

# **Communications and engagement report**

**01 March 2020-30 June 2020**

**Jane Harris**  
**Head of Communications and Engagement**

## **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 March-30 June 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 four months (01 March-30 June 2020).

We are currently reviewing our original actions and plans for year two of our communications and engagement strategy in light of our response to COVID19 and the changing environment. We will prioritise those actions that help us communicate and engage with the widest range of our audiences while supporting system and partnership working. We will set a particular focus on reaching and hearing from those of our communities who are more likely to experience health inequalities.

## Chair's activity report (26 March 2020- 14 July 2020)

Date	Event
26 March	Meeting with Non-Executive Directors
	Part B Governing Body meeting
	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
01 April	Clinical Executive Committee
	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
02 April	Meeting with David Fothergill, Leader of Somerset County Council
	Local Medical Committee liaison meeting
07 April	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
	Meeting with Elizabeth O'Mahony, NHS Regional Director for the South West
08 April	Staff briefing (Somerset Clinical Commissioning Group)
	Meeting with Colin Drummond, Chair, Somerset NHS Foundation Trust
09 April	Meeting with Dr Joanne Nicholl, Non-Executive Director
	Meeting with James Rimmer, David Fothergill and Pat Flaherty (Chief Executive, Somerset County Council)
15 April	Meeting re SEND offer
	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
	Clinical Executive Committee
	Meeting with Dr Alex Murray, Clinical Director, Fit for My Future
22 April	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
23 April	Remuneration Committee
	Part B Governing Body meeting
29 April	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
30 April	Meeting with Dr Alex Murray, Clinical Director, Fit for My Future
05 May	Meeting re SEND offer
06 May	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
	Clinical Executive Committee
	Meeting with Dr Alex Murray, Clinical Director, Fit for My Future
07 May	Meeting re ADHD/ASD
13 May	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
	Meeting with Dr Alex Murray, Clinical Director, Fit for My Future
14 May	Local Medical Committee liaison meeting
	Meeting with David Fothergill, Leader of Somerset County Council
19 May	Meeting with South West CCG Chairs
	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
20 May	Clinical Executive Committee

	Meeting with Dr Alex Murray, Clinical Director, Fit for My Future
21 May	Health and Wellbeing Board meeting
	Remuneration Committee
	Governing Body meeting
27 May	Clinical care restoration meeting
02 June	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
03 June	Clinical Executive Committee
	Meeting with Dr Alex Murray, Clinical Director, Fit for My Future
04 June	SEND meeting
08 June	Integrated care system shadow board meeting
10 June	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
11 June	Local Medical Committee liaison meeting
	Strategic planning meeting
17 June	Clinical Executive Committee
	Staff briefing (Somerset Clinical Commissioning Group)
	SEND meeting
	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
18 June	Meeting with Lou Evans, Vice Chair, Somerset Clinical Commissioning Group
	Meeting with Dr Alex Murray, Clinical Director, Fit for My Future
	Governing Body Meeting – Part A
	Governing Body Meeting – Part B
24 June	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
25 June	Meeting with Non-Executive Directors
	Remuneration Committee
30 June	Meeting with South West CCG Chairs
	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
	Meeting with Colin Drummond, Chair, Somerset NHS Foundation Trust
01 July	Clinical Executive Committee
02 July	Local Medical Committee liaison meeting
	Meeting with Sandra Wilson, Chair of Patient Participation Group Network and member of Governing Body
14 July	Meeting with South West CCG Chairs
	Meeting with David Fothergill, Leader of Somerset County Council
	Meeting with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
	Strategic planning meeting

## **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 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.

#### **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 tested a community asset based approach to support our engagement for Fit for My Future. While this was partly affected by our response to COVID19 it has given us useful information which will directly inform all our engagement work going forward.

#### **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 have attended a number of Our Voice sessions and had arranged partnership work with Open Storytellers before the COVID19 pandemic affected our ability to continue this work.

We continue to develop our work with Somerset Community Council and Diversity Voices on in-reach work with BAME groups and communities.

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

We are continuing to refine our process for capturing patient stories and feedback more effectively and developing our 'you said, we did' process for sharing feedback and outcomes. Our feedback is reported at every public Governing Body meeting and also on our website. See the Spotlight dashboard for further information.

We recruited 1,197 people to our new Somerset Citizen's Panel. We ran our first Panel survey seeking views on the NHS in Somerset and our response to COVID19. The feedback from this survey will directly inform our work with our health and care partners.

We have procured Bang the Table, an online engagement 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.

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

We have worked with our primary care team to develop daily updates to our GP member practices as part of our response to COVID19. We continue to offer content reviews of the updates.

Our weekly GP bulletin has been suspended during this period while we focus on more regular updates.

We have provided guidance to our GP member practices and developed a suite of communication resources to support clear messaging to patients.

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

We have continued to develop our internal weekly e-newsletter which has been our main method of direct communication with our staff following our move to remote working to support our response to COVID19. Additional e-newsletters and briefings have been issued where needed.

We established a 'staff room' on Facebook to support staff to engage with us in a more informal manner and encourage the social aspects of work/life during remote working.

We supported the launch of regular virtual staff briefings – staff are all encouraged to raise questions and provide feedback through these briefings.

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 have offered video and telephone media training to staff who may need to speak to the media as part of their role and our response to COVID19. This has included GPs from our member practices.

We continue to support a number of staff to undertake positive, proactive media activity in relation to our COVID19 response 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 continue to publish at least one patient story a month in our internal newsletter for staff.

#### **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**

Our regular 10 steps to better engagement training has been suspended during our response to COVID19. We will be stepping this back up over the next few months.

Three team members are able to deliver the training and all team members have completed the standard 10 steps to better engagement course.

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

We have continued to share good practice and learn from colleagues across the country via webinars and online discussion platforms during our response to COVID19.

We have joined the new national NHS engagement practitioners' network.

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

We are awaiting the outcome of the IAF assessment (submitted in February).

We continue to support our Patient Participation Group network and have temporarily moved our meetings online to facilitate participation and engagement during our response to COVID19.

We have also temporarily moved our Somerset Engagement and Advisory Group to an online, virtual meeting during our response to COVID19.

The development of our Citizen's Panel is supporting us to hear the voices of our patients and public more effectively on issues which are important to them.

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

We continue to develop our reports for the Governing Body.

We launched a children and young people's mental health survey to gather views about current and future services. The feedback from this survey will directly inform our commissioning of these services.

Quarterly data from Healthwatch Somerset is now shared with our quality team colleagues and considered along with data from PALS and complaints at our monthly intelligence meetings. Findings from Healthwatch Somerset reports are shared with our patient safety and quality assurance committee.

## **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).

We are subtitling all our videos wherever possible.

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

During the peak of our response to COVID19 we established weekly meetings with BBC Radio Somerset to ensure that key messages were being shared.

We are working together with our healthcare providers and county and district council partners on proactive media stories to share key messages, provide reassurance and strengthen public understanding.

We have continued to provide consistent and timely responses to all media enquiries.

We are working in partnership with our colleagues at Somerset County Council to include articles in *Your Somerset* (a publication delivered to households across Somerset).

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

Prior to the launch of our new website in June 2020 we reviewed all current content with relevant staff teams for accuracy and removed all out of date information. See objective 4 for more information.

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

We have moved all events and meetings online where possible as part of our response to COVID19, however, we fully appreciate and understand that online solutions are not appropriate for all events and meetings or for all of our audiences. We continue to explore safe and accessible alternative ways of hearing from people in Somerset.

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

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

We continue to hold a weekly communications call with our health system partners to share news, information and best practice as well as discuss opportunities for joint working and shared messaging including proactive press releases and radio/television interviews.

We also meet weekly with our county and district council partner communication leads to support system working and joint messaging.

During our response to COVID19 we have worked together across health and care partners on the provision of out of hours and incident support to ensure a system approach and collaboration across all partners.

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

We worked with our new website provider to create and test a new mobile/tablet

responsive website which was launched in early June 2020.

Our new website meets the national accessibility standards and we have enabled ReciteMe software on the site to increase accessibility.

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

Our audience continues to grow steadily on Facebook. We reached our target of over 1,000 followers by the end of March 2020 from a baseline of 0 in June 2019.

We reached our target of over 6,000 followers on Twitter at the end of June 2020.

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

### **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.

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

We will build on the model being developed with the Yeovil neighbourhood forum, and expand into three other primary care networks, 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 will evaluate our community asset based pilot for engagement for our Fit for My Future programme and embed the learning across the organisation.

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

We will continue to consider 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 will review the purpose and ownership of our weekly GP bulletin following the changes made in response to COVID19.

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

We will run our quarterly Pulse Check and share the results in a future 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 later this year.

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

We will build and develop our Citizen's Panel.

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 will establish an easy read group to support our colleagues to develop more materials in easy read.

We have begun working on our easy read annual report.

We will review our processes for translating information into other languages including British Sign Language.

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

We will continue to refine our new website and work with partners to make sure our information is current, accurate and accessible.

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

**Supporting people to hold us to account**

We will begin to live stream our Governing Body meetings to make them more accessible to more people.

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 continue to develop our new website and begin the development of a staff extranet in partnership with digital and information governance colleagues (see objective 3).

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

We will set new targets for followers for our social media accounts.

We will review how we run our bi-monthly social media workshops for staff in the light of our response to COVID19 and our continued remote working.

**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

March - April

## Patient and public engagement

During this period, as part of our response to COVID19, the engagement team were redeployed into the incident control centre and active engagement was stood down. Work continued on existing projects.

**1,197** people on our Citizens' Panel

On the 01 April 2020 we completed the recruitment of our Citizens' Panel. Our Citizens' Panel is demographically representative of our population and will support us to better hear the voice of our people which in turn, will help us commission better services.



Somerset's Citizens' Panel

Local people, local decisions

**20** public engagement events took place for Fit for my Future

We continued to run our engagement and consultation events up until 16 March 2020. After that time we continued to offer people the opportunity to have their say using our online survey, by telephone or by email until 12 April 2020.

**143** responses to a Healthwatch Somerset survey

We promoted the survey and are now working with Healthwatch Somerset to understand the data and use this in our learning following the Covid-19 pandemic.

# Patient and public engagement

## You said:

Patient contacted PALS as she was having difficulty finding a GP practice. The patient had an urgent need for medication and advised that she had been removed from her previous practice due to a breakdown in the relationship

## We did:



Our primary care colleagues approached her former practice who agreed to re-register the lady

## You said:

Family members contacted PALS as their mother was an inpatient in the community hospital recovering from a stroke. Due to Covid the family are unable to visit mum and they wanted to connect with her via video messages

## We did:



PALS contacted the matron who to see if she could help – and she did! The family were able to upload the videos to 'Dropbox' and staff downloaded the videos so the patient was able to reconnect with her family

## You said:

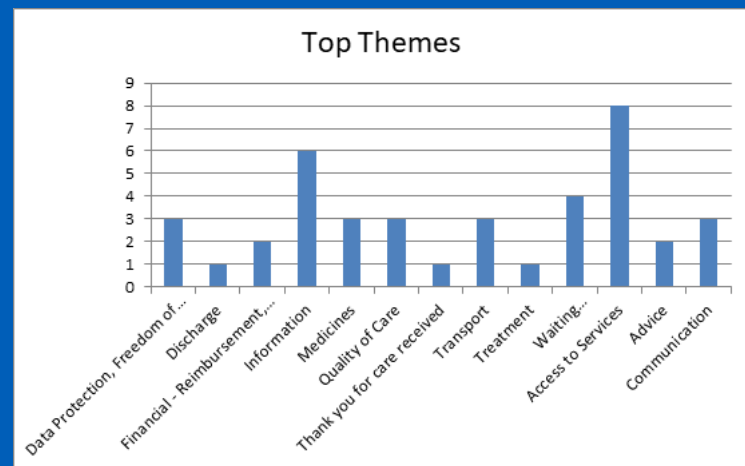
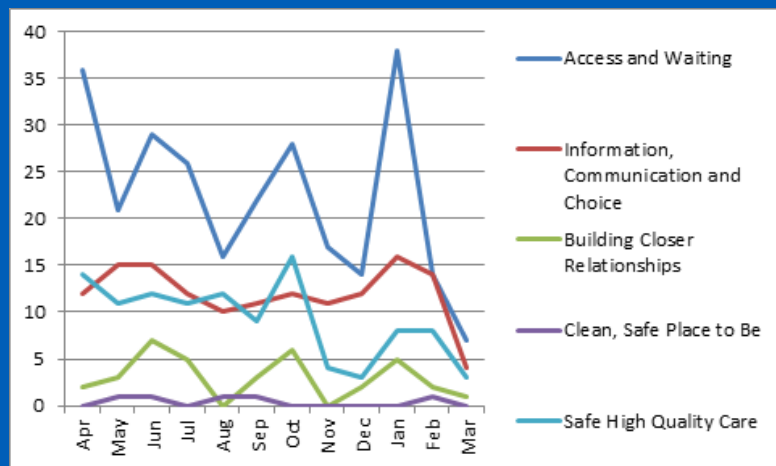
Patient's sister contacted PALS regarding the prescribing of gluten free foods. The contact said that her sister was in the at risk category and was having difficulty getting gluten free food in the supermarket

## We did:



We explained to the contact that gluten free foods are not on the formulary. We put the contact in touch with the local Corona Helpers to help with her sister's shopping

## 40 PALS enquiries received



Access to services continues to be a top theme including:

- Access to GP services
- Information on services
- Medication issues

# Digital engagement



# Website activity



615,765 sessions in April\*

20,000 unique users each month

Most popular pages:

- news
- palliative care
- prescribing and medicines
- your health and infection

\*No data in March

# Media



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

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

## Top three pieces of proactive coverage

- Somerset GPs ask you to help them keep services running
- health and care leaders in Somerset support conversation around death and loss during the COVID19 pandemic
- weekly health focused interviews with BBC Somerset Radio during March-April

# Creating videos to support local COVID-19 messaging



**14k** views on Facebook

**3k** views on Twitter

To compliment the national campaign messaging and make it more relevant for our patients in Somerset we have worked closely with our GPs and volunteers to create a series of videos on topics such as:

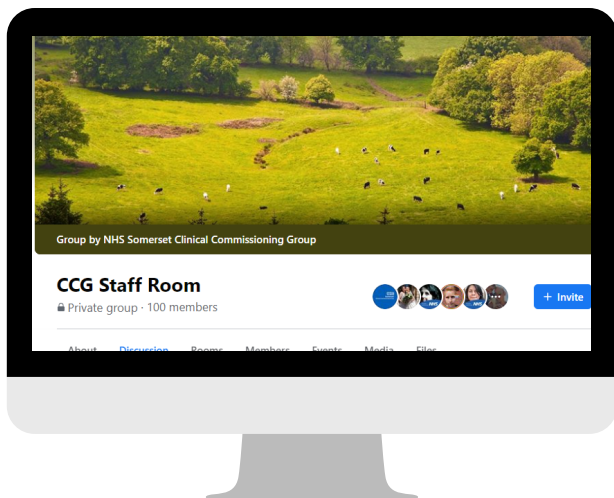
- **visiting your local GP practice**
- **mental health and wellbeing**
- **childhood immunisations**
- **volunteering to support your local community**

Our most popular video came from Dr Kate Staveley, a GP in Chard and our clinical lead for children. She explained clearly how to access help for children and offered reassurance around visiting a GP practice.

The video was shared 132 times, including by local practices and hospital trusts. Targeted paid promotion allowed us to increase the views by 25%.

In March and April videos with Somerset focused messaging got twice as many shares as those from national campaigns.

# Internal communications



## Facebook Staff Room launched

**100** members of staff have joined

The aim of the group is to support the health and wellbeing of our staff, particularly now many of us are working from home. It can be used to connect with colleagues and share ideas you have.

## Microsoft Teams

On 18 March Microsoft Team was enabled for all NHSmail users, enabling all our teams to make video calls, share files and work on the same documents.

In April we held our first virtual staff briefing.



## Easter egg Competition

Our quality team held a socially distanced easter egg decorating competition.

A Microsoft Teams poll was set up allowing everyone to vote for their favourite, with the minion (centre picture) taking first place.

# Digital engagement

## Twitter



### Best performing post

Listen to Dr Alex Murray, Clinical Director for Fit for My Future & Somerset GP on the radio this morning talking about potential changes...

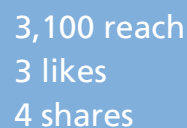


## Facebook



### Best performing post

Not sure what our mental health consultation is about? Dr Alex Murray explains what we are proposing and the reasons behind it . .



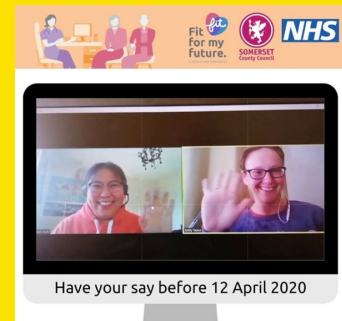
## Instagram



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



### Best performing post



6 likes

## Website activity



3,027 hits

1,142 unique users each month

A blog post focusing on the difference between consultation and engagement was our most popular stand alone page.

Most popular pages:

- community services
- events
- mental health
- get involved
- about

## Patient and public engagement

The engagement team have continued to support the incident control centre during this time but have also started to looking at new ways of delivering public engagement

### 1 Patient Participation Group (PPG) Chairs Network meeting

On 15 June we ran our first virtual engagement event with PPG Chairs and representatives. We heard from 10 PPGs about the work they have been doing and their views on our response to COVID19. We heard that the changes made in primary care to triage and bookings have been received very well. Concerns about support and information to carers, and flu vaccination clinics were also discussed.

### 2 Surveys planned

We began the planning work for our first Citizens' Panel survey on our response to COVID19. We also continued working with the children and young people mental health commissioning team on a survey to better understand the view of young people on mental health services in Somerset.

**YOUR VIEWS MATTER**

### 3 Yeovil Neighbourhood Forum meetings took place

We understand the importance of making connections at a local level to better hear the patient and public voice across Somerset. We are therefore asking to be a partner in community meetings that are forming at a primary care network level. We have started with Yeovil and are forming working relationships here to better understand our communities through community organisations and leaders including Yeovil Gateway Church, Yarlington Housing and Citizens Advice South Somerset.

# Patient and public engagement

## You said:

Patient contacted PALS as she did not have access to the internet to make an online GP appointment

## We did:



PALS contacted the surgery who said that the patient could ring and they would help her with an appointment

## You said:

Patient was shielding and was worried how she was going to get her medications

## We did:



We contacted the local Corona helpers who collected the patient's medications

## You said:

Mum of 8 week old baby has moved house and was worried her baby would not get called for her immunisations

## We did:

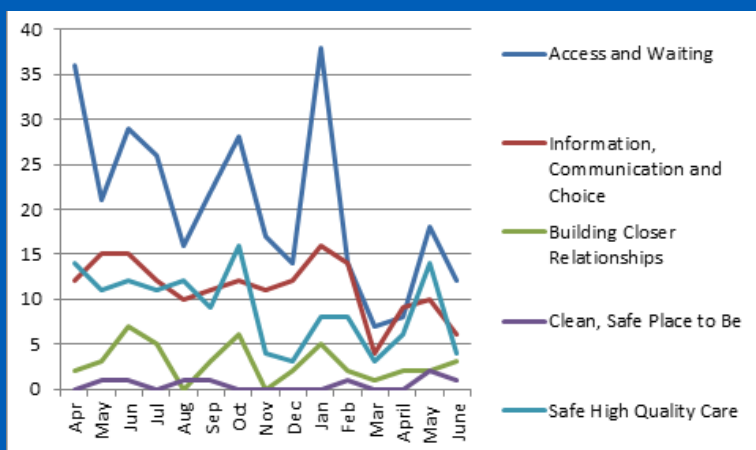


We contacted the practice manager to arranged for the nurse manager to contact mum to ensure the baby was booked in correctly for her next immunisation

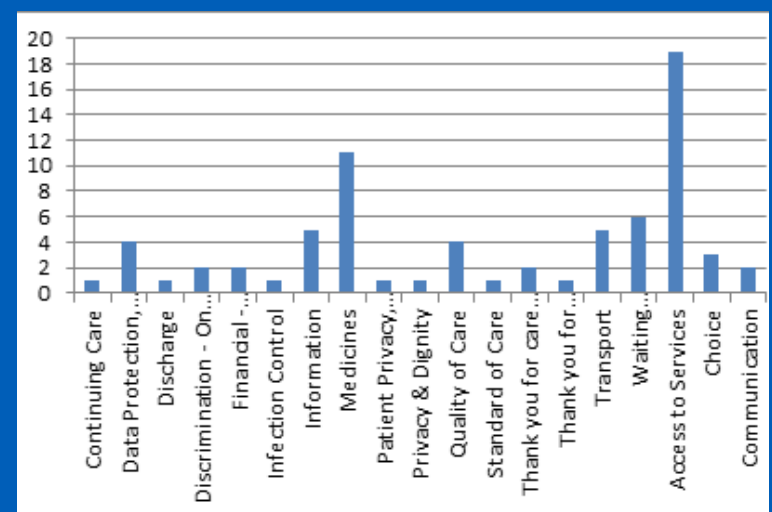
# 72

 PALS enquiries received

## Trends:



## Top themes:



Access to services continues to be a top theme including:

- access to services such as the community dermatology service
- medicines queries
- access to appointments

# Digital engagement

## Twitter



**159K** impressions ▼ 5%

**367** mentions ▼ 15%

**1,736** profile visits ▼ 28%

**5,910** total followers

**+140** followers gained

Best performing post

Never has support for mental health been so important. Mindline Somerset are here 24 hours a day, 7 days a week on 01823 276892 to talk.

3,694 impressions  
11 retweets  
6 likes

## Facebook



**84,358** reach ▼ 61%

**10,525** engagement ▼ 37%

**103** page visits ▼ 93%

**1363** total followers

**+318** followers gained

Best performing post

Did you hear Yeovil District Hospital NHS Foundation Trust's Dr Bickerton, consultant, on BBC Radio Somerset this morning?

5,512 reach  
71 likes; 6 loves  
104 reactions; 19 shares

## LinkedIn



**1581** impressions ▼ 60%

**245** total followers



**+11** followers gained

Best performing post

It's #VolunteersWeek and we want to thank all the fantastic volunteers that have been supporting our CCS Village, Community and Carers Agents all year round and particularly during the COVID-19 pandemic.

216 impressions  
6 reactions

## Website activity

**26,000** sessions in June\*

**7,000** unique users each month

We will now be using Google Analytics, a more reliable method of measuring web traffic.

Most popular pages:

- resources (1.6k views)
- prescribing (1.5k views)
- for clinicians (836 views)
- publications (397 views)
- contact information (310 views)

# Media



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

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

## Top three pieces of proactive coverage

- how patients in hospital are still keeping in touch with loved ones
- the new Somerset Emotional Wellbeing podcast has launched!
- crafting for our NHS carers in Somerset

# Internal communications



## Rainbow certificates

We launched a certificate to send to the children of staff whose parents who have been working and home-schooling throughout the pandemic.

It was a small way for us to be able to celebrate how our colleagues are adapting to the new ways of working.

**70** certificates were sent out

## Sharing new ways of working

By the end of June we had been working from home for 15 weeks. This has meant finding original ways to communicate with each other.

We've introduced two new sections to the 60 second briefing: creative shares, so people can share projects they've been working on, and your lockdown view, to bring us closer to other people's home offices!



### Your lockdown view

Thanks to all of you who sent us your lockdown views. We'll be sharing these on a weekly basis, so if you haven't had a chance to send yours in yet, just



### Our creative shares

Thanks to Emma Read who last week sent us this thought-provoking [poem](#).



## Virtual pride

The equalities team led on creating a Somerset-wide video to celebrate virtual pride, which was included in the national NHS event.