

Report to the NHS Somerset Clinical Commissioning Group on 25 November 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
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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
- Somerset Winter communications campaign overview
- Somerset GP access and pressures communications campaign overview.

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 September 2021- 31 October 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 September 2021- 31 October 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 September 2021- 31 October 2021).

Chair's activity report* 01 September 2021- 31 October 2021

Date	Event
1 September	Clinical Executive Committee (CEC) Meeting
14 September	CCG Annual General Meeting
23 September	CCG Governing Body Meeting and Development Session
29 September	Meetings with West Somerset Practices
30 September	ICS Shadow Board Meeting
5 October	South West Chairs Fortnightly Meeting
6 October	Health and Wellbeing Executive Meeting
19 October	South West Clinical Chairs Meeting
19 October	Primary Care Board Meeting
21 October	CCG Development Session
27 October	Improving Access and Support to General Practice

*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 held a public webinar to hear the findings from our engagement on the early thinking on the future community health and care services for people in Somerset. This included releasing the engagement findings report. The webinar is available to view on the Fit for my Future website.
- We ran face to face and online engagement events for former patients and stakeholder of Victoria Park Medical Practice.
- At a Somerset Engagement and Advisory group meeting we asked members for their views on the 10 principles for Integrated Care Boards (ICBs) to use when developing their arrangements for working with people and communities and whether they felt these met the needs of the Somerset system.
- We are providing communications and engagement guidance and support to Somerset NHS Foundation Trust as we develop the vision for community hospitals in Somerset. This included supporting the facilitation of three stakeholder events in September.
- 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 continue to listen to stakeholder and public feedback about the vaccination programme and provided them with answers to their questions and communications they can share.
- We continue to support the Somerset Covid 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, COVID updates, 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 staff briefings – staff are all encouraged to raise questions and provide feedback through these briefings.
- We continue to develop our weekly primary care update for our 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.

- 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.
- Our social media audience continues to grow steadily. On Facebook we now have over 2,546 followers (as at 31 October 2021) from a baseline of 0 in June 2019. Our Twitter audience has also increased and we now have 6,761 followers.
- Our 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

- We worked with both Trusts and Healthwatch Somerset to run a joint engagement project, speaking to people in our Emergency departments about brought them to the emergency department and whether they accessed other services beforehand. Together we heard from 283 people.
- 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 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

- 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 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 are working 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.
- We continue to run a radio and digital campaign through Heart Radio aimed at parents as part of the Stay Well Somerset and Think NHS 111 service campaigns and we are continuing to develop activities as part of a further Stay Well Somerset this winter campaign. This will include 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 hold a weekly 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.
- 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.
- We continue to support the communications and engagement SEND agenda, working closely with Somerset County Council.
- We continue to support a number of communication projects, supporting colleagues across the CCG.
- 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

- Launch of our winter communications campaign Stay Well Somerset this winter, which includes a focus on stay well, stay informed, stay active, stay warm, stay connected. Development of resources to support this campaign.
- Ongoing development and delivery of our GP access and pressures communications campaign, continuing to support our primary care colleagues with public communications and system messages regarding primary care pressures including continued focused support to individual practices.
- Support the development and 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.
- In collaboration with partners we are developing our ICS engagement principles and beginning work on developing the Integrated Care Board (ICB) engagement strategy.
- Continue 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.
- Continue to develop the website to improve the content and ease of access, ensuring compliance with Government accessibility guidelines.
- Continue to support the communications and engagement for the future vision of community hospitals in Somerset.
- Lead the 'working with people and communities' worksteam of the ICS development this includes beginning the development of the ICB website.

Patient and public engagement

106 responses to our engagement about the closure of Victoria Park Medical Centre

We ran 3 drop in sessions at Victoria Park Community Centre and hosted an online survey to ensure we heard the views of former patients and stakeholders about the closure of the practice. The drop in sessions and survey enabled people to discuss the future of the Victoria Park Medical Centre site as well as individual experiences of accessing GP services since the centre closed.

283 people attending our Emergency Departments spoke to us about why they were there

Due to the increased pressure on emergency departments across our local hospitals, we worked with Healthwatch Somerset and local hospital trusts to find out from people what had brought them to the emergency department and whether they accessed other services beforehand. The findings from this engagement has been used by our urgent care operational group.

50 people attended our public webinar to hear the findings from our engagement on the early thinking on the future community health and care services for people in Somerset

On Monday 27 September we held an online information session where we outlined the findings from our initial engagement, set out the actions which have been taken following the feedback, and talked through the next steps. 50 people attended the event.



Patient and public engagement

You said:

Our Citizens' Panel told us what Healthy Weight means to them and what we should be doing to help people maintain a healthy weight

We did:



The findings from the panel are being used by the Healthy Weight Alliance to plan consistent messaging across partner organisations

You said:

Silvana contacted us as she was 40 week pregnant and English is not her first language. She was admitted to Musgrove and was finding it very difficult communicating how she was feeling. She said her English was not proficient to understand or communicate her needs.

We did:



We contacted PALS at the trust who arranged for Silvana to have an interpreter.

You said:

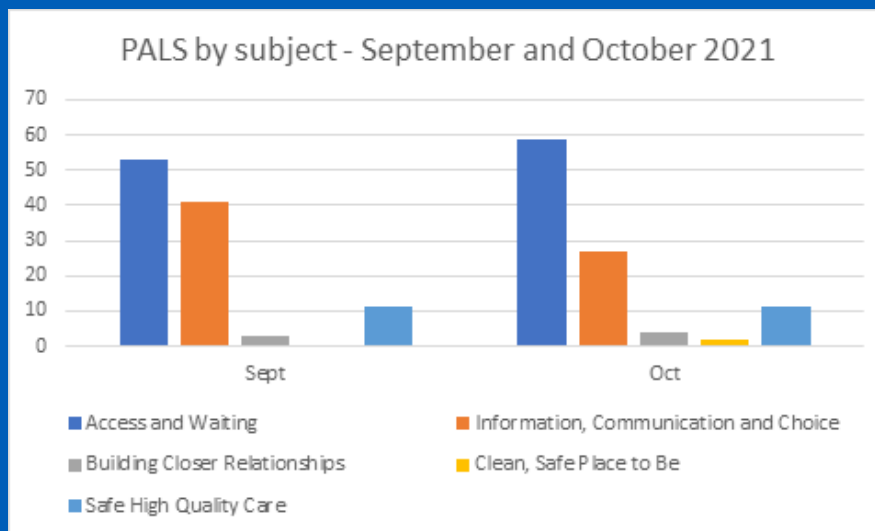
Doreen contacted PALS as her one of her vaccines was not recorded on her Covid App. She had been trying to get the matter resolved for a month though the Vaccine Data Resolution Service to no avail as she was due to travel abroad for her daughter's wedding.

We did:



We worked with our colleagues at the Somerset Covid Vaccination Team who amended the information. Doreen attended her daughter's wedding and thanked all those involved.

211 PALS enquiries received (up from 211 in August and September)



Hot topics:

The Covid Vaccination Programmes continues to be a top theme. We are hearing that:

- Patients are having difficulty getting third primary doses.
- We are also receiving enquires about covid boosters for people who are housebound.
- The service is also receiving queries regarding boosters for patients who have had their first and second vaccines in one of the three nations.
- Issues relating to the NHS Covid app that can't record vaccines administered in Scotland, Wales and Northern Ireland.
- We have also had queries regarding walk in clinics.

Digital engagement: Sept-October 2021



Website activity



89,000 sessions

63,000 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
- NHS COVID-19 Pass information
- News - COVID-19 vaccinations at Firepool

Media



Top media coverage



BBC Radio Somerset - GP access

BBC Radio Somerset interview with Dr Ed Ford

focusing on GP access and pressures - September 2021



Health and care services in Somerset continue to be under pressure – choose well

Health and care services in Somerset are currently experiencing high demand across all healthcare settings, meaning GP surgeries, hospitals, accident and emergency, community health services, mental health services, social care and our ambulance service are all very busy.



Hear the findings from our engagement on the early thinking about the future community health and care services in Somerset

People are now invited to attend an online information session on Monday 27 September.



Invite to attend a series of drop-in engagement events at Victoria Park Medical Centre

Former patients and stakeholders who represent the local community are invited to attend a series of engagement events in October, which will discuss the future of the Victoria Park Medical Centre site as well as individuals' experiences of accessing GP services since the centre closed.

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 job and booster vaccinations, with a strong focusing on reaching vulnerable communities.

Somerset Winter campaign activity overview – November

Past months' activity



- Parent focused Somerset Heart Radio campaign
- Parent focused targeted online paid for adverts
- Outdoor Choose Well adverts across bus stops, train stations and kiosks in Somerset
- Suite of videos including MIU, 111 First, Pharmacy promotion
- Targeted organic and paid for social media campaign
- Resources shared with GP practices
- [Winter campaign and Parent zone](#) pages live on CCG website
- [GP access poster](#) and [accompanying socials posts](#).

Media



- [Flu press release](#)
- [COVID-19 boosters](#)
- [YDH rising COVID-19 patients at 'very busy' hospital](#)

Key topics



- Tips to stay well this winter
- Get your winter vaccinations
- Use services wisely, promotion of Choose Well
- Self care
- Digital services
- Pharmacy first
- 111 First
- MDT team promotion
- Hospital discharge – pick up your loved ones and do you still need your care at home
- RSV advice
- High demand across services - managing expectations
- Tourists on holiday should access their own GP
- How primary care services are working differently
- Be patient, be kind
- Continue to follow infection prevention measures
- Thank you.

Resources



- [Resources for GP practices](#)
- Stay Well Somerset campaign assets including videos and social media plaques

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- #StayWellSomerset
- #StayActiveSomerset
- #StayInformedSomerset
- #StayWarmSomerset
- #StaySafeSomerset
- #StayConnectedSomerset

Planned



- Topic focus each week linked to regional
- Further updated resources including videos
- GP access video
- Further targeted outdoor campaign
- Updated Heart radio campaign
- Updated 'Digital Everywhere' adverts
- Targeted organic and paid for social media
- Proactive media releases.

Somerset Winter campaign overview – under development



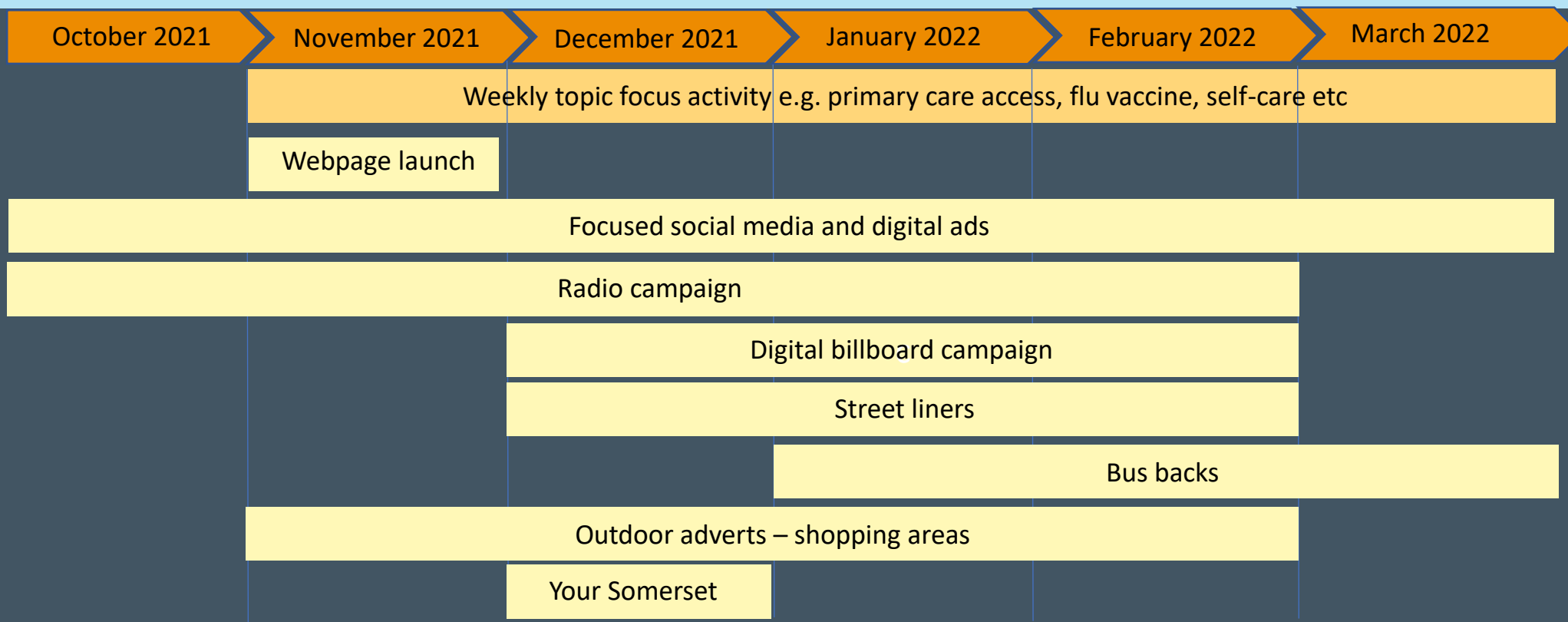
Somerset
Clinical Commissioning Group

Comms objectives: encourage the public to stay well inc. taking up vaccines, ensure the public know what services to use and when, maintain public confidence in the NHS

Key metrics: vaccine uptake, access statistics, social media monitoring, advertising metrics

Outline strategy: By highlighting the unique challenges facing the NHS in Somerset this winter to galvanise the public and staff into taking the action needed – linking to national and regional campaigns.

High-level critical path



Primary care access and pressures campaign activity overview

– October



Past 2 months' activity

- Individual comms support to practices
- Resource toolkit shared with GP practices including new GP access communications
- Updates in GP bulletin
- Suite of videos including 111 First, Pharmacy promotion
- Targeted organic and paid for social media campaign
- Parent focused Somerset Heart Radio campaign and targeted online adverts
- LD health check promotion
- Outdoor Choose Well adverts and advert in 'Your Somerset'

Media

- BBC Somerset interview with Dr Ed Ford – September
- System under pressure press release – September
- Bank holiday choose well press release – August.

Key topics

- How primary care services have changed
- Be patient, be kind
- Continue to follow infection prevention measures
- Get your winter vaccinations
- Digital services promotion
- HANDi app promotion
- MeToo app promotion
- MDT team promotion
- Thank you
- Raise awareness and promotion of Choose Well messages and range of options
- Self care
- Pharmacy first
- 111 First
- RSV advice for parents
- High demand - managing expectations
- Tourists on holiday should access their own GP.

Resources

- [Patient focused comms toolkit](#) for practices including new [GP access leaflet](#)
- [Suite of videos](#)
- Radio interview media file.

Planned

- GP access video
- GP access poster and social plaques
- Stay Well Somerset winter campaign, taking an 'every contact counts' approach, focus on a specific topic each week linked to regional comms
- Updated resources and toolkits for winter
- Updated suite of winter videos
- Targeted outdoor winter campaign including bus stops, train stations and kiosks and 'digital everywhere' online
- Updated Heart radio winter campaign
- Updated 'Digital Everywhere' online winter campaign adverts
- Targeted organic and paid for social media
- Proactive media releases.