

WOLVERHAMPTON CCG

Governing Body
09 April 2019

Agenda item 15

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| 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 during February and March 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 Help us help you – Winter campaign 2.2.1 Share your views on skin (Dermatology) service 2.2.2 We want to hear your views on community care for people with learning disabilities 5.2 Patient and Community Engagement Indicator' - 2018/19 CCG IAF</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 February and March 2019, to provide assurance that the Communication and Participation Strategy of the CCG is being delivered effectively.

2. KEY UPDATES

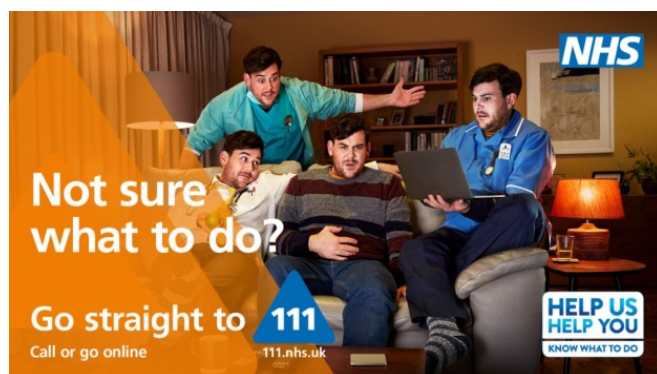
2.1. Communication

2.1.1 Help Us, Help You

The Help Us, Help You Pharmacy Advice campaign launched nationally in early February until end of March 2019. It aimed to increase people's use of community pharmacy services, by encouraging them to access clinical advice and support from their local pharmacy team and thus reduce pressure on both primary and secondary care by sign-posting to pharmacy services



The primary audience for this campaign was all adults who are suffering minor health conditions – such as coughs, colds, tummy troubles and aches and pains – that do not require a GP appointment, with a secondary focus on parents and carers of children. The campaign raised awareness that community pharmacists are qualified healthcare professionals and that local pharmacy teams offer a fast and convenient clinical service for minor health concerns with no appointment needed.



Towards the end of February and into early March we saw promotion also for NHS111, along with Veggie Month, World Kidney Day and No Smoking Day.

Locally, we have continued our bus campaign on both the rear of buses and on the inside of buses to promote GP extended hours across the city.

We continue to promote extended GP appointments online through AdMessenger, which links to our extended hours page. <https://wolverhamptonccg.nhs.uk/primary-care/gp-extended-opening-hours>.



2.1.2 Patient Access App



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

2.1.3 Press Releases

Press releases since the last meeting have included:

February 2019

- Keep children well this half term
- Sock it to Eating Disorders and seek treatment
- Spread love, not infections this valentines
- It's Time to Talk about mental health

March 2019

- Reinforce, Focus and Energise – Nutrition and Hydration Week 2019
- Smear tests don't detect ovarian cancer
- Spring into action for better health
- Patients in Wolverhampton invited to attend diabetes awareness event
- Can you help transform care for people with learning disabilities?

2.2. Communication & Engagement with members and stakeholders

2.2.1 Share your views on skin (Dermatology) service

We asked the public and our stakeholders from 14 January to 24 February 2019 about their views on improving skin (Dermatology) services for the residents of Wolverhampton. This was an opportunity for public and stakeholders to have their say and help shape the future design of community dermatology services.

We had 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 two public focus groups planned for the 4 and 18 February.

2.2.2. We want to hear your views on community care for people with learning disabilities

We have been working with the other CCGs and LAs in the Black Country and with Black Country Partnership Foundation Trust as the Transforming Care Partnership to develop a model of community care for people with learning disabilities. This supports this vulnerable group of people to stay close to their families and friends and will reduce the number of inappropriate, often long-term, hospital admissions.

The partnership has developed the new community model in collaboration with service users and their families and carers. Now it wants to give local people the opportunity to feedback their views on new community services for people with learning disabilities by attending events in Dudley, Sandwell, Walsall and Wolverhampton, or by completing an online survey.

The engagement period runs from **Thursday 21 March to Thursday 23 May 2019**

To find out more visit: <https://wolverhamptonccg.nhs.uk/your-health-services/learning-disabilities/transforming-community-services> where you can read the engagement document and complete the online questionnaire:

We are also running a local drop in event **Tuesday 9 April 2019 at Molineux stadium, Waterloo Road, Wolverhampton, WV1 4QR, between 10am – 12pm**

2.2.3 **Annual Report**

We have started collation of our Annual Report ready for submission to NHS England.

2.2.4 **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 *March* edition of the Practice Nurse Bulletin included the following topics:

- New Chairman announced at RWT
- The Charlie Waller Memorial Trust Project Grant for GP nurses 19/20
- GP retention intensive support site (GPRISS) survey
- Practice vacancies
- Malicious email attachment warning
- Reminder around ear irrigation
- FGM conviction nationally
- Compliments and complaints processes for 111 and 999
- Health champion programme 19/20
- Residents programme 2019
- LD Mortality Review bulletin
- 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 meeting took place in March with attendance remaining low, nine GP practices were represented and two Citizen Forums. The group provided feedback on their various practice and group activity.

Following a member query regarding the Shingles vaccination Dr Ankush Mittal attended to provide a Public Health overview of the national shingles vaccination programme.

In light of falling attendance much of the meeting was dedicated to providing an update on the changes relating to Primary Care Networks (PCNs) and the potential opportunities for developing and enhancing the Communications and Engagement Strategy.

The emergence of PCNs was seen as a positive move from members of the group and it was made clear that this joint forum would need change to adapt to the new working arrangements.

5. LAY MEMBER MEETINGS – attended:

5.1 Primary Care Commissioning
CCG Governing Body Development
Strategic communications
Joint Engagement Assurance Group
1:1 to review the IAF submission

5.2 **Patient and Community Engagement Indicator' - 2018/19 CCG Improvement and Assessment Framework**
The PPI Lay Member worked with the Comms & Engagement Team, Governance Team and Equalities Team to complete the submission to NHSE for our Patient and Public engagement activities this year.

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: 26 March 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 | 26 Mar 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 | 26 Mar 2019 |