

WOLVERHAMPTON CCG

Governing Body
12 December 2017

TITLE OF REPORT:	Communication and Participation update
AUTHOR(s) OF REPORT:	Sue McKie, Patient and Public Involvement Lay Member Helen Cook, Communications, Marketing & Engagement Manager
MANAGEMENT LEAD:	Mike Hastings – Director of Operations
PURPOSE OF REPORT:	This report updates the Governing Body on the key communications and participation activities in November 2017.
ACTION REQUIRED:	<input type="checkbox"/> Decision <input checked="" type="checkbox"/> Assurance
PUBLIC OR PRIVATE:	This report is intended for the public domain
KEY POINTS:	<p>The key points to note from the report are:</p> <p>2.1.1 Minor Eye Conditions Service (MECS) 2.1.3 Winter Campaign 2.1.4 Extended opening in Primary Care</p>
RECOMMENDATION:	<ul style="list-style-type: none"> • Receive and discuss this report • Note the action being taken
LINK TO BOARD ASSURANCE FRAMEWORK AIMS & OBJECTIVES:	
1. Improving the quality and safety of the services we commission	<ul style="list-style-type: none"> • Involves and actively engages patients and the public. Uses the Engagement Cycle. – Commissioning Intentions. • Works in partnership with others.
2. Reducing Health Inequalities in Wolverhampton	<ul style="list-style-type: none"> • Involves and actively engages patients and the public. Uses the Engagement Cycle. – Commissioning Intentions. • Works in partnership with others. • Delivering key mandate requirements and NHS Constitution standards.
3. System effectiveness delivered within our financial envelope	<ul style="list-style-type: none"> • Providing assurance that we are delivering our core purpose of commissioning high quality health and care for our patients that meet the duties of the NHS Constitution, the Mandate to the NHS and the CCG Improvement and Assessment Framework.



1. BACKGROUND AND CURRENT SITUATION

- 1.1. To update the Governing Body on the key activities which have taken place November 2017, to provide assurance that the Communication and Participation Strategy of the CCG is being delivered effectively.

2. KEY UPDATES

2.1. Communication

2.1.1 Minor Eye Conditions Service (MECS)

The MECS campaign has continued its web and social media presence following its launch in September. We have seen a lot of interest in our MECS campaign, both with public and patient interest. See below a screen shot of a tweet.



This month (14/11/17) we held a public event and saw more than 300 people at Bentley Bridge Sainsburys. The vast majority were really interested in the service, and hadn't heard of it, and three people said they had used the service. It was interesting to hear from a large number of people how they have regular contact with their optician because of diabetes.



During the day event we also engaged with local stakeholders, such as GP reception staff, health centre staff members and two A&E nurses, who were again very interested in the scheme and took information to share.

Full details on MECS at <https://wolverhamptonccg.nhs.uk/your-health-services/eye-care-service-mecs>

2.1.2 Press Releases

Press releases since the last meeting have included: Awards highlight outstanding work by Wolverhampton care homes; Detect and protect yourself against risk of strokes – Global AF



Aware Week 20-26 November; Look out for the elderly in the Black Country this winter; Number of asthmatics being vaccinated against flu at dangerously low level; Embracing Self Care for Life; Confused about cold or flu?; Six things you should do for your health and home this winter and How does the NHS in England work? An alternative guide.

2.1.3 **Winter Campaign – Stay Well**

The winter campaign has started its national focus on stay well messages.

Press releases and tweets have been issued on the Black Country footprint for the STP and locally we have planned two public events for early December.

Planning is underway for our outreach events in December, January and February to enable us to spread the messages into the community and talk to people about how to stay well in Wolverhampton and access services most appropriately over the winter period.

See our Stay Well website pages for more information

<https://wolverhamptonccg.nhs.uk/your-health-services/stay-well-this-winter>

2.1.4 **Extended opening in Primary Care**

We are working with our colleagues in Primary Care and Pharmacy to promote their extended opening hours, particularly for cover over the Christmas and New Year holidays. There will be a series of newspaper advertising, leaflets and information on our website to inform people of GP opening over the holiday time and beyond.

2.2. **Communication & Engagement with members and stakeholders**

2.2.1 **GP Bulletin**

The GP bulletin is a fortnightly bulletin and is sent to GPs, Practice Managers and GP staff across Wolverhampton city.

2.2.2 **Practice Nurse Bulletin**

The November edition of the Practice Nurse Bulletin included the following topics:

- Charges to overseas visitors
- West Midlands Strategic Migration Partnership e-bulletin
- Clinical Academic Training Scheme
- Clinically Enhanced Independent Prescribing Programme
- West Midlands Integrated Urgent Care Alliance
- Become an Antibiotic Guardian
- Unscheduled / Incomplete Individual Immunisation status for update
- Healthwatch
- WIN
- Fire safety guidance



2.2.3 Practice Managers Forum

The PM Forum planned sessions covered the following topics in November:

- Care Navigation
- 10 High impact actions
- Future working together across the city and within our groupings for Practice Managers.

3. CLINICAL VIEW

GP members are key to the success of the CCG and their involvement in the decision-making process, engagement framework and the commissioning cycle is paramount to clinically-led commissioning. GP leads for the new models of care have been meeting with their network PPG Chairs to allow information on the new models, and provide an opportunity for the Chairs to ask questions. All the new groupings have decided to meet on a regular quarterly basis.

4. PATIENT AND PUBLIC VIEWS

Patient, carers, committee members and stakeholders are all involved in the engagement framework, the commissioning cycle, committees and consultation work of the CCG.

Reports following consultations and public engagement are made available online on the CCG website. 'You said – we did' information is also available online following the outcome of the annual Commissioning Intentions events and decision by the Governing Body.

- 4.1 The PPG Chair / Citizen Forum meeting took place this month and heard about Child and Young Persons mental health services and plans for commissioning in Wolverhampton. Attendees discussed the changes in Primary Care and the new groupings of the Practices. There were also presentations on Housing and the Genome Project. There was also feedback from the members on the Out of Hours Service experience and it was agreed that this would be an agenda item at the next meeting in Feb.

5. LAY MEMBER MEETINGS – attended:

- 5.1 The newly appointed Lay Member is Sue McKie.

6. KEY RISKS AND MITIGATIONS

N/A

7. IMPACT ASSESSMENT

- 7.1. *Financial and Resource Implications* - None known



- 7.2. **Quality and Safety Implications** - Any patient stories (soft intelligence) received are passed onto Quality & Safety team for use in improvements to quality of services.
- 7.3. **Equality Implications** - Any engagement or consultations undertaken have all equality and inclusion issues considered fully.
- 7.4. **Legal and Policy Implications** - N/A
- 7.5. **Other Implications** - N/A

Name: Sue McKie

Job Title: Lay Member for Patient and Public Involvement

Date: 30 November 2017

ATTACHED: none

RELEVANT BACKGROUND PAPERS

NHS Act 2006 (Section 242) – consultation and engagement

NHS Five Year Forward View – Engaging Local people

NHS Constitution 2016 – patients’ rights to be involved

NHS Five year Forward View (Including national/CCG policies and frameworks)

NHS The General Practice Forward View (GP Forward View), April 2016

NHS Patient and Public Participation in Commissioning health and social care.2017. PG Ref 06663



REPORT SIGN-OFF CHECKLIST

This section must be completed before the report is submitted to the Admin team. If any of these steps are not applicable please indicate, do not leave blank.

	Details/ Name	Date
Clinical View	n/a	
Public / Patient View	n/a	
Finance Implications discussed with Finance Team	n/a	
Quality Implications discussed with Quality and Risk Team	n/a	
Equality Implications discussed with CSU Equality and Inclusion Service	n/a	
Information Governance implications discussed with IG Support Officer	n/a	
Legal/ Policy implications discussed with Corporate Operations Manager	n/a	
Other Implications (Medicines management, estates, HR, IM&T etc.)	n/a	
Any relevant data requirements discussed with CSU Business Intelligence	n/a	
Signed off by Report Owner (Must be completed)	Sue McKie	01 December 2017

