

WOLVERHAMPTON CCG

Governing Body
11 April 2017

Agenda item 17

TITLE OF REPORT:	Communication and Participation update
AUTHOR(s) OF REPORT:	Pat Roberts, Lay member for PPI Helen Cook, Communications, Marketing & Engagement Manager
MANAGEMENT LEAD:	Pat Roberts – Lay member for PPI
PURPOSE OF REPORT:	This report updates the Governing Body on the key communications and participation activities in March 2017.
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> <ul style="list-style-type: none"> • 2.1.1 Stay Well this Winter– Stay Well campaign advance and outreach • 2.1.4 Demand Management – Play Your Care Right • 4.1.1 You said – we did
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

- 1.1. To update the Governing Body on the key activities which have taken place in March 2017, 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 this Winter– official campaign

The [2016/17 Stay Well This Winter campaign](#), jointly led by NHS England and PHE, is running throughout England with a national TV, radio, print and online advertising campaign. The campaign aims to keep vulnerable people well through winter and reduce pressures on the NHS.

Locally, our joint winter campaign will mirror the national stay well campaign until end of March 2017, particularly targeted to pregnant women, children under 5 and those with long term conditions.

On 24 and 27 March an Advan travelled around the city advertising the Stay Well in Wolverhampton message.

We have also done some more targeting outreach events during March, particularly with community groups such as, Refugee and Migrant Centre, Patient and Participation Groups along with others.

<https://wolverhamptonccg.nhs.uk/your-health-services/stay-well-this-winter> - the CCG Stay Well webpages which will be updated with new information.

2.1.2 Patient online

During March we assisted 25 GP practices across the city to encourage sign up to the practice patient online services.

Staff worked with GP staff to highlight the benefits to signing up to patient online to patients attending their surgery, and facilitated completion of the paperwork with patients to start the process to use individual surgery online services.

2.1.3 Proactive press releases

During Feb and March (to date) we issued eight proactive press releases. These can be found at the following page on our website. <https://wolverhamptonccg.nhs.uk/news>

2.1.4 Demand Management – Play Your Care Right

Following on from the Demand Management Game Show animation being shown at the March Governing Body meeting, we have started to disseminate the animation publically with a press release and a schedule of tweets to start it going on social media.



The animation has been designed as we acknowledge that navigating the health system can often be confusing, and to help address this, a fun new game show animation has been created to let everyone know how to 'Play Their Care Right'.

The animation can be found here <https://wolverhamptonccg.nhs.uk/your-health-services/advice-on-health-care>, giving just a few examples of where to go for a number of different conditions, ranging from a sprained ankle and cough, to severe chest pain and even head lice.

Options include pharmacy, self-care (looking after yourself), GP, walk in centre and A&E, plus a lifeline 111 button.

2.1.5 **Musculoskeletal (MSK) services**

Communications have gone out on the CCG website, a press release and via current internal communications channels to stakeholders to inform them of the new provider of the MSK service from April 2017. WCCG has recently awarded a five year contract to Connect Physical Health Centres Ltd. The new service, will provide assessment and treatment for adults over the age of 18 who are registered with a GP in Wolverhampton. The service will provide assessment and treatment in the community for orthopaedic and rheumatological conditions and will include pain management, physiotherapy and orthotics (ready-made).

2.2. **Communication & Engagement with members and stakeholders**

2.2.1 **GP Bulletin**

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

2.2.2 **Practice Nurse Bulletin**

The latest edition of 2017 Practice Nurse Bulletin went out in mid March. Topics included: MSK Update, Workforce update, CHC Assessments, Beat the Street campaign, learning from reviewing care and leaflets for vulnerable groups.

2.2.3 **Practice Managers Forum**

The March PM Forum covered the following topics:

- Bowel screening service presentation
- Social prescribing team introductions
- Violent patient scheme
- Specsavers presenting around the MECS service
- Carers support presentation
- Patient partner reminder and leaflets distribution
- Nuffield health introduction
- Care Navigating

2.2.4 **Annual Report**

Work has begun with Finance Dept., CCG staff and partners to collate WCCG Annual Report, ready for its first submission to NHSE in mid April.



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 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 Commissioning Intentions

4.1.1 'You said – we did'

Following on from the public engagement for Commissioning Intentions in 2016, we have now published the 'You said – we did' which outlines how what you've told us has influenced our commissioning for 17/18. The report can be found here https://wolverhamptonccg.nhs.uk/images/You_said_we_did_17-18.pdf

4.1.2 Planning for 17/18

Planning for next 2017 Engagement Commissioning Cycle continues with the public event is now fixed as May 17 – 19 inclusive and the event bus will be sited in many local areas throughout this period.

4.2 PPG and Citizens Forum

The PPG/CF meeting was held on 21 March and included an update on Primary Care and New Models of Care, the STP and request for patient stories. It was also agreed to hold individual models of care meetings between the PPG chairs and representatives of the models facilitated by the Primary care and engagement teams.

5. KEY RISKS AND MITIGATIONS

N/A



6. IMPACT ASSESSMENT

Financial and Resource Implications

6.1. None known

Quality and Safety Implications

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

Equality Implications

6.3. Any engagement or consultations undertaken have all equality and inclusion issues considered fully.

Legal and Policy Implications

6.4. N/A

Other Implications

6.5. N/A

Name: Pat Roberts

Job Title: Lay member for PPI

Date: 27 March 2017

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



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	PPG / CF meeting You said-we did	21/03/17 2016/17
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)	Pat Roberts	27 March 2017

