

WOLVERHAMPTON CCG

Governing Body
13 February 2018

Agenda item 15

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 December 2017 and January 2018.
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.
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1. BACKGROUND AND CURRENT SITUATION

To update the Governing Body on the key activities which have taken place December 2017 and January 2018, 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 autumn last year. We have seen a lot of interest in our MECS campaign, both from public and patients.

Following our successful event in November, we have been working with students at Wolverhampton University on an exciting project which involves a song writing competition. A press release on our collaboration with the University was sent out during January and was picked up by the Wolverhampton Chronicle. The project, a song writing competition closes at the end of January.

Students in challenge on health campaign

Wolverhampton Chronicle (Main), 18/01/2018, p.19

Health bosses from Wolverhampton Clinical Commissioning group and academics in Wolverhampton are joining to promote health-related campaigns around the city. The first joint working venture is an initiative focusing on minor eye conditions.

We still have two more events being planned and social media posts now include short videos about the MECS service.

Peter Rockett MECS interview (1:30m version) <https://youtu.be/Hoj6b5RhNhQ>

Peter Rockett MECS interview (30sec version) <https://youtu.be/Q7CxCTf-hOQ>

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:

- Be prepared – stock up your medicine cabinet now!
- 12 Days of winter animation helps people in the Black Country to get the right care
- Play your care right in the Black Country
- Christmas and New Year Pharmacy opening times 17/18
- Take advantage of pharmacies over the festive season
- Call NHS111 to get the right care this winter
- Stay safe and well in cold weather
- New Year, new you – make some resolutions to improve your health
- New university partnership bringing Wolverhampton eye care into focus



- A little does a lot – alternative ways to live healthily in the New Year
- Walk this way to brighten your mood
- Smear test plea for women in Wolverhampton as screening attendance falls
- It's not too late to vaccinate for people at risk from 'Aussie flu'
- Its Time to Talk about mental health

2.1.3 **Winter Campaign – Stay Well**

The winter campaign has continued 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 had two public events in December. One was held at Sainsburys and one at a gym.

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

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 were a series of newspaper advertising, web advertising, leaflets and information on our website to inform people of GP opening over the holiday time and beyond.

We are continuing with newspaper and digital advertising to promote ongoing Saturday extended opening hours in Primary Care.

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 Dec/Jan edition of the Practice Nurse Bulletin included the following topics:

- Practice Makes Perfect Forum
- An Introduction to Constructive Coaching Conversations
- RCNI Community Nursing Award
- West Midlands Leadership Academy
- LeDeR Monthly Update
- NHS Solihull CCG and RCN West Midlands



2.2.3 Practice Managers Forum

The PM Forum has not met yet this year, but has started planning for discussion topics and the schedule of meetings in 2018. At the November meeting, the attendees shared their thoughts on how the meeting would be of most value to them, both in content and in frequency. With the practices now working much more closely in their respective groups, it was felt that the PM meeting needed to evolve to meet their new, changing needs.

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 in January with an attendance of nine members. The meeting commenced with feedback from each of the practice / forum representatives. As agreed at the November meeting, the group were provided with details of the up to date four GP groupings and dates of future group meetings. It was noted that there have been some changes of group titles. It was also agreed that Dee Harris would attend to provide an update on the urgent care centre, following issues raised by members regarding routes of access and other matters. Dee outlined the complexities of delivering this service and this was followed by a lively debate from the group.

The meeting also considered future working arrangements and revised Terms of Reference to be agreed at the next meeting.

5. LAY MEMBER MEETINGS – attended:

- 5.1 Primary Care Commissioning Meeting
CCG Governing Body Meeting
CCG Governing Body Development meeting
Quality and Safety Meeting
1:1 Induction meetings



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: 1 February 2018

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 February 2018

