

Report to the NHS Somerset Clinical Commissioning Group on 30 June 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 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 is the Communications and Engagement report, and the 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			
Safeguarding	N/A			
Privacy	No issues for information sharing.			
Engagement	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			
Sustainability	N/A			
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 May 2022 - 31 May 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 May 2022 – 31 May 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 May – 31 May 2022).

Chair's activity report* (1 May 2022 – 30 June 2022)

Date	Event
03/05/22	SW Chairs fortnightly meeting
04/05/22	Health and Wellbeing Executive Officers Meeting
	CEC Meeting
17/05/22	SW Chairs fortnightly meeting
	Somerset GP Provider Board Meeting (Monks Yard)
18/05/22	CEC Check-in Meeting/Development Session
19/05/22	Primary Care Practice Review Meeting
	CCG/LMC Liaison Meeting
26/05/22	Governing Body Meeting
31/05/22	SW Chairs fortnightly meeting
01/06/22	CEC Check-In Meeting/Development
09/06/22	Primary Care Practice Review Meeting
	Colleague Briefing
14/06/22	SW Chairs fortnightly meeting
15/06/22	CEC Meeting
16/06/22	Primary Care Practice Review Meeting
	Governing Body Meeting
	Additional Finance and Performance Committee Meeting
21/06/22	SEND Improvement Board Meeting
22/06/22	Patient Safety and Quality Assurance Committee Meeting
23/06/22	CCG/LMC Liaison Meeting
	Primary Care Practice Review Meeting
28/06/22	SW Chairs fortnightly meeting
30/06/22	Final Governing Body Meeting
	CCG Annual General 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, Neuro rehabilitation and Hyper Acute Stoke Services.
- We have continued to focus on building relationships with community organisations linked to our hyper acute stroke services. We held a further stakeholder event in May to update public and patient stakeholders on the programme of work and gain further feedback.
- 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 engagement and communications guidance to our GP member practices to support clear messaging to patients.
- We support staff to undertake positive, proactive media activity. Supporting staff and clinicians to take part in media opportunities.
- Our social media audience continues to grow steadily. On Facebook, we now have over 2,933 followers (as at 31 May 2022) from a baseline of 0 in June 2019. Our Facebook engagement has improved and was up 14% and our page visits were up 11% in May. Our Twitter audience has also increased with 6,983 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 May, we achieved 413,816 impressions and 229 post interactions. We have also started conducting quick polls which are proving popular, polls in May focused on mental health and hand hygiene.

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

- We attend the Southwest Engagement Leads network meetings to ensure we share best practice and learning from others in our region.
- 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.
- We provided support for a number of engagement projects, enabling the public to have their say to improve and inform services. This included a survey on the community pharmacy consultation service in Somerset which received 449 responses, attendance at community groups related to our hyper acute stroke engagement.
- We joined Healthwatch Somerset on their Somerset Roadshow to engage with local people. The roadshow visited community venues across the country. Healthwatch Somerset gathered feedback on GP websites and digital access and asked people what health and care issues matter to them most. We asked for feedback on our community pharmacy consultation service.
- 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 480 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 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.
- 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 continued 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.
- 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 ICS engagement leads group.

Key actions for the next reporting period

- Hyper Acute Stroke stakeholder engagement and ongoing engagement and communications.
- Continued delivery and evaluation of 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 focus offering support to individual practices.
- Support communication and engagement for the continued development and roll out of the Somerset covid vaccination programme.
- Continue to provide engagement and communication support for the Fit for my Future programme of work including hyper acute stroke, neuro rehab and West Somerset same day urgent care.
- Continued delivery Engagement and Communication elements of the CCG to ICB transition including:
 - Continue to develop our Integrated Care Board (ICB) engagement toolkits.
 - Development and launch of the ICB website and ICB social media channels.
 - Development of the Fit for my future website and social media channels.

Spotlight

A bi-monthly review of our communication and engagement

May 2022

Patient and public engagement

14 people attended our hyper acute stroke public and patient stakeholder event in May

14 people attended our hyper acute stroke public and patient stakeholder meeting. We provided an update on the programme of work and participants had the opportunity to provide feedback and ask questions.

449 people completed our survey providing feedback on the community pharmacy consultation service in Somerset

We asked people to provide feedback on the community pharmacy consultation service in Somerset. 449 people answered our survey. The feedback is being analysed and the report will be shared with the programme team.

411 people are 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:

Charles and Alison visited Clarks Village for their covid-19 vaccination. Charles contacted PALS to say the signage for the centre was very hard to see, making the centre hard to find.

We did:

This was raised with the team and clearer signage has been put in from the car park to the vaccine clinic.



You said:

Fred contacted PALS as he required the Astra Zeneca covid-19 vaccination and 119 were unable to tell him where he could get this vaccine.

We did:

He contacted PALS and the Booking Team arranged for him to have the Astra Zeneca vaccine.



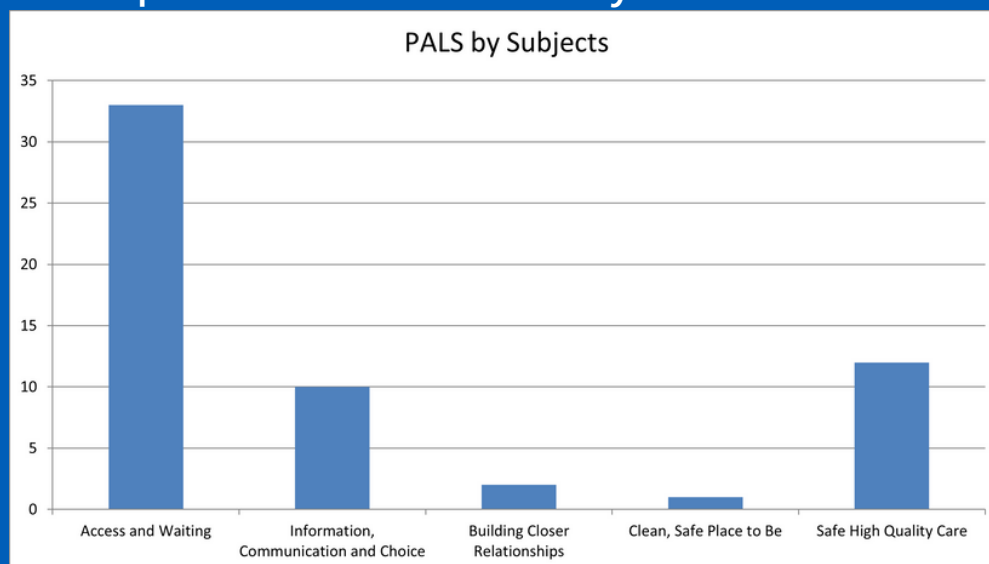
You said:

PALS received a thank you email.

"Thanks for sorting this, they have now been in touch and it's all booked in. Thank you very much for your positive, can do attitude and helping me out, you're a credit to the CCG and NHS in general."



58 PALS enquiries received in May



PALS hot topics:

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

- Vaccines for our housebound patients
- Enquiries regarding the spring booster programme
- Missing vaccine information on Covid Pass
- Waiting times for mental health services
- Enquiries relating to access to services and procedures not normally funded by the NHS
- Breakdown of relationships between staff and patients.

Digital engagement: May 2022



Website activity



▼ **36,671** sessions

▼ **25,159** unique users

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

Most popular pages:

- COVID-19 vaccination information and announcements
- Prescribing and medicines management
- Community pharmacy page

Media



Top media coverage



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

The NHS in Somerset asks people to make sure they are prepared for the Jubilee bank holiday weekend and choose the right NHS service for their healthcare needs.



THINK PHARMACY FIRST

Our Think Pharmacy campaign includes an extensive campaign to promote the community pharmacy consultation service in Somerset.

This included local press coverage.



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.