

MEETING:	Governing Body	AGENDA ITEM:	11
DATE:	11 th January 2018		
TITLE:	Communications and Engagement Update		
AUTHOR:	Kim Parfitt, Communications Buckinghamshire County Council		
LEAD DIRECTOR:	Nicola Lester, Director of Transformation		

Reason for presenting this paper:	
For Action	
For Approval	
For Decision	
For Assurance	✓
For Information	
For Ratification	

Summary of Purpose and Scope of Report:

The purpose of this report is to update the Governing body on the current work of the Communications and Engagement team.

It outlines the engagement work we have undertaken, the press and media work and the marketing/campaign work we have undertaken.

Wherever possible, we have included statistics to demonstrate the reach of a campaign.

This report is intended for information and assurance.

Conflicts of Interest:

There are no perceived conflicts of interest

Strategic aims supported by this paper (please tick)	
Better Health in Bucks – to commission high quality services that are safe, accessible to all and achieve good patient outcomes for all	✓
Better Care for Bucks – to commission personalised, high value integrated care in the right place at the right time	✓
Better Care for Bucks – to ensure local people and stakeholders have a greater influence on the services we commission	✓
Sustainability within Bucks – to contribute to the delivery of a financially sustainable health and care economy that achieves value for money and encourages innovation	✓
Leadership across Bucks – to promote equity as an employer and as clinical commissioners	✓

Governance requirements: (Please tick each box as is relevant to the paper)

Governance Element	Y	N	N/A	Comments/Summary
Patient & Public Involvement	✓			The report summarises the various initiatives undertaken to involve patients and the public in the work of the CCG.
Equality			✓	
Quality			✓	
Privacy			✓	
Financial			✓	
Risks			✓	
Statutory/Legal			✓	The CCGs have a statutory duty to secure public involvement in the planning development and consideration of proposal for change. Furthermore, a new Patient and Community Engagement Indicator has been added to the CCG Improvement and Assessment Framework.
Prior consideration Committees /Forums/Groups			✓	
Membership Involvement			✓	

Supporting Papers:

None

1.0 Introduction

The last three months has been dominated by two areas:

- Accountable Care System
- Winter planning

For both areas, the focus has been on working in partnership across the Buckinghamshire System to ensure a cohesive approach to our communications and engagement. Despite this focus, there is still a considerable amount of communications and engagement activity in other areas.

Looking to 2018, whilst we continue to focus on the Accountable Care System and the merger of Aylesbury Vale and Chiltern CCGs, the 70th anniversary of the NHS will also play its part in our work.

We continue to look for greater opportunities to collaborate and share our channels to ensure we reach as many of our residents and professionals as possible.

2.0 Our Objectives

The Communications and Engagement Service provides strategic and operational support for the CCGs to enable them to work with stakeholders, partners, patients and the public to deliver their commissioning intentions and to develop as organisations.

The service assists the CCGs to ensure that they meet statutory duties to engage and consult and also work to ensure that equality and diversity issues are taken into account throughout delivery of the service.

3.0 What we have done

3.1 Engagement

Our support for engagement has focused around a number of key areas:

a) Accountable Care System

In November, we organised and hosted Buckinghamshire's health and social care summit to shape the future of health and social care integration. There was a wide spectrum of contributors at this event from across:

- Voluntary community sector
- County Council
- District Councils
- Town and parish councils
- Wider public services
- Health and social care professionals
- Patient representatives

Duncan Selbie, Chief Executive for Public Health England gave the national perspective on integration, with local leaders providing the Buckinghamshire context. These helped inform debate amongst the 200 attendees on the priorities and challenges for:

- Community working
- Prevention
- Mental Health
- Carers
- Housing and growth

Reflections of the day

A video capturing attendees views from the day can be seen here - <https://www.youtube.com/watch?v=FXNCsqWsha4&feature=youtu.be>

The content of the discussions is being collated and analysed and a report will be produced in due course.

Accountable Care System - newsletter

The second edition of the ACS newsletter can be viewed here - <http://mailchi.mp/buckscs/news-from-partners-involved-in-improving-health-and-care-across-buckinghamshire-december-edition>

Your Community, Your Care Roadshows

The roadshows, allowing us to engage with local groups, have continued throughout 2017 and will continue into 2018. Led by the CCG, these aim to talk with residents on what is going on in their area, to find out what improvements they wish to see and to share the proposed changes to community services and gain feedback on these.

The focus in 2018 will be on groups of 30+ as well as introducing a virtual group.

Group	No. of Attendees
Age UK (carers and first responders)	15
Winslow & District Local Area Forum	12
Buckinghamshire & Milton Keynes Alzheimer's Society Amersham Carer Support Group	10
Rectory Meadow PPG, Barn Meadow, Old Amersham	54
Older Persons Action Group, Lane End	87
Simpson Centre PPG, Penn Village Hall	90
Stokenchurch Parish Council	17
The Ivers Parish Council	18
Wendover Parish Council	16
Buckingham Festival of Health	TBC
Scout Hall, Chalfont St Giles, 60+ Fitness & Social Club	17

Roadshows planned for 2018 so far are:

8 January	Iver Women's Institute
10 January	Aylesbury U3A
22 January	Wendover U3A
31 January	Missendens Local Area Forum
19 February	Greater Aylesbury Local Area Forum
20 February	Wexham and Iver Local Area Forum

National Visits

In the last three months, the Communications and Engagement team have supported various national visits by:

- Designing and producing 13 A1 posters showcasing the projects that are contributing to the ACS and what they are achieving

- Producing presentations for use by leadership teams to showcase the work going on within Buckinghamshire

These visits were:

NHS Providers – Chris Hopson, Chief Executive Officer visited our system and was clearly impressed by the level of collaborative working.

New Care Models – we hosted Rob Varnum, NHS England Clinical Director for Primary Care and Jane McVea from New Care Models Programme. This focussed on primary care sustainability plans.

NHS England and NHS Improvement – we hosted our national sponsor. The visit included presentations and discussions.

Kings Fund – we hosted Professors Don Berwick (International fellow) and Chris Ham (Chief Executive). The focus was community hubs and cluster development.

Communications on the National Stage

Sophie Payne, Head of Customer and Communications for the County Council and CCGs, has been involved at a national level for the work we are doing within Buckinghamshire:

- LGC Comms Academy – part of a panel to discuss closer working between local authorities and the NHS
- System Transformation Engagement and Communications event for STPs/ACs/Vanguards – presented providing reflections
- NHS E/I London Conference – presentation of our collaborative work

Videos

Aside from the reflections of the Health and Social Care summit, videos have been produced covering

- ACS staff event
- Patient experience of joined up care (shown at the summit)
- Airedale/Avondale

Other areas of work directly relating to the ACS

- Produced a summary from the ACS staff event using Adobe SPARK
- The ACS Comms and Engagement Group covering all ACS partner organisations in Bucks has been formalised with a terms of reference and now meets regularly

b) Let's Talk Health Bucks (LTHB)

- Let's Talk Health Bucks newsletter and database maintenance
- Adding engagement activities to LTHB
- Worked with a number of PPGs to encourage use of LTHB
- Surveys on LTHB:
 - Peer Review and Diabetes Education
 - Getting Active
 - Living with Cancer and beyond cancer treatment
 - Prescription consultation

- Pharmaceutical Needs Assessment
- CCG Staff Survey – focussed on agile working with the main themes subsequently compiled with results visually communicated to staff. Results have been added to LTHB to allow for further comment by staff

3.2 Press & Media (including social media)

The table below shows the statistics for the CCGs Twitter and Facebook Accounts:

	Twitter			Facebook	
	Tweets	Visits to Profile	New Followers	Post/Shares	Reach
May 2017	20	492	-		
June	11	420	-		
July	5	381	30	2	73
August	4	335	24	14	1369
September	49	1143	34	13	1111
October	51	879	32	36	2223
November	53	1030	48	39	1370
December	33	420	8	21	3686

From October 2017 – December 2017, we have handled 11 media requests directly relating to the CCGs including enquiries and interview requests. We have drafted 15 press releases, including 3 'if asked' statements that were not required for release.

- A major winter pressures press briefing with Dr Dal Sahota which included a prepared press release, with promotion of pharmacy use and alternatives to A&E (with related messaging on social media) – this resulted in print and online news stories and a radio interview on Wycombe Sound
- Information on pharmacy facilities and operating hours in run up to Christmas
- Promotion of flu vaccines for children/ vulnerable people
- Dementia work, including:
 - Dementia Friendly Award win for the My Life, My Memories BME project
 - Launch of the Dementia Roadmap
 - Promotion of the Connie's Colander theatre event at Wycombe Library in October
 - Promotion of the Virtual Dementia Tour bus sessions in November
 - Promotion of the Listening With Your Eyes workshops in Wycombe, Chesham and Amersham (Nov/ Dec)
- Press release to advise of Hawthornden and Pound House surgeries' plans to merge, inviting public feedback.

Media enquiries included:

- Dealing with further enquiries on the ongoing Aylesbury Continuing Healthcare case from BBC reporters
- Availability of IVF in Bucks
- Proposals on the development/ refurbishment of surgeries to cater for increased patient demand in Bucks (as per District Council local plans)

- Queries on the NSPCC report which claimed neglected children were being let down by services in Bucks
- Enquiry on the Hawthornden/ Pound House merger
- A query on work on Children and Young People’s emotional health and wellbeing, arising from the recently updated Children’s Services Transformation Plan

3.3 Campaigns and Marketing

A number of campaigns have been created and worked on in the last 6 months, some of which are ongoing.

a) Urgent Care – Winter Pressures

This is a joined up plan across the health and social care system, managed and delivered through the Bucks Urgent Care Communication Group.

The plan focuses on reducing duplication and increasing clarity and impact of messaging, by ensuring all partners use their owned channels to share consistent messaging.

Campaigns within the plan include:

Stay Well This Winter Flu and winter preparedness	Health Help Now	Be A Good Neighbour	NHS 11
			
			
https://www.nhs.uk/staywell#01AGH5FWWhSxjzb.97	http://bucks.healthhelpnow.nhs.uk/	https://spark.adobe.com/page/mb1c25mSMdCOh/	
https://www.buckscc.gov.uk/services/community/ready-for-winter/			

Joint working has enabled:

- The distribution of a “Winter Pack” to 350 locations with relevant information and messaging from the CCGs, Public Health and Transport for Bucks
- A joined up media briefing on “whole system preparedness” achieving coverage in the Bucks Free Press and a radio interview with Wycombe Sound
- Social media work has been underway since early October using “organic” posts through all partner accounts.
- Paid for social media campaigns are scheduled for the whole of December through to the end of January and will be adjusted and flexed in response to system capacity.



- We have worked closely with partners to ensure that messaging suits everyone's needs.

Flu

Our flu campaigning work has been undertaken in line with the Stay Well This Winter campaign and information was included in the Winter Pack, alongside editorial articles on "How to Stay Healthy This Winter", in a variety of newsletters, across partners.



A social media campaign to increase the take up of vaccine by under-fives is now underway and we are monitoring take up at practice level to see where we can carefully target the advertising to specific areas.

Be a good neighbour

We have created a new campaign to boost community resilience by encouraging everyone to help out their elderly or vulnerable neighbours.

Running on social media from mid-December, the campaign will set out simple things that anyone can do, and what signs to look out for that could indicate trouble.

We will develop this further in the New Year with a case study from SCAS.

Health Help Now

The Health Help Now directory of services (DOS) is continually updated with accurate details of local services such as pharmacy opening times, telephone numbers and addresses.

We were able to negotiate a deal for the provider to fund advertising in compensation for the downtime during their licensing negotiations.

b) Urgent Treatment Centre (UTC)

Working locally and with NHS England to enable tailored local messages about the introduction of a UTC within Bucks.

c) Children's Urgent Care Advisory Group

Currently, we are working on:

- a new animation to present information to young children and their parents on how to correctly use asthma inhalers and how to differentiate between the types
- Reprinting and distributing all of the Common Childhood Illness parent leaflets

d) Diabetes

e) We have created a presentation for the digital screens to encourage take up of diabetes education programmes and we are working with Ingeous to document a case study to generate positive media coverage.

f) Dementia Black Minority Ethnic (BME) project

- Promotion of Virtual Dementia Tour in High Wycombe in November. Working closely with the Wycombe Prevention Matters team and their local contacts we were able to run the three sessions on 11 Nov at full capacity (filling 36 places in total), receiving excellent feedback. The project group is now looking into the possibility of staging future events in other parts of the county due its overwhelming success
- The dementia workshops, which have run two sessions each in Wycombe, Chesham and Amersham, have proved extremely popular and received very strong feedback, with around 91 places filled by a mix of healthcare professionals and members of the public/ carers
- The Connie's Colander theatre production met with a good response, with around 35 people attending the 40-capacity event (for both public and professionals)

g) Cancer

- Actively involved with Macmillan in the implementation of the Cancer communications plan, utilising all county council and CCG channels for reaching residents to hear their views about changes needed to services. This comprehensive engagement campaign is to go live in January 2018.

h) iMSK

- Communications on behalf of the provider collaborative have been sent out to all GPs and professionals who work with the integrated musculoskeletal service (iMSK) service
- This explains that a transitional period has begun with Buckinghamshire Healthcare NHS Trust working with a number of partners to roll out the new iMSK service
- The current service will run as normal, however the new service will run alongside it, from now until March 2019

i) Telemedicine

- Two films of care home managers (one from Aylesbury and one from Wycombe) have been created to promote the Airedale pilot and increase uptake of the service within care homes

j) Equality, Diversity and Inequalities Steering Group

- The Steering Group continues to work towards supporting the CCG work in this area and is preparing its annual report for publication by 31st January 2018.
- The Communication Team is helping Colin Seaton, Lay Member for Patient and Public Engagement, to set up an Independent Advisory Group. The aim of this group will be to provide advice to the Bucks CCGs and help facilitate engagement with all our diverse communities. This group will be made up of people independent to the CCG and representative of the communities within Bucks. NHS England has offered to provide funding to support this work.

k) Transforming Care

- Promoted national campaigns aimed at improving the health outcomes for people with learning disabilities
- Organising an event for those with learning disabilities that will focus on activity, cooking healthily and getting their annual health checks

l) Communications work supporting Public Health

- **Substance Misuse, Alcohol awareness** – working to promote [drinkchecker](#) through social media

- **Mental Health** – working on Mens Mental health using the [Heads Up](#) website. With suicide prevention we have created internal messages as well as promoted the Samaritans guidelines to local journalists
- **Live Well Stay Well** – updated leaflets, poster and tick sheets for GPs for the current Service. We have also developed a Communications plan for the new service from April 2018 working with BCC, CCGs and Parkwood. This included a survey on understanding perceptions and awareness of the service name and from this we have worked on new branding and will be promoting the changes to the service from March 2018 to GPs before rolling out to residents.

4.0 Looking forward

Looking ahead, the following activities are planned:

a) Accountable Care System

- Looking to the next steps from the Health and Social Care summit. This will be developed from the summary feedback into recommendations and an action plan for approval from the Partnership Board and Health and Wellbeing Board.
- Preparing for the authorisation of the Accountable Care System

b) Primary Care 24/7

- Involvement in the mobilisation phase for the Primary Care 24/7 contract including the development of a Communications Plan

c) CCG Merger

- Drafting proposals for the new Buckinghamshire CCG website
- Producing branding guidelines and relevant templates
- Supporting the launch of a new membership bulletin

d) NHS 70

- Working with BHT to develop a communication plan for the 70th anniversary of the NHS
- Reviewing Buckinghamshire archives for any historic information including impact/comment from County Council
- Supporting NHS England's plans

e) Engagement

- Clinical engagement event (January 11, 2018)
- Roadshows (as outlined above)
- Integrated teams
- Mental health crisis pathway
- Primary Care hubs

f) Other key activities include

- Stay Well this winter
- Integrated Lifestyle Services – launch of new Live Well Stay Well
- Transforming Care