

Governing Bodies in Common

Report Details	
Meeting Date	3 November 2020
Report Title	Patient and Public Engagement Update
Presenter	Amanda Bate – acting head of communications and engagement
Prepared By	Lyndsey Shorrock – communications and engagement manager
Report Requirements	Noting

Committee Discussion	
	Date
Senior Management Team	Not applicable
Clinical Commissioning Committee	Not applicable
Quality, Improvement and Engagement Committee	13 October 2020 – summary version
Finance and Performance Committee	Not applicable
Audit Committee	Not applicable
Primary Care Commissioning Committee	Not applicable
Recommend to CCG Governing Body – Part I or Part II	Part I – 3 November 2020

Internal Assurance Process (indicate if not applicable)	
Clinical Lead	Dr Adam Janjua
Senior Lead Manager	Amanda Bate
Finance Manager	Not applicable
Has a Quality Impact Assessment been completed?	Not applicable
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	None
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.	There is a risk associated with effective communication with residents relating to appropriate use of service and reputational management. These are on the risk register.
Report Authorised by Executive Lead	David Bonson

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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 during September and October 2020.

The report highlights how our work aligns with both the objectives set out in the joint CCG communications and engagement strategy (ratified in March 2019) and the patient and community engagement indicator (PCEI) domains of the NHS Oversight Framework.

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 NHS Oversight Framework

Patient and community engagement indicator (PCEI) domains:

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

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1.0 COVID-19 communications and engagement

The communications and engagement (C&E) team continues to respond to the COVID-19 pandemic by supporting colleagues across the Fylde Coast and focusing on robust communications and engagement with patients/public, staff, GPs and primary care colleagues, and wider stakeholders. The focus remains on ensuring communications are accurate, consistent and timely in order to instil confidence in the local NHS response and keep the rates of infection across the Fylde Coast down.

1.1 Social media: objectives 2, 4, 7, PCEI domain C

Social media continues to be the safest and most effective channel to engage with our residents and share COVID-19 information and advice. Recent messaging has included the 'Hands. Face. Space' prevention campaign, as well as information about testing, the NHS COVID-19 app and the introduction of new local restrictions. Since March 2020, we have published 3,187 posts in relation to COVID across the CCGs' and Trust's Facebook, Twitter and Instagram accounts. According to statistics provided by our social media scheduling software, Orlo, we have seen a potential reach (the unique number of people who have seen our content) of more than 19.8 million people and 10.8 million impressions (the total number of times our content has been displayed on someone's screen or device).

1.2 Primary care support: objectives 2, 4

The C&E team continues to support to the primary care team in assisting with regular virtual meetings with practice managers and GPs and the production the COVID-specific e-bulletin. A communications toolkit with key messages about primary care services during the pandemic has been shared with GP practices across the Fylde Coast which has been followed up with further support to practices. A regionally produced toolkit to support practices to reinstate annual health checks for those with a learning disability has also been shared.

1.3 Primary care engagement: objectives 3, 4, PCEI domains D, E

A toolkit for primary care staff has been developed in collaboration with comms leads across Lancashire and South Cumbria. This has provided information for patients on how to access services during the pandemic and what to expect when contacting their GP practice. The team continues to monitor soft intelligence around patient experience. In order to construct effective public messaging around access to primary care at this time, the C&E team is about to begin a piece of insight work with patients and practice managers. By doing this we hope to improve people's perceptions and encourage them to access primary care appropriately, whilst also supporting primary care staff during these challenging times.

1.4 Outbreak planning: objectives 4, 7

A GP practice outbreak communications and engagement plan has been drafted to ensure practices and the CCGs are prepared in the event of an 'outbreak' at a Fylde Coast surgery. The plan details key messages and relevant audiences/stakeholders, as well as template communications.

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1.5 Influence newsletter: objectives 1, 2, 4, 7, PCEI domains C and D

The CCGs continue to publish their COVID-19 edition of the Influence stakeholder bulletin which is shared with Influence members, local OSC officers, the Fylde and Wyre Health and Wellbeing Partnership, Healthwatch and the VCFSE.

1.6 COVID-19 vaccine trial: objective 7, PCEI domains C

The C&E team is supporting Layton Medical Centre and the National Institute for Health Research (NIHR) in promoting the Novovax vaccine trial being run on the Fylde Coast. The practice – in partnership with Blackpool Teaching Hospitals NHS Foundation Trust – has invited people to take part in the 12-month trial. The very first patient in the UK to be accepted on to the trial was seen at the Blackpool practice. Promotion of the trial has been done in the media via a press release and on social media and will continue to take place over the course of the trial. Patient volunteers are being sought to talk through their experiences and follow their journey from the start of the trial to the end.

2.0 Patient and public engagement

2.1 Patient and Public Engagement and Involvement Forum (PPEI): objectives 3, 6, PCEI domains A, D and E

The PPEI, which forms part of the CCGs' formal governance arrangements and advises the CCG on its plans for communications and engagement, has been reinstated with the first virtual meeting of this group being held in August and a further meeting in September. The group has been given updates in relation to the CCGs' response to the COVID-19 pandemic, the results of the test and adjust review and information about NHS 111 First.

2.2 Patient participation group network meeting: objective 3, PCEI domains C, D and E

The PPG Network continues to meet virtually. The meeting in September was a workshop session aimed at improving the way the network operates going forward. A special meeting is being held in early November to talk to the members about the Healthy Fylde Coast contract and how it has been impacted by the pandemic. The next scheduled meeting, also in November, will explore access to general practice throughout the COVID-19 pandemic.

2.3 Influence Panel: objective 3, PCEI domains A, C and D

The Influence Panel will next meet in November to explore access to general practice throughout the COVID-19 pandemic.

2.4 Fylde Coast Maternity Voices Partnership (MVP): objective 3, PCEI domains D, E

The communications and engagement team continues to support the Fylde Coast MVP to reach and support more pregnant women on the Fylde Coast. Current activity is focused on using social media to engage with parents and parents to be due to current restrictions around face to face engagement.

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2.5 NHS BAME Communications Network: objective 3, 6, PCEI domains D and E

The communications and engagement team has engaged with the recently established NHS BAME Communications Network, which celebrates the contribution of people from a BAME background to NHS communications and engagement and shares best practice in engaging with people from these communities. The team intends to utilise the learning from these sessions in future projects aimed at better engaging with the BAME communities in Blackpool, Fylde and Wyre.

2.6 Engagement Community of Practice: objectives 3, 8, PCEI domains D, E

The C&E team attended September's Engagement Community of Practice forum in order to understand how other organisations across Lancashire and South Cumbria have been engaging with the public throughout the pandemic, as well as sharing our own learning and experiences.

3.0 Staff engagement

3.1 NHS Staff Survey 2020: objective 4, PCEI domains D and E

The CCGs are taking part in the national NHS Staff Survey once again. The survey launched on 5 October and will run until the end of November. 146 members of CCG-employed staff have been invited to take part.

3.2 People's Pulse: objective 4, PCEI domains D and E

People Pulse is paused during October to allow the NHS Staff Survey to take place. It will resume November.

4.0 Campaigns/projects

4.1 NHS 111 First: objectives 2, 3, 5, PCEI domains C, D and E

Following the launch of the NHS 111 First service in Blackpool, people using the service have been asked about their experience (based on Friends and Family test questions). Of those that completed the survey, all respondents rated their experience as either 'good' or 'very good'. The survey questions have been shared with the regional and national NHS England teams and subsequently with other ICP areas as they launch NHS 111 First. It is expected the Fylde Coast approach will be standardised and used across the country. The Fylde Coast communications and engagement approach incorporating both patient and stakeholder engagement has been held up as best practice nationally and has been adopted by other areas who have recently launched the service.

In terms of marketing, the CCGs have secured advertising space on the large digital screen on the front of the Sandcastle Watpark building on Blackpool promenade. With tourists taking up a large proportion of all unheralded patients to the emergency department, this is a welcome boost in exposure.

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4.2 Winter planning: objectives 2, 5, PCEI domains C, D and E

Winter communications planning continues. While it is mostly being handled regionally and nationally, an extensive local communications plan, aligned with local winter priorities (admission prevention, admission avoidance, care and treatment, and return to home) has been approved by the Fylde Coast A&E delivery board. The initial focus has been on flu vaccinations, relaunching the extended access service and NHS 111 First. Subsequent activity will focus on self-care and discharge from hospital. The C&E team has also been working closely with ICP colleagues and primary care commissioners to develop a plan for escalation procedures for primary care linked to the system wide 'opel' system.

4.3 Flu vaccinations: objectives 2, 3, PCEI domains C, D and E

Both the staff and public facing flu campaigns have begun. The local public facing campaign has focussed on reassuring patients GP practices are doing all they can to keep them safe when having their vaccination. Many practices have taken innovative steps to hold socially distanced flu clinics – with coverage secured in the local press. Engagement was carried out at one of the clinics where patients were asked how they felt about the system. They all reported they felt safe and were very happy with the speed at which they were seen. One patient agreed to be filmed and has been used as a case study on social media channels. Due to the high demand for vaccinations, on the advice of the national team the current focus is promoting the vaccinations to parents/carers of 2-3 years olds.

4.4 Population health management: objectives 2, 3, 4, 5 PCEI domains C, D, E

Working in collaboration with comms leads across Lancashire and South Cumbria the team has produced a framework which outlines a timetable for sharing messaging with vulnerable and target audiences. The framework also provides communications and engagement teams with links to a wide range of materials. Work is ongoing to establish local conversations with target and underserved groups so that messaging can be co-produced increasing its impact and reach.

4.5 World Antibiotic Awareness Week: objective 2, PCEI domain C

The CCGs have always been strong supporters of the awareness-raising campaigns around antimicrobial resistance and plans are being put in place to support World Antibiotic Awareness Week in November. This will primarily be done using social media and the local press. Fylde Coast clinicians may be asked to provide video to support the messaging during this campaign.

4.6 E-coli: objective 2, PCEI domain C

In 2019 the CCGs undertook a communications campaign around reducing the number of e-coli infections by targeting people who may be at risk of developing urinary tract infections (UTIs) which often lead to e-coli infections. Since winter often makes people more susceptible to infection and obviously infections can make the impact of COVID-19 worse, it has been decided that the messaging from this campaign will be used again throughout this year. This will tie into infection prevention week in November which is at the same time as Self-care Week. Both national campaigns will be used as a springboard for the UTI prevention campaign.

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5.0 Digital and social media campaigns

5.1 Social media management: objective 5, PCEI domain C

While social media is often seen as a vehicle to simply push messages out, it should equally be viewed as an effective engagement tool. The C&E team regularly monitors the CCGs accounts in order to gauge local sentiment regarding local and national issues, as well as responding directly to people's queries and becoming 'part of the conversation'. The CCGs continue to support the Trust communications team by taking the lead for the generic COVID-19 messaging and some local campaigns. Current CCGs campaigns are detailed below. The figures quoted are combined statistics for both the CCGs and Trust channels throughout September and October.

5.2 Togetherall: objective 2, PCEI domain C

There have been 69 posts across the various CCG and Trust channels on social media to promote the free mental health service, Togetherall (formerly Big White Wall). These posts have seen a potential reach of almost 240,000 people. They have generated 178 clicks and around 75,000 impressions. Posts scheduled on World Suicide Prevention Day in October were particularly popular and helped drive yet more people to the site.

5.3 Extended access (8 Til L8): objectives 2, 6, PCEI domain C

With the resumption of extended access services in Blackpool, Fylde and Wyre, the 8 Til L8 social media campaign developed in early 2020 has been utilised once more. In September and October, there have been 66 posts across social media channels, generating more than 300 clicks and reaching around 275,000 people.

5.4 Self Care Week 2020: objective 2, PCEI domain C

This year's Self Care Week theme is 'choose self care for life' and we will be embracing this by encouraging members of the public to share their 'self care life-hacks'. These are what people are doing to improve their health and wellbeing, particularly during COVID-19 restrictions when many clubs and sports groups have not been operating. With the support of partners we will be appealing (particularly to young people) for short videos and images showing their tips, which will be shared on our website and social media to inspire others. We will also be promoting our self-care booklet via short videos on social media, as well as launching some of the key winter health messages.

6.0 Fylde Coast Integrated Care Partnership

6.1 ICP strategy: objectives 1, 2, 3, 4, 5, PCEI domains D, E

The C&E team continues to work closely with the ICP development team as the ICP strategy is finalised and focus shifts to work on the 'big ticket' priorities: respiratory, outpatients and frailty. Draft communications have been prepared for a 'soft launch' of the strategy once it is ratified, and the ICP website is being updated to reflect the work which will take place in the coming months. A member of the C&E team will provide direct support to the three initial priority areas.

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7.0 Statutory duties

7.1 Fylde Coast CCGs' annual general meeting (AGM) 2019/2020: objective 6, PCEI domain A

The CCGs' annual general meetings took place on 30 September 2020. Ordinarily, members of the public would be invited to attend in person. However, given the current restrictions due to COVID-19, the meetings were held virtually via Microsoft Teams and members of the public were invited to watch live over the internet. It followed the usual format of statutory items, including presentation of the accounts, followed by a presentation by Jane Scattergood on the Fylde Coast response to COVID-19. The AGM was recorded for those unable to watch live and this is available on our [website](#).

Lyndsey Shorrock – communications and engagement manager
3 November 2020