

WOLVERHAMPTON CCG

Governing Body
11 February 2020

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 during November, December 2019 and January 2020
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>2.1.2 Christmas and New Year opening 4.1 Engagement on NHS services</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 2019 and January 2020, to provide assurance that the Communication and Participation Strategy of the CCG is being delivered effectively.

2. KEY UPDATES

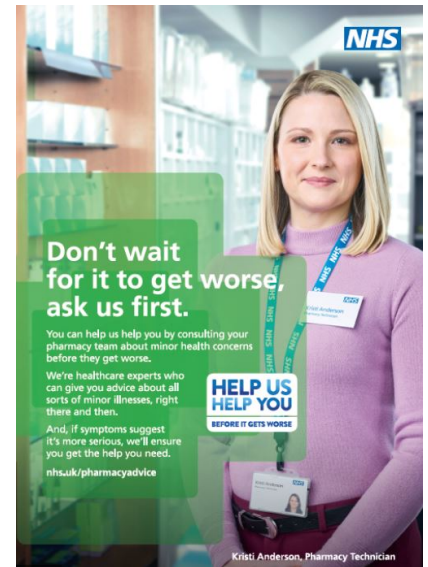
2.1. Communication

2.1.1 Winter campaign – Help Us to Help You

January saw the start of the **Help Us Help You: Get it seen to** pharmacy advice phase of the winter campaign.

The campaign aims to increase people’s use of community pharmacy services by encouraging them to access clinical advice and support for minor illnesses. Activity is aimed at all members of the public and also targets parents and carers of children aged 5 – 12 years old.

The campaign is advertised using a range of media including press releases, social media, online and printed materials.



2.1.2 Christmas and New Year opening



During December we advertised the GP hubs and Pharmacy Christmas and New Year opening times online, in newspapers, via social media, press releases and with printed materials delivered to GP surgeries across the city.

2.1.2 Press Releases

Press releases since the last meeting have included:

January 2020

- Call to combat obesity in Wolverhampton
- Plea for more men to donate blood in Wolverhampton
- Can you go dry for January?

December 2019

- Plan ahead for Christmas and New Year
- Flu Fighters campaign wins prestigious communications award
- Extended Access to GP Appointments in the Black Country and West Birmingham
- GP and Pharmacy Opening Times over Christmas 2019 and New Year 2020

November 2019

- Newly released figures prompt local NHS to reach out to unpaid carers
- Be aware of Norovirus
- Breathe easier and seek treatment on World COPD Day
- Help Us, Help You - Before it gets worse
- Think self-care this winter and for life
- Do you know the signs of Diabetes or if you are at risk?
- Enjoy Bonfire Night safely

2.2. Communication & Engagement with members and stakeholders

2.2.1 GP Bulletin

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

2.2.2 Practice Nurse Bulletin

The bulletin in October included the following:

- Phoenix UTC extended opening hours
- Wolverhampton CCG revise Primary Care Strategy
- Introducing Liz Corrigan GPN Professional Lead for the STP
- Wolverhampton women sought for maternity services study
- Referrals to New Diabetes Prevention Programme (NDPP) provider
- Primary human papillomavirus (pHPV) Electronic results guidance
- Tell us about your experience of hospital eye service
- 100,000 more people set to benefit from personal health budgets
- Study into knowledge, attitudes and practices of practice nurses in the West Midlands relating to Female Genital Mutilation
- Fibromyalgia survey
- Safer Wolverhampton Partnership is seeking your views
- Black Country and West Birmingham Primary Care (BPWB) workforce retention programme newsletter
- New healthcare professionals feedback form to provide views on NHS 111
- Latest news from the Black Country and West Birmingham STP
- Grants available for boilers, radiators and heating systems
- Training & Events and Vacancies

2.2.3 The future for CCGs in the Black Country and West Birmingham -Listening Exercise

Phase II of the listening exercise has begun with a meeting in January with GP members and meetings with staff and stakeholders planned for February.

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 Engagement on NHS services

Children and young people

In January we carried out targeted engagement with parents of 0-5s, as we know this age group are the most frequent attendees at A&E, to inform them of NHS services available and when to access them. We attended three parent and toddler groups across the city and spoke to 26 parents/carers. Six parents said they have attended the urgent treatment centre/A&E because they either: experienced difficulty getting an appointment with their GP; wanted their child to be seen quickly; were left waiting too long for NHS 111 to call back. The engagement team gave information on the extended access hub appointments available on evenings and weekends, and information on how to book appointments online which was well received.

To support this engagement, the team have produced a leaflet that informs patients and members of the public about different services to access if they become unwell. Leaflets will also be delivered to GP practice sites.

Seldom heard groups

Throughout December and January planning also took place to reach seldom heard groups to carry out engagement with them on services they have accessed, their experiences and areas for improvement. The communications and engagement team have met with the Refugee and Migrant Centre and P3 homeless charity to discuss engagement opportunities. We are looking to carry out engagement with these groups during February and continue to approach other seldom heard groups for opportunities to engage.

4.2 **PPG Chairs and Citizen Forum**

PPG Chair meetings are now conducted at Primary Care Network (PCN) level with improving but variable attendance; representation from practices is wider than was previously seen at the Bi-Monthly City wide meeting but there is still work to do to increase attendance. CCG officers are providing support to the PCN Clinical Directors to manage and develop these meetings which are proving to be very informative to the PPG Chairs that attend. Discussions at these meetings continue to centre on how to reach the seldom heard members of our community and that the reliance on electronic methods of communication will not engage certain communities.

The engagement officer is out meeting with some of the organisations that can support the delivery of information to harder to reach individuals such as the Refugee and Migrant Centre.

The production of a newsletter to inform our Citizens Forum representatives and a wider range of stakeholders is in its final stages. It has become evident that the contact details we hold are now out of date and we are working to produce a more comprehensive list of which organisations and agencies might benefit from the newsletter.

5 Lay Member meetings attended:

5.1 Primary Care Commissioning Committees (Public and Private)

- CCG Governing Body
- CCG Governing Body Development
- Quality and Safety
- Strategic communications
- 1:1 meetings with CCG Officers
- 1:1 meeting with Patient representative
- Engagement Cycle
- Black Country CCG Joint development meeting
- Wolverhampton Total Health PPG Chairs PCN
- Wolverhampton North Network PPG Chairs PCN
- Unity PPG Chairs PCN
- VI PPG Chairs PCN
- Black Country Governing Body in common
- Listening Exercise – phase I
- Royal Wolverhampton Hospital Council of Members meeting

6. KEY RISKS AND MITIGATIONS

N/A

7 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: Sue McKie

Job Title: Lay Member for Patient and Public Involvement

Date: 31 January 2020

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

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	n/a	
Public / Patient View	Sue McKie	31 January 2020
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 2020

