

Influence Panel feedback

15 September, 2016

CCG engagement – Amanda Bate

Rather than setting questions, the panel was asked to comment on slides presented by community engagement manager Amanda Bate regarding the CCG's engagement activity.

The key points made by the panel were:

CCG 'In Fylde & Wyre' branding and overall awareness of the CCG

- People are still generally ignorant of the engagement branding that has been developed.
- When told about the CCG, people generally ask what the organisation actually does.
- When asked whether it was really necessary for the public to fully understand the role of the CCG, it was felt that because of the amount of public money being spent by the CCG there needed to be an element of accountability through public knowledge.

Engagement events/listening cafes

- Listening cafes should not be held in libraries.
- Of all the engagement done by the CCG, listening cafes offer the least value.
- Are there any alternative forums that could be used? Could the CCG take advantage of existing events such as dementia groups or diabetes groups?
- The engagement team should link in with Care and Repair as they will hear lots of feedback that could be passed back to the CCG.
- The New Models of Care roadshows, where there were presentations of the plans but also an opportunity for people to offer feedback during the event was a much better way of generating feedback.
- People need to be better informed on how they can give feedback on local NHS services rather than putting on listening cafes.

Other points raised

- The CCG still needs to do more to engage with carers.
- There is still a tendency to use technical NHS jargon.
 - The public need to be spoken to in plain English.
 - CCG needs to avoid NHS jargon in written publications
- Question raised regarding the usefulness of telephone polls – concern about elderly residents receiving calls and a rise in the number of call blocking phones.