

Report to the NHS Somerset Clinical Commissioning Group on 26 November 2020

Title: Chairman's Report incorporating Communications and Engagement Report	Enclosure C
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Version Number / Status:	N/A
Executive Lead	N/A
Clinical Lead:	Dr Ed Ford, Chairman
Author:	Dr Jane Harris – Head of Communications and Engagement

Summary and Purpose of Paper

To report on the Chairman's engagement activity and inform the Governing Body of the progress against the communications and engagement strategy objectives. To update the Governing Body on progress with the implementation of statutory patient and public participation duties.

Recommendations and next steps

The Governing Body is asked to note the content of this report and its appendices and to support the work programme outlined.

Impact Assessments – key issues identified

Equality	Considered throughout.			
Quality	N/A			
Privacy	No issues for information sharing.			
Engagement with patients and/or public	All measures relate to commissioning of services, achievement of standards and statutory duties for Patient and Community Engagement. This helps to build confidence and assure the public/other key stakeholders that the organisation is listening and responding to patient voices in commissioning.			
Financial / Resource	N/A			
Governance or Legal	We have statutory obligations regarding patient/public involvement			
Risk Description	Ineffective communications and engagement could negatively impact on the successful delivery of our transformation programmes and on service change and patient care.			
Risk Rating	Consequence	Likelihood	RAG Rating	GBAF Ref
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Communications and engagement report

01 September 2020-31 October 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 September-31 October 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

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 September-31 October 2020).

We have reviewed our original actions and plans for year two of our communications and engagement strategy in light of our response to Covid-19 and the changing environment. We have prioritised those actions that help us communicate and engage with the widest range of our audiences while supporting system and partnership working. We have set a particular focus on reaching and hearing from those of our communities who are more likely to experience health inequalities.

Our priority areas for the rest of the 2020-21 financial year are:

- establish regular engagement with the new Somerset NHS Citizens' Panel using Bang the Table

- become more connected with our communities by reviewing our stakeholder database, developing relationships with VCSE organisations and reviewing the purpose of Somerset Engagement and Advisory Group
- provide the tools for the organisation to abide by section 14Z2 of the Health and Social Care Act 2012 at all levels of the ladder to participation – including staff training
- review, plan and action improvements to our internal communications, taking into consideration recent changes to ways of working and the recent review of 60 Second Briefing
- further refining our new website ensuring that it is suitable for the public and our clinical community while developing our staff extranet
- develop a masterclass training programme for staff that includes website, writing/tone of voice, media interviews, social media, video filming and editing among others.

Chair's activity report* (25 September 2020-26 November 2020)

Date	Event
29 September	Risk reporting and Governing Body assurance framework meeting
09 October	South west and south east regional roadshow Remuneration committee
13 October	South West Chairs meeting
14 October	Finance and performance committee meeting
27 October	South west Chairs meeting
10 November	South west Chairs meeting
23 November	ICS Shadow Board meeting
24 November	South west Chairs meeting
26 November	Governing Body meeting

*When the Chair is on leave or not at work, the Vice Chair or other Executive Director attends meetings in their place

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 both the Yeovil and South Somerset West (Crewkerne, Martock and South Petherton) primary care network neighbourhood forums to share engagement findings with them and grow our community links at a local level.

We are building on the community asset based approach we piloted for Fit for My Future earlier this year and focusing on how we engage with the voluntary and community sector.

We met with Healthwatch Somerset to discuss our plans for launching the Think 111 First service in Somerset.

Develop programme of outreach into seldom heard/listened to groups

At our Somerset Engagement and Advisory Group (SEAG) meetings we have particularly focused on encouraging those representing BAME communities and have had representation from Diversity Voices and Somerset Diverse Communities.

We have connected with VCSE partners involved in community adult mental health services to develop an approach to co-producing services.

Review and refresh current engagement forum

We have begun to review the purpose and membership of Somerset Engagement and Advisory Group (SEAG).

We held two Somerset Engagement and Advisory Group (SEAG) meetings where we heard from key partners including those representing seldom heard communities.

Review and refresh current engagement communications

We are continuing to refine and develop our weekly engagement bulletin.

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 are regularly sharing patient stories with our staff through our internal staff newsletter, 60 Second Briefing.

Engage our GP member practices in regular conversations

We have continued to provide guidance to our GP member practices and provide an ongoing suite of communication resources to support clear messaging to patients, including videos and social media assets.

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

We launched our new Weekly Wrap which is issued to staff on a Thursday to complement our regular staff 60 Second Briefing (which is issued on a Tuesday). The Weekly Wrap focuses on staff wellbeing, health and social connection.

We rolled out our new job request system to colleagues to support us to effectively triage and prioritise requests for support.

We continue to facilitate 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 continue to support 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 Covid-19. 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 Covid-19 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 will remain suspended while we prioritise our response to the continuing pandemic.

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 Covid-19.

We are members of the national NHS engagement practitioners' network.

Develop how we bring the patient voice into our organisation

We continue to await the outcome of the Patient and Community Engagement Indicator assessment (submitted in February).

We continue to support our Patient Participation Group network which continues to meet online to facilitate participation and engagement during our response to Covid-19.

Our Somerset Engagement and Advisory Group also continue to meet online.

We launched 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. So far we have recruited 316 people to the site.

We are continuing to promote recruitment to our Citizen's Panel.

We asked the readers panel from Healthwatch Somerset to review our new patient information leaflet on treatment escalation plans and their feedback has shaped the final document.

We are supporting adult mental health, children and young people's mental health and urgent care commissioning teams with engagement projects.

Capturing the patient and public voice

Our PALS service is receiving increased contact from the public and gives people an opportunity to talk to us directly about their experience.

We continue to develop our reports for the Governing Body.

We worked with our mental health commissioners and partners to undertake engagement with children and young people around mental health support.

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 continue to use Healthwatch Somerset's reading panel to test our communications

We have paused our refresh of our house style and our communications masterclass training programme to support our continuing response to the pandemic. Media training masterclasses are continuing.

Develop accessible communications channels and documents

We developed our communications plans for our winter communications programme, our flu vaccination campaign and our Think 111 First campaign. These plans have been submitted to the regional team at NHSE&I South West for assurance. The flu vaccination campaign has received positive assurance. Feedback on the other two plans is expected in November 2020.

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

We continue to work 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.

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

We continue to review our public facing information and work with system partners to ensure information is timely, relevant and accurate as well as being written in plain English.

Making events and meetings more accessible

We have moved all events and meetings online where possible as part of our response to Covid-19, 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

Taking a transparent, open and honest approach to our communications and engagement activity

We provide a regular monthly report to our Directors on our communications and engagement activity which includes horizon scanning and a media summary.

We shared the findings of our Covid-19 engagement with Directors and the restoration workstream cell.

Supporting people to hold us to account

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

We held our first virtual Annual General Meeting event on 15 September 2020.

We are promoting our Governing Body meetings online, via our social media channels and in our Engagement bulletin to widen public participation.

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 Covid-19 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.

We facilitated two Engagement Leads meetings involving ourselves, Somerset NHS Foundation Trust and Yeovil District Hospital NHS Foundation Trust to make sure that we are sharing learning, identifying trends and maximising opportunities to work together.

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

Our audience continues to grow steadily on Facebook. We have over 1,638 followers by 09 September 2020 from a baseline of 0 in June 2019.

Our communications team continue to work together creatively and proactively to create original, shareable content for our social media channels. Our top performing post in September 2020 reached over 16,000 people.

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 the South Somerset West neighbourhood forum and expand into two 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 actively develop our community asset based approach 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 Covid-19.

Review our media relations

We will run our first media training workshop for key staff with our partners at NHS England and Improvement. This will help to build positive media relationships and increase our range of spokespeople for both proactive and reactive media responses.

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

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.

We will work with our PPG Chairs to offer a package of support, training and advice.

Make engagement a core part of business as usual throughout the organisation

We will publish the findings from our children and young people's mental health survey which gathered views about current and future services. 307 responses were received; 89% of which were from children and young people aged 8 to 18 years. This work was undertaken in partnership with Young Somerset. The feedback from this survey will directly inform our commissioning of these services.

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 system partners to further our work to make our language simple and accessible.

Develop accessible communications channels and documents

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

Making sure public information is current and accurate

We will work with system partners to develop our first open letter to the people of Somerset to provide information, advice and reassurance.

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 continue to develop our new website. We have paused the development of a staff extranet to prioritise our response to the continuing pandemic (see objective 3).

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

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

We have paused our bi-monthly social media workshops for staff in the light of our response to Covid-19 and our continued remote working.

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

A training plan for the team is being developed from individual appraisals.

Patient and public engagement



316 people have signed up to our engagement website

In September we launched our new engagement website that will host our Somerset NHS Citizens' Panel. You can view the website by [clicking here](#).

104 surveys completed about accessing NHS services digitally

This survey was created by our digital team and will let us know how people are accessing the NHS digitally and what we could do to help people access services in this way.

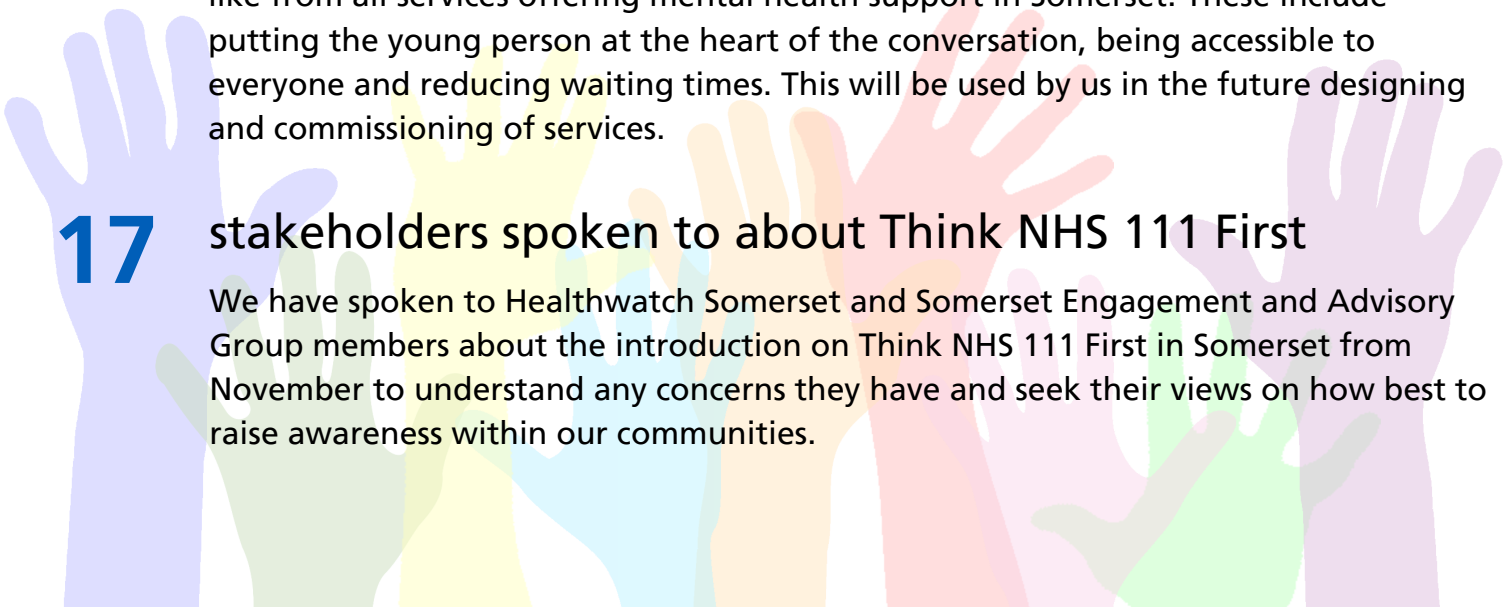
1 report on the views of children and young people about mental health and emotional wellbeing services

307 people completed a survey to tell us what they think of children and young people mental health services. The survey was designed in partnership with Young Somerset, the largest youth work charity in Somerset. You can view the report by [clicking here](#).

From the findings we have created a list of expectations that young people would like from all services offering mental health support in Somerset. These include putting the young person at the heart of the conversation, being accessible to everyone and reducing waiting times. This will be used by us in the future designing and commissioning of services.

17 stakeholders spoken to about Think NHS 111 First

We have spoken to Healthwatch Somerset and Somerset Engagement and Advisory Group members about the introduction on Think NHS 111 First in Somerset from November to understand any concerns they have and seek their views on how best to raise awareness within our communities.



Patient and public engagement

You said:

Pete and Sue contacted us regarding the flu vaccine for their son Jake who has learning difficulties. They had previously asked their surgery and they were advised that he did not fall into the category for the vaccine.

We did:



We advised the family that practices are commissioned to provide a vaccine for all patients with learning disabilities as per the NHS England's Directed Enhanced Service (DES).

You said:

Maureen was referred via OASIS service to Shepton Mallet Treatment Centre in March. She is still waiting to hear from them.

We did:

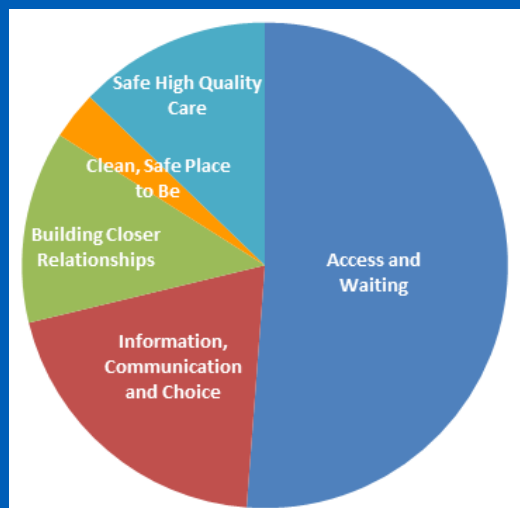


We contacted Shepton Mallet Treatment Centre and they have been in touch with Maureen with an appointment. Maureen thanked PALS.

125

PALS enquiries received (a slight decrease from 135 in July and August)

Top themes

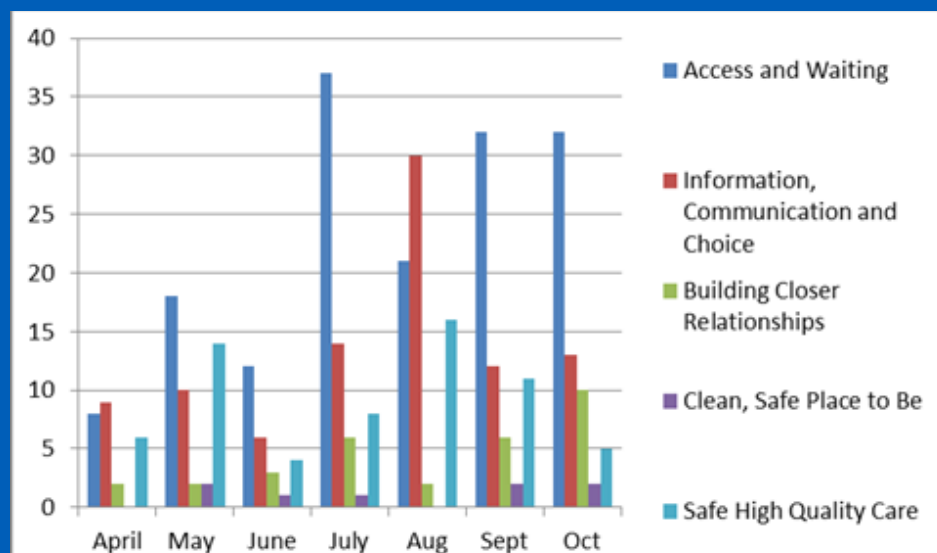


- Access and waiting - 64
- Information, communication and choice - 25
- Building closer relationships - 16
- Clean, safe place to be - 4
- Safe high quality care - 16

Access to services, waiting lists/ times/ appointments and communication continue to be the main reason for contact.

PALS contacts by month

Key themes remain similar but PALS contacts have increased significantly since July



Digital engagement



Website activity



24,356 sessions in September and October

13,136 unique users

31,685 page views

Most popular pages:

- prescribing (3.2k views)
- for clinicians (1.3k views)
- patient transport (863 views)
- Somerset ACES (829 views)
- our Governing Body (819 views)

Media



23 media enquiries / requests for interview received

13 news releases issued / pitches to journalists

Top three pieces of proactive coverage

- Doctors urge people in Somerset to follow social distancing guidance
- Governing Body decision to relocate adult acute mental health beds from Wells to Yeovil
- Promotion of suicide prevention training

Internal communications

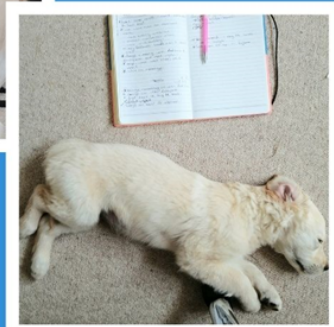
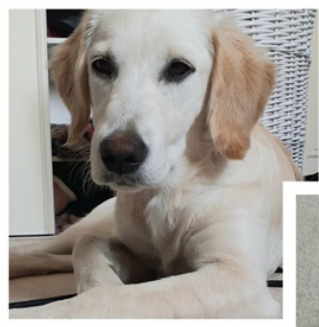
Our Weekly Wrap



Wynford Bake Off

New features include a focus on different teams, pet of the week and our highly competitive Wynford bake off.

We launched our new Weekly Wrap which focuses on staff wellbeing, health and social connection.



Pet of the week

Introducing our new backgrounds



We developed a range of digital backgrounds for our Annual General Meeting which are available staff colleagues for online meetings.

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future.

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