

Report to the NHS Somerset Clinical Commissioning Group on 25 March 2021

Title: Chairman's Report incorporating Communications and Engagement Report	Enclosure D
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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 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

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 January 2021-28 February 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 January-28 February 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 January-28 February 2021).

Chair's activity report* (29 January 2021 - 28 February 2021)

Date	Event
03 February	Health and Wellbeing Executive Meeting
03 February	Clinical Executive Committee
04 February	1:1 with Maria Davis, Designated Nurse Safeguarding Children, Safeguarding Children Team – Update on Case for Change for Somerset Des De SGC post
04 February	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
04 February	Somerset Dermatology GPwER Accreditation Panel Meeting
09 February	South West Chairs Fortnightly Meeting
09 February	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
17 February	CEC Catch-Up Meeting / Development Session
17 February	Meeting with Colin Drummond, Chair, Somerset NHS Foundation Trust
18 February	Meeting with Paul von der Heyde, Chair, Yeovil District Hospital NHS Foundation Trust
23 February	South West Chairs Fortnightly Meeting
23 February	Meeting with David Fothergill, Leader, Somerset County Council
23 February	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
24 February	Meeting with Pat Flaherty, Chief Executive, Somerset county Council
25 February	1:1 with Dr Alex Murray, Clinical Director, Somerset Clinical Commissioning Group
25 February	Governing Body Development Session / Seminar

*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

- We have listened to feedback from Somerset Engagement and Advisory Group, South Somerset West Neighbourhood Forum and the Covid Champions network about the vaccination programme and provided them with answers to their questions and communications they can share.
- We are working alongside Spark Somerset to map key community groups and stakeholders.
- 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 have met with Open Storytellers, Healthwatch Somerset, Somerset Maternity Voices Partnership, Spark Somerset, Navigate and Somerset Disability Engagement Service to develop relationships and improve the way we hear the patient voice.
- We have worked with Healthwatch Somerset, NHS England and Somerset County Council to resume unpaid carers stakeholder workshops.
- We continue to develop our online engagement platform to ensure we are hearing from our Citizens' Panel, recording their feedback and sharing this with commissioning teams and senior leaders.
- We continue to provide communications support to the Somerset Covid Vaccination Programme, building and developing 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 – planning proactive content and key themes to help develop and support our organisational team culture, while working remotely.
- We are continuing to develop the Weekly Wrap into a more people and wellbeing focussed newsletter, one which focuses on learning more about each other, the role we play and our interests as well as promoting the wellbeing support available –we have seen positive engagement, encouraging people to share their experiences and stories during the pandemic.
- We are working closely with our communication colleagues across the county to develop a proactive system-wide communications plan to share important updates on innovation, research and key achievements within healthcare services
- We continue to support the SEND agenda in partnership with Somerset County Council and have been working on updating the communications and engagement strategy

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 367 members.
- We are supporting the joint engagement work with Somerset County Council on the Help to Help You, SEND, personalised budgets and community equipment & wheelchair projects.
- We continue to publish at least one patient story a month in our internal newsletter for colleagues.
- We have collected 477 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.

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 are continuing to develop and improve our website, updating the metadata across the site to improve our SEO ranking. We are continuing to review and improve the content, responding to key themes raised through enquiries and questions raised.
- 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 launched an additional radio campaign on Heart Radio as part of the Think NHS 111 service
- We continue to develop and share information updates in a regular GP bulletin
- 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

- We continue to support colleagues to create engagement opportunities for patients, staff and stakeholders. This has included creating surveys for our primary and planned care teams.
- Our Engagement team co-delivered an NHS England workshop "Enabling patient and public involvement using an online platform webinar".

- We provide a regular monthly report to our Directors on our communications and engagement activity which includes horizon scanning and a media summary.
- We 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 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 2,182 followers (as at 28 February 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 February 2021 reached over 11,000 people.

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 and ensure that people in Somerset are well-informed about the roll out of the programme, considering hard to reach groups and supporting extended priority groups, who may be hesitant to have their vaccine.
- 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.
- Two Somerset Engagement and Advisory group meetings and one Patient Participation Group Chairs Network meeting.
- Support the initial meeting of the Rural Practice Neighbourhood Forum.
- Continue to develop the website to improve the content and ease of access.

Patient and public engagement

13 engagement events and stakeholder meetings

This has included partnership building with the new Somerset Disability Engagement service, discussions about communicating with adults with learning disabilities and autism with Open Storytellers and an introductory meeting with Navigate charity who highlighted the important link between debt and health.

19 stakeholders attended our Somerset Engagement and Advisory Group on 10 January 2021

We asked members for their views on how communities are feeling about the Covid-19 vaccination programme. We also heard from Public Health about their annual report, the Help 2 Help You project and their plans for engagement and an update from the Somerset Disability Engagement project.

2 carers stakeholder workshops

We have worked alongside Healthwatch Somerset and Somerset County Council to bring together key agencies delivering unpaid carers support and information in Somerset. The aim of the workshops will be to ensure the voice of the unpaid carer is being captured and then used in the commissioning and delivery of support.



Patient and public engagement

You said:

A patient contacted PALS regarding his cataracts. Somerset Foundation Trust advised him that there was a long wait for cataracts.

You said:

A patient with a needle phobia contacted PALS as she has been invited for her Covid vaccine. The patient was very anxious and said she passes out when she has an injection.

We did:



PALS advised the patient about the Single Point of Access for Ophthalmology. Patient will discuss with his GP being referred via this service.

We did:

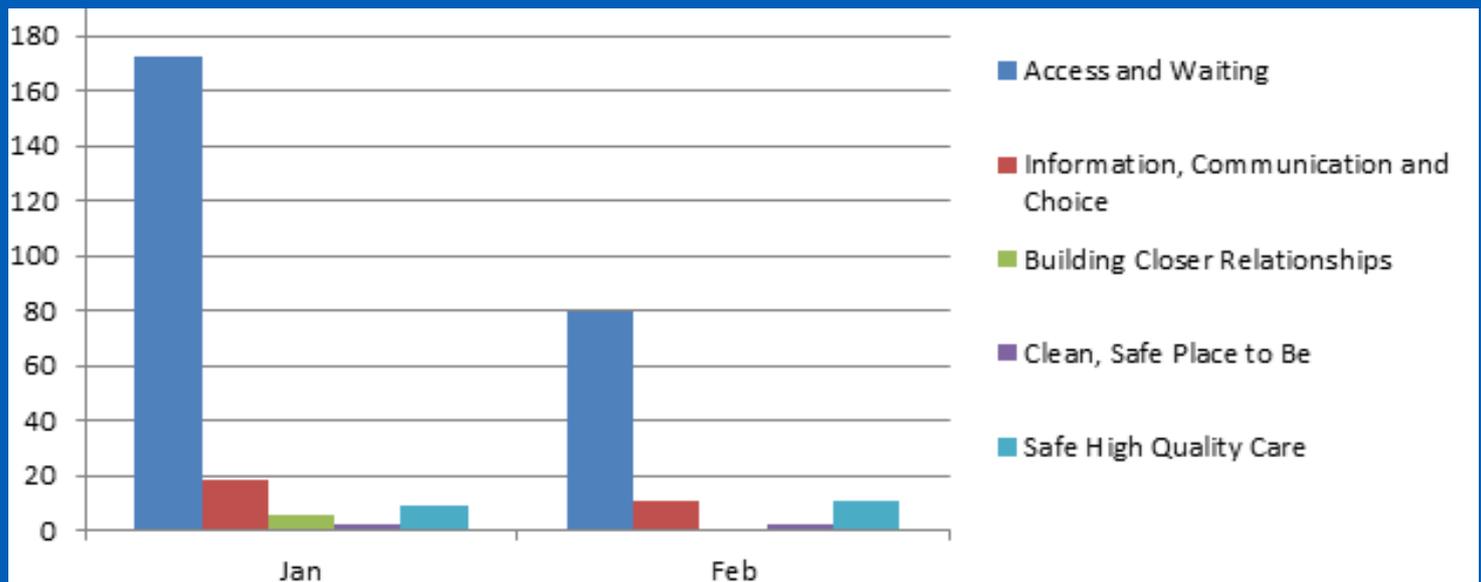


The PALS team contacted the Primary Care Network manager who have arranged for the patient to have an early appointment in a side room.

312

PALS enquiries received (87 received in November and December 2020)

Trends:



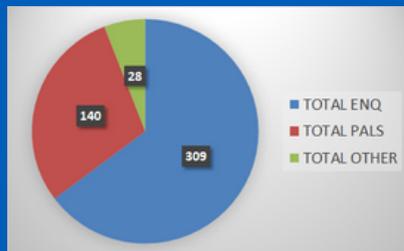
Hot topics:

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.

Mass vaccination - Enquiries

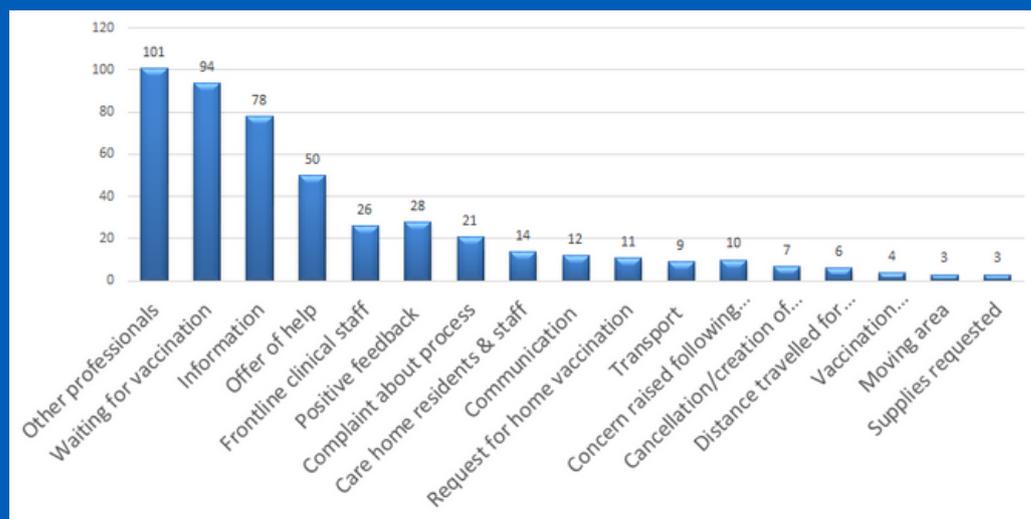
477

Mass vaccination enquiries & PALS received 01 Dec - 10 March 2021



- 309 through Enquiries Inbox
- 140 PALS enquiries
- 28 'Other' includes questions from:
 - 2 Somerset Advisory & Engagement (SEAG) meetings
 - Covid Community Champions meeting
 - Somerset NHS Citizen's Panel (Bang The Table)

THEME	TOTAL
Other professionals	101
Waiting for vaccination	94
Information	78
Offer of help	50
Frontline clinical staff	26
Positive feedback	28
Complaint about process	21
Care home residents & staff	14
Communication	12
Request for home vaccination	11
Transport	9
Concern raised following vaccination appointment	10
Cancellation/creation of appointment	7
Distance travelled for vaccination	6
Vaccination (e.g. content)	4
Moving area	3
Supplies requested	3
TOTAL	477



- You Said:**
- Ongoing concern that patients still waiting for vaccination and will 'fall through the net'
 - Confusion that younger residents have been vaccinated who may not be eligible
 - Carers, particularly unpaid, wished to know when they would be vaccinated
 - Range of worries about travel (e.g. elderly, recovering from illness, vulnerable, housebound etc)
 - Information needed as some confusion about who will contact them/how they will be contacted/the booking system
 - General requests for information regarding all aspects of vaccination
- We Did:**
- Some positive feedback regarding vaccination experiences



- Inform and explain JCVI guidance to members of the public. Provide re-assurance that the vaccination programme in Somerset is rolling out at pace (e.g. provide advice on transport options)
- Log all feedback and work closely with the CCG Communications Team to develop public messaging (CCG website, Twitter, Facebook etc)
- Develop our email & telephone communications with the public to share important guidance (e.g. JCVI national guidance)
- Develop 'FAQs' on the CCG website that are under constant review and development
- Pass key feedback to leaders of vaccination sites (e.g. areas for improvement & positive feedback)
- Develop procedures with our health and social care partners (e.g. Somerset NHS Foundation Trust & frontline workers)
- Share information with Somerset's Incident Control Centre and other key meetings involved in the organisation of Somerset's response to Covid-19

Digital engagement - Feb 2021



Website activity



33,000 sessions

21,532 unique users in February

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

Most popular pages:

- Covid-19 vaccination information and announcements
- Prescribing and medicines management
- News - vaccination progress

Media



18 General media enquiries / requests for interview received

1 News release issued / pitches to journalists

11 Covid vaccination programme news release issued / pitches to journalists

61 Covid vaccination programme media enquiries / requests for interview received

Top three pieces of proactive coverage

- Launch of Taunton Racecourse as large vaccination centre
- Volunteers supporting the NHS vaccination programme in Somerset at the Bath and West Showground
- Somerset NHS says thank you to the military



Supporting the Covid-19 vaccination programme

On 18 January the first large vaccination centre in Somerset opened at Taunton Racecourse as part of a wave of 'large' vaccination centres across the country. The large vaccination site will open seven days a week, 8am - 8pm to offer the Covid-19 jab to people across Somerset, supporting the accelerated roll out of the local vaccination programme.



On 25 January, The Bath and West Showground started to vaccinate local residents and frontline health and care workers from the highest priority groups, as the second large vaccination site in Somerset.

On 29 January, the first Somerset pharmacy site to offer Covid-19 vaccinations was launched at Morrisons, in Yeovil. The launch of the new site is part of a national drive to protect the public from the virus and accelerate the roll out of the local vaccination programme.



 **SOMERSET**
County Council

Together we have given:

146,379

COVID-19 vaccinations as of
7 Feb 2021



