

NHS Herts Valleys Clinical Commissioning Group
Board Meeting
5 November 2015

Title	Communications and Engagement Report.	Agenda Item: 12
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 of Communications and Engagement.	
Author and Job Title	Juliet Rodgers, Associate Director of 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	Report outlines 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	Objective 1 – to improve engagement Objective 3 - transform services through <i>Your Care, Your Future</i>	
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 the corporate register around engagement from the public in eg 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. An Equality Analysis was completed for the public participation strategy.	
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.	
NHS Constitution	Principles 4 and 7 apply.	
Report History	None before Board meeting 5 November 2015.	
Appendices	None.	

NHS Herts Valleys Clinical Commissioning Group

Board Meeting

5 November 2015

1. Introduction and purpose of paper

This paper summarises the communications and engagement activity for the previous three-month period.

2. Public facing campaigns

All efforts are now firmly focussed on the winter pressures campaign, 'stay well this winter'. We are a major contributor to the national campaign – encouraging people to take care of themselves and their families, to access the right services when they need to, including getting advice from pharmacists, and to take up offers of flu jabs for those eligible. In addition to the national broadcast and print advertising, we are using the materials and taking out outdoor advertising space locally – for example on bus stops and we are advertising in local print and online media.

We are keen to take the campaign messages to the public more directly – through face-to-face events - and the first of these is taking place on the weekend of 31st October. This is taking the form of a 'health zone' at a major community event in Watford. We have secured the attendance of pharmacists and a colleague from the ambulance trust will also be joining us. We are taking space at other community events during the winter period and working with our partners across the health system in Hertfordshire to produce a range of videos to illustrate and convey the key campaign messages, and these will be broadcast via social media. Other materials being produced locally include a leaflet that provides information and advice about common childhood illnesses to parents and carers of young children.

3. Patient and public participation

We were delighted to see so many people join us at our AGM in September and to have such an enthusiastic response from partners to come and set up lively stalls for people to look around. We are grateful to colleagues from the 'singing for the brain' project who delivered a highly participatory session on the great work they do with local people living with Dementia, working with the Alzheimer's society. Feedback from attendees was excellent.

At the PPI Committee (PPIC) in September members took part in discussions on a range of services including dermatology, stroke, the falls service, wheelchair provision and ophthalmology. A separate session was organised on primary care co-commissioning. The next PPIC development session is scheduled for the end of November.

We have run a number of surveys recently to help gather patient experience and views. These include: safeguarding, the Hertfordshire wheelchair service and reducing medicines waste. We have used the very helpful services of our Reader Panel to develop the surveys.

NHS Herts Valleys Clinical Commissioning Group

Board Meeting

5 November 2015

The second meeting of West Herts Practice Patient Group network was held at the end of September. Attendees shared examples of good practice and discussed the development of guidelines for practice patient groups and their relationship with locality patient groups. The steering group meets again in December to agree the agenda for the next network meeting in February 2016. In the meantime a guide to effective practice patient groups will be drafted and distributed to the network for discussion and comment.

A small conversation event to discuss how Herts Valleys can offer Personal Health Budgets (PHBs) to patients with long term conditions took place on 22 September in Watford. Input from the discussions will be used to shape the local PHB offer.

The West Herts Cancer Participation Group met early in October. The agenda included discussions on a local campaign to encourage patients to attend their two week wait appointment. The campaign will use two patient information leaflets that this group have helped develop. GPs and the public will be targeted through this campaign.

A meeting of the Planned and Primary Care Network was held during October with around 20 people attending. The meeting included updates from the programme and discussions on plans for reducing medicines waste.

We have another Dementia Day planned with West Herts Hospitals NHS Trust at the beginning of December at Watford General Hospital where we will be running a series of dementia friends sessions with staff, following the success of previous events. Plans are being firmed up for engaging the public and patients during the next stage of *Your Care, Your Future* – much of which is about implementing proposals. The focus will be on intense involvement of local people in helping design the locally-based health and care service centres or ‘hubs’. We will also be developing more online routes to engagement and exploring how we can better involve those whose voices are less often heard.

4. Media coverage

We achieved some coverage in the local newspapers about upcoming flu clinics in Dacorum, Watford, St Albans and Hertsmere.

The temporary closure of Gossoms End rehabilitation unit was covered by the Hemel Hempstead Gazette. The Watford Observer featured articles on the appointment of new West Herts Trust chair Professor Steve Barnett, Watford council’s recent discussions about future funding for Watford General Hospital and the future of the Homestart service.

NHS Herts Valleys Clinical Commissioning Group

Board Meeting

5 November 2015

We were invited to write an article for Commissioning Review on the Watford Care Alliance project that is piloting extended hours and joint working between GP practices. Nicola's piece has now appeared in the autumn edition of the publication.

Social media activity in recent weeks has covered areas such as: the AGM; the winter pressures campaign including flu vaccination take-up; Stoptober; *Your Care, Your Future*; and recruitment to vacant posts.

5. Staff engagement

We held an all-staff meeting early in October where we had very high attendance. Colleagues were able to listen to an update from Nicola Bell on all the key issues and there were plenty of opportunities for questions. Colleagues also heard from our new directors and also from members of the staff involvement group about the work the group has been doing in recent months. A good part of the morning was taken up with staff members talking in groups about how we can work more efficiently across teams and handle the increasingly heavy workloads. We also had a taste of what guests at the AGM had experienced – an introduction to 'singing for the brain'; this gave staff a sense of the broad range of services we commission. The event as a whole was very well-received by staff and they are keen to hold more of these kinds of sessions.

The staff involvement group continues to meet monthly and has made major contributions to a range of projects such as: proposed changes to the office accommodation here at Hemel One; recommendations for staff awards; and appraisal development.

We launched a 'smiley face' survey at the start of September to gauge the mood of staff and see what we might do to make improvements. We have reported to staff on the key themes each week via the e-bulletin and now that the survey has closed - at the end of October - we will be producing a comprehensive report for discussion and taking forward at executive team and also the staff involvement group.

We are looking to start a review of our staff communications shortly and have had some early conversations with the staff involvement group about the weekly bulletin; more input into this review is due in the coming weeks.

6. GP engagement

The weekly e-bulletin continues to be published every week providing GP practices with important news and updates. We are looking to review this bulletin to improve its effectiveness and impact. The Locality Bulletin - launched during the summer – provides a monthly briefing for localities that highlights information and decisions from a range of key meetings. We continue to get positive feedback about the content and that Locality Chairs are using this to brief localities and keep them updated on key issues.

We held a very well attended GP forum in September where local GPs talked about how to respond to *Your Care, Your Future* plans and discussed the way forward for primary care co-commissioning.

NHS Herts Valleys Clinical Commissioning Group

Board Meeting

5 November 2015

7. Awards

Herts Valleys' Carers Strategy was highly commended at the recent Health Service Journal Value in Health Awards. The entry was submitted into the Value and Improvement in Clinical Support Services category and was selected among seven other entries. The Award ceremony was attended by: local carers; carers champions; Chief Executive of Carers in Hertfordshire, Michelle Stokes; our own Chair, Dr Nicolas Small; Integration Lead Tim Anfilogoff; and Clinical Lead for Integration Dr Marie-Ann Essam.

The Carers Strategy has also received international recognition at a carers' event in Sweden, with presentations from Tim Anfilogoff and David Evans. There was particular interest in the Carers Champions programme and Herts Valleys has been asked to attend another international event in Canada.

We're also delighted that Tim Anfilogoff has been shortlisted for an NHS Leadership Award in recognition of his contribution to the development and delivery of the Carers Strategy. The awards ceremony will take place at the end of November.

8. Other

We continue to work with Hertfordshire County Council Scrutiny Committee and officers to inform members and address their issues. During October we participated in a seminar for council members on NHS England's Five Year Forward View – looking at how we in Hertfordshire are responding; in our case the focus was on Your Care, Your Future. Members have given good feedback about the seminar and it was pleasing to see a large number of non-health scrutiny members at the session and to hear their considerable interest in the programme. This is being followed by a formal health scrutiny session on Your Care, Your Future during November.