

WOLVERHAMPTON CCG

Primary Care Commissioning Committee 1 October 2019

TITLE OF REPORT:	Primary Care Communications and Engagement Draft Strategy
AUTHOR(s) OF REPORT:	Helen Cook, Communications and Engagement Manager
MANAGEMENT LEAD:	Mike Hastings – Director of Operations
PURPOSE OF REPORT:	This report updates the Primary Care Commissioning Committee on the draft strategy for Communications and Engagement for Primary Care
ACTION REQUIRED:	<input type="checkbox"/> Decision <input checked="" type="checkbox"/> Assurance/Information
PUBLIC OR PRIVATE:	This report is intended for the public domain
KEY POINTS:	<ul style="list-style-type: none"> • The strategy is currently in draft format and pulled together by the Communications and Engagement Team, following contributions from Strategy and Development team • This strategy is subject to final comments from commissioning managers and from PPI Lay Member • This strategy is subject to final comments
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	Involves and actively engages patients and the public. Uses the Engagement Cycle. Works in partnership with others.
2. Reducing Health Inequalities in Wolverhampton	Involves and actively engages patients and the public. Uses the Engagement Cycle. Works in partnership with others. Delivering key mandate requirements and NHS Constitution standards.
3. System effectiveness delivered within our financial envelope	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

The current Communications and Engagement Strategy concludes at the end of 2019. The strategy has enabled us to develop and deliver comprehensive communications and engagement work within the CCG, with patients and public and with our stakeholders. With the changing NHS landscape (both locally and nationally) and the requirement to deliver the NHS Long Term Plan, it is now necessary to formulate a new strategy to reflect these changes.

2. DRAFT STRATEGY

- 2.1. The enclosed draft strategy has been developed to replace the current CCG Communications & Engagement strategy. This strategy includes a specific section to outline the delivery of Communications and Engagement to support current Primary Care changes, the delivery of the NHS Long Term Plan and the development of local place-based care.
- 2.2. The draft strategy has been pulled together by the Communications and Engagement Team, following contributions from Strategy and Development team.
- 2.3. It is to be noted that this draft strategy is subject to final comments from commissioning managers to ensure that it will meet their needs to help to inform future commissioning decisions
- 2.4. It is also to be noted that this draft strategy is subject to final comments from the PPI Lay Member.

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.

4. PATIENT AND PUBLIC VIEW

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

5. KEY RISKS AND MITIGATIONS

5.1. N/A

6. IMPACT ASSESSMENT

Financial and Resource Implications - None known

Quality and Safety Implications - Any patient stories (soft intelligence) received are passed onto Quality & Safety team for use in improvements to quality of services.

Equality Implications - Any engagement or consultations undertaken have all equality and inclusion issues considered fully.

Legal and Policy Implications - N/A

Other Implications - N/A

Name: Mike Hastings –

Job Title Director of Operations

Date: 24 September 2019

ATTACHED:

Draft Comms & Engagement Strategy

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

NHS Long Term Plan. 2019



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		
Public/ Patient View		
Finance Implications discussed with Finance Team		
Quality Implications discussed with Quality and Risk Team		
Equality Implications discussed with CSU Equality and Inclusion Service		
Information Governance implications discussed with IG Support Officer		
Legal/ Policy implications discussed with Corporate Operations Manager		
Other Implications (Medicines management, estates, HR, IM&T etc.)		
Any relevant data requirements discussed with CSU Business Intelligence		
Signed off by Report Owner (Must be completed)	Mike Hastings	25 Sept 2019

