

Report to the NHS Somerset Clinical Commissioning Group on 27 May 2021

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:	Lisa Pyrke –Interim Communications Manager Emily Taylor – Lead Engagement Officer

Summary and Purpose of Paper

To report on the Chairman's engagement activity and inform the Governing Body of 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 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 March 2021- 30 April 2021

Emily Taylor – Lead Engagement Officer
Lisa Pyrke – Interim Communications Manager

Introduction

This communications and engagement report aims 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 2021- 30 April 2021. 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

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 March 2021- 30 April 2021).

Chair's Activity Report* (01 March 2021- 30 April 2021)

Date	Event
3 March 2021	1:1 meeting with James Rimmer, CCG Chief Executive
3 March 2021	Clinical Executive Committee Meeting
4 March 2021	1:1 meeting with James Rimmer, CCG Chief Executive
4 March 2021	Webinar: Place-based leadership – Health and Wellbeing Boards and the changing health and care landscape
17 March 2021	1:1 with James Rimmer, CCG Chief Executive
18 March 2021	Somerset Health and Wellbeing Board meeting
18 March 2021	Meeting with the LMC to discuss Primary Care in the ICS
23 March 2021	South West Chairs Meeting
23 March 2021	CCG Colleagues: Our Chance to Remember: National Day of reflection
23 March 2021	ICS Board Meeting
24 March 2021	1:1 meeting with James Rimmer, CCG Chief Executive
24 March 2021	Meeting with Pat Flaherty, Somerset County Council
24 March 2021	Meeting with David Fothergill
25 March 2021	Governing Body Meeting
31 March 2021	1:1 meeting with James Rimmer, CCG Chief Executive
31 March 2021	Primary Care Board and ICS Development
31 March 2021	Meeting with Colin Drummond, Chair – Somerset FT
1 April 2021	Meeting with Paul von der Heyde, Chair – YDH FT
14 April 2021	1:1 meeting with James Rimmer, CCG Chief Executive
14 April 2021	1:1 meeting with Berge Balian
15 April 2021	Meeting with David DeBerker re Somerset Dermatology
20 April 2021	South West Chairs Meeting
20 April 2021	1:1 meeting with James Rimmer, CCG Chief Executive
20 April 2021	SEND Improvement Board meeting
21 April 2021	Meeting with Non-Executive Directors re: ICS Governance
21 April 2021	Webinar: Transition to Recovery
22 April 2021	Governing Body Development Session/Seminar
28 April 2021	1:1 meeting with James Rimmer, CCG Chief Executive
28 April 2021	1:1 meeting with Colin Drummond, Chair – Somerset FT
29 April 2021	Meeting with Pat Flaherty, Somerset County Council

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

Progress against communications and engagement objectives

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

- Two Somerset Engagement and Advisory group meetings have taken place. Members have been asked for their feedback on the meetings, this has been analysed and will be used to shape the future Terms of Reference.
- 41 people attended our mental health stakeholder forum that is run in partnership with Mind Somerset.
- We have supported by Somerset Maternity Voices partnership and Somerset Parent Carers Voice with facilitating and documenting engagement workshops.
- We facilitated a community workshop for Yeovil Connect, a partnership of community and health organisations within the Yeovil primary care network.
- We listened to feedback from VCSE organisations about the way we work with them, and a meeting took place between James Rimmer (CEO at Somerset CCG) and Katherine Nolan (CEO at Spark Somerset) to agree ways of working going forward.
- We continue to listen to stakeholder and public feedback about the vaccination programme and provided them with answers to their questions and communications they can share.
- We continue to work alongside Spark Somerset to map key community groups and stakeholders, now with a focus on community settings of care engagement as part of Fit for My Future. .
- We continue to support the Patient Participation Group Chairs network by attending their meetings, updating on current issues and providing administrative support to the group.
- We continue to work with Healthwatch Somerset, NHS England and Somerset County Council to resume unpaid carers stakeholder workshops.
- We continue to support the Somerset Covid Vaccination Programme, sharing the latest developments and information with stakeholders and maintaining close trusted relationships across the Somerset system as the programme evolves.
- We are developing and using shared content and messages across social media to support consistency and extend the reach of our communications through a partnership approach.
- We continue to develop our internal communications – with increasing colleague engagement and linking to specific themes and personal reflections, such as stress awareness, COVID updates, FAQs and a weekly riddle.
- The Weekly Wrap has received positive feedback and has further evolved as the main channel for colleague's wellbeing.
- We have seen increasing positive engagement, encouraging people to share their experiences and stories during the pandemic and sharing partner organisations updates.
- To further support the comms and engagement SEND agenda, we are jointly working on communication updates

- We are continuing to support and develop a regular primary care update for our practices to share important updates and information.

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

- We continue to promote recruitment to our Citizens' Panel and currently have 370 members. 48 people responded to our most recent survey that was checking for awareness of our SiDeR project.
- We organise and facilitate the South West Engagement Leads network meetings to ensure we are sharing best practice and learning from others.
- We continue to offer our PALS service that is now also picking up mass vaccination queries.
- We are supporting the joint engagement work with Somerset County Council on SEND written statement of action, personalised budgets and community equipment & wheelchair procurement.
- We continue to publish at least one patient story a month in our internal newsletter for colleagues.
- We continue to collect Covid-19 vaccination queries and using these to develop responses to frequently asked questions. We are sharing these on our website and through our communications channels. We are also sharing themes and issues with Somerset NHS Foundation Trust who are leading on the vaccination programme in Somerset.
- We are using positive feedback of people's vaccination experiences through social media to address vaccination queries, concerns and questions and influence messaging
- We have supported a GP practice merger by providing advice on messaging and choice on communication channels to ensure that patients and the wider public were able to feed back their views

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

- We continue to work with our Somerset Engagement and Advisory group members to ensure that our communications are accessible and that they reach our communities.
- We are continuing to refine and develop our weekly engagement bulletin, ensuring that we are sharing key communication messages with partners and stakeholders.
- We have developed a new staff toolkit to provide advice and support in how to use the website
- We are continuing to review and improve the content, responding to key themes raised through enquiries and questions raised. The next steps are to review and ensure the accessibility of our site and its content is compliant with the accessibility guidelines outlined by the Government.
- We are working with local and regional media organisations to help share important information and updates about the

vaccination programme and access to health and care services across a variety of news channels – through websites, online / social media channels, community news sites, volunteer networks and community and broadcast channels

- We have an ongoing radio and digital campaign through Heart Radio as part of the Think NHS 111 service and are planning a further summer campaign
- We continue to support system escalation pressures by sharing important information on how on access to healthcare services
- We continue to explore safe and accessible alternative ways of hearing from people in Somerset and we are developing a communications plan to support the – ‘access for all’ element of the Somerset vaccination programme to ensure that we are able to engage with vulnerable communities and encourage take up of the vaccine.

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

- We continue to support colleagues to create engagement opportunities for patients, staff and stakeholders. This has included creating surveys for our primary care and mental health teams.
- We hold a weekly communications comms leads 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 continue to work closely with public sector colleagues, joining regular weekly meetings to share key updates across the system. This allows us to feed into wider projects as well as supporting each other with communications issues.
- Our audience continues to grow steadily on Facebook. We now have over 2,156 followers (as at 30 April 2021) 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 April 2021 reached over 2,411 people (keep A&E clear for real emergencies – promoting our minor injury units)

Key actions for the next reporting period

- Support communication and engagement for the continued development and roll out of the Somerset vaccination programme, to maximise the uptake of vaccine invitations within hard to reach groups and our younger cohorts – working with partner organisations.

- Support the communications and engagement for the future vision of community hospitals in Somerset.
- Conclusion of our engagement around the future of an online counselling service for children and young people.
- Work with our system colleagues to help reassure and raise awareness to encourage people to continue to access healthcare services when they need to.
- Support the involvement and communication with children and young people with special educational needs and disabilities and their families as part of the Written Statement of Action.
- One Somerset Engagement and Advisory group meeting and one Patient Participation Group Chairs Network meeting.
- Continue to develop the website to improve the content and ease of access.
- Develop a supporting communications approach for the recovery and restoration of services, in particular supporting primary care.
- Develop a further summer campaign to raise awareness of healthcare services and promote the use of NHS 111 First.

Patient and public engagement

41 people attended our mental health stakeholder forum

The forum is run in partnership with Mind Somerset. This is an opportunity for services users and a wide range of interested stakeholders to come together and discuss mental health services in Somerset.

2 Somerset Engagement and Advisory group meetings

24 health and community organisations from across Somerset were represented at the meetings. Engagement took place around the mass vaccination programme, community pharmacy referrals, cancer screening and early diagnosis.

6 users of perinatal mental health services

We spoke to 6 women about their experiences of accessing and using perinatal mental health services in Somerset. This session was led by Somerset Maternity Voices Partnership

48 responses to our SDeR survey

We asked our Citizens' Panel if they were aware of our SDeR project and checked their understanding of data sharing in the NHS. We have shared our findings with our digital team.



Patient and public engagement

You said:

PALS was contacted by a Work Coach on behalf of Jake who is homeless. Jake didn't know how to book a Covid vaccine and was not registered with a GP

We did:



PALS put the Jake in touch with the weekly outreach clinic Jake is now registered with a GP and has had his first vaccine.

You said:

Brenda contacted PALS as she had read about SiDeR in Your Somerset. Brenda was worried that all staff would have access to her records.

We did:



We explained to Brenda that only authorised health and care professionals directly involved in supporting or providing her care would have access to her record. Benda thanked PALS.

You said:

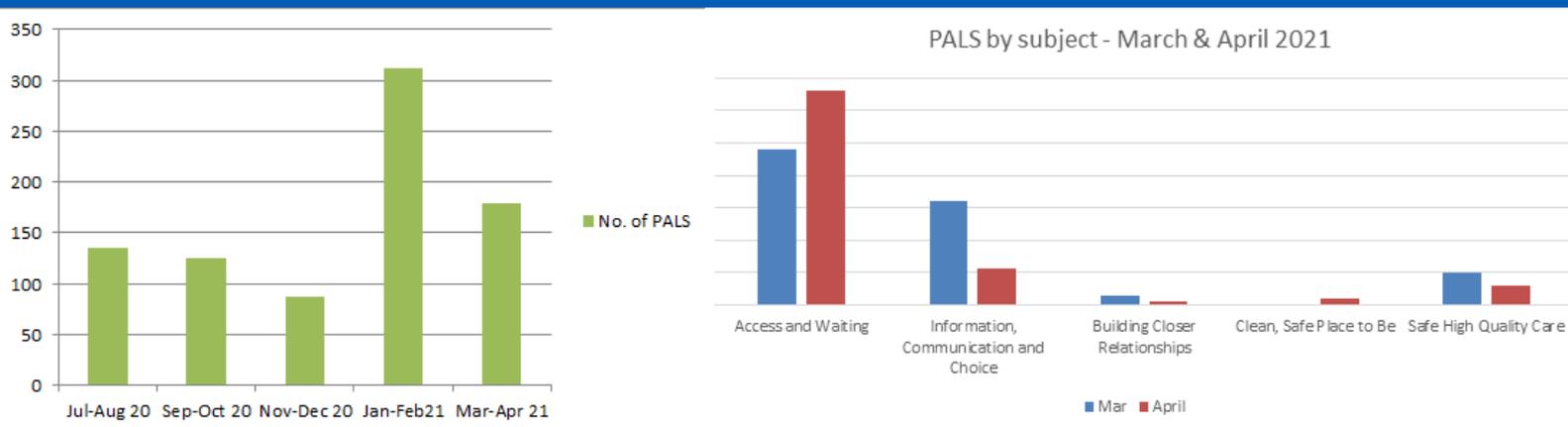


My wife and I had our second jab yesterday, and wanted to say a big thank you to all concerned. We had it at the Bath & West showground and from the security men at the gate to those assisting with the parking, plus obviously all those inside the building, to guide, register and perform the vaccination we wanted to say well done. All areas were professional and efficient, and above all friendly and compassionate. Great work NHS we are proud of you.

179

PALS enquiries received (312 received in January and February 2021)

Trends:



Hot topics:

Top themes are:

- Access to Services
- Appointments
- Waiting times
- Information

Vaccinations continue to be a really hot topic for PALS and enquiries. We have been recording all vaccination queries and using these to inform our communications.

Media



Top three pieces of proactive coverage



Local health leaders are asking people to prepare for the upcoming Easter bank holiday weekend by organising their prescriptions, keeping a well-stocked medicine cabinet and calling 111 first for urgent, but not life-threatening, health advice and treatment. They will make sure you get the help from the most appropriate service for your healthcare needs



A new three-year project launches in Somerset this month to encourage and support people to have important conversations about death and dying.

The 'Somerset Talk About Project' will help people think about and discuss "what's important to me" when it comes to the end of life.

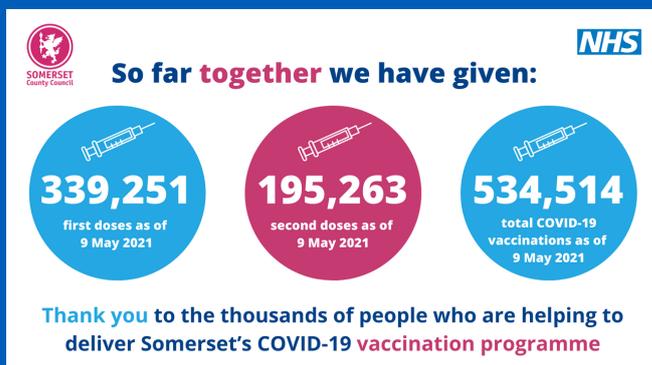


Over one million people in the South West have now received their second dose of the COVID-19 vaccine.

This milestone comes as the number of people in the region who have received their first dose tops three million.

The second vaccine around 12 weeks later maximises protection against COVID-19 infection.

Supporting the COVID-19 vaccination programme



Since the launch of the vaccination programme in December, hundreds of doctors, nurses, support workers and volunteers have worked tirelessly to deliver an incredible 534,514 doses of the lifesaving COVID vaccination to people in the highest priority groups – over 50% of the Somerset population.

In mid-April, the NHS achieved the Government's ambition of offering a vaccination to everyone in the top nine priority cohorts, as set out by the independent national Joint Committee on Vaccination and Immunisation, which included everyone over 50, frontline health and social care workers, residents and staff of care homes and people who are clinically vulnerable. It is estimated that taken together, these nine groups account for 99% of all deaths from COVID-19.