

Report to the NHS Somerset Clinical Commissioning Group on 31 March 2022

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:	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.

Also included for information are:

- Communications and Engagement spotlight dashboard.

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 2022 - 28 February 2022

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 January 2022 - 28 February 2022. 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 2022 - 28 February 2022).

Chair's activity report* (01 January 2022 – 28 February 2022)

Date	Event
05/01/22	Basic Life Support (BLS) Training at Wynford House
06/01/22	Primary Care Practice Review Meeting
11/01/22	SW Chairs Fortnightly Meeting
	Colleague Briefing
	Meeting with NHSEI re ICB
	Meeting with Colin Drummond, Chair of Somerset Foundation Trust
12/01/22	CEC mid-month meeting
13/02/22	Primary Care Practice Review Meeting
	CCG/LMC Liaison Meeting
	Meeting with David Fothergill, Chair of Somerset County Council
	SGPPB Terms of Reference Meeting
	Visit to Cranleigh Gardens Medical Centre
20/01/22	Primary Care Practice Review Meeting
25/01/22	SW Clinical Chairs Meeting
	PCN Board Business Meeting
26/01/22	Meeting with Cllr Frances Nicholson and Paul von der Heyde
27/01/22	Governing Body Meeting Part A and Part B
02/02/22	Clinical Executive Committee
03/02/22	Primary Care Review Meeting
	Safeguarding Meeting
	Local Government Reorganisation Advisory Board Meeting
08/02/22	SW Chairs Fortnightly Meeting
09/02/22	Health and Wellbeing Executive Officers Meeting
	Colleague Briefing
10/02/22	Primary Care Practice Review Meeting
16/02/22	Clinical Executive Meeting
17/02/22	Primary Care Practice Review Meeting
	Governing Body Extraordinary Meeting Part B
	Governing Body Development Session
22/02/22	SW Clinical Chairs Meeting
	SGPPB Meeting
24/02/22	Primary Care Practice Review Meeting

*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 continue to provide engagement communications support to the Fit for my future programme, this includes engagement support for Victoria Park, West Somerset Same Day Urgent Care, Hyper Acute Stoke Rehabilitation and the vision for community hospitals in Somerset.
- We continue to focus on expanding our engagement with communities, this included engaging with learning disability groups and attending MINDs time to talk engagement event.
- We continue to support the Patient Participation Group (PPG) Chairs network by attending their meetings, updating on current issues and providing administrative support to the group.
- We continue to listen to stakeholder and public feedback about the COVID-19 vaccination programme and provided them with answers to their questions and communications they can share. We share the latest developments and information with stakeholders and maintaining close trusted relationships across the Somerset system as the programme evolves.
- We continue to develop and utilise shared content and messages across social media to support consistency and extend the reach of our communications through a partnership approach with our local communities and voluntary sector organisations.
- We continue to develop our internal communications with increasing colleague engagement and linking to specific themes and personal reflections, such as wellbeing. The Weekly Wrap staff newsletter provides wellbeing news and updates for our colleagues and continues to receive positive feedback. We continue to see positive colleague engagement.
- We continue to support regular virtual colleague briefings. Staff are encouraged to raise questions and provide feedback through these briefings.
- We continue to develop our weekly primary care update for our GP practices to share important updates and information.
- We continue 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 support staff to undertake positive, proactive media activity. Supporting staff and clinicians to take part in media opportunities.
- We continue to share good practice and learn from colleagues across the country through networking and via the new ICS engagement leads network.
- Our social media audience continues to grow steadily. On Facebook, we now have over 2,822 followers (as at 28 February 2022) from a baseline of 0 in June 2019. Our Twitter audience has also increased with 6,894 followers.

- Our interaction via the new CCG account on the hyperlocal social media platform Next Door, is enabling us to reach out to local communities in Somerset and share information, respond to and join in conversations at a local community level. In February we achieved 57,570 impressions and 99 post interactions.

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

- We organise and facilitate the Southwest Engagement Leads network meetings to ensure we are sharing best practice and learning from others.
- We continue to offer and promote opportunities for people to have their say and share feedback in our Engagement bulletin and via our Citizen's panel. Our citizens' panel has 407 active members up from 378.
- We provided support for a number of engagement projects, enabling the public to have their say to improve and inform services. This included CHC continuing healthcare, PCN engagement support, and Victoria Park Engagement.
- We ran two stakeholder engagement events on the future of health and care services in Victoria Park.
- We continue to offer our PALS service. This includes general enquiries, with a strong focus on primary care, and COVID-19 vaccination enquiries.
- We continue to collect COVID-19 vaccination queries and use these to develop responses to frequently asked questions and maintain our information webpage. We share these on our website and through our communications channels. We also share themes and issues with Somerset NHS Foundation Trust who are leading on the vaccination programme in Somerset.

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 SEAG 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 now have 510 people subscribed to our engagement bulletin.
- We continue to review and improve the content of our website, responding to key themes raised through enquiries and questions raised. We also continue to progress the accessibility of our website to ensure we achieve compliance with the accessibility guidelines outlined by the Government.
- We have continued to develop our CCG 'Choose Well' and winter campaign 'Stay Well' information webpages to provide a clear overview of healthcare services available currently on our website. We work with our communication lead partners to ensure the information provided on the choose well page is relevant and responsive to the needs of our colleagues and the people of Somerset and to reflect our winter campaign messages. Our Stay well this winter campaign and accompanying pages on the website provides stay well information including stay well, stay warm, stay informed, stay connected, stay safe messages.

- We continue to run a radio and digital campaign through Heart Radio aimed at parents as part of the Stay Well Somerset and campaigns and continue to develop activities as part of a further Stay Well Somerset this winter and system pressures campaign. This includes a targeted out of home marketing campaign to share choose well and winter communications messages.
- We continue to work with local and regional media organisations to help share important information and updates about the COVID-19 vaccination programme, system pressures 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 continue to support system escalation pressures by sharing across a variety of communication channels important information on how on access to healthcare services.
- We continue to undertake a number of activities as part of the ‘access for all’ element of the Somerset COVID-19 vaccination programme to ensure that we are able to engage with vulnerable communities and encourage take up of the vaccine. This has included outdoor advertising, targeted advertising across social media and streaming platforms – focusing on age groups and demographics where vaccine take up has been lower. Spark Somerset is supporting this work working with local community organisations via a grant scheme.
- Our communications team continue to work together creatively and proactively to create original, shareable content for our social media channels.

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

- We facilitate a weekly systems communications 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.
- To facilitate wider system working and collaboration, we continue to work closely with our 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 are in the process of developing an engagement and consultation toolkit to support staff in their engagement activities.
- Continuing to support the SEND programme of work, we provide ongoing communications and engagement support to the programme, working closely with Somerset County Council.
- We continue to support a number of communication projects, supporting colleagues across the CCG.
- We provided Engagement and Equality training for staff.
- The communications and engagement team ran a session providing information on our engagement and communications functions at the CCG induction day for new members of staff.

- The Head of Communications and Engagement attends Directors weekly meetings and provides an update on engagement and communications.
- As part of our ICS (Integrated Care System) development work, we have established a systemwide strategic engagement leads group and working group to develop our ICS engagement principles and the Integrated Care Board (ICB) engagement strategy.

Key actions for the next reporting period

- Continue to deliver and evaluate our winter communications campaign 'Stay Well Somerset this winter'.
- Develop and deliver our community pharmacy campaign.
- Ongoing development and delivery of our GP access and pressures behavioural change communications campaign, continuing to support our primary care colleagues with public communications and system messages regarding primary care pressures including a continued focused offering support to individual practices.
- 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.
- Continue to provide engagement and communication support for the Fit for my Future programme of work including hyper acute stroke, Victoria park engagement, and West Somerset same day urgent care engagement.
- Lead the 'working with people and communities' worksteam of the ICS development. In collaboration with system partners continue to develop our Integrated Care Board (ICB) engagement strategy and accompanying toolkits.
- Development of the ICB website and social media sites.
- Development of the Somerset ICS identity.
- Development of the Fit for my future website.

Spotlight

A bi-monthly review of our communication and engagement

January - February 2022

Patient and public engagement

26 people attended our Victoria Park stakeholder engagement events

26 people attended our stakeholder engagement events on the future of health and care services for the local community in Victoria Park. We shared the key themes from our engagement findings in October, explained the potential solutions being considered and sought people's feedback and views.

510 people are subscribed to our Engagement bulletin

Our weekly engagement bulletin provides subscribers with news and opportunities to get involved and have your say. The bulletin also promotes engagement opportunities and updates from our partner organisations.

407 people are active members of our Citizens' Panel

Our Citizens' Panel members have the opportunity to take part in our surveys and share their thoughts, views and ideas. This helps us gather feedback from a sample of our population and give local residents the opportunity to share their opinions and views on health and care services within Somerset.



Patient and public engagement

You said:

Jack was due to have a covid test on a Saturday prior to a hospital appointment and he was unable to get voluntary transport at the weekend.

We did:



PALS contacted our colleagues at the hospital who arranged for Jack's swab to be done on the Friday instead.

You said:

Tim contacted PALS regarding his son who has learning disabilities. He is terrified of needles and crowded spaces. They have tried several times to have him vaccinated.

We did:



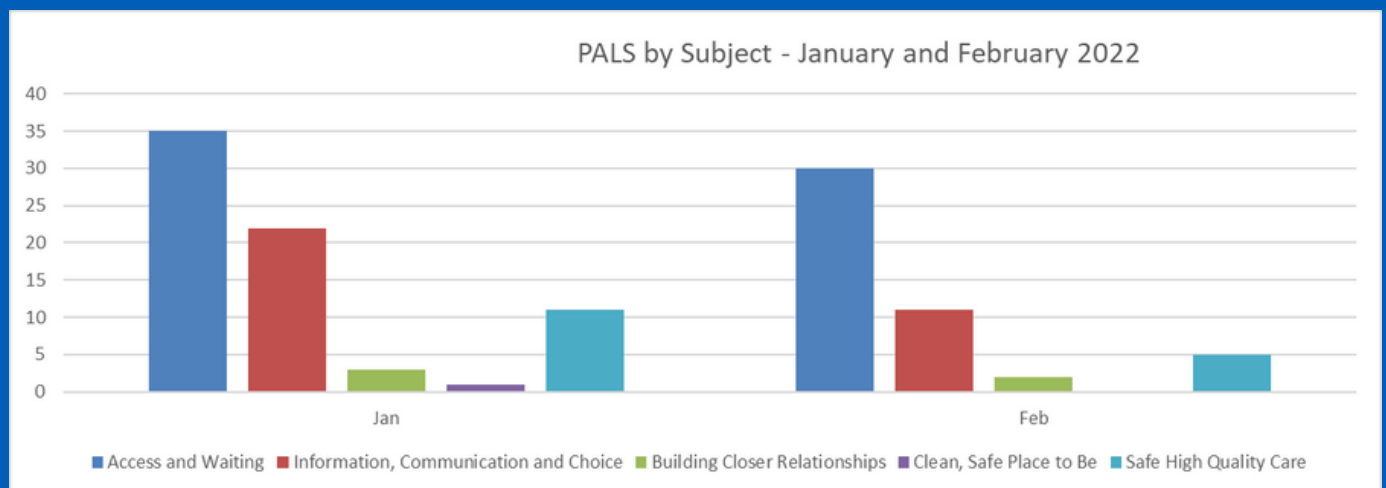
The team arranged for his son to be vaccinated at home.

You said:



PALS received a thank you email.
"I just wanted to say thank you so much for all of your help, you have been absolutely wonderful in helping me out with this and keeping me so informed, when I had no hope that it could be solved. You are a credit to PALS and the CCG and I am so grateful for your time, help, and understanding."

120

 PALS enquiries received (down from 180 last month)

PALS hot topics:

The covid vaccination programme continues to be a top theme. Hot topics include:

- Vaccines not recorded on patients' records
- Enquiries regarding covid vaccinations for children
- Difficulties getting GP appointments.

Digital engagement: Jan-Feb 2022



Website activity



▼ **81,341** sessions

▼ **53,685** unique users

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

Most popular pages:

- NHS COVID pass
- COVID-19 vaccination information and announcements
- Prescribing and medicines management

Media



Top media coverage



COMMUNITY PHARMACIES

BBC Radio Somerset interview with James Nicholas Chair of Somerset LPC. Discussion of system pressures and promotion of community pharmacy services and what they can offer.



NHS SOUPS AND SHAKES DIET WHICH IMPROVES THE HEALTH OF THOUSANDS

An innovative NHS low calorie diet programme which has already helped more than 2000 patients with Type 2 diabetes in England to lose an average of 13Kg in the first three months.

THE HEALTH AND CARE SYSTEM IN SOMERSET IS UNDER PRESSURE

Health and care services in Somerset are very busy, meaning all health and care services including GP practices, hospitals and adult social care services are under immense pressure. We are asking for your help and support to ensure we can continue caring for those who need our support.



Supporting the COVID-19 vaccination programme



Since the launch of the vaccination programme in December 2020, hundreds of doctors, nurses, support workers and volunteers have worked tirelessly to deliver the COVID-19 vaccinations across Somerset.

We continue to promote opportunities to grab a jab and booster vaccinations, with a strong focusing on reaching vulnerable communities.