

MEETING:	Governing Body		AGENDA ITEM:	19
DATE:	12 September 2019			
TITLE:	Communications and Engagement Update – April – June 2019			
AUTHOR:	Neil Phillips, Communications and Engagement Manager, Buckinghamshire County Council			
LEAD DIRECTOR:	Nicola Lester, Director of Transformation			
LINK TO RISKS:	Governing Body Assurance Framework	GBAF 1 relates to commitments within the ICS memorandum of understanding and related operating plan	Corporate Risk Register	No specific risk identified

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 communications and patient/public involvement that has been undertaken over the preceding three months.

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

This report is intended for information.

Authority to make a decision – process and/or commissioning (if relevant)

N/A

Conflicts of Interest: (please tick accordingly)

No conflict identified	✓
Conflict noted, conflicted party can participate in discussion and decision (see below)	
Conflict noted, conflicted party can participate in discussion but not decision (see below)	
Conflict noted, conflicted party can remain but not participate in discussion (see below)	
Conflicted party is excluded from discussion (see below)	
Governance assurance (see below)	
N/A	

Strategic aims supported by this paper (please tick)

Better Health in Bucks – to commission high quality services that are safe, accessible	✓
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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	✓			Outlined in report
Equality			✓	
Quality			✓	
Privacy			✓	
Financial			✓	
Risks			✓	
Statutory/Legal			✓	
Prior consideration Committees /Forums/Groups			✓	
Membership Involvement			✓	

Supporting Papers:

N/A

Communications and Engagement Update – April – June 2019

1.0 Introduction

Quarter one of 2019/20 continued our ongoing work in promoting Integrated Care Partnership (ICP) matters, the implications of the Long Term Plan to CCG and ICP. There was also some focus on the Annual Report, providing information about the formation of Primary Care Networks, planning future engagement mechanisms and planning promotion of digital transformation initiatives.

2.0 Our Objectives

The Communications and Engagement service provides strategic and operational support for the CCG to enable it to work with stakeholders, partners, patients and the public to deliver their commissioning intentions as part of the integrated care partnership and wider Bucks, Oxfordshire and Berks West integrated care system (ICS).

The service assists the CCG to ensure that it meets its 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.

Alongside this, the service provides support for the wider integrated care partnership alongside the communications teams at partner organisations.

3.0 Public and Patient Involvement

3.1 From April – June

There have been a number of areas of work where residents in Buckinghamshire have been able to provide their views:

- **Inequalities Advisory Group**

The latest meeting was held at Wycombe Wanderers Football Club and covered children's health. Dr Juliet Sutton was key speaker. Childhood obesity and smoking in pregnancy were key topics discussed and work is ongoing to pilot some initiatives around these areas.

As a result of this meeting, and linked to concerns over obesity, Disraeli School in High Wycombe is to introduce a pedometer initiative when term begins in September. Pupils will be set footstep targets in an effort to promote healthier lifestyles. This school is located in an area where some health inequalities exist, so the scheme has been seen as a very positive outcome from the group.

Also Dee Irvin, Engagement and Events Officer at BHT, expressed plans to make contact with the BHT midwifery team to explore the possibility of some kind of mentoring/ buddy system to encourage pregnant women who smoke to give up the habit.

The group is next to meet on 25 September.

- **Wye Valley relocation**

Wye Valley Practice moved into Wycombe Hospital on 17 June. The communications team have supported with the communications and engagement with patients for this move, keeping them updated.

This included:

- Writing a communications plan with a timeline to ensure staff, patients and public are informed at the appropriate time.
- A letter written in collaboration with Buckinghamshire Healthcare NHS Trust to send to all patients.

- Producing materials (GP screen and a poster), writing website copy and a text message for patients, and repeating as appropriate to keep them advised of the change in timeframe.

www.buckinghamshireccg.nhs.uk/public/getting-involved/public-engagement-updates/wye-valley-surgery-relocation/

- **Out-of-hours GP access, South Buckinghamshire**

Patients were informed of the preferred option of Threeways Surgery in Stoke Poges being used as the base from which this service will operate, with FedBucks to provide the service. Patients were advised to continue to use the service in Slough until the new arrangements went live.

This followed a public consultation which took place between November 2018 and February 2019. Full details can be read on the [website](#) including a link to the full report.

- **Chiltern House Medical Centre – reprourement**

Work has been ongoing during this time to ensure the Patient Participation Group (PPG) and patients of Chiltern House Medical Centre have been kept apprised of developments in the reprourement process. This has included independent patient representatives being involved in key meetings and the decision-making process.

This follows the CCG's request for the views of patients, public and the staff at CHMS about the future of this practice of 7,000 patients based in High Wycombe.

As a result of this survey, the reprourement option was pursued, with Primary Care Management Solutions becoming the new provider of primary care services at the practice. Work is ongoing to ensure the practice's Holmer Green patients will be served by innovative new plans and initiatives in that area, following the closure of the Dragon Cottage branch surgery in 2018.

- **Getting Buckinghamshire involved Steering group**

The third meeting of this group took place in May. Following actions from the previous group, the agenda focused on:

- Adult Social Care – the digital front door, finding out what information people need to access, how they should do so and how it should look.
- Digital transformation – My Shared Care Record. Background and progress on this programme was given.
- Digital transformation – Ask NHS App. Feedback on this online tool from the group.
- Family Support Service (Early Help) – Update on the new service, which is due to go live on 2 September and will target families in need to give them help before they reach crisis point.
- Long Term Plan – update on Primary Care Networks (PCNs). Process for forming PCN was outlined, with explanation of how they will function and how they can support general practice.
- Improved Access – Update given on continued promotion of Improved Access GP service.
- Adult Social Care – Updates were given on the current situation with short breaks (changing location from Beaconsfield to Aylesbury) and Thrift Farm (options for service provision).
- ICS (now ICP) update – securing of funding to set up residents panel and procurement of single digital engagement tool for all ICP organisations.

The group was reminded that future meetings needed to be arranged and that members should spread the word about the group to encourage wider membership.

- **Annual Report**

We have produced the Buckinghamshire CCG Annual Report including collating, formatting, proofing and editing text and creating the overall look and feel of the document.

- **Public Engagement updates on website**

During this previous quarter, work was carried out to improve the [Getting Involved](#) pages on the CCGs website, and the Patient Engagement Updates page continues to be maintained in a timely way.

- **Providing further opportunities for engagement**

The ICP was successful in a number of funding bids. As a result, we are currently working to build a residents panel of 1,500 people who are representative of the population. This recruitment is due to start on 21 August for 4 week period, building on existing databases.

3.2 Future engagement

- **NHS Long Term Plan**

The publication of the Long Term Plan has involved considerable promotion across organisations including what this means for the Buckinghamshire ICP. The Implementation Plan from NHSE was published in late June and is being used to consider engagement requirements.

- **Gluten Free foods**

We are supporting the development of a consultation on prescribing of Gluten Free foods.

- **Merger of Norden House, Whitchurch and Wing surgeries**

These three practices are proposing to merge on 1 April 2020. All three surgeries would remain in use, and patients should be relatively unaffected – the intention is to share some backroom functions and clinical expertise, leading to a wider range of services being available. We are supporting the practices' communications and consultation plan, which is to run from late July to late October.

4.0 Staff Engagement

- **ICS Newsletter**

The ICS newsletter continues to be produced each month. It is cascaded by all partners through their existing internal channels alongside the 453 direct subscribers.

Copies of the newsletter are available on the ICP website - www.yourcommunityyourcare.org.uk/getting-involved/newsletter/.

If you are interested in receiving this newsletter or would like to submit an article or have suggestions for the ICP newsletter, please email ccgcomms@buckscc.gov.uk

- **CCG member bulletin**

This continues to be produced on a weekly basis and shared among 768 subscribers.

- **Staff Roadshows**

Using funding won from NHSE for communications, Staff Roadshows took place throughout April at a range of venues across the county (see below). Objectives were to:

- Engage with staff about ICP so they understand the benefits and feel part of the integrated care partnership
- Ensure staff understand and are inspired about how they can get involved through their feedback, ideas and suggestions
- Launch of the new ICP Ideas Exchange

VENUE	DATE	TIME
North & South lift lobbies, County Hall, Walton St, AYLESBURY, HP20 1UA	Mon 1 April	11:00 – 14:30
Foyer, Chiltern Education Centre, Wycombe Hospital, Queen Alexandra Rd, HIGH WYCOMBE, HP11 2TT	Tues 2 April	11:00 – 15:00
Seminar Room 1, Education Centre, Amersham Hospital, Whielden St, AMERSHAM, HP7 0JD	Weds 3 April	10:00-14:00
The Street, AVDC, The Gateway, Gatehouse Rd, AYLESBURY, HP19 8FF	Thurs 4 April	11:00 – 15:00
Marlow Community Hospital, Victoria Rd, MARLOW, SL7 1DJ	Mon 8 April	12:00 – 16:00
Consultation Room 3, Buckingham Community Hospital, High St, BUCKINGHAM, MK18 1NU	Thurs 11 April	12:00 – 16:00
Dining Room, Chalfonts & Gerrards Cross Community Hospital, Hampden Rd, CHALFONT ST PETER, SL9 9DR	Mon 15 April	10:00 – 14:00
Lounge, Post Grad Education Centre, Stoke Mandeville Hospital, Mandeville Rd, AYLESBURY, HP21 8AL	Weds 17 April	10:00 – 14:00
Meeting Room 5, Chiltern District Council Offices, King George V Rd, AMERSHAM, HP6 5AW	Weds 24 April	12:00 – 16:00
Conference Room, Whiteleaf Centre, Bierton Rd, AYLESBURY, HP20 1EG	Thurs 25 April	12:00 – 16:00
Stoke Mandeville Ambulance Station, Mandeville Road, AYLESBURY, HP21 8BD	Mon 29 April	
Meeting Room A5, BCC Area Office, Easton St, HIGH WYCOMBE, HP11 1NH	Tues 30 April	11:00 – 15:00

In total, we talked to 419 staff across a broad range of disciplines who were keen to find out more about the ICP and how it will affect them in their role. We found that staff were keen to share their experiences and suggest how we could work in a more integrated way to improve patient outcomes.

Staff were clearly passionate about their role and saw the potential in a more joined up health and social care system. At all times, their focus was on improving outcomes for their patients or service users – more so than making their life easier.

5.0 Communications

5.1 Traditional Media

- **Media**

From April – June 2019, we handled 13 media requests directly relating to the CCG including enquiries and interview requests.

We have drafted 11 press releases, including 2 'if asked' statements. These included:

- Launch of Primary Care Networks
- Type 2 Diabetes Prevention week – press release and case study (leading to BBC radio interview)
- New Managing Director for ICP
- Changes to prescribing medicines available over the counter
- Cancer-themed family awareness day (Aylesbury)
- Medical Device Awareness Card

- Patient Participation Group Awareness week
- Mental Health Awareness week

Media enquiries included:

- Several enquiries about launch of Primary Care Networks
- Queries on GP numbers in Bucks and service provision in East Wycombe.
- Query on Lynton House GP Surgery planning application
- Ghost patients on Buckinghamshire lists
- Diabetes prevention advice
- CCG/ STP capital funding
- Delayed Transfers of Care

- **Public Questions and Briefings**

We continue to support the drafting of public questions to the Health and Adult Social Care Select Committee as well as responses to MPs questions and MP Briefings.

5.2 Social Media

Social media remains critical for engaging with the patients and the public. It allows us to target and inform relevant residents either using demographics or by geography. It provides us with a cost effective solution for reaching residents either with no cost attached or on occasion using a small budget to specifically target segments of the population.

The table below outlines the key channels, Twitter and Facebook, and the relevant key data.

	Twitter			Facebook	
	Tweets	Visits to Profile	New Followers	Post/Shares	Reach
January 2018	98	1055	21	83	60716
February	97	832	23	68	33834
March	100	734	27	68	34488
April	29	748	14	15	655
May	53	778	30	43	2750
June	52	712	27	41	2569
July	45	644	10	20	2235
August	51	489	23	42	4315
September	40	340	28	44	3369
October	73	625	25	61	10810
November	76	773	23	53	3801
December	83	579	23	61	7197
January 2019	91	1012	36	71	11193
February	86	863	35	56	16282
March	61	925	27	44	6954
April	58	1206	19	36	2137
May	55	540	20	41	2475
June	67	803	28	44	6283

6.0 Campaigns

- **Improved Access to GP Services**

A 6-week marketing campaign ran over the busy Easter period using all local media channels. Bucks Free Press, Bucks Herald, Mix 96 and Wycombe Sound all advertised the service including through their digital channels.

Average appointment uptake was at 45% during April, which may be skewed downwards due to sites being shut over the Easter weekend.



- **Patient Participation Group Week**

This ran from 10 – 15 June and aimed to highlight the importance of patient participation in achieving excellence in care for everyone in GP surgeries. The theme of this year's national campaign was to promote PPGs is 'Celebrating General Practice'. Among our social media work were quotes from local PPG members to highlight their work.

These had a combined overall reach of 1989 on Facebook (with 169 engagements) and 9723 impressions on Twitter (with 172 engagements).



- **Over the counter medicines – Wave 2**

This involved further communication with patients, the public and stakeholders following the decision not to prescribe (except in cases of specific need or circumstance) certain over the counter medicines relating to minor health concerns. This is the second wave of messaging after an initial list of medicines was communicated to the public in 2018. Channels included press release, social media, website updates, GP screens, partner channels and newsletters and numerous professional channels (bulletins, PLT, partner channels).

- **Mental Health Strategy**

Overseeing the drafting of a simplified version of this strategy including design of the document.

- **Children's Urgent Care Pathways**

We have continued to update and produce patient awareness leaflets and clinical pathway documents. All of these have now been updated as appropriate on the CCG website.

<https://www.buckinghamshireccg.nhs.uk/public/your-services/feeling-unwell/children/>



- **NHS Health Checks**

Work during this period included preparing communications plan, materials and promotion on social media and external locations, plus a series of staff Health Check sessions planned at Buckinghamshire County Council offices in Aylesbury and Amersham. Evaluation due early 2020.

- **Type 2 Diabetes Prevention Week**

Work was undertaken to promote this awareness week (1-7 April) through social media. NHS England used a local Bucks resident as a case study so we collaborated with NHSE to promote Harry Matharu's positive account of taking part in the NHS Diabetes Prevention Programme, losing a considerable amount of weight and massively reducing his risk of Type 2 diabetes. We spoke to Harry (pictured below) and produced our own version of the case study, to give a fuller account of his story. This proved very effective – his story was picked up by several media outlets and led directly to Harry being interviewed on a BBC 3 Counties radio programme on health matters.



- **Cancer**

Cancer-themed health awareness day: The communications team worked with Macmillan to promote an event aimed at raising awareness of cancer targeting an area that has lower screening uptakes.

It was promoted through the media, social media and CCG and county council channels. 132 people attended the event, held in April. There were information screens, NHS Health Checks and interactive activities.



Cervical screening: Ongoing promotion of cervical screening awareness on social media:



Bowel Cancer Awareness month (April): supported on social media:



- **Digital transformation**

Communications planning has begun for several projects which fall under this banner.

Ask NHS app - Promotion has been taking place, linked to specific surgeries. A more detailed communications plan to do wider promotion has also now been created.

The wider digital transformation plan also encompasses the NHS App, 111 Online, My Shared Care Record and Local Health Care Records Exemplar. These projects overlap and integrate in various ways and will serve to make services and information more accessible to patients, and also to allow more effective sharing of patient information among healthcare professionals.

The plan aims to ensure communications will be developed and implemented in a collaborative way with appropriate organisations across the ICP, with timings to be agreed. Some of this will fit well into the winter campaign, while other aspects (such as My Shared Care Record) is expected to go live for national roll-out in 2020. Progress on these will be updated further in future reports.

- **Bank Holiday self care messages**

Promotion of Easter and May Bank Holiday pharmacy opening times (on social media and websites), encouraging ordering of repeat prescriptions.



7.0 Health and Adult Social Care Select Committee (HASC)

On 2 July, the ICP (through BHT and FedBucks presented at HASC on:

- BHT Operational Performance 2018/19
- Development of the ICP

The papers for this can be read [here](#).

8.0 Report from the Engagement Steering Group

The Engagement Steering Group (ESG) meets monthly with its primary purpose to review the activities of the Clinical Commissioning Group. It aims to ensure that wherever possible the CCG is involving the public and patients in changes. It also aims to review the use of language to ensure the CCG talks in plain English without the use of jargon.

It has been agreed that the engagement for commissioning role would move from the ESG to the Getting Bucks Involved Group. The Executive Committee stated that the development of PPGs could eventually be devolved to the PCN networks.

Over the last quarter, the ESG has worked on:

- Devising a mechanism to capture and share examples of the good work being done by PPGs across the county as a source of expertise, involvement and inspiration.
- Working to support Healthwatch and the CCG in highlighting PPG Awareness Week (10-15 June).
- Supporting the understanding of Primary Care Networks via the PPG network, and working to understand how PPGs can help PCNs, particularly on services that have to be delivered under the new GP contract. A meeting on these issues was held by Rectory Meadow PPG. The ESG helped to plan and deliver a section of May's Protected Learning Time session for 140 GPs, focusing on how PPGs can help practices and their value to PCNs.
- Patient records – understanding how patient information can be accessed, by who, and appropriate limits to this, particularly in relation to digital tools like the NHS App and in terms of third party correspondence.
- The group heard about the new Buckinghamshire Online Directory and that PPGs would be listed within this.
- Planned PPG spring events (held in Beaconsfield and Aylesbury), which included on their agenda:
 - The NHS Long Term Plan
 - The new Primary Care Network contract
 - Promotion of Improved Access and Out of Hours service.

Monthly updates from the Engagement Steering Group can be read [here](#).