

NHS Herts Valleys Clinical Commissioning Group

Board Meeting

4 June 2015

Title	Communications and Engagement Report.	Agenda Item: 11
Purpose (tick one only)	Approval <input type="checkbox"/> Discussion <input type="checkbox"/> Information <input type="checkbox"/> Consideration <input type="checkbox"/> Noting <input checked="" type="checkbox"/>	
Responsible Director(s) and Job Title	Juliet Rodgers, Associate Director Communications and Engagement.	
Author and Job Title	Juliet Rodgers, Associate Director Communications and Engagement.	
Recommendations/ Action Required by the Board	To note communications and engagement activities for the period.	
Classification <i>Is this report exempt from public disclosure? (ie. FOIA or DPA)</i>	No	
Impact on Patients/Carers/Public	Reports on activities to provide information to public and generate involvement.	
Engagement with Stakeholders/Patient/Public	The report includes how patients, carers and public are involved in the work of the CCG.	
Links to Strategic Objectives	<p>Objective 1 We will continually improve engagements with member practices, patients, the public and carers to contribute to and influence the work of Herts Valleys CCG</p> <p>Objective 3 Work with health and social care partners to transform the delivery of care through the implementation of “Your Care, Your Future”, the Strategic Review in West Hertfordshire</p>	
Board Assurance Framework <i>Does this report provide evidence of assurance for the Board Assurance Framework?</i>	Activities reported here provide evidence of work to engage with public, staff and membership – key issues on Board Assurance Framework.	
Does this report mitigate risk that is included in the Corporate Risk Register?	Work reported here mitigates risk in corporate register around service re-design, relationships and reputational risk.	
Resource Implications	Within existing resources.	
Equality and Diversity (Has an Equality Analysis been completed?)	Our engagement work seeks to include our diverse communities	
Legal/Regulatory Implications	Work reported here meets legal and regulatory requirements for engagement including the framework of the Health and Social Care Act 2012.	
Sustainability Implications	None applicable.	

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NHS Constitution	Principles 4 and 7 apply
Report History	None
Appendices	None

1. Public-facing campaigns

Since the last Board meeting, the communications team has issued materials actively supporting a range of local and national campaigns: Love your bump (help and advice on giving up smoking in pregnancy); Dementia Awareness Week; Action on Stroke Month (where we have Tweeted a purple picture every day of the month); Spot the Signs and Save a Life (suicide prevention); and Beat the Street – a community activity event taking place in certain towns across Hertfordshire including Hemel Hempstead and Watford.

Our joint work with East and North Hertfordshire CCG to develop a refreshed campaign to help local people use health services appropriately is taking shape and we are working up a plan with a focus on community pharmacy and NHS 111.

2. Media coverage

There was some coverage in the Herts Advertiser following NHS England's announcement about practices that had been successful in their bids for infrastructure funding. The coverage contained some inaccuracies that we corrected via a letter to the Editor. We were approached by a reporter from Pulse following a statement made at the LMC conference by the Hertfordshire representative concerning Sunday appointments. This was responded to by NHS England.

We have also released information to the media in advance of both recent bank holidays encouraging people to use health services appropriately over the long weekend. These press releases were reinforced using our corporate and individual Twitter accounts.

3. Staff communications and engagement

We held daily activities to support Green Office week in May that included wearing something green, recycling as much as possible, holding paper-free meetings and encouraging taking public transport or car sharing.

As part of our wellbeing programme, a group of staff members did the "Midday Mile" challenge in a bid to raise awareness of the importance of getting active during the working day. The enthusiasm for this has generated further midday walk events.

We have now held two meetings of our new Staff Involvement Group. Colleagues have contributed to useful discussions and come up with good ideas around improving communication and handling workloads.



4. General practice engagement

Our new intranet pages for practice managers continue to take shape and early in June we are holding a session to test out the site with a group of practice managers. Each week more and more people are registering to use the intranet.

We continue to compile and issue the weekly bulletin to practices and it was pleasing to see some positive comments about this piece of communication in the recent 360 degree stakeholder survey report (please see Accountable Officer's report).

We have just launched a new service – the locality brief. This will be a monthly written brief that summarises the key decisions and discussion points from our core meetings, such as board, board committees and commissioning executive. Locality chairs will use this as a basis for keeping localities up to date and for onward briefing to practice staff. We also hope it will be helpful as a tool for communicating issues from practices to colleagues in the CCG.

5. Patient and public participation

Your Care, Your Future continues to be an important area of our work with conversation events taking place in each locality. Plans for the summer include a presence at community events and, building on events already held earlier in the programme, some more targeted work with groups that are less likely to engage such as children and young people.

As part of our project to support and work more closely with members of practice patient groups we held an initial network event on 28 April with a speaker from National Association of Patient Participation (NAPP). The event was well attended by about 50 people and the feedback was very positive. Members say they learned much about how other groups work and gained some good tips. It was agreed to establish a new virtual network so that practice patient group members could easily communicate with each other. We anticipate that this network will be useful for us in our efforts to reach out to engage with more local people. Another face-to-face event is planned for September.

At the Public and Patient Involvement (PPI) Committee Development session on 18 May members heard from the Herts Youth Ambassador and took part in discussions on our 'campaign for clarity'. The committee also heard about the Prevent programme and had an update on *Your Care, Your Future*.

Following the success of the Dementia Friends Day at St Albans City Hospital we are again working with West Herts Hospitals NHS Trust, Alzheimer's Society and local Dementia Champions to roll out these sessions at Watford General Hospital on a day early in July. Supported on site by the Dementia Bus, the target for this day is 300 new dementia friends.

We are planning a further meeting of the West Herts Cancer participation group which had its first meeting at the end of February. We will be using this event to feedback on actions and outcomes



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from the discussions in February and will be asking for input into a local campaign to raise awareness of the importance of two week wait appointments.

Our next Planned and Primary Care Network event is coming up in June, facilitated for us by Healthwatch Hertfordshire. Members will receive an update on programme activity and take part in a group discussion on *Your Care, Your Future*.

6. Awards

We have recently heard that we have been shortlisted for an HSJ Value in Healthcare award for our work on recognising and supporting carers in west Hertfordshire. A team will present our entry to the judging panel in early June and we will find out the final results at the awards ceremony on 22 September.

We are currently planning more award entries to showcase our successful projects including our work on community respiratory service redesign and community navigators.

