

Report to the NHS Somerset Clinical Commissioning Group on 23 September 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.

The report also includes the following annual reports for 2020-21:

- Engagement annual report
- Annual review summary.

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 July 2021- 31 August 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 July 2021- 31 August 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 July 2021- 31 August 2021).

Chair's activity report* (01 July 2021- 31 August 2021)

Date	Event
01.07.21	Governing Body Development Seminar
07.07.21	Clinical Executive Committee
08.07.21	CCG/LMC Liaison Meeting
13.07.21	South West Chairs Meeting
13.07.21	Visit to East Quay Medical Practice
13.07.21	Meeting with Councillor Frances Nicholson
14.07.21	Colleague Briefing
14.07.21	Meeting with Colin Drummond, Chair of SFT
15.07.21	Health and Wellbeing Board Meeting
21.07.21	Clinical Executive Committee Development Session
22.07.21	Governing Body Meeting
22.07.21	Governing Body Development Seminar
27.07.21	Primary Care Board Meeting
28.07.21	Meeting with David Fothergill, Leader Somerset County Council
10.08.21	South West Chairs Meeting
10.08.21	Meeting with Councillor Frances Nicholson
11.08.21	ICP Strategic Discussion Meeting
12.08.21	Dermatology Re-Accreditation
18.08.21	Meeting with Dr Berge Balian
18.08.21	Meeting with Paul von der Heyde, Chair of YDH NHS FT

*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 are providing communications and engagement guidance and support to Somerset NHS Foundation Trust as we develop the vision for community hospitals in Somerset.
- We have organised and facilitated two “Growing capacity in our system workforce through volunteering” webinars aimed at bringing NHS, local authority and VCSE organisations working with volunteers closer together.
- 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 are developing and using 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.
- We support staff to undertake positive, proactive media activity in relation to our COVID-19 response and system working.
- 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 2,490 followers (as at 31 August 2021) from a baseline of 0 in June 2019. Our Twitter audience has also increased and we now have 786 followers.
- We have also created a CCG account on the social media platform Next Door, this enables 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 are working alongside the Carers Strategic Partnership Board to find and fund an organisation who can develop a proactive and robust carers engagement service.
- We are working with the urgent and emergency care team, Healthwatch and both Trusts to plan emergency department engagement to better understand why people have chosen to attend and what actions that have taken before attending an emergency department.
- We are supporting the Cancer team to better engage with adults with learning disabilities.
- We continue to develop our online engagement platform and have undertaken a survey on “healthy weight” for the integrated care team during this time. We have also planned our next survey on elective care with the planned care team that is now live.
- 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 enquiries and mass vaccination queries.
- 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.
- We are using positive feedback of people’s COVID-19 vaccination experiences through social media to address vaccination queries, concerns and questions and influence messaging.

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 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 developed 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.

- 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 are running 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 choose well campaign.
- 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.
- Our communications team continue to work together creatively and proactively to create original, shareable content for our social media channels. Our top performing boosted social media post in August 2021 reached nearly 4,000 people – sharing information on the COVID-19 vaccinations for over 16-year-olds taking place in Bridgwater.
- Our number of Facebook CCG page visits was up 21% in July with over 832 people visiting our Facebook page.

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

- We are developing a relationship with the Royal United Hospitals (Bath) public experience team to ensure we are sharing information and intelligence on the public voice in the Northeast of the county.
- We delivered our second Equality and Engagement training session to CCG colleagues.
- We hold a weekly communications comms 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, this has included Learning Disabilities, Long Covid support service, and the MeeToo app launch.
- 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

- Support the development of our winter communications plan - including flu vaccinations, COVID-19 vaccinations, recovery and stay well messaging - working with our system and regional partners to deliver robust communications campaigns.
- In collaboration with partners we will develop our ICS engagement principles and start work on the Integrated Care Board (ICB) engagement strategy.
- Two public webinars; our AGM and our community settings update session.
- Findings from our Choice in elective care and emergency department engagement projects.
- 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.
- Work with our system and regional colleagues to continue to develop and deliver communications to support system pressures.
- 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 support our primary care colleagues with public communications and system messages regarding primary care pressures.
- 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.

Patient and public engagement

7 colleagues have attended Equality and Engagement training

We have designed and are now delivering monthly Equality and Engagement training to system colleagues that set out our legal duties to involve the public in our work.

88 Citizen's Panel member shared their views on healthy weight

We asked our Citizens' panel members what Healthy Weight means to them and what support they would like to see to help them maintain a healthy weight. This will be used to inform the Healthy Weight Model for Somerset.

20 people attended our "Growing capacity in our system workforce through volunteering" webinars

We facilitated two webinars that explored what we have learnt about the benefits and challenges of volunteering within the health and social care system in Somerset. We used this to consider how we could work better together to create opportunities which grow and support volunteering as we develop our 'system thinking'.



Patient and public engagement

You said:

Brian contacted PALS as he has extreme anxiety about going into buildings. He has been putting off having his Covid vaccination because of his anxiety.

We did:



We arranged for him to have his vaccination in his car at the Vaccination Centre.

You said:

Joan has had her 2 Covid vaccines and is planning to travel to see her son overseas. She tried to download the NHS App and the record did not have her second vaccine recorded.

We did:



Our colleagues at the Somerset Covid Vaccination Team amended the record.

You said:

53 year old Jackie has not been vaccinated as she is worried about the vaccine. She also has anxiety and panic attacks. She has now decided to have the vaccine and asked if we could arrange for her to speak to one of the clinicians at the Vaccination site.

We did:

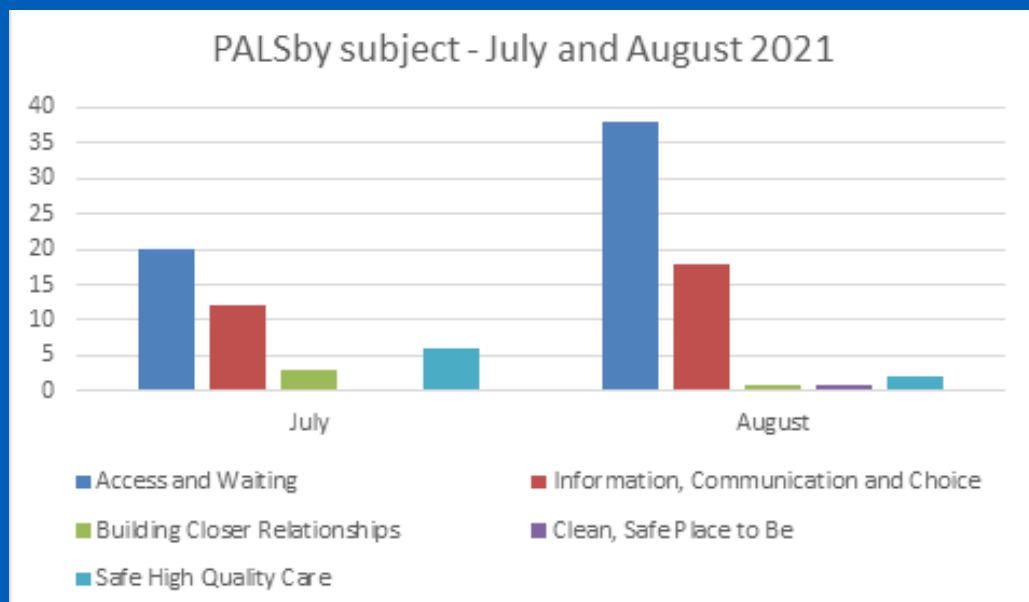


We contacted the Clinical Lead who saw Jackie prior to her having the vaccine. Jackie thanked PALS.

179

 PALS enquiries received

Trends:



Hot topics:

Access to services continues such to be a top theme including

- Appointments/waiting times
- Access to Services
- Access to health records
- Information

Vaccinations continue to be a really hot topic for PALS and enquiries. We have been recording all vaccination queries and using these to inform our communications.

Digital engagement: July-August 2021



Website activity



93,000 sessions

121,553 unique users July-August

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 - pop up walk covid vaccination in Tauton
- NHS COVID-19 Pass information

Media



Top three pieces of proactive coverage



Choose Well this August bank holiday

Now that many COVID-19 restrictions have lifted and we are out and about this summer, NHS services are extremely busy. You can help us help you this August bank holiday by making sure you 'Choose Well' and if you are injured or unwell, use the health service that best meets your needs.



Continue to wear your mask when accessing healthcare services

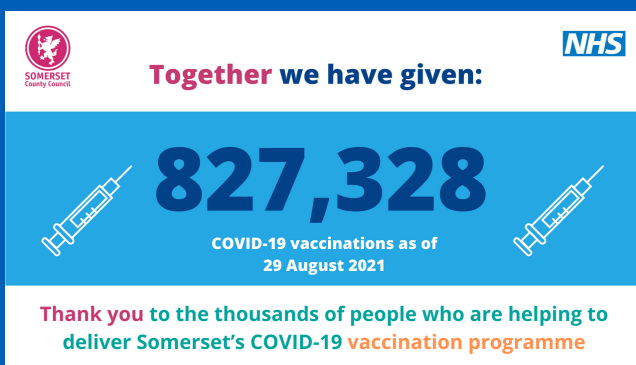
NHS in Somerset reminds people to wear their masks when accessing healthcare services.



COVID-19 vaccination big push weekend

Over eight million vaccinations have now been given in the South West, and 16 and 17 year olds are being encouraged to #Grab-a-Job at walk in clinics across the area.

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 an incredible 827,328 doses of the lifesaving COVID-19 vaccinations.



Any adult aged over 18 can book their COVID-19 job through the National Booking Service or they can grab a job through a series of walk-in clinics. Many walk in clinics are also available for those aged over 16.

Work has continued across the county to offer people their COVID-19 job through a number of pop-up clinics at local employers and in community locations to encourage uptake.