

# **Communications and engagement report**

**01 January 2020-29 February 2020**

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## **Introduction**

This communications and engagement report aim to demonstrate how we have been informing, engaging and involving people about key healthcare initiatives, the issues and key themes emerging from our patient and public feedback and how we are progressing with key work programmes.

Following the approval of the communications and engagement strategy by the Governing Body on 19 September 2019, this report has been reshaped to report on delivery against our new communications and engagement objectives.

The activity highlighted in this report covers the period from 01 January-29 February 2020. If you would like to know more about this work or have any feedback on the report, please get in touch with us by emailing [somccg.engagement@nhs.net](mailto:somccg.engagement@nhs.net)

## **Summary**

The Communications and Engagement team has been involved in a wide variety of projects and engagement activity during the reporting period. This report includes the following information:

- a spotlight dashboard including the impact and outcomes of our work
- Chair's activity report
- delivery against our communications and engagement objectives during this reporting period
- plans for the next reporting period against our communications and engagement objectives

## **Spotlight dashboard**

The Communications and Engagement team has produced a dashboard which is based on the Government Communications Service Framework evaluation model. This dashboard shows the output, outcomes and impact of our Communications and Engagement work over the last two months (01 January-29 February 2020), including a special section on consultation and engagement for Fit for My Future, and is appended to this report.

## Chair's activity report (30 January 2020-25 March 2020)

<b>Date</b>	<b>Event</b>
30 January	Governing Body meeting, Yeovil
05 February	Governing Body development session
05 February	Health and Wellbeing Board Executive meeting
05 February	Clinical Executive Committee development session
06 February	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
06 February	Fit for My Future public meeting, Wells
06 February	Meeting with Bryan Leaker, Minehead
25 February	Fit for My Future drop in event at Wellington Community Hospital
25 February	Fit for My Future drop in event at Dene Barton Community Hospital
26 February	Meeting with Dr Emma Keane, Associate Clinical Director, Yeovil
27 February	Meeting with David Fothergill, Leader of Somerset County Council, Taunton
27 February	Non Executive Directors meeting, Yeovil
27 February	Governing Body development session, Yeovil
04 March	SEND Improvement Board, Taunton
04 March	Quarter 2 review meeting with NHSE&I, Yeovil
05 March	Meeting with local councillors, Minehead
07 March	Fit for My Future listening event, Minehead
10 March	Meeting with Colin Drummond, Chair, Taunton and Somerset NHS Foundation Trust
11 March	Meeting with Paul von der Heyde, Chair, Yeovil District Hospital NHS Foundation Trust
11 March	Finance and Performance Committee
11 March	Meeting with Dr Stephen Ladyman, Chair, Somerset Partnership NHS Foundation Trust
11 March	Organisational development meeting with Associate Clinical Directors
12 March	Health and Wellbeing Board development workshop
12 March	Primary care workshop, Taunton
13 March	Annual Health and Wellbeing meeting, London
14 March	Health and Wellbeing Board, Taunton

## **Delivery against communications and engagement objectives**

### **Objective 1: to build trusted relationships with groups and individuals in Somerset**

#### **Identify key groups and individuals and make sure we are engaging effectively with them**

We have continued our comprehensive programme to map our stakeholders (both groups and individuals) and identify any gaps in how we engage and communicate with groups and people. We continue to develop our stakeholder database.

We are continuing to develop our detailed stakeholder mapping for the mental health public consultation and the engagement around community health and care services.

#### **Building relationships with groups and individuals**

We continue to support the development of the Yeovil neighbourhood forum which is led by the Primary Care Network Clinical Director and involves NHS providers including primary care, local councils, voluntary, community and social enterprise partners and patient participation group chairs.

We continue to develop our quarterly stakeholder newsletter for county, district, town and parish councillors and other key stakeholders which shares our successes, developments and challenges. Three issues have been published so far. A further issue will be published in April 2020.

We are piloting a community asset based approach to support our engagement for Fit for My Future which will directly inform all our engagement work going forward. A wide selection of VCSE partners have bid to run focus groups, interviews and other engagement activities to support us to hear from seldom-heard groups and those whose voices are less often heard.

#### **Develop programme of outreach into seldom heard/listened to groups**

Our Engagement team continue to build relationships with Our Voice to connect with people with learning disabilities in Somerset and are working proactively with them to make sure their voice is heard and that they are kept informed and engaged on relevant health issues and service delivery.

We are further developing our work with Somerset Community Council on in-reach work with BAME groups and communities.

As part of our Fit for My Future engagement activities we are presenting to Taunton and Bridgwater Deaf Club next month as well as working with our VCSE partners in our pilot community asset approach to reach more seldom heard/listened to groups.

#### **Review and refresh current engagement communications**

We are reviewing how we use our social media channels to engage with stakeholders, collect feedback and stories and feed this back. We are piloting an approach for this with the mental health public consultation and the learning from this will directly inform our approach across the organisation.

We are developing and trialling new content on our Fit for My Future Instagram account.

**Develop systems and processes for collecting patient feedback and stories and using them in our commissioning work**

We are continuing to develop a process for capturing patient stories and feedback more effectively and developing our 'you said, we did' process for sharing feedback and outcomes. See the Spotlight dashboard for further information.

We have begun recruitment to our Somerset Citizen's Panel. We aim to recruit 1,500 people who are representative of our Somerset demographics to further our reach and enable people to get involved and have their say in new and innovative ways.

We are procuring an online platform to support the Citizen's Panel and to support us to hear the patient and carer voice more effectively and engage in multi-directional conversations. We are also considering how we can engage more effectively offline to reach those who do not have internet access (or do not wish to engage with us online).

**Engage our GP member practices in regular conversations**

We continue to support the primary care team to deliver quarterly GP member practice roadshows.

We are supporting the Fit for My Future team with a series of primary care workshops to directly shape the future model for community health and care services.

We have published communications and engagement toolkit to support our GP practices with material service change.

**Engage our staff in regular conversations about how we communicate and engage with them**

We have continued to develop our internal weekly e-newsletter.

We have continued to support the High Performing Organisation work programme work including work around culture, values and behaviour.

**Review our media relations**

We continue to build a database of local, regional and national journalist contacts.

We held a media briefing for local and regional media in relation to our mental health public consultation programme.

We continue to support a number of staff to undertake positive, proactive media activity in relation to winter pressures and system working.

**Objective 2: to encourage the public to have their say by making it as easy as possible for them to talk to us**

### **Support staff to understand the purpose and value of high quality engagement**

We are now publishing at least one patient story a month in our internal newsletter for staff.

We have published our communications and engagement toolkit to support our GP member practices.

We continue to support practices in North Petherton with communications and engagement around proposed merger. We are continuing to support Beckingham Family Practice with communications and engagement in relation to a branch surgery in Freshford.

### **Train and develop our staff to be confident in engaging with all audiences and supporting them to understand the power of patient and public engagement**

We held our second 10 steps to better engagement training session for commissioning staff and system partners in January 2020. This training is now available to all our staff and is being offered on a regular basis.

We provided a half day training and development session for the Clinical Executive Committee on participating in public meetings and listening events.

### **Learn from good practice and what is working well elsewhere in the county and country**

We attended the national STP communications lead network event in February where STPs and ICSs shared best practice and the latest developments.

Team members will attend the South West regional Communications and Engagement day in January 2020.

Two of our team successfully completed the NHSE&I consultation and engagement training programme delivered by the Consultation Institute. This consisted of a series of five one day training seminars including topics such as the law of consultation, online consultation, co-production and other relevant issues.

### **Develop how we bring the patient voice into our organisation**

Our new volunteer policy was approved by the Directors in early February 2020.

We submitted our self-assessment against the IAF assessment (assessment window February-May 2020). This included restructuring and refreshing the content of our Get Involved pages on our website, sourcing more 'you said, we did' evidence and developing a 'if Somerset were a village of 100 people' infographic. See the Spotlight dashboard for the infographic.

We continued to work with our commissioning managers to identify opportunities for People Champions within their work.

We have continued a scoping exercise to map all the activity and workstreams that our People Champions are involved with throughout the organisation and within the wider Somerset system.

### **Capturing the patient and public voice**

We continue to develop our reports for the Governing Body.

### **Objective 3: to make sure everyone can access information about what we are doing and why we are doing it**

#### **Develop accessible communications channels and documents**

We are captioning all images and videos on social media to make them more accessible.

We are developing the use of animated videos to tell our stories more simply and in a more engaging manner (with subtitles as needed).

#### **Establish closer relationships with local media to reach those without access to the internet**

We shared ready-made content on the FFMF mental health consultation and engagement on community health and care services with parish bulletins and local businesses.

We continue to develop our proactive media planner to make sure we are sharing information in a timely manner.

We provided a briefing for our PPG Chairs to share with their networks to promote the FFMF mental health consultation and engagement on community health and care services.

#### **Making sure public information is current and accurate, providing consistency across the system**

We continued our planning for a new website. See objective 4 for more information.

#### **Making events and meetings more accessible**

We are holding evening and weekend events to support consultation and engagement for Fit for My Future.

We are holding pop up events at colleges to reach our younger audiences in a way that works for them. We have spoken to more than 130 young people in February.

### **Objective 4: support our staff to hear the public voice in the commissioning of services**

#### **Supporting people to hold us to account**

We continue to actively promoting our Governing Body meetings on social media and through our Engagement Bulletin. We are offering people the opportunity to #AskYourGB through social media or by emailing questions to the Engagement team prior to the meeting. We are live-tweet the public questions and answers during the meeting.

### **Working with system partners to share our common vision for NHS services in Somerset and maximise engagement and understanding**

We continue to meet regularly with our system communications leads both on the Fit for My Future programme and also on winter communications planning.

We have identified shared hashtags to use as a system to promote our work #SomersetProud and #SomersetTogether

We have established a regular weekly system communications call to share news, information and best practice.

### **Create a shared visual identity which reflects the NHS in Somerset and the future we are building together**

We have begun the process to develop and launch a new website with a staff extranet. We are working with our chosen provider on the next stage of the project. The new website will be mobile/tablet responsive and support the use of video. It will meet the national accessibility standards and will be live by June 2020.

We have commissioned photography to support the new website and to support our shared visual identity.

### **Develop our social media channels as an effective communications and engagement mechanism**

Our audience continues to grow steadily on Facebook. We are now at over 500 followers – from a baseline of 0 in June 2020.

Our communications team are working together creatively and proactively to create original, shareable content for our social media channels.

We continue to run our bi-monthly social media workshops for staff.

### **Train and support the professional development of our communications and engagement staff**

All appraisals for team members have been completed.

### **Plans for the next reporting period against communications and engagement objectives**

#### **Objective 1: to build trusted relationships with groups and individuals in Somerset**

##### **Identify key groups and individuals and make sure we are engaging effectively with them**

We will continue with our stakeholder mapping to identify gaps in how we engage and communicate with groups and people.

We will continue to develop our individual stakeholder maps for the Fit for My Future work programmes.

### **Building relationships with groups and individuals**

We will build on the model being developed with the Yeovil neighbourhood forum, developing the model with local people and key stakeholders.

### **Develop programme of outreach into seldom heard groups**

The Engagement team will continue to build relationships with Our Voice, supporting better engagement with people with learning disabilities in Somerset, making sure their voice is heard within our work and that they are kept informed of our plans for health and care services and have the opportunity to comment.

The Engagement team will continue to build relationships with BAME groups in Somerset, making sure their voice is heard within our work and that they are kept informed of our plans for health and care services and have the opportunity to comment.

The Engagement team will also seek to build relationships with gypsy and traveller groups and communities to facilitate their voice being heard within our work.

We evaluate our community asset based pilot for engagement for our Fit for My Future programme.

### **Engage our GP member practices in regular conversations**

We will finish our series of evening workshops for primary care as part of our Fit for My Future programme and the learning from these will feed directly into our future plans for engaging our GP member practices going forward.

### **Engage our staff in regular conversations about how we communicate and engage with them**

We will run our quarterly Pulse Check in March 2020 and share the results in the May report.

### **Review our media relations**

We will develop a programme of in-house media training for staff.

## **Objective 2: to encourage the public to have their say by making it as easy as possible for them to talk to us**

### **Train and develop our staff to be confident in engaging with all audiences and supporting them to understand the power of patient and public engagement**

We will schedule further 10 steps to better engagement training sessions for staff. We aim to offer the training to our staff and system partners on a bi-monthly basis. We aim to have trained 25% of our staff by the end of 2020.

### **Develop how we bring the patient voice into our organisation**

We will establish a mechanism for collating patient feedback from provider organisations and other stakeholders (including Healthwatch) to give a countrywide view on services.

We will look at how we hold our provider organisations to account for their engagement activities and actions.

**Objective 3: to make sure everyone can access information about what we are doing and why we are doing it**

**Develop a common language which is simple, easy to understand and engaging and which promotes a shared understanding**

We will work with colleagues in corporate business to refresh our house style to make it consistent with our tone of voice guidelines and roll these out internally.

**Develop accessible communications channels and documents**

We are exploring establishing an easy read group to support our colleagues to develop more materials in easy read.

We will start to plan for our easy read annual report.

**Making sure public information is current and accurate**

We will continue to develop our plans for our new website. We aim to launch the new website by the end of June 2020. We will hold focus groups with our staff and key stakeholders and undertake a content review.

**Objective 4: support our staff to hear the public voice in the commissioning of services**

**Supporting people to hold us to account**

We will further develop the advertising and promotion of the Governing Body meetings and supporting people to ask public questions. We will promote the #AskYourGB hashtag and make sure we are closing the loop by sharing the questions and answers not only on social media but also on our website and through our Engagement Bulletin.

**Create a shared visual identity which reflects the NHS in Somerset and the future we are building together**

We will work with our system partners to develop a photo library which is realistic and recognisable as Somerset.

Work will continue on our new website (see objective 3).

**Train and support the professional development of our communications and engagement staff**

A training plan for the team will be created from individual appraisals.

# Spotlight

A bi-monthly review of our communication and engagement



Somerset  
Clinical Commissioning Group

January-February 2020

## Patient and public engagement

**16** engagement events and stakeholder meetings

This included a Somerset Engagement and Advisory Group meeting that saw 28 communities and organisation represented.



**153** This is the number of people we have talked and listened to in our communities. The number of events and people we have talked to is separate to the Fit for my Future engagement that has been running alongside our day to day work.

## Introducing our new Citizens' Panel



Somerset's Citizens' Panel

Local people, local decisions

We launched our recruitment campaign for the Somerset Citizen's Panel. We aim to recruit 1,500 people from across Somerset that are demographically representative of our population.

# Patient and public engagement

## You said:

Patient who has been approved for IVF and has started treatment at Southampton contacted us as she and her partner wanted to move their treatment to Bristol. Patient asking if this is possible especially regarding the funding?

## We did:

We checked with our EBI team who confirmed that patient could move her treatment to Bristol.

## You said:

GP practice contacted us regarding a ophthalmology referral for base line screening (spectral domain optical coherence tomography). The referral has been rejected by Taunton & Somerset Partnership NHS FT as they do not commission it.

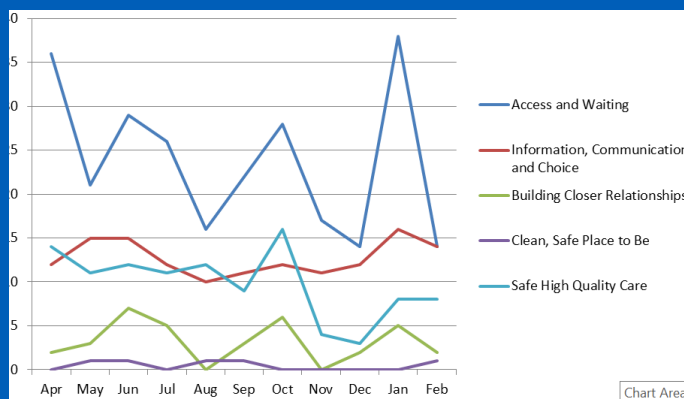
## We did:

We worked with our performance colleagues who advised that there is a gap in provision and we are seeking to develop a more sustainable offer. In the interim Yeovil District Hospital NHS FT is offering screening for patients.

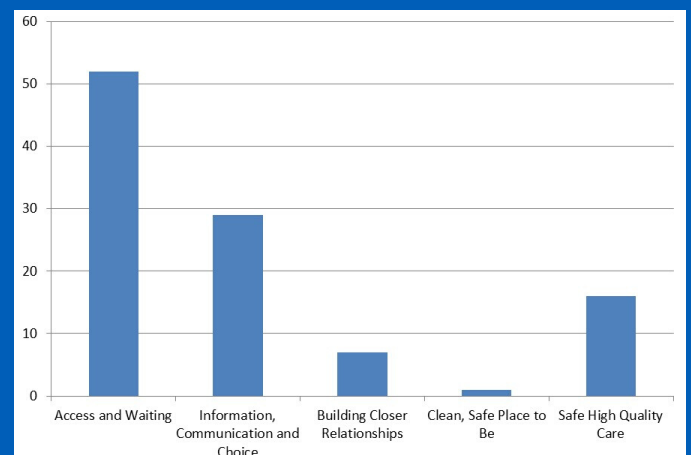
# 106

 PALS enquiries received

## Trends:



## Top themes:



- Access to services continues to be a top theme these relate to patients wanting to access funding for fertility treatments and varicose vein removal.
- Difficulties for patients accessing transport continues to trend
- As does queries regarding waiting times and appointments.

# Social Prescribing

## Who has given us feedback?

Andy Hill (Associate Director of Integrated Care) attended Somerset Engagement and Advisory Group on 03 February 2020 to ask the group for their feedback on our plans for social prescribing.

## What feedback was given?

The following feedback was collected as part of a whole group discussion:

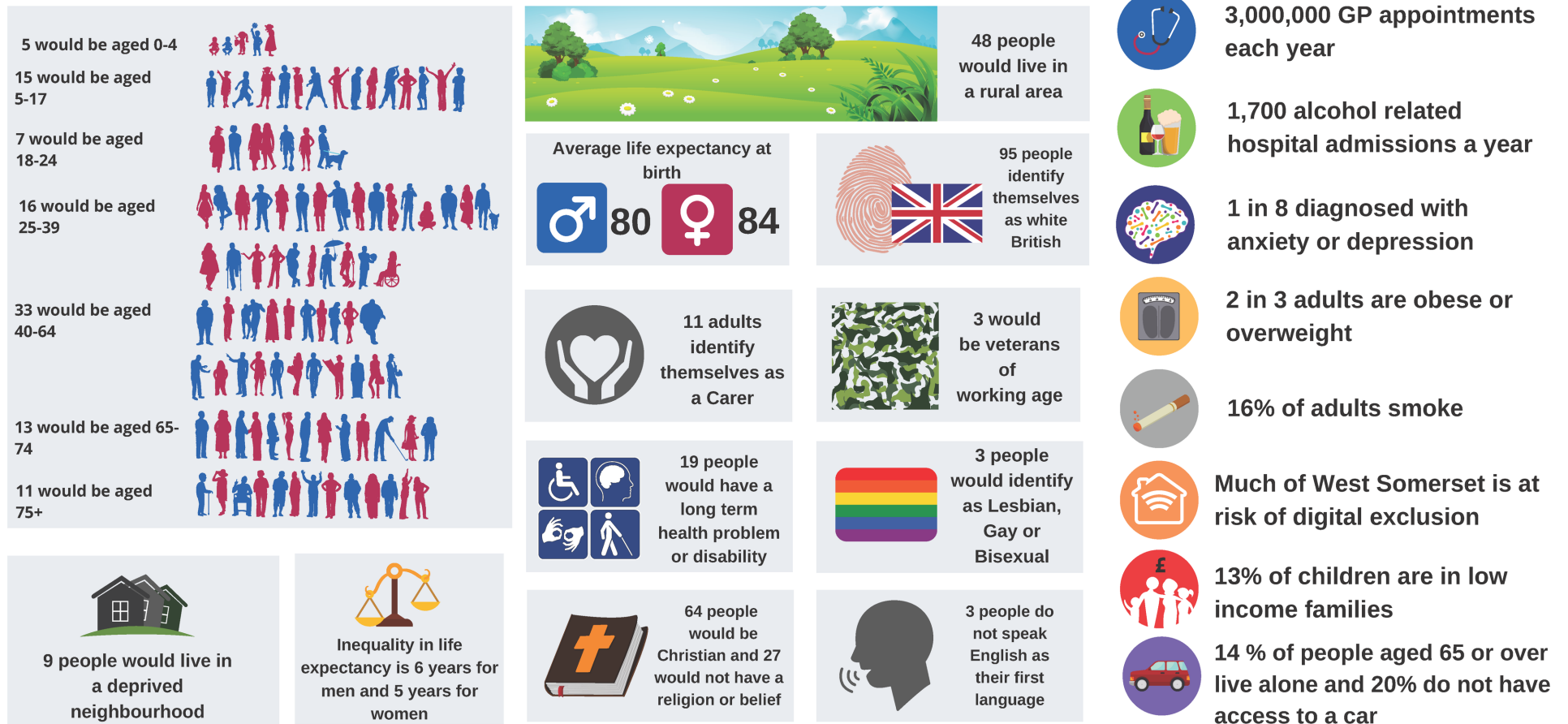
- Link workers need a funded VCSE sector
- This all starts with a funded post
- This is introducing a new level of bureaucracy
- This already exists
- CCG and NHS need to be consistent and fair when awarding funding
- There is a feeling that not all VCSE partners are invited to be involved. "If your face doesn't fit, you don't get invited"
- The smaller VCSE voice isn't getting heard by the CCG
- Work is getting duplicated
- VCSE organisations may already be doing it
- CCG need to develop a framework so that this work is sustainable
- Pay as much attention to what is already going on
- Consider the important link between health and fitness
- How will VCSE organisations be regulated?

## What will be done with this feedback?

This feedback will be used to shape our thinking and planning around social prescribing in Somerset. Andy Hill will be asked to return to a Somerset Engagement and Advisory Group later in the year to report back on the difference that the feedback from the group has made.

# If Somerset was a village of 100 people

What we know: Our population is relatively older than the national average, and over the next 25 years while the overall population will rise by 15% we expect those over the age of 75 to double, resulting in a significant rise in demand for health and care services.



We have developed the above infographic to help us understand our population better. This will be used to inform our communications and engagement going forward.

# Digital engagement

## Twitter



 120.5K impressions  39%

 350 mentions  19%

 657 profile visits  35%

**5,705** total followers

 **+126** followers gained

Best performing post

Winter is a very busy time for our A&E Departments. It's important to remember that you have other options available ...

3,400 impressions  
13 retweets  
14 likes

## Facebook



 56,112 reach  13%

 5,023 engagement  19%

 480 page visits  10%

**513** total followers

 **+105** followers gained

Best performing post

Our A&Es are busy this winter. Did you know our seven Minor Injuries Units in Somerset can help with a range of ...

14,934 reach  
145 likes; 3 loves  
115 shares

## LinkedIn



 1,570 impressions  83%

**272** total followers

 **+38** followers gained



Best performing post


We're delighted to be rolling out our new thank you cards across our organisation.


We wanted to give staff a simple way to say thank you to a colleague who has supported or helped them ...

892 impressions  
29 reactions

## Website activity

**1,151,219** hits  10%

**17,409** unique users each month  19%

The number of visitors to the COVID19 (Coronavirus) page has steadily increased in recent weeks

Most popular pages:

- News
- Governing Body
- Prescribing and medicines management
- PALS
- Coronavirus (COVID19)

# Media



**26** media enquiries / requests for interview received

**23** news releases issued / pitches to journalists

## Top three pieces of proactive coverage

- Launch of mental health public consultation
- Community health and care services engagement programme
- Give booze the boot this New Year

# Facebook growth

We launched our Facebook page on 17 June 2019.

Building a new channel takes time, effort and commitment. In the first six months we have steadily built our audience, extending our reach and engagement with people in Somerset and sharing our key messages.

We remain behind our neighbouring Clinical Commissioning Groups in terms of total page likes and will continue to do so for some time. Their Facebook pages are well established and have built their communities over a number of years.

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  NHS Devon Clinical Co...	4K 	▲1% 	5	2.4K 
2  Bristol, North Somerset ...	3.6K 	▲0.1% 	7	291 
3  NHS Bath and North Ea...	2.2K 	▲0.1% 	16	243 
4  NHS Dorset Clinical Co...	1.9K 	▲0.3% 	17	440 
YOU 5  NHS Somerset Clinical ...	526 	▲9.1% 	19	3.7K 

Our data shows that we are performing well in comparison to our neighbouring Clinical Commissioning Groups in terms of our recent engagement and growth as the table above shows.

Our focus for this year is on creating original, engaging and creative content on Facebook to promote our key messages with the focus on:

- keeping well (healthy living, being active, mental and physical wellbeing)
- how to access services and promotion of available services
- supporting people to share their experiences with us and get involved in our work
- raising awareness of proposed changes to services and seeking feedback
- celebrating the work and achievements of our staff and our providers and partners

# listening and learning


## Mental health consultation so far . . .

**2** public meetings 


**6** Talking cafes 

**1**  Facebook Live

 **4** meetings with health and social care staff


**3** scrutiny meetings 

**3** drop in sessions at mental health adult acute wards

**11** drop in sessions at libraries 


## Community health and care services engagement so far . . .

**13** drop in sessions at community hospitals

**1** League of Friends listening event 

**3** scrutiny meetings 

**1** workshop for primary care staff 

**8** meetings attended 

**6** Talking cafes 

**11** drop in sessions at libraries

**And many more to come in March 2020 . . .**

# digital engagement

## Twitter



### Best performing post

Today begins our mental health consultation. We are thinking about moving the mental health beds from Wells to Yeovil. . .

4,341 impressions  
30 retweets  
13 likes

## Facebook



### Best performing post

Today begins our mental health consultation. We are thinking about moving the beds from the mental health hospital in Wells to Yeovil. . .

21,183 reach  
85 likes; 1 loves  
88 shares

## Instagram



This channel is very much a work in progress and is in development



### Best performing post

Join our Citizens' Panel!  
We have developed a new panel to ensure that we can listen to and learn from our local residents. By sharing your feedback and opinions on health and care services, you can help us to design services that . . .

5 likes

## Website activity



3,932 hits

2,951 unique users each month

The website structure and content were refreshed for the consultation and engagement therefore no benchmarking has been undertaken

### Most popular pages:

- Community services
- Events
- Mental health
- Get involved
- About