians and the public.

## **Patient Groups**

The CCGs believe that Patient Groups in practices are key to our engagement work and also to provide an additional channel of communication to patients.

We have actively supported the development of Patient Group Networks in the three CCG areas. Over the past year we have provided them with facilitation to review their purpose and terms of reference. We have also provided support to create a forum for sharing best practice and mutual support. Representatives at these Networks are asked to discuss topics of interest with their own Patient Group and provide feedback either directly to the CCG or via other methods e.g. in the case of national consultations. The Networks receive regular updates on key topics from the CCG including the merger of the CCGs, ICS developments and individual projects. Patient Group representatives at these Networks are then asked to cascade

information back through their own groups and more widely to registered patients via methods such as their newsletters. The CCGs provide administrative support to these Networks and fund the venues. We have trialled a monthly Bulletin to these groups with key information so that they can share information more widely between meetings without overwhelming these volunteers with a variety of emails.

## Equality and Diversity

The CCG is committed to equality of opportunity for all people and to eliminating unlawful discrimination. We recognise and value the diversity of the local communities and believe that equality is central to the commissioning of modern, high quality health services, particularly in relation to the protected characteristics as set out by the Equality Act 2010. We have set our objectives through patient and staff consultation. The key objectives are:

1. We will make sure information is accessible.
2. We will develop an inclusive workforce that reflects our local communities and provide appropriate levels of equality and diversity training and development to all staff and members of the Governing Body

The CCGs' Equality & Diversity (E&D) strategy was used to inform a work plan undertaken in 2017/18; the plan was monitored and reviewed by the Equality & Diversity (E&D) Steering Group, which met five times during 2017/18.

Using the Equality Delivery System 2 (EDS) template the E & D Steering Group drafted the annual declaration. This was approved by the CCGs Quality and Constitutional Standards Committee and was published on the CCGs' websites in January 2018.

The CCG continues to work closely with partners in understanding the health needs of the different communities, including those that may otherwise be hidden. The CCG has worked with community groups and developed joint plans with the local authority to improve outcomes and reduce inequalities. The communications team ensures that any additional requirements when hosting events or any form of

consultation are taken into account. This could be in the form of interpreters, easy read documents or any other area that needs additional support.

The key outcome achieved in 2017/18 included:

- The introduction of an E&D session on the core staff induction.
- Delivery of an E&D awareness session for the Governing Body in October 2017
- Delivery of an interactive session for CCG staff at the December 2017 away day covering deaf awareness and an introduction to basic British Sign Language.
- A business case audit to review E&D consideration in CCG project work. The following recommendations were made:
  - Training on the required standards for completing business cases.
  - Earlier involvement of relevant teams (e.g. Quality, Finance and Communications and Engagement) to support the development of business cases.
  - Audit to be reviewed by the relevant teams and actions developed to support improvements.
  - Re-audit of the standards in 6-12 months (dependent on having a reasonable sample size) to measure improvements.
- Established a local Learning Disabilities Mortality Review (LeDeR) Programme with the aim of reducing inequalities in the standards of care received by patients with learning disabilities, particularly at end of life.

The Equality Delivery System 2 (EDS2) declaration is available on the CCG website.