

Report to the NHS Somerset Clinical Commissioning Group on 27 January 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 November 2021- 31 December 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 November 2021- 31 December 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 November 2021- 31 December 2021).

Chair's activity report* (01 November 2021- 31 December 2021)

Date	Event
Tues 2 Nov	SW Chairs Fortnightly Meeting (NHS Devon CCG)
	Somerset Winter Access Review Meeting (NHSE/I)
	Primary Care Support Meeting at St James Medical Centre
Wed 3 Nov	Clinical Executive Committee (CEC) Meeting
Thurs 4 Nov	CCG / LMC Liaison Meeting
	1:1 – Dr Ed Ford with Michael Bainbridge
Wed 10 Nov	Face to face - Meeting with Paul Johnston (NHS Devon CCG)
Thurs 11 Nov	Armistice Day – Act of Remembrance (Virtual)
	1:1 – Dr Ed Ford with Dr Alex Murray
	1:1 – Dr Ed Ford with James Rimmer
Tues 16 Nov	SW Chairs Fortnightly Meeting (NHS Devon CCG)
	1:1 – Dr Ed Ford with Dr Berge Balian
	1:1 – Dr Ed Ford with Lou Evans
	1:1 – Dr Ed Ford with James Rimmer
	SEND Improvement Board
Wed 17 Nov	Clinical Executive Committee Development Meeting
	1:1 – Dr Ed Ford with Peter Blackeby
	1:1 – Dr Ed Ford with Colin Drummond
Thurs 18 Nov	Diagnostic Strategy Work
	1:1 – Dr Ed Ford with Paul von der Heyde
22 Nov–26 Nov	Annual Leave
Tues 30 Nov	Remuneration Committee Meeting
	Primary Care Network Strategy Meeting
	Primary Care Board Meeting
Wed 1 Dec	1:1 – Dr Ed Ford with Alison Henly
	Health and Wellbeing Executive Meeting
	Clinical Executive Committee Meeting
	Minehead Medical Centre, Strategy meeting with Primary Care
Thurs 2 Dec	1:1 – Dr Ed Ford with James Rimmer
	1:1 – Dr Ed Ford with David Fothergill (Chair of the Council)
	ICS Board Meeting
Wed 8 Dec	1:1 – Dr Ed Ford with James Rimmer
	Charity Cheque Presentation at County Hall, Taunton
Tues 14 Dec	Colleague Briefing
	SW Chairs Fortnightly Meeting (NHS Devon CCG)
	1:1 – Dr Ed Ford with Lou Evans (Vice Chair)
	1:1 – Dr Ed Ford with James Rimmer
Thurs 16 Dec	Governing Body Extraordinary Part B meeting
	Governing Body Development Session/Seminar
	Primary Care Capacity Meeting with NHSE/I
Wed 22 Dec	1:1 – Dr Ed Ford with Jayne Chidgey-Clark
	1:1 – Dr Ed Ford with James Rimmer
Thurs 23 Dec	1:1 – Dr Ed Ford with Paul von der Heyde
	Extraordinary Colleague Briefing re ICS Launch delayed until July

29 – 31 Dec	Annual Leave
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*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

- At our Somerset Engagement and Advisory Group (SEAG) meeting we asked members for their views on the Fit for my Future priorities and the role of community pharmacies. The group have also agreed that Healthwatch will Chair the SEAG meetings going forward.
- We continue to provide communications and engagement guidance and support to Somerset NHS Foundation Trust as we develop the vision for community hospitals in Somerset.
- 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 continue to support the Somerset COVID-19 Vaccination Programme, sharing 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.
- We continue to develop our internal communications with increasing colleague engagement and linking to specific themes and personal reflections, such as stress awareness, FAQs and a weekly riddle.
- The Weekly Wrap provides wellbeing news and updates for our colleagues and continues to receive positive feedback. We have seen increasing positive colleague engagement, with colleagues continuing to share their experiences.
- 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. This includes a GP access and pressures communications toolkit from our GP access campaign.
- We support staff to undertake positive, proactive media activity.
- We have continued to share good practice and learn from colleagues across the country via webinars and online discussion platforms.

<ul style="list-style-type: none"> • Our social media audience continues to grow steadily. On Facebook, our followers continue to steadily grow and we now have over 2,724 followers (as at 31 December 2021) from a baseline of 0 in June 2019. Our Twitter audience has also increased and we now have 6,826 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 post information and respond to and join in conversations at a local community level.
Objective 2: to encourage the public to have their say by making it as easy as possible for them to talk to us
<ul style="list-style-type: none"> • 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 378 active members. • We provided support for a number of engagement projects, enabling the public to have their say to improve and inform services. This included the month of discovery for autism and ADHD survey, language and translation services focus groups and a CHC experience survey. • We continue to offer our PALS service. This includes general enquiries and COVID-19 vaccination enquiries. • We continue to collect COVID-19 vaccination queries and use these to develop responses to frequently asked questions. 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
<ul style="list-style-type: none"> • Following our Victoria Park Medical Centre public engagement which took place in October, we updated stakeholders and members of the public on the findings of the engagement and the engagement findings report is available on the CCG website. • 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 457 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 have launched a new parent zone page, which provides winter focused information and advice for parents. • We 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' information webpage 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.
- We have launched a new parent focused parent zone page on our website.
- We continue to work with local and regional media organisations to help share important information and updates about the COVID-19 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.
- Our Stay well this winter campaign and accompanying pages on the website is now live and 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 campaign. This includes a targeted out of home marketing campaign to share choose well and winter communications messages.
- 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 explore safe and accessible alternative ways of hearing from people in Somerset.
- 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.

- 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 develop and deliver our winter communications campaign 'Stay Well Somerset this winter', which includes a focus on stay well, stay informed, stay active, stay warm, stay connected. Our focus will be the continued development of resources and the delivery of a targeted advertising 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 the continued delivery of our flu vaccination communications plan - working with our system and regional partners to deliver robust communications campaigns.
- 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 continued support to SFT in relation to the engagement for the future vision of community hospitals in Somerset.
- Lead the 'working with people and communities' workstream of the ICS development. In collaboration with partners continue to develop our ICS engagement principles and development of the Integrated Care Board (ICB) engagement strategy.
- Development of the ICB website and social media sites.

Spotlight

A bi-monthly review of our
communication and engagement

November - December 2021

Patient and public engagement

29 people attended our Somerset Engagement Advisory Group (SEAG)

Our SEAG group met to provide valuable feedback on our Fit for my Future priorities and the role of pharmacies in providing help to communities with a focus on the community pharmacy consultation service. The group also agreed that Healthwatch would act as an independent Chair of SEAG.

48 people responded to a survey on the autism and ADHD assessment pathway

24 parent/carers and 24 professionals responded to a survey regarding the autism and/or ADHD assessment pathway.

457 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.



Patient and public engagement

You said:

Stu is needle phobic and does not like enclosed spaces. He contacted PALS to ask if we could help him get his covid booster.

We did:



PALS contacted the vaccination centre and the team arranged for Stu to have his covid booster in the car park.

You said:

Janet is her son's fulltime carer. They are both housebound. The roving vaccination team visited and gave them both their boosters. Her son was also given his flu jab but Janet was not.

We did:



PALS contacted Janet's GP practice who arranged for her to have her flu jab at home.

You said:

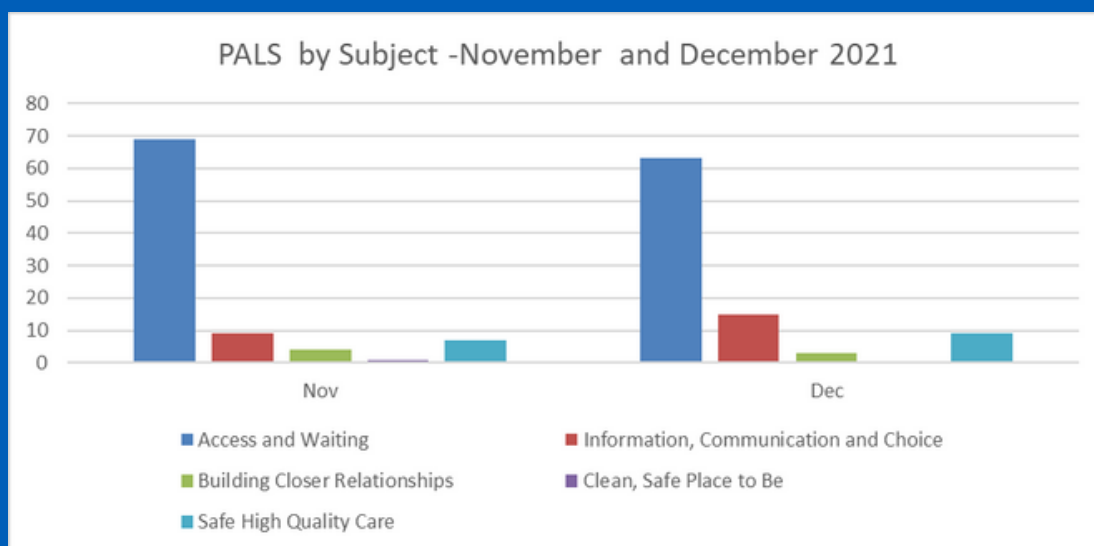


PALS received a thank you email from a local family. They thanked and praised their local GP practice and the service they provide.

"....I would like it noted that the dedication of doctors and all the staff at our practice is second to none and very much appreciated."

180

PALS enquiries received (down from 211 last month)

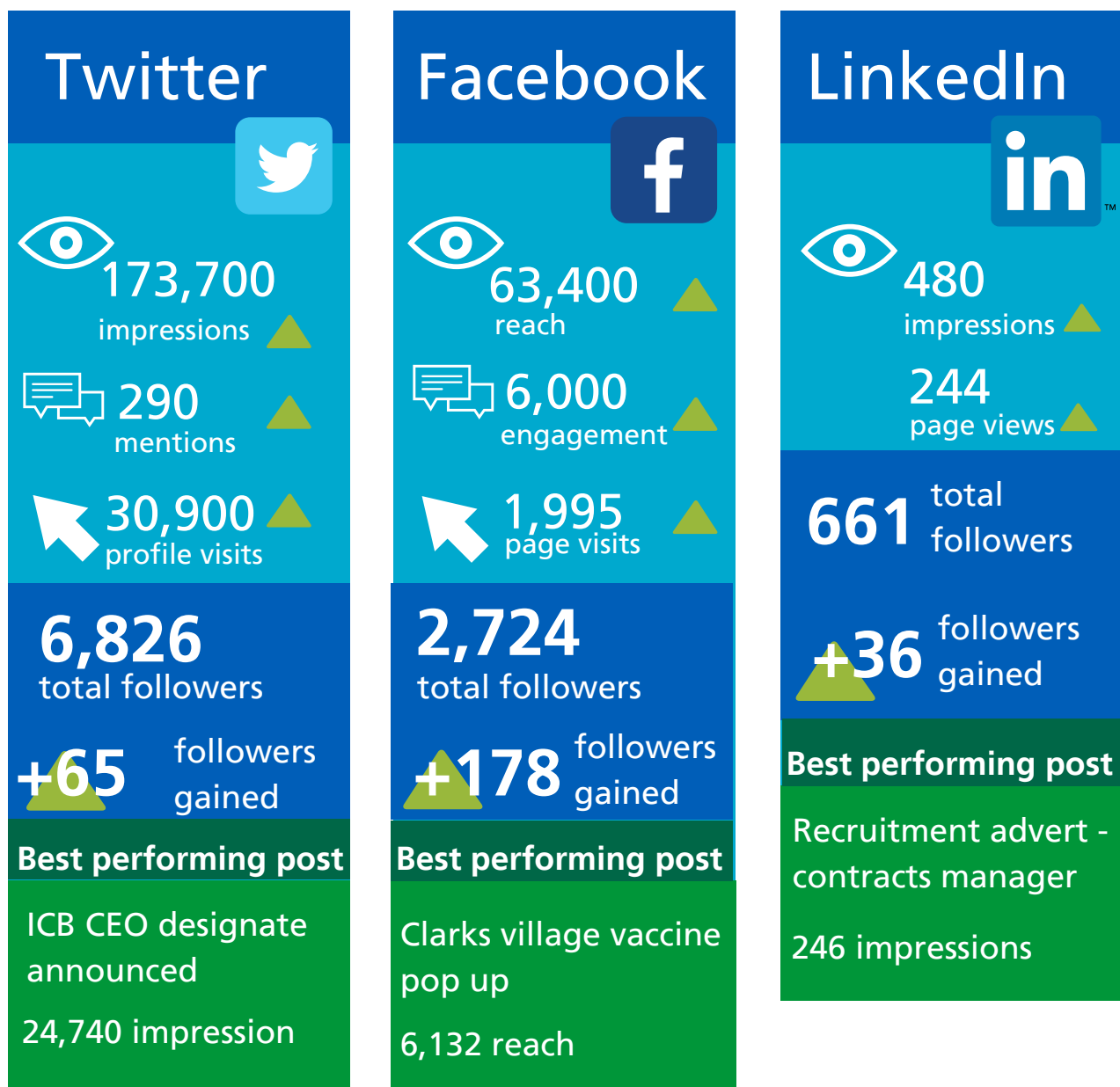


PALS hot topics:

The Covid Vaccination Programmes continues to be a top theme. Topics include:

- Covid boosters for housebound people
- Patients wanting booster appointments closer to home
- Enquiries regarding walk in clinics
- Difficulties getting the third primary dose
- Vaccines not recorded on patients' records.

Digital engagement: Nov-Dec 2021



Website activity



▲ 180,640 sessions

▲ 133,925 unique users

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
- News - COVID-19 vaccinations at Firepool
- NHS COVID pass

Media



Top media coverage



STAY SAFE AND WELL THIS FESTIVE SEASON

Health and care organisations across Somerset are urging local residents to prepare now to ensure you stay safe and well this festive season.



COVID-19 VACCINATION ON BBC SOMERSET

Dr Alex Murray was interviewed on BBC Radio Somerset and talked about the COVID-19 Omicron variant and gave updates on the COVID-19 booster programme in the county.



GP PRACTICES CLINICALLY PRIORITISING SOME SERVICES TO FOCUS ON DELIVERY OF BOOSTER PROGRAMME

Following the Government's call to accelerate the Covid-19 booster vaccination programme, a number of our GP practices are supporting the vaccination roll out against the threat of Omicron. The majority of their workforce will be delivering Covid-19 vaccines over the next two weeks.

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.