

**Report to the NHS Somerset Clinical Commissioning Group on 22 July 2021**

<b>Title: Chairman’s Report incorporating Communications and Engagement Report</b>	<b>Enclosure C</b>
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Version Number / Status:	N/A
Executive Lead	N/A
Clinical Lead:	Dr Ed Ford, Chairman
Author:	Sara Bonfanti – Head of Communications and Engagement

**Summary and Purpose of Paper**

To report on the Chairman’s engagement activity and inform the Governing Body on 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 support the work programme outlined.

**Impact Assessments – key issues identified**

<b>Equality</b>	Considered throughout.			
<b>Quality</b>	N/A			
<b>Privacy</b>	No issues for information sharing.			
<b>Engagement with patients and/or public</b>	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.			
<b>Financial / Resource</b>	N/A			
<b>Governance or Legal</b>	We have statutory obligations regarding patient/public involvement			
<b>Risk Description</b>	Ineffective communications and engagement could negatively impact on the successful delivery of our transformation programmes and on service change and patient care.			
<b>Risk Rating</b>	Consequence	Likelihood	RAG Rating	GBAF Ref
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# **Communications and engagement report**

**01 May 2021- 30 June 2021**

**Sara Bonfanti**  
**Head of Communications and Engagement**

## **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 May 2021- 30 June 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](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.

## **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 May 2021- 30 June 2021).

## Chair's activity report\* (01 May 2021- 30 June 2021)

Date	Event
Tues 4 May	South West Chairs Fortnightly Meeting
Wed 5 May	Clinical Executive Committee (CEC) Meeting
Thurs 6 May	Meeting with Paul von der Heyde
	Meeting with David Fothergill
Wed 12 May	Colleague Briefing
Tues 18 May	South West Chairs Fortnightly Meeting
	Special Educational Needs and Disabilities (SEND) Improvement Board Meeting
Wed 19 May	CEC Catch up meeting
	Meeting with Lou Evans
Thurs 20 May	Meeting with Peter Blackeby
Tues 25 May	Primary Care Board Meeting
Wed 26 May	Meeting with Pat Flaherty
	Meeting with Dr Jayne Chidgey-Clark
	Meeting with Lou Evans
Thurs 27 May	Governing Body Part A and Part B followed by Development Session
Tues 1 June	South West Clinical Chairs Meeting
	Meeting with Dr Berge Balian
	Meeting with Basil Fozard
	Meeting with Lou Evans
	Meeting with Dr Jayne Chidgey Clark
Wed 2 June	Health and Wellbeing Executive Meeting
	CEC Meeting
	Meeting with Colin Drummond
	Keith Willets Webinar
Thurs 3 June	Meeting with David Heath
	Then on annual leave
Tues 15 June	South West Chairs Fortnightly Meeting
	Induction meeting with Sara Bonfanti new Head of Communications and Engagement
	Meeting with Alison Rowswell
	SEND Improvement Board Meeting
Wed 16 June	Health and Care Partnership Board discussion with Trudi Grant
	CEC Catch-Up Meeting/Development Session
	Meeting with David Fothergill
Thurs 17 June	Meeting with Trudi Mann
	Meeting with Wendy Grey
	Meeting with Dr Alex Murray
	Meeting with Paul von der Heyde
Wed 23 June	Meeting with Lou Evans
	Meeting with Dr Jayne Chidgey-Clark
Thurs 24 June	Extraordinary Colleague Briefing re ICS Design Framework
	James Rimmer: Annual appraisal
Tues 29 June	Primary Care Board – Development Session
	Primary Care Board Meeting

Wed 30 June	Meeting with Grahame Paine
	Shaping the vision for Community Hospitals in Somerset Meeting
	Meeting to discuss where the Primary Care Board will sit within the ICS – James Rimmer; Dr Ed Ford and Dr Berge Balian

\*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**

- One Somerset Engagement and Advisory group meeting has taken place. Members were asked for their views on promoting the NHS App and other projects being led by our digital team. Somerset Parents Carer Forum also brought our draft SEND collaboration framework to the meeting for feedback.
- We have worked closely with Spark Somerset to ensure key community stakeholders are invited to be involved in the community hospital vision engagement.
- We have delivered an engagement project ahead of the procurement of a children and young people online counselling service.
- We are hosting the SEND 360 survey.
- We continue to work with Healthwatch Somerset, NHS England and Somerset County Council to develop a the Carers Strategic Partnership Board.
- 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 support the Patient Participation Group Chairs network by attending their meetings, updating on current issues and providing administrative support to the group. We are working with the network to review their terms of reference.
- 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 continues to receive positive feedback. We have seen increasing positive colleague engagement, encouraging people to share their experiences and stories during the pandemic and sharing partner organisations updates.
- We have developed a regular primary care update for our practices to share important updates and information. We continued to provide guidance to our GP member practices and provide an ongoing suite of communication resources to support clear messaging to patients, including social media assets.
- We continue to support staff to undertake positive, proactive media activity in relation to our Covid-19 response and system 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 share good practice and learn from colleagues across the country via webinars and online discussion platforms.
- Our audience continues to grow steadily on Facebook. We now have over 2,336 followers (as at 30 June 2021) from a baseline of 0 in June 2019. Our Facebook engagement with our posts was up 185% in June.

**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 develop our online engagement platform and have recently asked for feedback from our Citizens' Panel on Healthy Weight.
- 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. This includes enquiries and mass vaccination queries.
- We delivered engagement on the vision for community hospitals, SEND written statement of action, community equipment & wheelchair procurement, Children and Young People Counselling service, Healthy Weight.
- 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.
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- We are using positive feedback of people's vaccination experiences through social media to address vaccination queries, concerns and questions and influence messaging.

**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 continue to review and improve the content of our website, responding to key themes raised through enquiries and questions raised.
- We have re-developed the 'Choose Well' information webpage to provide a clear overview of healthcare services available currently on our website.
- We continue to progress the accessibility of our website to ensure we achieve compliance 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 had a radio and digital campaign through Heart Radio as part of the Think NHS 111 service and we are continuing to develop activities as part of a further choose well summer campaign.
- We continue to support system escalation pressures by sharing across a variety of communication channels important information on how on access to healthcare services. This included issuing an open letter to the people of Somerset, asking for their continued support of primary care and highlighting the Choose Well options. David Heath was the signatory as the Chair of the Primary Care Commissioning Committee. The letter was well received.
- We continue to explore safe and accessible alternative ways of hearing from people in Somerset.
- We are running a number of activities as part of 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. This includes outdoor advertising, targeted advertising across social media and streaming platforms – focusing on age groups and demographics where vaccine take up has been lower.
- Our communications team continue to work together creatively and proactively to create original, shareable content for our social media channels. Our top performing boosted social media post in June 2021 reached nearly 8,000 people – sharing how many covid vaccinations have been given in Somerset and thanking the people who have helped to achieve this. Our top performing organic post was the emotional wellbeing podcast, reaching over 3,889 people.
- Our number of Facebook CCG page visits was up 88% in June with over 665 people visiting our Facebook page.

**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, mental health and integrated care teams.
- We have developed internal training on Equality and Engagement.
- 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.
- We continue to support the communications and engagement SEND agenda, working closely with Somerset County Council.
- We continue to support a number of communication projects, supporting colleagues across the CCG, this has included

Learning Disabilities, Long Covid support service and C the signs campaign.

- The Head of Communications and Engagement attends Directors weekly meetings and provides an update on engagement and communications.
- As part of our ICs development work, we are in the process of establishing a systemwide strategic engagement leads group to oversee the development of an ICS engagement strategy.

### **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 seldom reached groups and our younger cohorts – working with partner organisations.
- Work with our system colleagues to continue to develop communications to help reassure and raise awareness to encourage people to continue to access healthcare services when they need to.
- Develop a supporting communications approach for the recovery and restoration of services, in particular supporting primary care.
- Work with our system colleagues to develop and deliver communications to support system pressures.
- Continue to support the communications and engagement for the future vision of community hospitals in Somerset.
- Plan and deliver public engagement on Choice as part of the Single Point of Access service for Planned Care.
- Continue 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 Patient Participation Group Chairs Network meeting.
- Continue to develop the website to improve the content and ease of access, ensuring compliance with Government accessibility guidelines.
- Lead the ‘working with people and communities’ worksteam of the ICS development.
- Support internal communications relating to the CCG transfer to the ICS NHS body.

## Patient and public engagement

### 2 Carers Strategic Partnership meetings

With the support of Healthwatch Somerset, Somerset County Council and NHS England we have formed a multi agency partnership that brings together key agencies that commission, and deliver services supporting unpaid carers in Somerset. The partnership will work together to ensure that the voice of the carer is used to develop services, and that key agencies work together to ensure that unpaid carers support is joined up. Other organisations involved include both NHS Foundations Trusts, Community Council for Somerset, Spark Somerset, Parent Carer Forum and Carers UK.

### 24 attendees at our Somerset Engagement and Advisory group meeting

17 health and community organisations were represented and discussed the NHS App, SEND Written Statement of Action and SiDeR.

### 5 Young People and Parent focus groups

As part of the procurement of a new online counselling service for children and young people, we spoke to young people and parents about what they need from this service.

### 4 engagement workshops to shape the vision of community hospitals

We have supported our Somerset NHS Foundation Trust colleagues in the planning and delivering of online engagement events to help shape the future vision for community hospitals in Somerset. This included working with Spark Somerset to ensure community organisations were involved.



# Patient and public engagement

## You said:

We met with the Parent Carer Forum to discuss their concerns about our wheelchair service meeting the needs of children and young people with special educational needs and disabilities.

## We did:

We have worked together to ensure that our new specification meets the needs of children and young people in Somerset.

## You said:

We have received a number of enquiries from people who have had their vaccination abroad and need their second vaccine in Somerset.

## We did:

We have supported these people to find venues where they can receive a vaccine.

## You said:

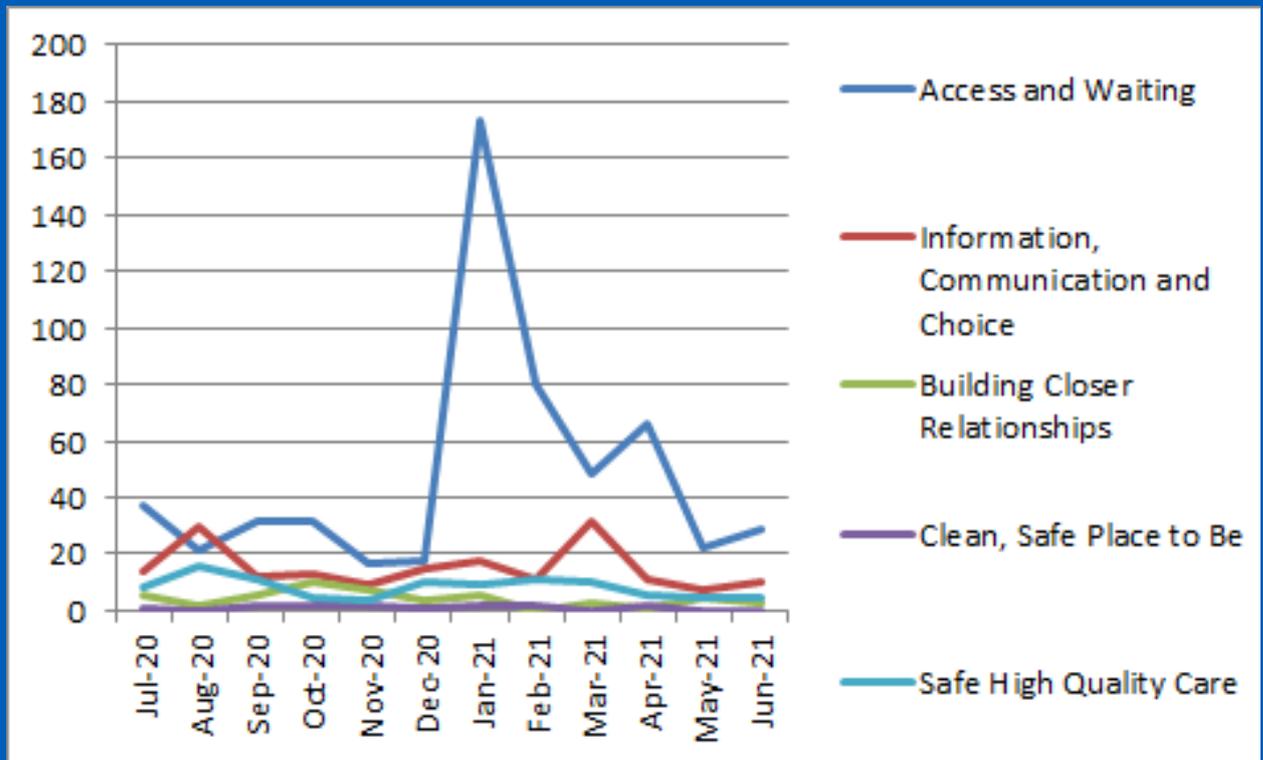
In Spring 2020, people told us their views on our early thinking for community settings of care.

## We did:

We have released the independent report of the engagement findings and are using what we have been told to inform our next steps.

## 88 PALS logged in May and June 2021 (179 logged in March and April 2021)

### Trends:



Mass vaccinations continue to be the main reason for PALS and enquiries.

# Digital engagement: May-June 2021



## Website activity



**60,000 sessions**

43,000 unique users

Activity has continued to be very high, due to the sustained level of interest in the Covid vaccination programme.

Most popular pages in June:

- Covid-19 vaccination information and announcements
- Walk in covid vaccination clinic information
- Prescribing and medicines management

# Media



## Top three pieces of proactive coverage



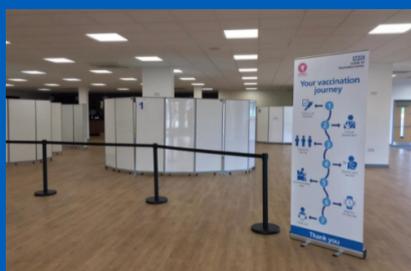
### Open letter: support our GP practices

Your local GP surgery and all the staff who work across the county, continue to work hard to support the health and care needs of their communities. Throughout the COVID-19 pandemic and the vaccination programme, they continue to care for people in Somerset. They have provided face-to-face, telephone and online support for patients who have needed them.



### #MyGPandMe

Somerset is the first county to launch a number of national initiatives designed to help make health services more accessible for people with learning disabilities and/or autism. Somerset is the first county to launch the national initiative #MyGPandMe, a training programme for GPs to help them learn how to make doctors surgeries more accessible for people with learning disabilities and/or autism.



### COVID vaccination drop-ins

Across Somerset, local residents who have not yet had their COVID vaccination are being invited to attend a special drop-in clinic at the large vaccination centre at the Bath and West Showground in Shepton Mallet. All eligible adults who have not yet had a first dose, or booked a slot through the National Booking Service (NBS), can come along to the vaccination site any time between 10am and 6pm on Saturday 12 June and Sunday 13 June.

## Supporting the COVID-19 vaccination programme

**So far together we have given:** **727,108** COVID-19 vaccinations as of 27 June 2021

Still need a vaccination? There are walk-in clinics at:

- Taunton Racecourse - every day this week | 9am - 6pm
- Bath & West Showground - every day this week | 9am - 6pm
- Taunton Tourist Information Centre - Fri 2 July | 5 - 7:30pm

Since the launch of the vaccination programme in December, hundreds of doctors, nurses, support workers and volunteers have worked tirelessly to deliver an incredible 727,108 doses of the lifesaving COVID vaccination to people in the highest priority groups.

Any adult aged 18 and over can now book their COVID job through the National Booking Service or through a series of walk-in clinics now on offer. Second doses are also now offered to anyone aged 40 and under, at eight week intervals rather than twelve.

Work continues across the county to offer people their COVID job through a number of pop-up clinics at local employers and in community locations to encourage uptake.

**GRAB A JOB**  
at a local  
drop-in clinic