

Report to Governing Body: 24/07/2014

Title:	Communications and Engagement Report, May 2014 and June 2014
Author(s):	Kiri Harbottle, Associate: Communications and Engagement
Executive Lead:	Not applicable
Previously considered by:	Not applicable

Executive summary:**Purpose of the report:**

This report provides an overview of communications and engagement activity during May and June 2014.

Key Points:

The Patient Group Forum met at the beginning of May 2014. The group elected a vice-chair for 2014-16. Representatives from NHS England attended the meeting to discuss the care.data project and the group's concerns about how patient information will be used. The group also discussed its concerns that decisions to offer treatment were based on cost and age, and that there was potential discrimination within the system. The members' area of the CCG website for the Patient Group Forum was launched at the meeting and all members were emailed instructions about how to use the site and as well as personal log-in details.

The CCG Lay Member for Public Involvement continues to support member practices in the development of their Patient Participation Groups (PPGs) by attending meetings and liaising on individual PPG issues. All 28 practices have an active patient group, with 27 currently represented on the PGF, with the 28th making arrangements to be represented.

The CCG Lay Member attended the BME community leaders' group meeting in both May and June to discuss plans to raise awareness of cardiovascular disease and dementia with local BME communities. As a result of these discussions, a Health Active Communities event will be held at Chilvers Coton School on 13th September 2014. Run in partnership between the CCG, BME community leaders, Nuneaton and Bedworth Borough Council, Warwickshire Race Equality Partnership (WREP) and Warwickshire Public Health, the event is aimed at the BME community and will focus on health awareness messages, with a family feel to the day.

The communications and engagement team attended George Eliot Hospital's Fun Run in June to engage with families attending the event and recruit Health Champions. Information was also distributed about the Living Well with Dementia project, the CCG managed to recruit 21 new health champions.

The second edition of the Health Champions newsletter has been finalised and distributed, with articles including a CCG update at the end of the first year, the Patient Group Forum, an update on the Vision for Quality and how people can get involved.

The 2013/14 Annual Report and Accounts has been completed and is available on the CCG website. Work is currently taking place to produce a summary annual report. This will be supported with an updated Prospectus for 2014/15 which will set out the CCG's plans for the coming year.

Recommendation(s):

The Governing Body is requested to **NOTE** the report.

WNCCG Objectives:	Tick (✓)
To improve health, health outcomes and reduce inequalities	✓
To lead the way to safety and quality through commissioning	
To make the best use of resources	
To build a health system fit for our population by 2020	

Risk and assurance issues	None
Equality and diversity issues	Addressed in two ways: <ul style="list-style-type: none"> - Through the Communications and Engagement Strategy - Through on-going work to identify and work with hard to reach groups
Legal and regulatory issues	None
Patient Engagement Issues	None

Communications and Engagement report
May - June 2014

Patient and public involvement

The Patient Group Forum met at the beginning of May 2014. The group elected a vice-chair for 2014-16. Representatives from NHS England attended the meeting to discuss the care.data project and the group's concerns about how patient information will be used. The group also discussed their concerns that decisions to offer treatment were based on cost and age, and that there was potential discrimination within the system. The members' area of the CCG website for the Patient Group Forum was launched at the meeting and all members were emailed instructions about how to use the site and as well as personal log-in details. The area includes a discussion forum facility and relevant information and resources to support Patient Participation Groups.

The CCG Lay Member continues to support practices in the development of their Patient Participation Groups (PPGs) by attending meetings and liaising on individual PPG issues. She has continued her visits to all practices to encourage their support and involvement with the CCG and with the Patient Group Forum. All 28 GP practices now have active PPG groups, with 27 of these attending the bi-monthly Patient Group Forum and the remaining one practice in the process of nominating a representative to attend the forum on its behalf.

We continue to keep the Patient Group Forum members updated by email with a range of relevant information forwarded from health and-wellbeing related organisations, and updates from the CCG Lay Member and the Patient Group Forum Chair. During May and June, these updates have included:

- An invitation for community groups to register on the Warwickshire Community And Voluntary Action (WCAVA) directory
- An update about benefits advice services provided by Macmillan and Citizens Advice Bureau (CAB)
- Invitations to attend events about paediatric asthma, and heart and stroke health care.

We continue to build engagement networks with hard to reach communities, such as Black and Minority Ethnic (BME) groups. Future plans include visits to the Afro-Caribbean, Nepalese and Polish communities and the team will also be looking at engagement with LGBT groups and Gypsy and traveller communities.

The CCG Lay Member attended the BME community leaders' group meeting in both May and June to discuss plans to raise awareness of cardiovascular disease and dementia with local BME communities. As a result of these discussions, a Health Active Communities event will be held at Chilvers Coton School on 13th September 2014. Run in partnership between the CCG, BME community leaders, Nuneaton and Bedworth Borough Council, Warwickshire Race Equality Partnership (WREP) and Warwickshire Public Health, the event is aimed at the BME community and will focus on health awareness messages, with a family feel to the day.

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The CCG Lay Member has also continued work with Healthwatch and has attended the Healthwatch One Year On Conference and also the Healthwatch Strategic Reference group meeting in June. A leaflet is also in the process of being developed in partnership with Healthwatch and the Patient Forum to give information to patients and their families about the basic standards of care they should expect when going into hospital.

During May an internal audit of patient and public involvement has been conducted by CW Audit Services. The communications and engagement team met with the internal auditor on a number of occasions to provide detailed information on the work undertaken by the CCG during 2013/14. As a result, a very positive report has been received. A number of recommendations were made, which will be included in the Communications and Engagement Strategy for 2014/15.

Vision for Quality

Summaries of discussions at the patient and carer event held earlier in January have now been completed and will inform the development of the proposals moving forward. The summary documents have been included in the report to the CCG's Clinical Quality, Safety and Governance committee for quarter 4 2013/14 and circulated to the relevant CCG working groups. Patient representatives will continue to be involved in all areas of this work going forward with a patient representative already taking part in regular meetings of a cardiovascular disease programme board for this particular part of our vision work and a patient representative having been appointed to be involved in work that is taking place around CAMHS.

Plans to involve patients and public in our Vision for Quality work regarding children and young people's services are in development. A stakeholder mapping exercise has been completed for maternity services and services for children and young people in North Warwickshire and some initial meetings have taken place with organisations working with children and young people including Warwickshire Council for Youth Voluntary Services.

Media

In recognition of Mental Health Awareness Week, 11-18 May, an online article outlining the CCG's work to support the delivery of mental health services was published. This was also promoted on social media.

Press releases have been produced in relation to the CCG's annual report and health champions in June. These will be circulated once approved.

Short biographies have been produced for each Governing Body and Executive member and these will be added to the website once approved.

We have continued to participate in a weekly health economy communications conference call with provider trusts. This enables us to keep up to date with current pressures on the system and work with partners to ensure that news and plans are shared and that communications responses to emerging issues are being handled appropriately by the most relevant organisation.

Publications

The second edition of the Health Champions newsletter has been finalised and distributed, with articles including a CCG update at the end of the first year, the Patient Group Forum, an update on the Vision for Quality and how people can get involved.

The 2013/14 Annual Report and Accounts has been completed and is available on the CCG website. Work is currently taking place to produce a summary annual report. This will be supported with an updated Prospectus for 2014/15 which will set out the CCG's plans for the coming year.

Stakeholder communications

The monthly Prescribing News for GPs was produced and circulated in May and June. The May newsletter included articles about shared care, the prescribing incentive scheme for 2014/15 and specific information regarding a number of prescribed drugs.

In June, the update included details about the new prescribing incentive scheme for 2014-15, QIPP targets for 2014-15, standard release Venlafaxine, baby milks, Ticagelor, Fostair and Pentasa.

Following the CCG Governing Body meeting in May, an e-bulletin update for GP members was circulated, including articles on:

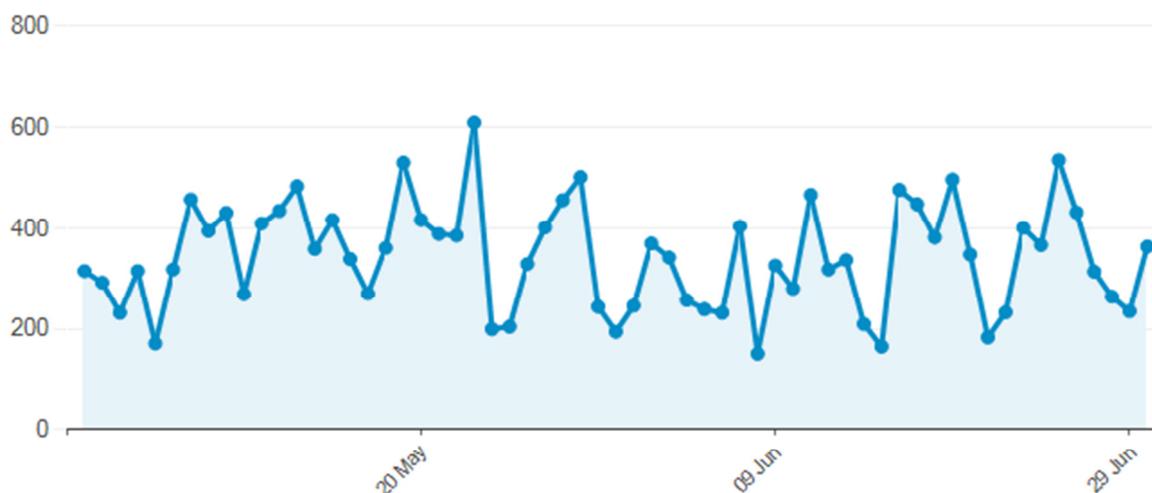
- The Exercise Referral Scheme in Nuneaton and Bedworth
- Local smoking in pregnancy rates and the work under way to help mothers to stop
- Update to the non-medical prescribing policy.

On behalf of Warwickshire Public Health, we arranged for an email to be circulated to GPs highlighting a British Medical Journal (BMJ) article on managing common breastfeeding problems in the community.

An edition of the quarterly Stakeholder Bulletin was produced in June and is due for circulation once it is approved. It includes a round-up of news and information about recent developments relating to commissioning across NHS Warwickshire North CCG. The bulletin highlights the CCG's first Annual Report published online, the Annual General Meeting (AGM), the BME community event in Nuneaton, mental health awareness and the CCG taking part in a hospital Fun Run.

Website

The graph below looks at the daily views to the NHS Warwickshire North CCG website in May/June 2014.



Weekdays are the most popular days for people accessing the website and the site receives between about 200-600 views per day with a total of 20,956. In May there were a total of 11,133 page views on the website and 9823 in June.

Month	Total views	Rank
January 2014	10774	↑
February 2014	10564	↓
March 2014	10590	↑
April 2014	9395	↓
May 2014	11133	↑
June 2014	9823	↓

The table below looks at the most popular pages on the CCG website in May-June 2014.

Page Name	# Views
Walk in and Urgent Care Centres	1268
Governing Body Members and CCG Team	873
How to contact the CCG	852
About Warwickshire North CCG	659
Key documents	526
Governing Body Meetings	508
NHS Arden Commissioning Support	487
Patient Group Forum	478
Our spending	280

The 'Walk-in and Urgent Care' page of the site continues to be the most popular page of the website. This is really positive to see particularly as the Feel Well campaign that began in November looked to promote the Walk-in Centre as an alternative to A&E. This indicates that people are searching for Walk-in Centres in North Warwickshire and being signposted to the CCG website page.

Four of the six 'most popular' pages continue to be How to contact the CCG, Governing Body Members and CCG staff, About the CCG, and Our Governing Body Meetings which demonstrates that the public are using the site to primarily access corporate information on the CCG.

The Patient Group Forum page of the website was the 5th most visited during May. As we re-launched the page during May, this is encouraging to see.

Development of the website

Working with members of the CCG, we have looked at how we can continue to develop the site especially on the password-protected PPG and GP Members areas of the website.

The 'You Said, We Did' page launched in June and looks to promote the pieces of CCG work delivered following patient feedback.

We also performed a thorough check of the website in May to ensure that all links were working and that details of local health services were up-to-date.

Twitter

There has been a continued push on social media and the number of followers is increasing daily. During May/June, there were 148 new followers to the CCG twitter account. In total there are 748 followers to the CCG account which is an achievement considering the account has been open for under a year.

The tweets sent from the account had a potential total reach of 14,000 during May and June and contributed to over 100 extra clicks through to the CCG website.

The graph below shows the number of positive and negative CCG mentions by other users on twitter in May/June:

