

WOLVERHAMPTON CCG

Governing Body
13 November 2018

Agenda item 16

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 September and October 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 Extended opening hours for GP surgeries 2.1.2 Patient Access App 2.1.3 Stay Well – Help us help you</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

To update the Governing Body on the key activities which have taken place September and October 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 Extended opening hours for GP surgeries

All patients registered with a Wolverhampton practice can now access appointments up until 8pm weekdays and at weekends. We have begun to promote the extended opening hours across the city via online marketing and are planning for a bus advertising campaign and some printed materials to support the campaign.



2.1.2 Patient Access App

Planning is well underway to begin promoting the new Patient Access App. to the public of Wolverhampton. We hope to encourage many patients to download it, register at their surgery for online services and have access to booking appointments at their GP practice, ordering prescriptions from a chosen pharmacy and looking at their medical records.



2.1.3 Stay Well – Help us help you

Our winter campaign is now underway with the first part in September and October focusing around uptake of the flu jab. Here in Wolverhampton we have promoted the national campaign materials through the usual channels of social media, online and press releases.



We have also worked with our colleagues this year in Wolverhampton Public Health to develop a children's storybook to encourage the uptake of the free Fluenz vaccination for children. The Fluenz nasal spray is offered free to children in school nursery, Reception, Year 1, Year 2, Year 3, Year 4 and Year 5.

See our website for details of the book which has been distributed to schools in Wolverhampton.

<https://wolverhamptonccg.nhs.uk/your-health-services/stay-well-this-winter/flu-nasal-spray-for-children>

2.1.4 **Press Releases**

Press releases since the last meeting have included:

October 2018

- Join the fight against antibiotic resistance!
- Keep your family healthy this half term and winter
- West Midlands campaign to stamp out modern slavery
- Take good mental health as seriously as good physical health
- Health and Wellbeing comes Together as leaders join forces
- WCCG Supported World Mental health Day
- Every Mind Matters – World Mental Health Day
- Service BEAMs light on emotional mental health and wellbeing
- Over a thousand of pregnant women at risk from deadly flu

September 2018

- Eat right to protect your sight
- Launch of Wolverhampton Integrated Advance Care Plan
- Stub it out this Stoptober
- Now's the time to book your free flu vaccine!
- Campaign tackles the taboos around Urology Disease
- Bring the picture back in focus –University student creates song for Wolverhampton eye care

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

2.2.1 **Medicines of Limited Clinical Value engagement**

Following NHSE consultation on medicines with limited clinical value earlier this year, the CCG decided to engage with the local population on their thoughts around implementing the actions from the consultation. We used a survey of six questions asking people about their views on reviewing medicines with low clinical effectiveness. We also visited two groups across the city to do some targeted engagement. **93** people completed the survey.

2.2.2. **Self-care with over-the-counter medicines engagement**

Following NHSE consultation on reducing prescribing of over-the-counter medicines for minor, short-term health concerns earlier this year, the CCG decided to engage with the local population on their thoughts around implementing the actions from the consultation. We set up an 11 question survey to ask people their views on whether medications that are available to buy over the counter should continue to be available on prescription.

We promoted the survey to members of the public by emailing our Patient Partners and stakeholders, putting the link on our website and Twitter account and posting paper surveys with a freepost envelope for return. Healthwatch Wolverhampton also shared the survey through their social media channels. The survey also went out to our staff and GPs via our newsletters. We visited two groups across the city to do some targeted engagement. 180 people completed the survey.

2.2.3 GP Bulletin

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

2.2.4 Practice Nurse Bulletin

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

- West Midlands Screening and Immunisations Team – new website and PGS's
- Have your say on over-the-counter medicines
- Practice Makes Perfect Forum
- West Midlands Anti-Slavery Network newsletter
- West Midlands Integrated Urgent Care News
- Training and events

2.2.5 Members Meeting

The next GP Members Meeting is due to take place on in November. Planning is well underway for the meeting.

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 PPG Chair / Citizen Forum meeting

The PPG Chair / Citizen Forum meeting took place in September with an attendance from nine GP practices and representatives from the cancer services forum. The group provided feedback on their various practice and group activity. In addition, the group were invited to provide comments on two ongoing consultations including over the counter medications and medicines of limited clinical value.

The group was also provided with CCGs equality objectives for review and discussion at the November meeting. Some of the time available was used to determine content of future meetings and it was agreed that commissioning intentions and developments occurring across the STP footprint would be considered 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
- Strategic communications
- VI PPG planned to attend but cancelled x 3
- MGS practice PPG meeting
- STP event
- 1:1 meetings with patient representatives and equality lead

6. KEY RISKS AND MITIGATIONS

N/A

7 IMPACT ASSESSMENT

- 5.1. **Financial and Resource Implications** - None known
- 5.2. **Quality and Safety Implications** - Any patient stories (soft intelligence) received are passed onto Quality & Safety team for use in improvements to quality of services.
- 5.3. **Equality Implications** - Any engagement or consultations undertaken have all equality and inclusion issues considered fully.
- 5.4. **Legal and Policy Implications** - N/A

Other Implications - N/A

Name: Sue McKie

Job Title: Lay Member for Patient and Public Involvement

Date: 31 October 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	Sue McKie	31 October 2018
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	31 October 2018