

Report to the NHS Somerset Clinical Commissioning Group on 30 January 2020

Title: Chairman’s Report incorporating Communications and Engagement Report	Enclosure E
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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 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
	-	-	-	-

Communications and engagement report

01 November 2019-31 December 2019

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 2019. 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

We have now merged the Fit for My Future and CCG communications and engagement teams together to form one team. The new team structure is appended to this report.

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 2019) and is appended to this report.

Chair's activity report (28 November 2019-29 January 2020)

Date	Event
03 December 2019	Clinical Executive Committee meeting, Yeovil
04 December 2019	Meeting with Governing Body practice representatives, Yeovil
05 December 2019	Health and Wellbeing Board development workshop, the Library, Taunton
05 December 2019	Review meeting with NHS England and Improvement
11 December 2019	Health and Wellbeing Board executive meeting, County Hall, Taunton
11 December 2019	Meeting with David Fothergill, Leader of Somerset County Council, Taunton
11 December 2019	SEND meeting, County Hall, Taunton
12 December 2019	Finance and Performance Committee, Yeovil
16 December 2019	Directors away day, Yeovil
17 December 2019	Regional meeting for Chairs and Chief Executives (South), London
18 December 2019	Neuropaediatrics / behaviour service workshop, Bridgwater
19 December 2019	Governing Body development session, Yeovil
19 December 2019	Meeting with Non-Executive Directors, Yeovil
19 December 2019	Meeting with Dr Meredith Kane, Medical Director, Yeovil District Hospital
08 January 2020	Clinical Leads development session and workshop, Yeovil
09 January 2020	Health and Wellbeing Board development workshop, Quaker Meeting Room, Taunton
09 January 2020	Meeting with Colin Drummond, Chair, Taunton and Somerset NHS Foundation Trust and Somerset Partnership NHS Foundation Trust
14 January 2020	NED 6 month review meeting, Yeovil
15 January 2020	Meeting with David Fothergill, Leader of Somerset County Council, Taunton
15 January 2020	NED 6 month review meeting, Yeovil
16 January 2020	Health and Wellbeing Board, the Library, Taunton
16 January 2020	Extraordinary meeting of the Governing Body, the Library, Taunton
22 January 2020	Dermatology service re-accreditation visit, Taunton
22 January 2020	Somerset Board to Board meeting, Westlands, Yeovil
23 January 2020	LMC/CCG liaison meeting, Crown Medical Centre, Taunton
23 January 2020	Patient Participation Group Chairs Network meeting, Yeovil
28 January 2020	Meeting with specialist registrar, Yeovil

Delivery against communications and engagement objectives

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

Identify key groups and individuals and make sure we are engaging effectively with them

We have continued our comprehensive programme to map our stakeholders (both groups and individuals) and identify any gaps in how we engage and communicate with groups and people. We continue to develop our stakeholder database.

We have completed detailed stakeholder mapping for the mental health public consultation and the forthcoming engagement around community based health and care services.

Building relationships with groups and individuals

We are supporting the development of the Yeovil neighbourhood forum which is led by the Primary Care Network Clinical Director and involves NHS providers including primary care, local councils, voluntary, community and social enterprise partners and patient participation group chairs.

We continue to develop our quarterly stakeholder newsletter for county, district, town and parish councillors and other key stakeholders which shares our successes, developments and challenges. Two issues have been published so far and a further issue is due to be published this month. This month's issue will focus on the Fit for My Future programme.

We are developing a community asset based approach to support our engagement for Fit for My Future which will directly inform all our engagement work going forward. We are mapping groups against our demographic information and also protected characteristics to make sure we reach as many people as possible and listen to what they have to say.

Develop programme of outreach into seldom heard/listened to groups

Our Engagement team continue to build relationships with Our Voice to connect with people with learning disabilities in Somerset and are working proactively with them to make sure their voice is heard and that they are kept informed and engaged on relevant health issues and service delivery.

We are further developing our work with Somerset Community Council on in-reach work with BAME groups and communities.

Review and refresh current engagement communications

We are reviewing how we use our social media channels to engage with stakeholders, collect feedback and stories and feed this back. We are piloting an approach for this with the mental health public consultation and the learning from this will directly inform our approach across the organisation.

Develop systems and processes for collecting patient feedback and stories and using them in our commissioning work

We are continuing to develop a process for capturing patient stories and feedback more effectively and developing our you said, we did process for sharing feedback and outcomes. See the Spotlight dashboard for further information.

We are exploring the use of an online platform to support us to hear the patient and carer voice more effectively and engage in multi-directional conversations. We are also considering how we can engage more effectively offline to reach those who do not have internet access (or do not wish to engage with us online).

Engage our GP member practices in regular conversations

We continue to support the primary care team to deliver quarterly GP member practice roadshows.

We are developing a communications and engagement toolkit to support our GP practices with material service change.

Engage our staff in regular conversations about how we communicate and engage with them

We have continued to develop our internal weekly e-newsletter and gather feedback from staff quarterly through our regular Pulse Check of our internal communications with staff. See the Spotlight dashboard for further information.

We have continued to support the High Performing Organisation work programme work including work around culture, values and behaviour. We have developed and introduced a thank you card for staff to express their gratitude to colleagues, system partners, patients, our People Champions and anyone who is supporting them in their work. This has been very well received.

Review our media relations

We continue to build a database of local, regional and national journalist contacts.

We have supported a number of staff to undertake positive, proactive media activity in relation to winter pressures and system working.

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

Support staff to understand the purpose and value of high quality engagement

We piloting our communications and engagement toolkit to support our GP member practices.

We continue to support practices in Wells and North Petherton with communications and engagement around proposed mergers, include bespoke media interview training for Wells. We are continuing to support Beckingham Family Practice with communications and engagement in relation to a branch surgery in Freshford.

Train and develop our staff to be confident in engaging with all audiences and supporting them to understand the power of patient and public engagement

Two of our team participated in Train the Trainer sessions for the 10 steps to better engagement training in mid-November. Following this, we held our first 10 steps to better engagement training session for commissioning staff and system partners. This training is now available to all our staff and is being offered on a regular basis.

We received very positive feedback from our first participants who said “fantastic course, learnt a lot of new knowledge” and termed the course “a very useful learning opportunity”.

Learn from good practice and what is working well elsewhere in the county and country

Our Somerset Engagement Leads network met to share good practice, identify opportunities for collaboration and joint working and to provide peer support.

Team members attended the Yeovil District Hospital patient and public involvement meeting to share learning and good practice.

Develop how we bring the patient voice into our organisation

We have undertaken extensive work to prepare for the IAF assessment (assessment window February-May 2020). This has included restructuring and refreshing the content of our Get Involved pages on our website, sourcing more ‘you said, we did’ evidence and developing a ‘if Somerset were a village of 100 people’ infographic (currently in design).

We held our first induction session for our People Champions in conjunction with a special thank you event and lunch.

We continued to work with our commissioning managers to identify opportunities for People Champions within their work.

We have continued a scoping exercise to map all the activity and workstreams that our People Champions are involved with throughout the organisation and within the wider Somerset system.

Capturing the patient and public voice

We continue to develop our reports for the Governing Body.

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

Develop a common language which is simple, easy to understand and engaging and which promotes a shared understanding

We tested our mental health consultation materials with the Healthwatch Somerset reading panel.

Develop accessible communications channels and documents

We are captioning all images and videos on social media to make them more

accessible.

Establish closer relationships with local media to reach those without access to the internet

We piloted the creation of ready-made content on prevention and health messaging for parish bulletins and local businesses through our winter communications plan.

We continue to develop our proactive media planner to make sure we are sharing information in a timely manner.

Making sure public information is current and accurate, providing consistency across the system

We continued our planning for a new website. See objective 4 for more information.

Making events and meetings more accessible

We are making sure that we are holding evening and weekend events to support consultation and engagement for Fit for My Future.

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

Supporting people to hold us to account

We continue to actively promoting our Governing Body meetings on social media and through our Engagement Bulletin. We are offering people the opportunity to #AskYourGB through social media or by emailing questions to the Engagement team prior to the meeting. We are live-tweet the public questions and answers during the meeting.

Working with system partners to share our common vision for NHS services in Somerset and maximise engagement and understanding

We continue to meet regularly with our system communications leads both on the Fit for My Future programme and also on winter communications planning.

Create a shared visual identity which reflects the NHS in Somerset and the future we are building together

We have begun the process to develop and launch a new website with a staff extranet. We are now working with our chosen provider on the next stage of the project. The new website will be mobile/tablet responsive and support the use of video. It will meet the national accessibility standards and will be live by the end of the financial year subject to the requirements of the IAF assessment (the assessment period runs from February to May and involves a review of information on our website).

Develop our social media channels as an effective communications and engagement mechanism

Our revised Social Media Policy was ratified by Directors in November 2019.

We are now running regular bi-monthly social media workshops for staff. We also held a social media workshop for the Governing Body in December 2019.

Our audience continues to grow steadily on Facebook. We are now at over 400 followers and aim to reach 1,000 followers by the end of the financial year. See our Spotlight report for more information.

Train and support the professional development of our communications and engagement staff

We have rolled out the new appraisal process for all members of the team. As part of this process, career development and training needs were discussed with each team member.

Plans for the next reporting period against communications and engagement objectives

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

Identify key groups and individuals and make sure we are engaging effectively with them

We will continue with our stakeholder mapping to identify gaps in how we engage and communicate with groups and people.

We will continue to develop our individual stakeholder maps for the Fit for My Future work programmes.

Building relationships with groups and individuals

We will build on the model being developed with the Yeovil neighbourhood forum, developing the model with local people and key stakeholders.

Develop programme of outreach into seldom heard groups

The Engagement team will continue to build relationships with Our Voice, supporting better engagement with people with learning disabilities in Somerset, making sure their voice is heard within our work and that they are kept informed of our plans for health and care services and have the opportunity to comment.

Somerset Community Council has mapped the BAME groups in Somerset and we will proactively start to engage with those groups who we have historically not heard from. Our Engagement team will continue to connect with these groups to find out what is important to them, their views on health and care services and to build relationships which will enable effective and sustained two way communication.

We will develop our community asset based approach for engagement for our Fit for My Future programme.

Engage our GP member practices in regular conversations

We are holding a series of evening workshops for primary care as part of our Fit for My Future programme and the learning from these will feed directly into our future plans for engaging our GP member practices going forward.

Engage our staff in regular conversations about how we communicate and engage with them

We will run our quarterly Pulse Check in March 2020 and share the results in the May report.

Review our media relations

We will develop a programme of in-house media training for staff.

We will hold a media briefing for local and regional media in relation to our mental health public consultation programme.

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

Support staff to understand the purpose and value of high quality engagement

We aim to finalise our communications and engagement toolkit for primary care colleagues and roll this out by January 2020.

Train and develop our staff to be confident in engaging with all audiences and supporting them to understand the power of patient and public engagement

We have scheduled 10 steps to better engagement training sessions to run in January and March 2020. We aim to offer the training to our staff and system partners on a bi-monthly basis. We aim to have trained 25% of our staff by the end of 2020.

Develop how we bring the patient voice into our organisation

Our new volunteer policy will be considered by the Directors at the end of January 2020.

Team members will attend the next South West regional Communications and Engagement day at the end of January 2020.

We will continue to prepare for the IAF assessment and submit our assessment by early February 2020.

We will complete and publish our 'if Somerset were a village of 100 people' infographic.

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

Develop a common language which is simple, easy to understand and engaging and which promotes a shared understanding

We will work with colleagues in corporate business to refresh our house style to make it consistent with our tone of voice guidelines and roll these out internally.

Develop accessible communications channels and documents

We are exploring establishing an easy read group to support our colleagues to

develop more materials in easy read.

We will start to plan for our easy read annual report.

Making sure public information is current and accurate

We will continue to develop our plans for our new website. We aim to launch the new website by the end of March 2020 subject to the requirements of the IAF assessment. We will hold focus groups with our staff and key stakeholders and undertake a content review.

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

Supporting people to hold us to account

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.

Create a shared visual identity which reflects the NHS in Somerset and the future we are building together

We will work with our system partners to develop a photo library which is realistic and recognisable as Somerset.

Work will continue on our new website (see objective 3).

Train and support the professional development of our communications and engagement staff

A training plan for the team will be created from individual appraisals.

Spotlight

A bi-monthly review of our communication and engagement



Somerset
Clinical Commissioning Group

November-December 2019

Patient and public engagement

25 engagement events and stakeholder meetings

We delivered our first 10 steps to even better public engagement training course and will now be running this regularly for staff and stakeholders

Yeovil Neighborhood Forum has launched with our support, bringing together NHS, local council and community organisations within a Primary Care Network



16

People Champions attended an update and thank you event on 13 December. The day included a session with our Urgent and Emergency Care team discussing what exceptional urgent care looks like. This will help to inform a review of the service.

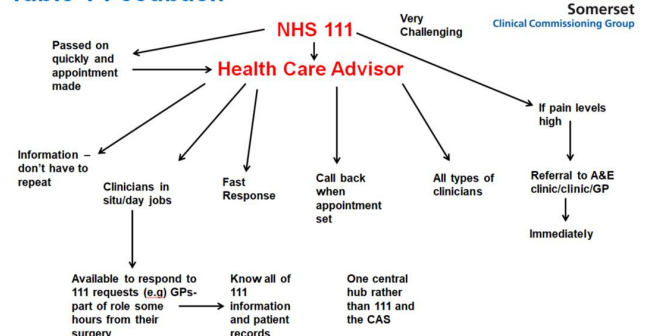
We also launched our People Champion induction session giving new and existing volunteers an opportunity to understand our requirements around equality and diversity, safeguarding and quality improvement. They also received information on digital programmes taking place across the county and an introduction to our volunteer policy.



219

This is the number of people we have talked and listened to in our communities.

Table 1 Feedback



Patient and public engagement

You said:

We would like to be made aware of events further in advance in the Engagement Bulletin so that we can ensure we are able to attend.

We did:



We have added a 'dates for your diary' at the end of every Engagement Bulletin so that important engagement events are regularly publicised such as Governing Body meetings

You said:

A pregnant patient requested assistance with changing her community midwife, as she felt that she was not being listened to and was being treated in an impersonal manner.

We did:



We highlighted this with the provider who actioned the change of midwife immediately.

You said:

A mother wanted her 4 year old to have the flu vaccination, but was unable to attend the GP surgery on the only day that they hold their flu clinic.

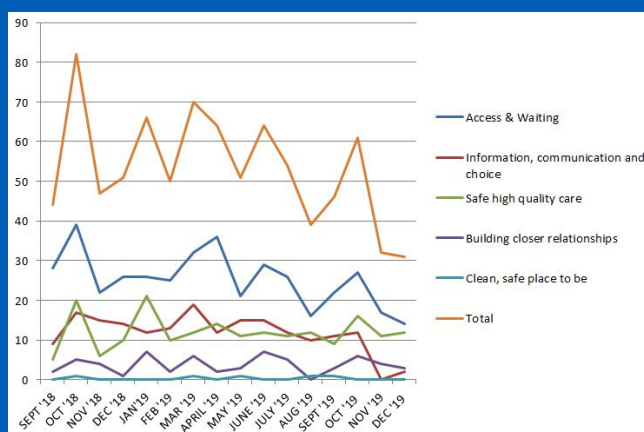
We did:



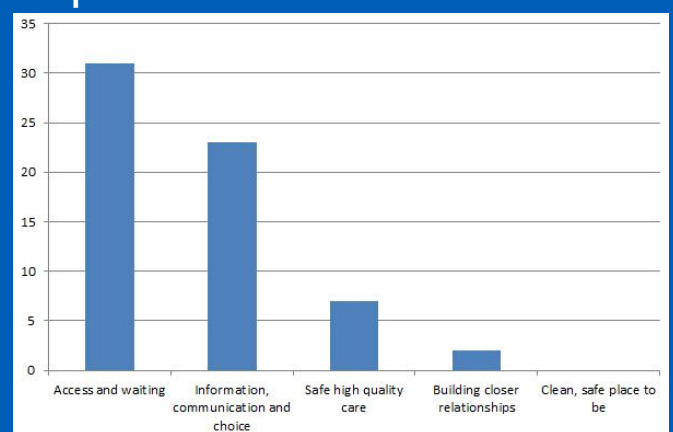
We contacted the GP surgery, who arranged for the child to be seen by a GP on a different day.

63 PALS enquiries received

Trends:



Top themes:



Access to services continues to be the top theme. Common feedback includes:

- Managing patients' expectations related to procedures not routinely funded
- Challenges for patients in accessing Patient Transport
- Queries regarding access to confidential patient health records

Although medicines continues to be a top theme, there is no common theme in this area.

Digital services

Who has given us feedback?

In Spring 2019, Healthwatch Somerset spoke to local people about their views on the NHS Long Term Plan and their experiences of accessing healthcare in their own communities. The report published in May 2019 identified 13 key findings. One of these was that people would like better data sharing between NHS organisations both within the county and externally (as many people go out of county to access care and treatment).

What has been done to improve this?

GP Record viewer lets health professionals see your GP record when you need care. It works in a wide range of health settings including hospitals, hospices and out of hours doctors. This saves time, helps staff make decisions faster, and makes sure patients do not have to repeat their information again and again. The GP Record viewer project is part of the Somerset Integrated Digital e-Record (SIDeR) Programme, which aims to improve health and care information sharing. You can view more by clicking [here](#).

We have introduced the Electronic Palliative and Care Coordination System (EPaCCS). This is a shared care record for patients with life limiting illnesses and can be viewed and updated by health and care organisations involved in the patient's care.

What are we still working on?

The next step is to go live with the SIDeR Shared Care Record which will allow healthcare staff in Somerset health and social care organisations to view each other's patient records.

What do we know could be done better?

We would like to see shared information with health organisations outside of Somerset such as Royal United Hospital Bath, Weston General Hospital and South Western Ambulance Service.

You can find more information on how your information is shared by clicking [here](#). If you are interested in sharing your views on NHS digital services in Somerset join our Digital People Champions group. You can find out more by emailing somccg.engagement@nhs.net.

Digital engagement



Website activity



1,275,750 hits

14,610 unique users each month

Hits on the Governing Body and Get Involved pages have doubled in the past year

Most popular pages:

- News
- Governing Body
- Health campaigns
- Infection control
- Prescribing and medicines management

Media



12 media enquiries / requests for interview received

11 news releases issued / pitches to journalists

Top three pieces of proactive coverage

- Somerset launches ambitious plan to offer local nursing and midwifery training programme
- Winter health special feature all week on BBC Somerset
- How to get help this Christmas

Facebook growth

We launched our Facebook page on 17 June 2019.

Building a new channel takes time, effort and commitment. In the first six months we have steadily built our audience, extending our reach and engagement with people in Somerset and sharing our key messages.

We remain behind our neighbouring Clinical Commissioning Groups in terms of total page likes and will continue to do so for some time. Their Facebook pages are well established and have built their communities over a number of years.

Add Pages Engagement ⓘ

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  NHS Devon Clinical Co...	4K 	▲0.1%	9	2.4K 
2  Bristol, North Somerset ...	3.6K 	▲0.4%	10	3.7K 
3  NHS Bath and North Ea...	2.2K 	▲54.9%	12	147 
4  NHS Dorset Clinical Co...	1.8K 	▲0.3%	17	1.9K 
YOU 5  NHS Somerset Clinical ...	433 	▲12.8%	9	2.6K 

Our data shows that we are performing well in comparison to our neighbouring Clinical Commissioning Groups in terms of our recent engagement and growth as the table above shows.

Our focus for this year is on creating original, engaging and creative content on Facebook to promote our key messages with the focus on:

- keeping well (healthy living, being active, mental and physical wellbeing)
- how to access services and promotion of available services
- supporting people to share their experiences with us and get involved in our work
- raising awareness of proposed changes to services and seeking feedback
- celebrating the work and achievements of our staff and our providers and partners

Internal communications



60 Second Briefing and Pulse Check

100%

of respondents to the Pulse Check said that they read the 60 Second Briefing every week or almost every week



respondents awarded 60 Second Briefing 3.6 stars out of 5 for useful and engaging content

4

more changes or additions we've made to 60 Second Briefing based on suggestions from the Pulse Check

Our thank you cards

We launched a thank you card for staff to use to show their appreciation to colleagues, system partners, People Champions, patients, the public and anyone else who contributes to or supports their work.

The cards are available as hard copy (for that personal handwritten touch) or as a graphic (for those who prefer the digital approach).

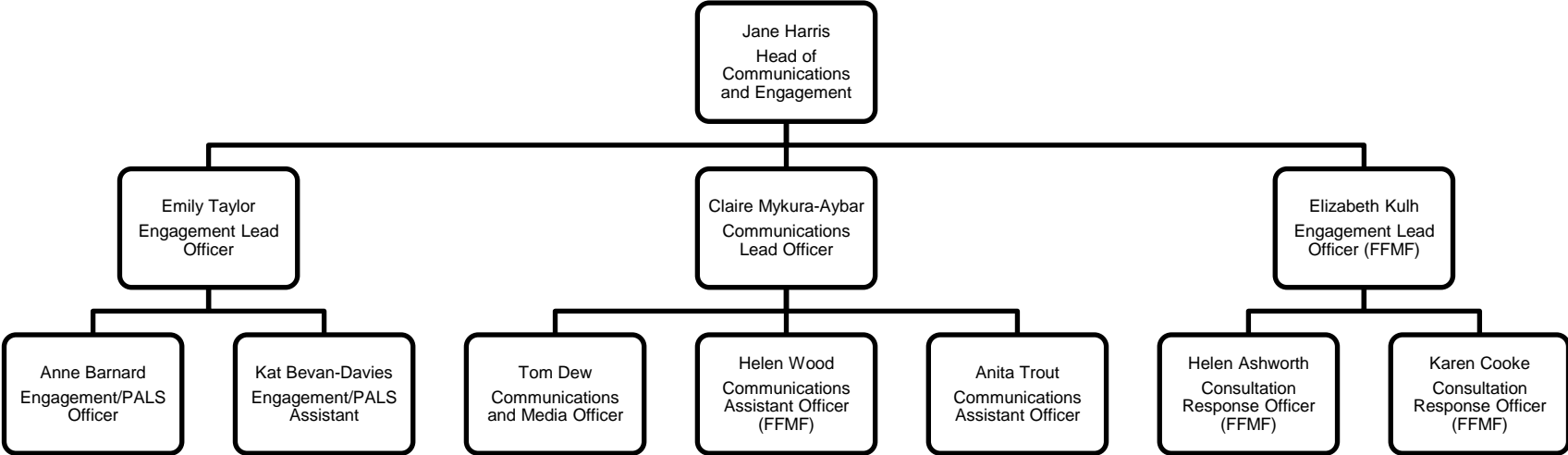


Getting in the festive spirit

We supported our annual Christmas office decoration competition and were delighted to be part of the winning team. We are proud to be part of the wider Corporate Business Team and with our colleagues we put together a fantastic Merrecycled Christmas showcasing the creativity and originality of our colleagues!



Our structure



Working together to improve health and wellbeing