

Governing Body

Report Details

Meeting Date	2 July 2019
Report Title	Patient and Public Engagement Update
Presenter	Kate Hurry, Head of Communications and Engagement
Prepared By	Kate Hurry, Head of Communications and Engagement
Report Requirements	Receive

CCG Corporate Objectives

• Through better commissioning, improve local health outcomes by addressing poor outcomes and inequalities	Yes
• To work collaboratively to deliver safe, high quality health and care services	Yes
• To ensure financial balance and improve efficiency and productivity	Yes
• To deliver a step change in the NHS preventing ill health and supporting people to live healthier lives	Yes
• To maintain and improve performance against core standards and statutory requirements	Yes
• To commission improved and effective out of hospital care	Yes
• To support research, innovation and growth	Yes

Committee Discussion

	Date
Senior Management Team	
Clinical Commissioning Committee	
Quality, Improvement and Engagement Committee	11 June 2019
Finance and Performance Committee	
Audit Committee	
Primary Care Commissioning Committee	
Recommend to CCG Governing Body – Part I or Part II	Part I - 2 July 2019

Internal Assurance Process (indicate if not applicable)

Clinical Lead	N/A
Senior Lead Manager	N/A
Finance Manager	N/A
Has a Quality Impact Assessment been completed?	N/A
Has an Equality Impact and Risk Assessment been completed? If not, please explain why.	Yes, on the communications and engagement strategy
Patient and Public Engagement completed	Yes
Financial Implications	N/A
Are there any associated risks? If so, are the risks on the Risk Register? If yes, please include the risk descriptor and current risk score.	N/A
Report Authorised by Executive Lead	David Bonson, Chief Operating Officer

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Patient and Public Engagement Update

This paper provides an update about the two Fylde Coast clinical commissioning groups' patient and public engagement activity over the last two months.

This report has been structured under the objectives set out in the joint CCG communications and engagement strategy, ratified by both governing bodies in March 2019. It is also cross-referenced, where applicable, to the domains NHS England uses as part of the Improvement and Assessment Framework (IAF) to assess whether CCGs are meeting their statutory duties around engagement.

The Governing Body is asked to note the content of this report.

Key: Objectives within the CCGs' communication and engagement strategy

1	Help us to deliver our corporate objectives
2	Help people to make healthy choices and use local NHS services effectively (working with communities, the third sector and others to improve health and wellbeing)
3	Champion patient experience and involvement to improve NHS services, influence planning/commissioning decisions and contribute to co-production
4	Engage our workforce, clinical partners and stakeholders
5	Improve collaborative working, support the change process and develop a single communications and engagement function (for the CCGs and ICP)
6	Make sure we are meeting our legal duties around involvement and equality
7	Manage the reputation of the CCGs and the wider NHS
8	Build capacity and capability around communications and engagement

Key: The IAF domains:

A.	Governance
B.	Annual reporting
C.	Day-to-day practice
D.	Feedback and evaluation
E.	Equalities and health inequalities

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Objective 2: Help people to make healthy choices and use local NHS services effectively

Empowering People and Communities (IAF domains C, D and E)

Neighbourhoods continue to develop their approach to empowering people and communities. Some examples are as follows:

Lytham St Annes neighbourhood is working in partnership with Fylde Council and social enterprise Well North to scope empowering communities support in the Central and Kilnhouse wards where levels of deprivation are high. A coffee morning was hosted by Fylde Council and Well North in May. This offered the opportunity for residents to express an interest to get involved and for local organisations to conduct an assessment of strengths, assets and gaps in the community. A two-day immersion event is scheduled for mid-July.

Over Wyre Medical Centre has launched a social prescribing 'front room'. Situated within the practice, the front room provides a welcoming venue for visiting groups and services. The facility currently hosts a range of activities including coffee mornings, Blackpool Smile pain management support, arts and crafts sessions, a bereavement group and mindfulness sessions.

Primary care networks (PCNs) are considering how to make the best use of social prescribing link workers in neighbourhoods. A social prescribing conference to develop a model on the Fylde Coast was held in June. This was a co-production event involving voluntary, community and faith sector (VCFS) partners, local authorities, patients with lived experience and PCN leads.

The population health management pilot site in the Central West neighbourhood is targeting occupants of houses in multiple occupation who also frequently access health services with depression. The aim is look at how a non-medical model can support the most vulnerable to better access services to manage their health conditions. Population health management is a systematic, whole population approach to improving the management of risks in a population. A population may be described by geography, health need or communities of interest.

Urinary tract infection campaign

The gram-negative bloodstream infections (GNBSI) working group on the Fylde Coast is working to reduce the number of cases of *E.coli*.

In 2018 there were 143 cases of *E.coli* on the Fylde Coast. Of these, 123 were related to urinary tract infections, 88% of which were in patients living in their own homes who were not engaged with health services.

In July a communications campaign will be launched to reduce the number of GNBSIs. The campaign aims to lower the number of urinary tract infections in people aged 60 to 90 living in their own homes by 20% in one year.

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Target areas have been identified using mosaic data. The Fire Service has agreed to distribute leaflets to the at-risk group during their home safety checks. It is hoped that home help services will also be involved.

There will also be a social media campaign targeting family and friends of the at-risk group.

Small charities' event / FYi directory

In June Blackpool Council held an event for small charities on the Fylde Coast to provide advice on funding and various initiatives.

The CCG attended to showcase the FYi directory and how to register on it.

Three groups registered at the event with others planning to do so in their own time.

Your Voice sessions

The CCG held a Your Voice session last month at Thornton Library. The sessions, held monthly, are an opportunity for the public to share their experiences of health services.

Discussions included the way the CCG promotes ways to give feedback and be involved, and whether PPGs could have more involvement.

A refreshed plan for how engagement activities and their outcomes are communicated is being developed.

Objective 3: Champion patient experience and involvement to improve NHS services, influence planning/commissioning decisions and contribute to co-production

Mental health pathway re-design

The communications and engagement team is currently supporting work around the redesign of mental health pathways across the Fylde Coast. The focus is on primary and community support for mental health and will include prevention, self-help, and support available in the community, as well as the crisis pathway. This work is still in its infancy; however, a working group – involving representatives from NHS organisations, the local authority, the voluntary, community and faith sector, as well as people with lived experience – has been established. The current focus of this group is to develop a robust communications and engagement plan. It should also be noted that some of the engagement work in relation to the Fylde Coast Integrated Care Partnership's five-year plan will focus on mental health and will also feed into this redesign.

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Fylde Coast PPG Network (IAF domains C and D)

The Fylde Coast Patient Participation Group (PPG) Network met for the first time in May. The separate Blackpool and Fylde and Wyre groups have merged in an effort to capitalise on the momentum from the Fylde Coast PPG Conference in March.

There were 16 practices represented in total as patient representatives came together to share best practice and receive updates from the CCG on upcoming projects.

Many PPGs are currently trying to recruit new members. Notable feedback was received from The Thornton Practice which has won the PPG of the Year award in the National Association of Patient Participation annual awards.

Influence Panel (IAF domains A and C)

There are now 38 people registered with the Fylde Coast Influence Panel, a group of interested members of the public who meet monthly to provide feedback on specific topics to feed into the CCGs' commissioning and policy decisions.

The panel met in May to discuss its future and how to get the best out of meetings from both a CCG perspective and for members themselves. In June, members heard about plans to develop an 'emergency village' at Blackpool Teaching Hospitals, gave feedback on the proposals to date and commented on what they felt needed to be improved at the hospital.

July's meeting will focus on planning for Self Care Week 2019.

PPEI Forum (IAF domains A, C, D and E)

The Fylde Coast Patient and Public Engagement and Involvement (PPEI) Forum continues to meet monthly.

The group has agreed to receive bi-monthly patient engagement reports from the CCGs. As part of our formal governance and assurance process, these reports will be submitted to the quality improvement, governance and engagement committee and the CCGs' governing bodies.

In May the forum contributed to the development of the CCGs' annual reports.

The PPG Conference and audit results were discussed with recommendations made for the further development of PPGs.

The group commented on the Fylde Coast Integrated Care Partnership five-year plan engagement process, advising on ways in which the CCG could effectively engage and seek the views of patients and the public.

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In June the extended access service was discussed. A number of key points and suggestions were captured at the meeting which will enable the CCGs to report more easily on action taken as a result of the forum's feedback. This new process for logging suggestions has come from forum members themselves.

Citizens' inquiries (IAF domains C, D and E)

A sixth citizens' inquiry began in the Claremont ward of Blackpool in May.

This is the second inquiry in the Central West neighbourhood of Blackpool; the first focused on the Talbot and Brunswick wards.

So far the inquiry group has mapped positive and negative influences on health and wellbeing. They have identified GP practices as being a positive and policing, alcohol, poor housing and waiting times for health / mental health interventions as areas for improvement.

The group is now into its sixth week of the ten-week process. Commentators have been meeting with the group over the last three weeks including a representative from Blackpool Council's housing team, licensing and enforcement and a GP from St Paul's Medical Centre.

A further commentator will be invited to the next meeting to talk about mental health service commissioning.

Objective 4: Engage our workforce, clinical partners and stakeholders

Fylde Coast Integrated Care Partnership (ICP) Strategy Development

As part of the ongoing work to create a five-year plan for the ICP a working group has been formed to ensure patients, staff and stakeholders are appropriately engaged in the process.

Work so far has involved collating insight from previous engagement to understand key themes and any gaps.

The CCG is working closely with Healthwatch to run four focus groups which will gather insight from groups identified as current gaps: people with mental health conditions; Blackpool's transient population; people in work; and people living in rural areas. People will be asked about their experiences of accessing health care and services across the Fylde Coast, as well as what an excellent service would look like to them. This will help to inform the development of the ICP plan as well as an improved communications approach.

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Social prescribing conference

Last month (June) the CCG hosted an event to bring together representatives from primary care networks, NHS England and local voluntary sector groups to discuss what social prescribing on the Fylde Coast should look like.

The 32 attendees – 17 of whom were from community groups – discussed various issues around social prescribing including how it could best work in their locality, how the voluntary sector needs to be involved and how that relationship could be nurtured.

Meeting with scrutiny committees and elected members

As part of our commitment to keep local authority scrutiny committees up to date on our work we have held informal meetings in the last couple of months with members of both Blackpool and Lancashire County Council's health scrutiny committees. In addition, in May we presented an update to a police and councillor meeting in Anchorsholme which was well received. We will be presenting a formal update to Wyre Council's scrutiny committee later this month.

Objective 5: Improve collaborative working, supporting the change process and develop a single communications and engagement function

Engagement function development (IAF domains A, B, C, D and E)

Work continues to progress the development of an integrated communications and engagement service across the Fylde Coast NHS. Monthly meetings between communications and engagement colleagues within the CCGs and hospitals trust are proving fruitful in identifying common agendas, sharing skills and reducing duplication.

Kate Hurry, Head of Communications and Engagement
24 June 2019