

AGENDA ITEM 8.

**NHS SOUTHEND CCG GOVERNING BODY MEETING IN PUBLIC 27TH NOVEMBER 2014
COMMUNICATIONS AND ENGAGEMENT UPDATE**

Date of the meeting	27/11/2014
Author	Paul Ilett, Interim Communications Manager
Sponsoring Board Member	Janis Gibson, lay member for patient and public engagement
Purpose of Report	To provide an update on communications and patient and public engagement activity
Recommendation	The Governing Body is asked to note the report.
Reason for inclusion in Part II	N/A
Stakeholder Engagement	N/A
Previous GB / Committee/s, Dates	N/A

Monitoring and Assurance Summary

This report links to the following Assurance Domains	<ul style="list-style-type: none"> • Quality • Equality and Diversity • Engagement • Outcomes • Governance • Partnership-Working • Leadership 		
I confirm that I have considered the implications of this report on each of the matters below, as indicated:	Yes [e.g. ✓]	Any action required?	
		Yes Detail in report	No
All three Domains of Quality (Safety, Quality, Patient Experience)	✓		✓
Board Assurance Framework / Risk Register	✓		✓
Budgetary Impact			✓
Legal / Regulatory			✓
People / Staff	✓		✓
Financial / Value for Money / Sustainability			✓
Information Management & Technology			✓
Equality Impact Assessment			✓
Freedom of Information			✓

Initials: PI

1. Introduction

- 3.1 Following a governing body meeting in June last year, a number of actions have been taken forward with regards to the CCG's communications and engagement with patients and the public.
- 3.2 The CCG's communications service was being provided by NHS Central Eastern Commissioning Support Unit. Following the CSU's closure in September 2014, this service has now been taken in-house.

2. Progress of CCG activities

Patient and Public Engagement and Involvement Steering Group

- 2.1 On 30 September 2014, the CCG hosted the first meeting of the Patient and Public Engagement and Involvement Steering Group (PPEISG). This was as a result of the governing body approving an action plan to improve the way the CCG engages patients and the public in commissioning local services.
- 2.2 There are 15 members (see appendix 1) as follows:
- Lay member of the governing body with responsibility for patient and public engagement and involvement (PPEI)
 - Three representatives from practice patient participation groups (PPGs), with geographical spread across Southend. To be elected by the members of the PPG Forum
 - A representative of Southend Borough Council
 - A representative of SAVS (Southend Association of Voluntary Services)
 - Nine individual members living within the area of Southend CCG or actively supporting or involved with community or charitable support organisations in the Borough
- 2.3 The main purpose of the group is to organise and oversee Public and Patient Engagement and Involvement (PPEI) activity at Southend CCG, including:
- continuous liaison with the Quality, Finance and Performance Committee (QFP) in order to prioritise the issues where the input of patients and the public is require
 - obtaining that involvement including adopting the most appropriate methodology for each specific issue
 - informing the CCG of the output of the engagement or involvement
 - establishing how that input has influenced actions and decisions
 - informing those who contributed about progress and the difference they have made
 - liaison throughout with Healthwatch Southend including developing opportunities for collaboration
- 2.4 Whilst the focus of the Group is on organising PPEI, the Group's purpose also includes responsibility for regularly receiving and assessing an analysis of trends, concerns and risks arising from complaints and compliments which have been managed through the approved complaints and feedback processes, and making recommendations to the QFP.
- 2.5 The group will work with the Interim Communications Manager in the development of a Communications and Engagement Strategy for the CCG. By pooling knowledge in this manner, the CCG can ensure the strategy is reflective of the challenges local health providers face in the borough and the role of other organisations – such as

charities and voluntary organisations – in supporting local health services and promoting information and engagement opportunities.

- 2.6 As well as supporting the development of the CCG's communication and engagement strategy, the group will review the CCG's equality and diversity plans and ensure this is embedded into the strategy.
- 2.7 The group will be used as a means of cascading information presented at the PPEISG meetings to their members and other audiences. This will enable CCG communications to reach a broader range of groups and individuals and to be more targeted when required.
- 2.8 The CCG will hold a public engagement event in February/March 2015 and the PPEISG will support the content, planning, communications and management of this event.

Formal CCG engagement activities

- 2.3 We are supporting the NHS England Essex area team to develop the Essex primary care premises strategy and have had some engagement with key partners and member practices to input into this.
- 2.4 We invited views on the impact of proposed changes to the current in-vitro fertilisation (IVF) policy. As well as making this available on the CCG website we worked with Healthwatch Southend which sent out our survey to its mailing list.
- 2.5 Southend CCG has expressed an interest in entering into a 'co-commissioning' relationship with the NHS England Essex area team in relation to the commissioning of primary medical services. We provided a survey to key partners directly and on the website.
- 2.6 We are preparing for a decision on the future of the walk-in service at St Luke's. There are a number of options being considered and each will result in different levels of engagement. A number of communications and engagement plans are being prepared to reflect different potential outcomes.
- 2.7 The CCG's Patient Participation Group Forum (PPGF) is held monthly and attended by representatives of about 15 patient groups across the borough. The members are encouraged to design the agenda each month. The CCG is able to respond to questions or concerns, whilst promoting information about new services and campaigns.
- 2.8 On the 6 August 2014, the CCG participated in a community event held at Priory Park for local stakeholders to share information with members of the public. This event was funded by South Essex Homes.
- 2.9 The CCG participated in the 'Community in Harmony' event which was also held at Priory Park on 21 September 2014 and was attended by a large number of local partners such as EEAST, Southend Hospital and Southend Council. This event aimed to celebrate diversity, culture and heritage and break down barriers among people of different ages, backgrounds, interests, ethnic origins and religions.
- 2.10 The C2 Halloween party was held at Hamstel School Children's Centre on 29 October 2014. This was a Halloween party for under-7s as part of the C2 Connecting Communities project. The CCG is a key member of the C2 project group - C2 works by harnessing the collective strengths of the people who live in a neighbourhood

together with the people who work there (policemen, teachers, nurses, housing officers and others). Participants learned to work together as equals and form a problem solving, resident -led partnership to tackle issues identified by residents but which matter to everyone.

Communications support

- 2.11 Following the closure of NHS Central Eastern Commissioning Support Unit (CSU) in September 2014, the communications function for the CCG is now in-house. A communications officer has been appointed, along with an interim communications manager.
- 2.12 The CCG is now responsible for its communications activity (see appendix 2) including media relations, social media and stakeholder communications. In terms of Twitter, the CCG has more than 1700 followers and a social media strategy will form part of the development of a communications and engagement strategy.
- 2.13 The CCG's website is being reviewed with a project to deliver a new website now underway. As well as a public-facing website, the new facility will include an area providing essential information to member practices.
- 2.14 A media relations policy has been developed, and staff will be provided with clear guidance as to the process for managing enquiries from the media.
- 2.15 An early priority for the CCG's communications function has been around winter resilience. A communications implementation plan has been prepared which covers various projects including advertising, public events, media relations and stakeholder engagement.
- 2.16 The interim communications manager has met with the communications leads of other local organisations including the council, SEPT, SAVS, the hospital and other CCGs to review all local communications channels and the potential for appropriate partnership working in the future.

3. Conclusion

- 3.1 The CCG aims to develop a meaningful and comprehensive communications and engagement strategy that will enable the residents of Southend-on-Sea to be properly engaged with the development of health services across the borough.
- 3.2 The Patient and Public Engagement and Involvement Steering Group will play a key role both in the development of this strategy and the delivery of its objectives.
- 3.3 The CCG will work positively with the communications and engagement teams at other local organisations – including neighbouring CCGs, the hospital and the local authority – to ensure that, where appropriate, partnership opportunities are maximised so as to share resources and reduce costs.

Author’s name and Title : Paul Ilett, Interim Communications Manager

Date : 19th November 2014

APPENDICES	
Appendix 1	PPEISG Members
Appendix 2	Communication Channels

Appendix 1

Name	Name of organisation
Angelina Clarke	Southend Carers Forum
William Snagge	ecdpc (everyday lives of disabled people) (Mental Health Services)
Sarah Linzey	Southend MIND
Peter McAllister	Director Ability Action CIC
Matt King	Trust links
Gareth Gault	Citizens advice bureau
Sally Carr	PPG - Dr Agha and chair of PPGF
Tatum Quinn	Family Mosaic
Ann Kelly	Breathe Easy
Alan Joseph	PPG - Valkyrie
Janis Gibson	Lay member - Governing Body
May Hamilton	PPG - St Luke's Health Centre
Mike Bennett	Southend Borough Council
Alison Semmence	SAVS
Jon Keay	Healthwatch Southend
CCG officers	Sadie Parker, Paul Ilett and Johanne Springett
Vacant	Patient representative

Appendix 2

Channel	Audience	Frequency
Website	Public	As required
Social Media (Twitter, Pinterest)	Public	As required
The Weekly Update (email newsletter)	The Governing Body, Clinical Leads and other staff working directly for the CCG	Weekly
The Weekly Inbox (email newsletter)	GPs, Practice Managers, Practice Staff	Weekly
Weekly Operational Executive Update (email update)	CCG Staff	Weekly
Time to Learn (training and information forum)	GPs and surgery staff	Ten months per year
GP Members Forum	GPs	Six months per year
CCG Governing Body Meeting	Public	Every other month
Patient & Public Engagement & Involvement Steering Group	Representatives of the third sector, voluntary sector and the public	Every month
Practice Patient Participation Group Forum	PPG representatives	Every month
Staff Newsletter	All CCG staff	Every month
Media Relations	Public	As required