

Report to the NHS Somerset Clinical Commissioning Group on 28 January 2021

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:	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

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 2020-31 December 2020

Jane Harris
Head of Communications and Engagement

Introduction

This communications and engagement report aim 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-31 December 2020. 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
- plans for the next reporting period against our communications and engagement objectives

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-31 December 2020).

Chair's activity report* (27 November 2020-28 January 2021)

Date	Event
02 December	Staff briefing
03 December	Meeting with Pat Flaherty, Chief Executive, Somerset County Council
04 December	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
07 December	Somerset Primary Care Commissioning Committee
08 December	South west Chairs meeting
09 December	Audit Committee
10 December	Staff briefing
11 December	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
16 December	Meeting between Chair and Vice Chair
17 December	NEDs meeting
17 December	Governing Body development session
06 January	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
06 January	Meeting with David Fothergill, Leader, Somerset County Council
06 January	Meeting with Colin Drummond, Chair, Somerset NHS Foundation Trust
07 January	Meeting with Paul von der Heyde, Chair, Yeovil District Hospital NHS Foundation Trust
13 January	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
13 January	Clinical Executive Committee
14 January	CCG/Local Medical Committee liaison meeting
20 January	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
26 January	1:1 with Dr Alex Murray, Clinical Director, Somerset Clinical Commissioning Group
27 January	1:1 with James Rimmer, Chief Executive, Somerset Clinical Commissioning Group
28 January	Governing Body 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 have supported Yeovil Connect (Yeovil's primary care network neighbourhood forum) to reach out and engage with other community organisations across Yeovil and ask what is working well and not so well in the town.
- 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 (a charity that supports adults with learning disabilities) and Maternity Voices Partnership to plan how we can work more closely together and bring the voice of their members into our engagement work.
- We supported the planning and attended the MIND mental health stakeholder forum.
- We held a Somerset Engagement and Advisory Group (SEAG) meeting virtually and have started to use new digital engagement tools such as breakout rooms and polls to hear from members.
- 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 delivered online media training to key colleagues with our partners at NHS England and Improvement to broaden our ability to positively respond to media enquiries and field appropriate spokespeople as well as ensuring guidance and support is available to colleagues.
- We continue to evolve our internal communications – our Weekly Wrap has a particular attention on health and wellbeing and how we can support each other during the continuing pandemic and the challenges of working from home.

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

- We were awarded a green star (outstanding) in the Patient and Community Engagement Indicator assessment 2019/20.
- We continue to promote recruitment to our Citizens' Panel and currently have 361 members.
- We continue to publish at least one patient story a month in our internal newsletter for colleagues.
- Our regular 10 steps to better engagement training remains suspended while we prioritise our response to the continuing pandemic. However, we are supporting the NHS England and Improvement team to review and develop the training further.
- We are supporting the joint engagement work with Somerset County Council on the Help to Help You and SEND agendas.
- We are working with colleagues and Somerset County Council to improve our engagement with carers, military personnel and veterans.
- We attended a number of webinars as part of Engage 2020, the NHS online engagement conference.
- We are members of the national NHS engagement practitioners' network.
- We are collecting 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 published the findings from our children and young people's mental health survey which gathered views about current and future services. 307 responses were received; 89% of which were from children and young people aged 8 to 18 years. This work was undertaken in partnership with Young Somerset. The feedback from this survey is directly informing our commissioning of these services.
- We have recorded feedback on our Think 111 First communications and used this feedback to develop our messaging.

Objective 3: to make sure everyone can access information about what we are doing and why we are doing it

- We have established our processes for translating information into other languages including British Sign Language.
- We launched our first two open letters to the people of Somerset to provide information, advice and reassurance. The first one was issued in November and signed by the four system Chief Executives (Somerset County Council, Somerset Clinical Commissioning Group, Yeovil District Hospital NHS Foundation Trust and Somerset NHS Foundation Trust). The second one was issued just before Christmas and also signed by the Chair of the Somerset Primary Care Board.
- We delivered three training sessions for colleagues on our website. There has been a significant amount of work invested into the website to improve accessibility for users, flow and layout and this work is ongoing to ensure we comply with accessibility guidance and user needs.
- We have moved all events and meetings online where possible as part of our response to Covid-19, however, we fully appreciate and understand that online solutions are not appropriate for all events and meetings or for all of our audiences. We ensure all meeting that we hold are accessible by phone as well as online.
- We continue to explore safe and accessible alternative ways of hearing from people in Somerset.
- We are continuing to refine and develop our weekly engagement bulletin, ensuring that we are sharing key communication messages with partners and stakeholders.

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

- 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 meet weekly with our county and district council partner communication leads to support system working and joint messaging.
- We facilitated a Somerset Engagement lead officers meeting and a South West engagement officers meeting to make sure

that we are sharing learning, identifying trends and maximising opportunities to work together.

- Our audience continues to grow steadily on Facebook. We have over 1,885 followers by 13 January 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 December 2020 reached over 9,000 people.

Plans for the next reporting period against communications and engagement objectives

Objective 1: to build trusted relationships with groups and individuals in Somerset

- We will start working alongside Spark Somerset to develop our comprehensive programme to map our stakeholders (both groups and individuals) ensuring that we have good coverage both geographically and for communities that are at risk of health inequalities. We are using the learning from our Fit for My Future engagement and consultation to identify gaps in our reach.
- We will connect with at least two new organisations a month that represent our communities and can share feedback on NHS services in Somerset.
- We hope to build on the model being developed with the Yeovil neighbourhood forum and the South Somerset West neighbourhood forum and expand into two other primary care networks, developing the model with local people and key stakeholders. However, we are aware that the current pandemic and Covid-19 vaccination programme roll out may affect this work.
- We plan to continue developing our relationship with Open Storytellers to explore communications that better meet the needs of adults with learning disabilities. This is driven by the results of our engagement which shows that adults with learning disabilities are more at risk of health inequalities during this pandemic.
- We will connect with the new Somerset disability engagement service, ensuring we support them in their work and listen to what they have been told.
- We will work with Diversity Voice and Somerset Diverse Communities to ensure our communications meet the needs of our BAME communities.

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

- We will continue to recruit to our Citizens' Panel and also explore new ways of engaging with our Citizens' Panel using the Bang the Table online platform.

Objective 3: to make sure everyone can access information about what we are doing and why we are doing it

- We will continue to develop our new website. Next steps include developing and providing how to guides for staff users, reviewing site users and access to the site and working with teams to understand their needs and their users requirements.

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

- The updated NHS 10 steps to even better public engagement training will be available soon. As soon as this is available and we have received training, we will reinstate regular engagement training for colleagues.
- We will further develop the advertising and promotion of the Governing Body meetings and supporting people to ask public questions.
- We will promote the #AskYourGB hashtag and make sure we are closing the loop by sharing the questions and answers not only on social media but also on our website and through our Engagement Bulletin.

Patient and public engagement

14 engagement events and stakeholder meetings

This has included discussions with Healthwatch Somerset about their upcoming NHS 111 report, Maternity Voices Partnership about how the engagement team can support their work and Open Storytellers about coproducing engagement and communications for adults with learning disabilities.

21 stakeholders attended our Somerset Engagement and Advisory Group

We asked members for their views on our Think NHS 111 First communication messages. They told us that:

- We should use Accident and Emergency (A&E) rather than Emergency Department (ED).
- Medical Professional is the preferred term when talking about clinically trained staff.
- "Get medical advice quickly" was the clearest message.
- As was "Get the right care, in the right place, at the right time".

We also heard from the Somerset Local Pharmaceutical Committee, Somerset Sight, Alzheimer's Society and Spark Somerset on their work across Somerset.

2 engagement projects have take place

We have worked alongside Yeovil Connect (a group of organisations who have come together to improve the lives of people of Yeovil, led by Yeovil Primary Care Network) to reach out to voluntary and community partners and better understand what people think is good and not so good about Yeovil. This will help the group decide a direction for community development going forward.

Healthwatch Somerset's readers panel have helped us to create our Patient information leaflet - Planning ahead: your Somerset treatment escalation plan.

Patient and public engagement

You said:

SEAG and our Citizens' Panel have told us how they would like to communicate with them about Think NHS 111 First.

We did:



We have used our learning from this feedback in our public communications including social media posts asking people to Think NHS 111 First

You said:

Joan was under the care of the Ear Micro Suction Service at Musgrove Park Hospital. During the summer she received a letter advising her that the service would now be delivered in the community. She contacted her GP practice who advised her to ring PALS.

We did:



We were able to advise that the new community service is now live and her GP will be able to refer her

You said:

Diana contacted us regarding her 80 year old husband Charles who has COPD and has had radiotherapy as to when he will have his Covid vaccine?

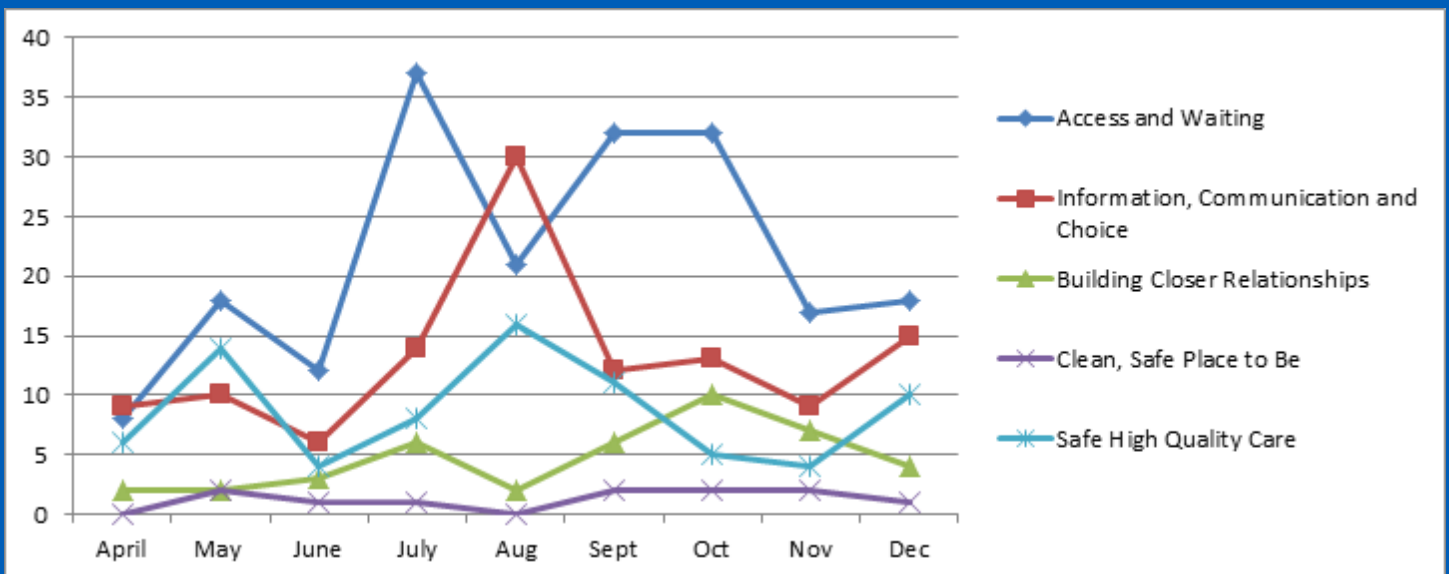
We did:



We assured Diana that Charles will be contacted and invited to have the vaccine. We are keeping our website up to date with information regarding the vaccine in Somerset.

87 PALS enquiries received (125 received in September and October 2020)

Trends:



Hot topics:

We received 21 enquiries about the Covid-19 vaccination programme in November and December. We are recording all feedback and enquiries and sharing these with Somerset NHS Foundation Trust who are leading on the vaccination programme. We are also using enquiries to create a frequently asked questions document.

Digital engagement



Website activity



44,000 sessions

22,593 unique users in December

Activity has increased significantly over the past few months due to improvements made to the layout and user journeys

Most popular pages:

- Covid-19 vaccination information and announcements
- Prescribing and medicines management
- Open letter to the people of Somerset

Media



24 media enquiries / requests for interview received

14 news release issued / pitches to journalists

Top three pieces of proactive coverage

- Launch of Covid-19 vaccination programme in Somerset (local and regional coverage)
- Michael Eavis receives his Covid-19 vaccination (local, regional and national coverage)
- Open letter to the people of Somerset (November edition and Christmas edition) (local and regional coverage)

Supporting the Covid-19 vaccination programme

On 09 December 2020 we started rolling out the biggest vaccination programme in the nation's history in Somerset.

Our Covid-19 vaccinations started at Yeovil District Hospital NHS Foundation Trust which was one of the first 50 hospital hubs in the country. Jean Cook, aged 84, was one of the first people in Somerset to receive the Covid-19 vaccine.



From 15 December 2020 our GP-led community vaccination sites launched.

With a fortnight nine of our thirteen primary care networks had completed the first round of their vaccination programme.

Our four remaining primary care networks will start their vaccination programme in early January 2021.

We celebrated the last day of 2020 by vaccinating Glastonbury Founder Michael Eavis, 85, at the Mendip District Council offices.

Between the start of the Covid-19 vaccination programme on 09 December and the end of this reporting period (31 December) the communications team delivered the following:



11 media enquiries

4 media releases issued

38 social media posts

55 posts in community Facebook groups