

WOLVERHAMPTON CCG

Primary Care Commissioning Committee

03 March 2020

TITLE OF REPORT:	Communication and Participation in Primary Care using the CCG Comms and Participation Strategy 19/20
AUTHOR(s) OF REPORT:	Helen Cook, Communications, Marketing & Engagement Manager
MANAGEMENT LEAD:	Mike Hastings – Director of Operations
PURPOSE OF REPORT:	This report updates the Primary Care Commissioning Committee on the key communications and participation activities in Primary Care during December 2019, January and February 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:	The key points to note from the report are: 2.1.1 Extended access campaign 2.1.2 Christmas and New Year opening of Primary Care hubs 2.2.3 The future for CCGs in the Black Country and West Birmingham -Listening Exercise 2.2.2 Care Navigation
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 Primary Care staff and services.
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 Primary Care Commissioning Committee on the key activities which have taken place in Primary Care during December 2019, January and February 2020, to provide assurance that the Communication and Participation Strategy 19/20 of the CCG is being delivered effectively.

2. KEY UPDATES

2.1. Communication

2.1.1 Extended access campaign

The 'what matters to you?' commissioning intentions engagement roadshow which took place in June and July 2019 highlighted key areas to communicate to patients and members of the public for primary care: evening and weekend appointments, new roles in primary care and online services. As a result, the CCG commissioned AGEM CSU to carry out a campaign to raise awareness of extended access within primary care. The campaign includes:

- Patient and public engagement: 4 x outreach events in high footfall areas taking place in February and March
- Online content: tweets, press releases and website copy
- Animation to encourage people to use online services
- Video case study to raise awareness of new roles in primary care

It was also recognised that GP practice staff needed further support to offer extended access appointments, greater understanding of the new roles emerging in primary care and online services. A toolkit has been sent out to GP practices to support with this which includes printed materials to display in their waiting areas.

The CCG has also financially supported the PCNs to deliver their own engagement events for their patients and local residents to inform them of the above.

2.1.2 Christmas and New Year opening of Primary Care hubs



During December we advertised the GP hubs and Pharmacy Christmas and New Year opening times online, in newspapers, via social media, press releases.

We produced printed materials in poster and leaflet format delivered to GP surgeries across the city.



2.1.3 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.



2.1.4 Coronavirus updates

Regular updates have been sent when necessary to Primary Care as directed by Public Health England and our local EPRR leads.

2.1.5 Press Releases

Press releases have included:

February 2020

- Give your heart some love this Valentine's Day
- Coronavirus latest advice
- Wolverhampton's first integrated health and social care community hub sees benefits for patients following its first year of success
- Its Time to Talk about mental health in Wolverhampton

January 2020

- Call to combat obesity in Wolverhampton
- Plea for more men to donate 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

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.

2.2.3 Practice Nurse Bulletin

The bulletin in February included the following:

- Covid -19
- What matters to you about your healthcare? - Children and young people survey



- Pathology user survey 2020
- Type 2 Diabetes prevention week 2020
- Free online cancer educational tool for primary care
- Black Country Sexual abuse forum
- Wolverhampton womens day 2020
- Study about healthier weight conversations
- New guidance for HPV screening result codes
- Local community dermatology service mobilisation update
- Grants available for boilers, radiators and heating systems
- Practice Vacancies
- Training and Events

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

Phase II of the listening exercise was delivered at the GP Members meeting in January. Results of the engagement will be collated in a report along with views from staff and stakeholders.

2.2.4 Care Navigation

Engagement has taken place with practices on the new care navigation points following a review in Quarter 2. Practice staff have been invited to attend update sessions and Phase 3 launch training which is taking place in February. We've also offered to go out to practices and a few of these have taken us up on the offer. A resource pack is being developed to send out to practices to support them to care navigate. This includes printed material and pin badges for reception staff with the newly developed care navigation logo. After the practice awareness sessions have concluded we will then focus on a public campaign to raise awareness of care navigation, as was recommended in the review.

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 access to services**

Children and young people

Targeted engagement has taken place with parents/carers of 0-5s, as we know this age group are the most frequent attendees at A&E. We attended three parent and toddler groups across the city and spoke to 26 parents/carers to find out their experiences of using NHS services. We gave out information about the extended access hub appointments available on evenings and weekends, and information on how to book appointments online which was well received.

4.2 **Engagement with harder to reach groups**

We are currently carrying out a second phase of 'what matters to you?' for children and young people between the ages of 11-25, due to low responses from this group during engagement in the summer of 2019. This will provide a valuable insight into children and young people's experiences of accessing primary care services. 98 people have completed the survey so far. The survey is open until 29 February and a report will be shared with the Primary Care Team and children's commissioner once the engagement exercise is complete. The report will also be available on the CCG's website on the You Said, We Did page.

We have met with the Migrant and Refugee Centre and provided information on GP evening and weekend appointments to support the training programme already in place. We are exploring the opportunity to attend ESOL classes and open discussions with them.

We are also planning engagement with homeless people, sex workers, elderly people, black and ethnic minority groups, members of the LGBTQ+ community and members of the deaf community to hear their views on accessing services and listen to how we can improve services for them in the future. The feedback we hear will be shared with commissioners and an engagement report will be published on the CCG's You Said, We Did page.

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 to certain communities.

The communications and engagement team have attended 4 PCN PPG Chair's meetings.



5 KEY RISKS AND MITIGATIONS

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 February 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	Mike Hastings	24 February 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)	Mike Hastings	24 February 2020

