

Report to the NHS Somerset Clinical Commissioning Group on 26 May 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
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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 March 2022 - 30 April 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 March 2022 – 30 April 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 March 2022 – 28 April 2022)

Date	Event
2 March 2022	Clinical Executive Committee Meeting
3 March 2022	Primary Care Practice Review Meeting
8 March 2022	SW Chairs Meeting
8 March 2022	Living Better Complex Care Teams Meeting
8 March 2022	Staff Consultation Meeting
10 March 2022	Staff Consultation Meeting
10 March 2022	Colleague Briefing
16 March 2022	Clinical Executive Committee Catch-up meeting
22 March 2022	SW Clinical Chairs Meeting
22 March 2022	SGPPB Meeting
23 March 2022	Patient Safety and Quality Assurance Meeting
23 March 2022	ICS Board Meeting
23 March 2022	Meetings with Paul von der Heyde and Cllr Francis Nicholson
24 March 2022	Liaison meeting with Local Medical Committee
24 March 2022	CCG Colleague meeting
31 March 2022	Governing Body Meetings
5 April 2022	SW Chairs Meeting
5 April 2022	PCN Board Meeting
5 April 2022	Colleague briefing
6 April 2022	Clinical Executive Committee meeting
14 April 2022	Meeting with Jonathan Higman
19 April 2022	SW Chairs Meeting
19 April 2022	Finance & Performance Committee meeting
19 April 2022	Somerset GP Provider Board Meeting
21 April 2022	Various colleague meetings
26 April 2022	PCN Board Meeting
27 April 2022	Finance & Performance + Patient Safety and Quality Assurance Meeting
28 April 2022	Governing Body Development Session

*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 Services and the vision for community hospitals in Somerset.
- We have focused on building relationships with community organisations linked to our hyper acute stroke services. We held a stakeholder event in March to update stakeholders on the programme of work and gain their feedback. Since we entered the pre-election period at the end of March, we have been limited by what public engagement activities we can undertake. We have focused on building one to one relationships with key groups as we plan for our next stakeholder engagement event in May.
- We held a stakeholder event in relation to Victoria Park Medical Centre, we provided an update on the progress of the programme.
- 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 2,904 followers (as at 30 April 2022) from a baseline of 0 in June 2019. Our Facebook engagement has improved and was up 35% and our page visits were up 44% in March. Our Twitter audience has also increased with 6,953 followers.
- Our interaction via our 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 April we achieved 260,688 impressions and 225 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 411 active members up from 407.
- We provided support for a number of engagement projects, enabling the public to have their say to improve and inform services. This included two Victoria Park stakeholder engagement events, Community Diagnostic Centres survey, and Fit for my future strategy engagement events.
- We worked with Healthwatch Somerset to engage with local people regarding same day urgent care services in West Somerset.
- 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 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 505 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' 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.

- 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.
- We launched our community pharmacy consultation campaign which includes social media, radio adverts and outdoor advertising.
- 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 biweekly 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 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.

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| <ul style="list-style-type: none">• As part of our ICS (Integrated Care System) development work, we have established a systemwide strategic ICS engagement leads group. |
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Key actions for the next reporting period

- Hyper Acute Stroke stakeholder engagement and ongoing engagement and communications as we plan for public consultation.
- Continue to deliver and evaluate our community pharmacy campaign.
- Ongoing development and delivery of our GP communications, 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, 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

March - April 2022

Patient and public engagement

24 people attended our key stakeholder events on the future of health and care services in Victoria Park

24 people attended our stakeholder engagement events on the future of health and care services for the local community in Victoria Park. Key stakeholders were invited to a stakeholder meeting and a drop in event. The sessions provided an update to interested members of the local community and were an opportunity for the local community to give feedback.

145 people provided their views on community diagnostic centres in Somerset

We asked people for their feedback regarding community diagnostic centres in Somerset. 145 people gave their views. This feedback will be used to inform the potential development of a community diagnostic centre in East Somerset

411 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:

Marnie's elderly parents are both housebound and need the Spring vaccination. Marnie was advised by 119 to ring PALS to book her parents boosters.

We did:

PALS were able to pass on the details to the relevant booking team.



You said:

Douglas and Janet have had their spring vaccinations and contacted PALS as the patient information said they needed a follow up vaccine.

We did:

PALS sought advice from the Vaccination Team who advised that they didn't need a 5th vaccine. The Vaccination Team offered to speak to the couple to reassure them.



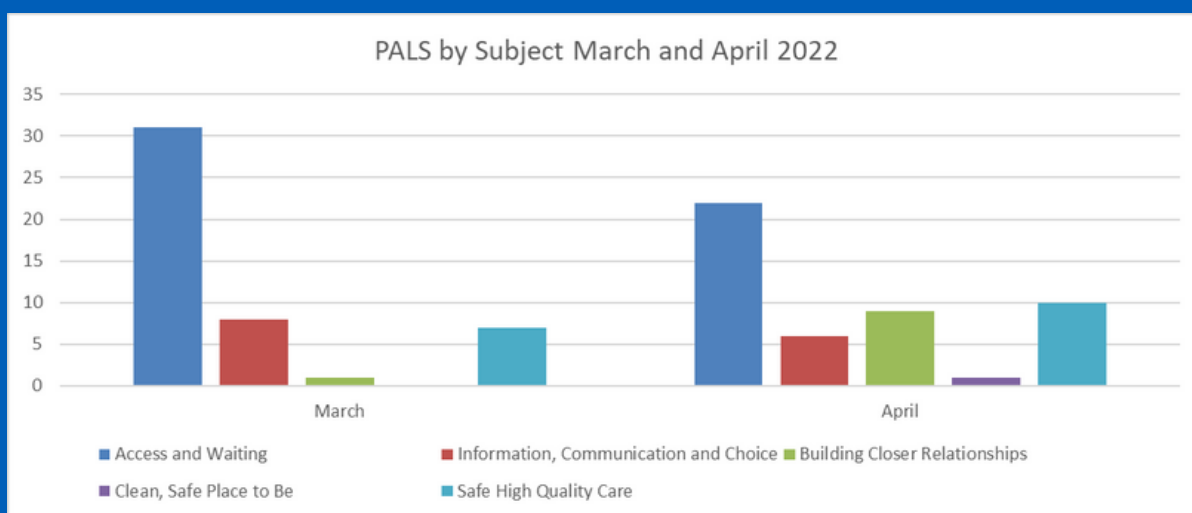
You said:



PALS received a thank you email.

"I must thank you for sorting out my missing vaccination record. It is now, at long last, on my medical records. I wish I'd known to contact you months ago. Thanks again."

95 PALS enquiries received (down from 120 last month)



PALS hot topics:

The covid-19 vaccination programme continues to be a top theme. Hot topics include:

- Covid-19 vaccines not recorded on patients' records
- Enquiries regarding covid-19 vaccinations for children
- Enquires regarding the Spring covid-19 booster programme
- Access to face to face GP appointments
- Breakdown of relationships – staff and patient
- Enquiries relating to access to services and procedures not normally funded by the NHS.

Digital engagement: March-April 2022



Website activity



▼ **74,288** sessions

▲ **68,180** 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
- NHS services under extreme pressure

Media



Top media coverage



HELP THE NHS TO HELP YOU THIS BANK HOLIDAY WEEKEND AND BE PREPARED

Are you prepared this bank holiday weekend? The NHS in Somerset is advising people to make sure they are prepared in advance of the extended break and are helping them to understand what's open during the May bank holiday so they can choose the right health services for their needs.



THE NHS IN SOMERSET ASKS PEOPLE TO MAKE SURE THEY ARE PREPARED THIS EASTER

The NHS in Somerset asks people to make sure they are prepared this Easter and choose the right NHS service for their healthcare needs.



THE HEALTH AND CARE SYSTEM IN SOMERSET IS UNDER PRESSURE

Health and social care services throughout Somerset are under extreme pressure, more significant than at any time during the COVID-19 pandemic

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.