

GOVERNING BODY MEETING

Date of meeting	Tuesday 23 January 2018	Agenda item number	14
Title of report	Communications and Engagement Strategy Update		
Paper Presented by:	Claire Lewis, Acting Executive for Governance. Patient Safety and Risk Kate Hurry, Head of Communications, Engagement and Development		
Paper prepared by:	Kate Hurry, Head of Communications, Engagement and Development Amanda Bate, Community Engagement Manager		

CCG strategic objective supported by this paper: (please tick ✓)	Develop and maintain an effective organisation	✓
	Commission high quality, safe and cost effective services which reduce health inequalities and improve access to healthcare	✓
	Effectively engage patients and the public in decision making	✓
	Develop excellent partnerships which lead to improved health outcomes	✓
	Make the best use of resources	✓

Purpose of report
This report relates to activity undertaken to deliver the Communications and Engagement Strategy in the six months from July to December 2017.
Recommendation
The Governing Body is asked to comment on and note the progress made as outlined in the report and to approve the future planned activity.

Please indicate which Group this has been discussed with (please tick ✓)			
Executive Management Team		Quality Improvement and Governance Cttee	✓
Clinical Commissioning Committee		Finance and Performance Committee	
Audit Committee		Remuneration Committee	
Council of Members		Primary Care Commissioning Committee	
Other/Not Applicable			
Patient and Public Engagement:	Ongoing		
Equality Impact Assessment:	N/A		
Resource Implication(s):	N/A		
Are there any associated risks? If so, are the risks on the risk register? If yes, please include risk descriptor and current risk score	No		
For further information please contact:	Kate Hurry		

GOVERNING BODY MEETING – 23 JANUARY 2018

COMMUNICATIONS AND ENGAGEMENT STRATEGY UPDATE

Background

Our refreshed communications engagement and community development strategy 2017-2019 was developed following significant public and patient and stakeholder engagement and was ratified by the Governing Body in July 2017. This refresh responded to the insight gathered through the engagement exercise, as well as a number of requirements the CCG and wider Fylde coast health care system will have as the delivery of health adapts to meet the future needs of the local population.

This report relates to activity undertaken to deliver this strategy in the six months from July to December 2017. Where it is possible, it includes how we have used feedback gathered from our engagement activity, and the impact this feedback has had. This information will be published through a variety of mechanisms to make sure we are closing the feedback loop, which is one of the key areas for development within the updated strategy.

Objective 1: Support the achievement of the priorities set out in the 2030 Vision and five-year Strategic Plan

Directory of services

Throughout previous engagement activities, including those which helped to develop the CCG's 2030 Vision, members of the public and wider stakeholders often told us how difficult they found it to access information about health and care services. Many commented that this is often confusing and frustrating. As a result, the CCG has worked with other Fylde coast partners, notably Blackpool CCG and Blackpool Council to develop a dedicated directory of services.

The FYi Directory was launched in September 2017 following a lengthy period of engagement with patients and stakeholders to develop and test the tool. It provides one comprehensive portal for service information and is accessible to members of the public as well as professionals at www.fyidirectory.co.uk. To date, there have been more than 11,500 unique visitors. A manned telephone helpline is in place for anybody without computer or internet access. This operates from Monday to Friday with staff able to respond verbally, as well as print and post information as required.

The CCG's Influence Panel

Made up of volunteers who meet to consider aspects of CCG strategic development, the Influence Panel has met four times in the last six months. The panel has received a range of presentations and helped in the development of new services and given suggestions for improvements.

The panel now has a core group of around 12 to 15 who regularly attend meetings on a monthly basis.

The panel has looked at a number of topics and helped the CCG in a number of areas. These include:

- The FYi directory: The panel looked at the directory prior to launch and made a number of suggestions which helped fine tune the website before it went live.
- Accountable care partnership (ACP) core script: The script was updated in line with members' suggestions, which included ensuring the language was in plain English.
- Medicines for minor ailments: The panel endorsed plans to remove a number of medicines from prescriptions in Fylde and Wyre which were not included in the Pharmacy+ Clinic service. This included items such as sun cream and nappy rash cream. The panel's discussion influenced the decision making process. In addition, suggestions of communications messages to be used were taken on board.

Sharing our vanguard learning

As a vanguard site, we are required to share our learning with colleagues in other parts of the country to aid their own transformation agendas. We continue to make use of a nationally developed website which enables the Fylde coast to share useful documents. It also supports our own staff by connecting them with colleagues from elsewhere.

We continue to attend a range of local and national events to promote the work on the Fylde coast in partnership with NHS England colleagues and other vanguards.

Life in Wyre survey

Following our successful collaboration in 2014 and 2016 with Wyre Borough Council, the CCG contributed to the council's review of the survey. The CCG's contribution to the survey was welcomed resulting in the CCG being invited to take part in the bi-annual survey again in 2018. Working together the council and the CCG have identified mental health and wellbeing as a priority topic for the survey.

Objective 2: Provide accessible information and guidance to assist local people to make healthy choices and make effective and efficient use of NHS resources

Fylde coast winter plan

Urgent and emergency services face increased pressures every winter. We expect it and plan for increased attendances and admissions at our A&E department. Running in tandem with the national 'Stay Well' campaign is our Fylde coast 'Think! Why A&E?' campaign. Throughout the Christmas and New Year period, social media activity directed people to information about opening times of local health services. This was downloaded more than 1,750 times.

The Fylde coast A&E Delivery Board also commissioned an outdoor campaign to promote the use of NHS 111 before attending A&E. The campaign began on 18 December and consisted of bus and bus stop advertising. Significant social media activity has also taken place to spread key messages across the Fylde coast. As at 31 December 2017, the total reach of the campaign was 1.1 million.

Pharmacy projects

The CCG medicines optimisation team has implemented a number of projects recently. The repeat ordering project, where repeat prescriptions are no longer accepted from community pharmacies, has been supported through the development of a leaflet and posters, letters to patients and gathering feedback on the plans.

The proposal was discussed at the CCG's Influence Panel as well as the PPE Group, both of which were supportive. There were suggestions that to mitigate any potential difficulties in implementing the changes, patients should be communicated with well in advance. This advice is being actioned in partnership with practices as they come on board with the project.

The CCG is also promoting the ongoing NHS England consultation into prescribing of over the counter medicines. There will be local engagement taking place to gather feedback from the Fylde coast population.

Getting the right treatment

Phase 1 of the Pharmacy+ Clinic communications and engagement activity came to an end in July 2017. The main objectives were to raise awareness of the service and encourage people to use it.

Between May 2016 and July 2017, 3,596 people used the Pharmacy+ Clinic service; an average of 257 patients/month.

Through Facebook and Twitter, messages have had an overall potential reach of more than 900,000 people. Each post and tweet directs people to the Pharmacy+ Clinic website which has resulted in 11,358 page views by 4,029 users since May 2016.

The Pharmacy+ Clinic communications and engagement activity coincided with Self-Care Week (13-19 November 2017). Since November, around 44,000 people have been reached via Facebook and Twitter, with a '12 Days of Pharmacy+ Clinic' campaign run over Christmas reaching 87,000 people.

Engagement exercise regarding Kirkham/Wesham proposals

The engagement exercise around the proposals to relocate Kirkham and Wesham health services to a new building in Derby Road, Wesham, came to an end on 15 September. The 12-week engagement exercise involved the publication of an information booklet, an online version of the survey and a number of public meetings. The engagement was also heavily supported by social media and text messaging.

All of the 4,000 booklets were distributed around the local area, including the rural towns and villages that use the services in Kirkham. A dedicated door-drop of booklets through the houses on the Lower Lane Estate in Freckleton also took place to ensure an area identified as having higher levels of deprivation was specifically targeted.

Public events in Freckleton, Kirkham and Wesham organised by the CCG were attended by around 150 people. There were further events and meetings organised by other groups that the CCG attended, including Kirkham Town Council which had 240 attendees.

Nearly 2,000 (1,191) surveys were completed either online or in print. Social media activity was high and analysis shows a potential reach of more than 170,000 people, meaning the posts on Facebook, Twitter and other mediums were around 170,000 times on people's 'walls' or 'feeds'.

Four further public meetings were held in October in Kirkham and Wesham to inform local people of the next steps, and to explain how we were acting on their suggestions. The slides and information from those meetings are available at www.fyldeandwyreccg.nhs.uk/derbyroad

Analysis of the data from the public engagement was carried out by an independent market researcher. The findings were taken to the Primary Care Commissioning Committee and Governing Body in November where the decision was taken to support the proposal. This decision was based on the outcome of the engagement exercise, which was largely supportive of the plans. The table below highlights how we listened to what people told us:

You said we did:

You said	We did
Suggested alternative sites.	All alternative sites were investigated and discounted for various reasons. These included: <ul style="list-style-type: none"> • Kirkham Community Centre • The former school site in Barnfield, Kirkham • The former social services building in Station Road, Kirkham • The former Hillside Restaurant in Preston Street, Kirkham • The Fylde Motor Company site in Preston Street, Kirkham
Distance from the bus stop in Station Road.	The CCG has spoken to Coastal Coaches about amending the bus route to include the proposed new site. The CCG will work with local residents close to the site to minimise traffic issues.
The footpath from Derby Road to St Michael's Church would provide a better way for people walking or cycling to and from Kirkham, but it needs improving.	The CCG is looking at options for improving this pathway and incorporating this into the overall project proposal.
The new centre should include a dentist.	The CCG has spoken to NHS England, which is responsible for commissioning NHS dentist services. At this stage NHS England says there is insufficient demand but discussions will continue.
The CCG hasn't explained what services will be offered from the proposed new centre.	The CCG has provided information to this effect in public feedback meetings in October 2017. This information has been available on the CCG's website from 9 October 2017.
The survey question was written in an overly positive way and did not ask people specifically whether they are happy with the proposal on the actual location suggested.	The CCG asked all public meeting attendees a second question specifically about the proposed site. Also the CCG commissioned independent market researchers Qa Research to carry out a full evaluation of the survey responses to ensure they were properly interpreted.
Derby Road is already busy and potentially dangerous	The CCG will work with local residents close to the site to minimise traffic issues.
What about putting a satellite surgery in Kirkham to maintain some sort of service in the town?	The CCG will work with the practices to see if there are any feasible options to take this forward.

NHS Diabetes Prevention Programme

The CCG continues to coordinate communications and engagement activity across Lancashire and south Cumbria to support the rollout of the NHS Diabetes Prevention Programme (NDPP). Since going live in July 2017 more than 2,000 people have been referred to the programme. External communications is aimed at raising awareness of Type 2 diabetes and the programme in general. Nearly 293,500 people were reached across the Fylde coast via Facebook and Twitter between July and December 2017.

Further to this, Lancashire and south Cumbria is one of eight pilot areas selected to test drive a range of innovative digital products, apps, gadgets and other online tools. The CCG worked closely with the NHS England communications team in relation to the public announcement of this on 14 November. Locally, media coverage was achieved in the Blackpool Gazette, Fleetwood Weekly News and That's Lancashire TV. Internal communications will be developed and shared with the other Lancashire and south Cumbria CCGs.

Empowering people and communities

The empowering people and communities workstream of the vanguard programme has identified funding available to each neighbourhood to support them to develop local community-led initiatives. Neighbourhoods have used public health data and worked with local patient groups to identify a health priority for their area. Working with voluntary, community and faith sector organisations, the neighbourhoods are developing interventions to address the wider determinants of health and approaches which harness the assets of the communities in which they are located. An initial round of reporting against key outcome measures is expected in spring 2018. Examples of projects include:

- Befriending to combat loneliness and social isolation;
- Healthy eating and cooking programmes for Year 5 children;
- Social prescribing in collaboration with Wyre Borough Council;
- Asset based approaches to developing community physical activity programmes aimed at disadvantaged groups. This is where local residents volunteer their time and expertise to run a group, for example walking groups.

Social media

We are using Twitter to build relationships and promote key messages. We have published 654 tweets on Twitter, helping us to grow our following by 361 to 2,722 in the past six months. Engagement with followers has risen slightly from 473 to 478 Twitter mentions (use of our user name in others' tweets) between July and December.

We are also using Facebook to promote the CCG brand and key messages, with a steadily growing number of likes. Our Facebook following has increased by 570 over the past six months, taking it to a total of 1,442. This places the CCG in the top 10 CCG Facebook pages nationally in terms of likes.

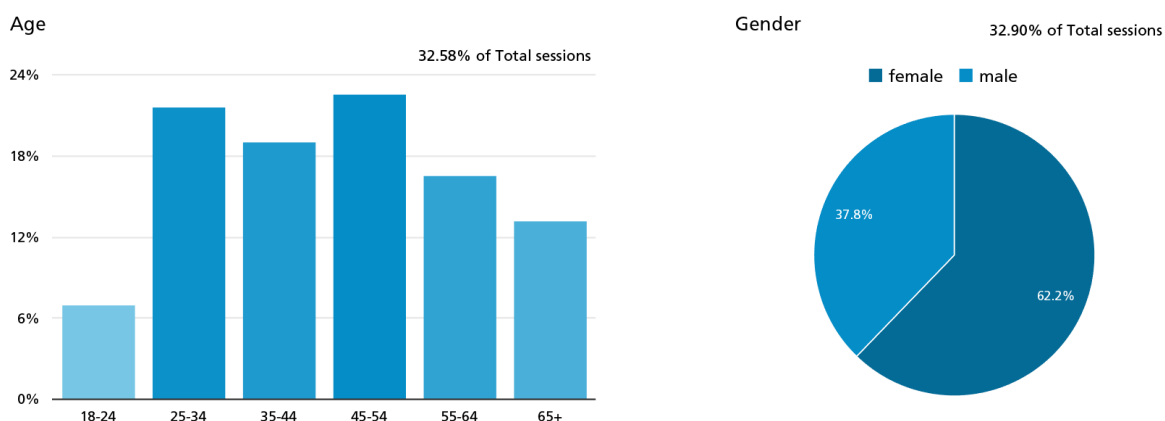
We are continuing to assist practices to get the most from social media, and in doing so are creating a network across Fylde and Wyre. This significantly increases our ability to share information and gather feedback. A total of 15 practices are now using Facebook:

Neighbourhood	Practice	Likes (as of end Dec 17)
Fleetwood	Broadway Medical Centre	59
	Fleetwood Surgery	162
	The Mount View Practice	14
LSAF	Ansdell Medical Centre	251
	Holland House Surgery	126
	Poplar House Medical Practice	198
	Clifton Medical Practice	111
	Fernbank Surgery (also on Twitter)	65
	Park Medical Practice	38
Kirkham	Ash Tree House Surgery (also on Twitter)	354
	Kirkham Health Centre	189

WIN	Queensway Medical Centre	197
	Over Wyre Medical Centre	196
	The Thornton Practice	347
	Lockwood GP Surgery	477

Websites

Each month the CCG website sees around 2,000 unique visitors. A breakdown of their age range and gender from July 2017 to December 2017 is shown below:



In addition to our own website, we have been working with practices to redevelop their sites to create a network of health websites across Fylde and Wyre. All 18 have gone live and have syndicated content from the CCG's website.

Guinness World Record

We are working with partners to attempt to break the world record for the number of people exercising to a music video at the same time. This work supports the CCG's strategic objectives and public health priorities to increase physical activity and improve both physical and mental wellbeing. Working with Fylde Borough Council we are able to explore the potential to partner with Lytham Festival event organisers to utilise the venue in summer 2018 to coincide with the NHS70 celebrations.

Objective 3: Use patient experience and opinion to assist clinical commissioners in driving quality improvements through contracting and commissioning

The CCG continues to support the engagement exercise for a range of policies which are being reviewed across Lancashire. The CCG has recently promoted the Cosmetic Procedure Policy review, receiving presentations from Midland and Lancashire Commissioning Support Unit (MLCSU) at the Patient Public Engagement Group, Patient Participation Group Chairs' Group and Influence Panel. We also hosted a focus group attended by LGBT (lesbian, gay, bisexual, and transgender) representatives and young people. Fylde and Wyre residents contributed the most responses to the Lancashire-wide engagement exercise.

Maternity Voices Partnership

The Fylde Coast Maternity Voices Partnership continues to meet regularly to support the development of the local maternity system and transformation plan in line with Better Births Guidance. The partnership consists of people who have been through the maternity pathway and are able to support continued improvement and outcomes for patients moving forward.

Care Homes

The new Fylde and Wyre care homes service is based on the learning gathered from local pilot projects and six national care home vanguards. The service development took into account the feedback from residents and care homes involved in the local pilots, in particular the positive experiences of residents and care home staff involved in the Wire Integrated Neighbourhood pilot (see some quotes below). The interim care home team will be based in two locations, one in Wyre and one in Fylde, and will proactively support care home residents to stay well, thereby avoiding hospital admissions. Further engagement with stakeholders is planned, including a care home conference in February 2018 and continuing support to build care home staff skills to engage with residents and their families.

Examples of feedback from residents and care home staff involved in the WIN pilot:

- “Responsive and supportive service...tremendous help in reducing the need to see a GP”
- “Always there to offer help and assistance when you needed them”
- “Found the service very helpful and supportive”
- “The benefits of this service are to significantly close gaps in care where residents may have chronic conditions”

The Patient Cancer Care Improvement Group

The Patient Cancer Care Improvement Group continues to meet bi-monthly and be chaired by group member David Baxter.

The group has so far been involved in the development of local health and wellbeing events, as well as reviewing and producing information for local services. This year they will be undertaking workshops where they will submit their own work into existing workstreams or undertake projects to address gaps in the service. For their first workshop they will develop an initiative to combat the number of ‘did not attends’ in the two week wait phase on the cancer pathway.

Online patient survey

The CCG’s online patient survey continues to be promoted and has seen more than 350 entries returned since May 2016, with feedback entered into the Datix system. The themes, which remain consistent, include: people struggling to get a convenient doctor’s appointment; receptionists’ customer care skills; and having to wait too long for mental health appointments.

A quarterly report continues to be shared with commissioners and Blackpool Teaching Hospitals to inform improvements. This feedback has led to the Trust examining the

discharge letter process. This review is ongoing and a further update will be provided in a future report.

Children and young people

Work has begun in relation to children and young people and mental health. A Fylde coast steering group has been set up to look at what work has already been carried out in this area and what insight is already available. Healthwatch (part of the steering group) is currently working on a project which involves speaking to young people via 'care circles' about their experiences of health and wellbeing. A care circle is where people sit in a small circle and share experiences. As part of this, Healthwatch will ask young people their preferred methods of communication, which will be invaluable when developing future campaigns aimed at this audience.

The CCG, along with Blackpool CCG, is also in the process of recruiting 'peer champions' who can help to take this work forward. The immediate goal is to hold a young people event with a focus on mental health in May 2018. The aim of the event is to engage with CYP who are a seldom heard group are offering them the opportunity to share their views on services across the Fylde coast and to share their experiences. The event will also aim to raise awareness and reduce the stigma of mental illness. A Fylde and Wyre specific database has also been created with contact details for secondary schools as well as youth groups across the area.

Patient Participation Group (PPG) chairs group

The PPG chairs' group continues to meet bi-monthly and build upon shared good practice. A terms of reference is currently in the process of being agreed as the group's objectives are re-evaluated.

Some of our patient participation groups are now beginning to work on discrete pieces of work on a neighbourhood basis. The CCG has supported PPGs from both the WIN and Lytham St Annes neighbourhoods in to implement initiatives that will enable collaboration between patients, primary care and the voluntary community and faith sector to address the wider determinants of health.

PPGs promoted Pharmacy+ as part of Self-Care Week (13-19 November) by spending time in their waiting rooms and speaking to people about the scheme. As a result, a number of pieces of soft intelligence were received in relation to the service; this information has been fed back to the lead commissioner. Feedback was on the whole positive and has informed further targeted promotion of the Pharmacy+ scheme.

Objective 4: Engage our workforce and clinical partners in strategic and service planning and services improvement

Clinical senate

A new Fylde coast Clinical Senate has been set up to drive improvements in the care and experiences of local people.

Launched in December 2017, members include GPs, nurses, hospital consultants, therapists and public health practitioners.

The senate provides clinical leadership, guidance and input on local plans and decisions. It also connects different professional disciplines with each other to share ideas and spread good practice. Members leave behind their organisational allegiances and take a Fylde coast-wide population view, at all times putting the best interests of patients and carers first.

Neighbourhood Events

The CCG has hosted two neighbourhood events in September and December 2017. These are well attended by primary care colleagues with approximately 40 delegates at each event and all practices represented. The theme for these two events included: workforce and finance overviews, neighbourhood leadership roles, the GP quality contract review and referral improvement and triage.

Fylde coast stakeholder newsletter

Autumn saw the launch of a joint health and care bi-monthly Fylde coast stakeholder letter. Early feedback has shown that this has been well received; analysis of page hits indicates that the last edition was read by around 500 people. The newsletter will replace individual bulletins previously generated by the two CCGs.

MCP Leadership team

The MCP Leadership Alliance continues to meet to help shape its vision and approach to further integrate community services. In January the CCG welcomed Karen Oddie as the MCP programme manager and Nigel Richardson as the new MCP chair.

Objective 5: Ensure delivery of statutory communications and engagement requirements, such as ensuring engagement in the planning of services, and promoting the NHS Constitution and patient choice

Systematising engagement

We regularly engage representatives of the public through our Patient and Public Engagement Group, which is a sub-committee of the Quality Improvement, Governance and Engagement Committee. In addition, we chair a bi-monthly meeting of the patient participation group (PPG) chairs, who share good practice and offer peer support. This group holds an annual conference to share good practice in spring of each year. The conference is now in its fifth year. In addition the CCG hosts a monthly Influence Panel to support commissioning prioritisation and service redesign.

Freedom of Information

We received 96 requests for information under the Freedom of Information (FOI) Act between July 2017 and December 2017, compared to 99 requests the six months before. The following gives a breakdown:

Applicant Type	Number of Requests
Commercial	47
Public	36
Press	8
Staff	2
Other	1
MP	1
Student/Researcher	1

The most common topic areas requested include information about the services the CCG commissions, primary care, continuing health care and medicines management.

There is a statutory requirement to answer FOI requests within 20 working days. In the six months up to the end of December 2017 we met this 96 per cent of cases.

MP letters

We received 14 MP letters between July and December 2017. Topics included continuing health care, pain management and the extended access service. We aim to provide a final response within 10 working days, and achieved this 65%, which is a 10 per cent improvement on the previous month. This is an internally-driven target, and where we are unable to meet the timescale we will let the MP's office know.

Annual General meeting

We held our second Fylde coast joint second joint annual general meeting in September 2017 at Blackpool Sixth Form College. The event was very well attended with approximately 80 members of the public and stakeholders. The event opened with a market place where exhibitors showcased a variety of local schemes and services. This session was followed by annual report presentations from each of the three NHS organisations and an update from the organisations' executive teams on future plans for healthcare services locally. The AGM was widely promoted on social media and on 21 September the CCG's tweets appeared almost 17,000 times in people's news feeds while they received 75 retweets and 183 likes.

Posts on Facebook appeared around 3,730 times with around 300 engagements (likes, clicks and shares). The three organisations intend to continue with this successful formula in 2018 and anticipate that the event will be a joint celebration of the NHS's 70th birthday.

Objective 6: Develop and manage the reputation of the CCG and the wider NHS to build confidence in the organisation and local services

Media relations

In July to Dec 2017, the CCG issued 16 press releases two reactive statements, which resulted in 38 news stories. Of the 53 stories generated in local media, 87% were positive

and 11% were neutral. There was one negative article. We endeavour to answer media queries within the deadlines set by the media; all deadlines over the past six months were met.

Social media

We are able to manage our reputation more effectively and reach more of our target audiences directly through our website and social media channels and this will increase as our following on these channels grows. In the last quarter, our top-achieving post on Facebook (about GP receptionists asking patients why they are calling) had a reach of 8,975 (meaning it appeared on that many people's computer/tablet/phone screens), was shared 24 times, liked by 75 different people and led to 1,318 clicks to view the full post.

Stakeholder management

Our programme to develop relationships with stakeholders, such as the overview and scrutiny committees, Healthwatch, MPs and key voluntary, community and faith sector groups, has continued. As part of this, we now have regular briefing sessions with members of both borough council scrutiny committees, as well as the portfolio holders for health. We have presented to the scrutiny committees of both Wyre Council and Lancashire County Council in the last six months.

Objective 7: Build capacity and capability to ensure our communications and engagement strategy is delivered

Collaborative working

With the support of organisational development colleagues, the Fylde coast NHS communications and engagement teams continue to foster improved collaborative working. This work is part of the developing accountable care partnership (ACP), and aims to increase capacity and reduce duplication. A communications campaign to raise awareness of the ACP among staff and key stakeholders is about to be launched. This is supported by a narrative which has been agreed by all ACP partners.

Recommendations

To comment on and note the progress made as outlined in the report and to approve the future planned activity.

**Kate Hurry Head of Communications, Engagement and Development, on behalf of the
Communications and Engagement Team**

16 January 2018