

WOLVERHAMPTON CCG

Governing Body
12 February 2019

Agenda item 17

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, December 2018 and January 2019.
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 Stay Well – Help us help you</p> <p>2.1.2 Christmas and New Year GP and Pharmacy opening times</p> <p>2.1.4 Self Care – over the counter medicines</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 November, December 2018 and January 2019, 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 Stay Well – Help us help you

Our national winter campaign has now moved from the flu phase and into promotion of extended opening hours for GP surgeries and NHS111.



Along with the national promotion, in Wolverhampton we have a bus campaign on both the rear of buses and on the inside of buses. We are also promoting extended GP appointments online through AdMessenger. Running since the end of October, there have already been over 200,000

impressions leading to over 8,000 hits on the Primary Care Extended Hours page on the CCG website. <https://wolverhamptonccg.nhs.uk/primary-care/gp-extended-opening-hours>. This page was also advertised via social media and via the front page of the website.

2.1.3 Christmas and New Year GP and Pharmacy opening times

During December we promoted the Christmas and New Year Pharmacy opening times via social media, online and with printed materials delivered to GP surgeries and pharmacies.



2.1.4 Patient Access App



Introducing the all-new Patient Access App!

- Book appointments at your Doctors surgery
- Order prescriptions from your chosen pharmacy
- Look at your surgery medical records

Promotion of the Patient Access App is starting on a variety of media and sites. These will include social media, promotion at Molineux Stadium digitally and printed, printed materials and online.

2.1.5 Self Care – over the counter medicines

During December we worked with the Medicines Management team to design and print material around how the prescribing of over the counter medicines is changing. The material included leaflets, posters, checklists for GPs and receptionists and pull up banners. The material was distributed to GPs and pharmacists in January to help support and promote the changes to the public.

We have also created a Self Care page on the CCG website to encourage people to manage their conditions where possible and to provide them with useful resources:
<https://wolverhamptonccg.nhs.uk/your-health-services/self-care>

Choose Self Care

Many common health conditions can be safely treated at home without a prescription.

Your GP, nurse or practice pharmacist will not normally give you a prescription for common, short-term, easily treated, health conditions. Medicines for these conditions are available to buy Over the Counter in a pharmacy or supermarket/shop.

For advice and information:

- Ask at your local pharmacy (they can offer free advice)
- Call NHS 111 for advice, available 24/7 and free of charge from any phone or mobile
- Visit the NHS website for a Health A-Z (www.nhs.uk)

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Technology Centre, Wolverhampton
Science Park, Glaisher Drive,
Wolverhampton, WV10 9RU
Telephone: 01902 444878
Website: www.wolverhamptonccg.nhs.uk

A range of health conditions can be managed with Self Care – these include:

Acute sore throat	Diarrhoea (adults)	Head lice	Occasional migraine	Mild dry skin	Nappy rash	Sun protection
Conjunctivitis	Dry eyes/ore tired eyes	Indigestion and heartburn	Insect bites and stings	Mild occasional dermatitis	Oral thrush	Teething / mild toothache
Coughs, colds, and blocked nose	Ear wax	Infant colic	Mild acne	Mild to moderate hay fever	Prevention of tooth decay	Threadworms
Cradle cap	Excessive sweating	Occasional cold sores of the lip	Mild burns and scalds	Muscle pains, discomfort and fever*	Ringsworm / athlete's foot	Travel sickness
Dandruff	Haemorrhoids	Occasional constipation	Mild cystitis	Mouth ulcers	Sunburn	Warts and verrucae

* (e.g. aches and sprains, headache, period pain, back pain)

A pharmacist can also give advice on Probiotics, Vitamins and Minerals.

2.1.6 Cold weather alert warnings

During January we have released a press release and regular tweets whenever we have had a weather warning to inform the public about how to stay well in the colder weather.

2.1.7 Press Releases

Press releases since the last meeting have included:

January 2019

- Join the fight against antibiotic resistance!
- SPACE Care Home Improvement Event 2018
- A New Year, A Healthier You: Your guide for 2019
- I'm sweet enough
- Thousands of women in Wolverhampton put lives at risk as screening attendance falls
- Cold weather warning for Wolverhampton patients
- Walk this way to beat the Winter blues
- Play Your Care Right in Wolverhampton

December 2018

- Festive reminder for Wolverhampton patients to order repeat prescriptions
- Wolverhampton CCG scoops prestigious national award
- Be a Good Neighbour this Christmas

November 2018

- New flu vaccine to help over 65s and ease pressure on local NHS
- Choose Self Care for Life: Choose the Pharmacist for expert health advice
- People at risk need to take action on World Diabetes Day
- One too many? Change is possible
- Confused about cold and flu?
- Breathe easier and seek treatment on World COPD Day

2.2. Communication & Engagement with members and stakeholders

2.2.1 Share your views on skin (Dermatology) service

We are asking the public and our stakeholders from 14 January to 18 February 2019 their views on improving skin (Dermatology) services for the residents of Wolverhampton. This is an opportunity for public and stakeholders to have their say and help shape the future design of community dermatology services.

We currently have an online survey <https://www.surveymonkey.co.uk/r/WGZY2BK> to fill in, promotion on the website and via social media, as well as targeted engagement and a public focus group planned for the 4 February.

2.2.2. Wolverhampton Integrated Care Alliance (ICA)

On 31 January the first of a series of engagement events for the ICA was held for clinicians and managers from City of Wolverhampton Council, Wolverhampton Clinical Commissioning Group, Wolverhampton Primary Care, Royal Wolverhampton Hospitals Trust and Black Country Partnership Foundation Trust. The event held at The Molineux Stadium was well attended by over 70 stakeholders. Attendees heard about what the ICA will mean for the organisations involved and also heard about work beginning on the first four clinical workstreams.

2.2.3 GP Bulletin

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

2.2.4 Practice Nurse Bulletin

The *January* edition of the Practice Nurse Bulletin included the following topics:

- Practice Makes Perfect Forum
- New Safeguarding Adult Referral
- Weighing babies guidance
- Coroners Report recommendations
- Winter preparations guides
- Safer sharps
- Diabetes Community Group programme
- Training and events
- West Mids Urgent Care newsletter
- Capacity Tracker for Care Homes

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

- Practice Makes Perfect Forum
- Coroners Report following death from an unrecognised drug
- CQC publish local care profiles
- RCN Beat the flu campaign
- FGM Campaign
- Health Education England staff and learner mental wellbeing survey
- Training and events

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 meetings took place in November and January with attendance remaining low, particularly from local Citizens Forum representatives. The group provided feedback on their various practice and group activity.

The group have received presentations from David King on the CCGs Equality Objectives, Sharon Sidhu on the CCGs Commissioning Intentions and Sarah Southall and Karen Evans on the Primary Care 5 Year Forward View. As is expected from this group there was much discussion and questions for the presenters, much of which related to how the CCG can improve their engagement. This discussion subsequently led to further meetings and a proposal from a group member on how to achieve this. This proposal for an event has been discussed with the lay member and CCG officers who provided some useful suggestions. The proposal was presented at the January meeting for wider discussion with other representatives where it was well received.

5. LAY MEMBER MEETINGS – attended:

- 5.1 Primary Care Commissioning
- CCG Governing Body
- CCG Governing Body Development
- Quality and Safety
- Strategic communications
- JEAG
- 1:1 meetings with patient representatives and equality lead re engagement
- Unity (Medical Chambers) PPG hub
- STP GPFV facilitated workshop on the primary care interface with secondary care
- Participation in the APMS procurement

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 January 2019

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 January 2019
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 January 2019