

WOLVERHAMPTON CCG

Governing Body
14 November 2017

Agenda item 16

TITLE OF REPORT:	Communication and Participation update
AUTHOR(s) OF REPORT:	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 in September 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> <p>2.1.1 Minor Eye Conditions Service (MECS) 2.1.3 Winter Campaign - Flu 2.1.4 Health directory now available on WIN</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

- 1.1. To update the Governing Body on the key activities which have taken place October 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 Minor Eye Conditions Service (MECS)

The MECS campaign has a web and social media presence following its launch in September. Work has begun with young people from across the city to develop a multi-media piece to complement the campaign. Full details on MECS at <https://wolverhamptonccg.nhs.uk/your-health-services/eye-care-service-meecs>

2.1.2 Press Releases

Press releases since the last meeting have included: The power is in your hands to stop germs spreading in Wolverhampton; CCG announces new Chair; Online directory now includes health information and advice and Silver award for charitable Clinical Commissioning Group.

2.1.3 Winter Campaign - Flu

The winter campaign has continued to focus on flu jabs. All public who are identified as being in an “at risk” group are invited to take up their flu jab at their GP surgery or with at their local pharmacy. Focus this month across the Black Country is with Pregnant women in the Black Country. A press release and series of tweets have been produced and disseminated.

Planning is well underway for the next phase of the Winter campaign. This will be focussing on Stay Well, to mirror the national campaign. In Wolverhampton we will be having a series of five outreach events. These will include high footfall sites, such as supermarkets, and also some more targeted events to reach young children, their parents and older people.

See our Stay Well website pages for more information

<https://wolverhamptonccg.nhs.uk/your-health-services/stay-well-this-winter>

2.1.4 Health directory now available on WIN - www.wolverhampton.gov.uk/win

Working in partnership with City of Wolverhampton Council, we sent out a press release and have scheduled a series of tweets for the next six months to advertise the WIN website and the wide variety of local health services that can now be found on the Wolverhampton Information Network.

The health directory is the latest addition to the Wolverhampton Information Network, which already has comprehensive sections offering information and advice and details of support available to adults, carers, families and children and young people with special educational needs and disabilities.



People can also use a special search function on the Wolverhampton Information Network to find their nearest GP, dentist, pharmacy or opticians simply by typing in their postcode.

The Wolverhampton Information Network is designed to be used by frontline practitioners, service users and members of the public. It enables people to search quickly and easily via a particular issue or topic, or find activities and events close to home by searching using postcodes.

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 October edition of the Practice Nurse Bulletin included the following topics:

- LeDeR information
- Review of non-residential adult social care
- Nurses get together
- RCN bursary programme
- Local implementation of universal credit
- Healthwatch advisory board chair position

2.2.3 Practice Managers Forum

The PM Forum planned sessions covered the following topics in October:

- Diabetes Prevention programme
- Sound Doctor
- Domestic violence template and project
- Base 25 counselling service – Rapport children's counselling
- Bowel screening promotion and endorsement

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.

5. LAY MEMBER MEETINGS – attended:

5.1 Lay Member post is currently being recruited to.

6. KEY RISKS AND MITIGATIONS

N/A

7. IMPACT ASSESSMENT

7.1. **Financial and Resource Implications** - None known

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

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

7.4. **Legal and Policy Implications** - N/A

7.5. **Other Implications** - N/A

Name: Helen Cook

Job Title: Communications, Marketing & Engagement Manager

Date: 02 October 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

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		
Public / Patient View	n/a	
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)	Helen Cook	02 October 2017

