

## **A meeting of NHS Bromley CCG Governing Body July 2015**

**ENCLOSURE XX (leave blank)**

### **Communications and Public Engagement Activity Report**

#### **SUMMARY:**

This report gives an overview of our communications and public engagement activity in Bromley CCG over the last six months. It also provides an update on the CCG's communication and engagement systems and processes. Going forward, we will provide update reports every six months to keep the Governing Body informed of activities undertaken and planned.

The paper provides information and assurance to the Governing Body about the following areas:

- Our systems and processes we use to engage and communicate with the public
- How our engagement with the public and patients is influencing the decisions we make.
- Communication activity.
- Information on our recent Engagement Assurance with NHS England
- Planned engagement activity during 2015/16.

#### **KEY ISSUES:**

The CCG has an internal team combining communications and engagement which is working to consolidate and develop the good approaches and systems already in place and plan public engagement activity for 2015/16 onwards. The Bromley CCG Patient Advisory Group is our main conduit for involving Bromley residents in our work and the membership continues to grow. We also work closely with local partners through the Bromley Communications and Engagement Network which includes Healthwatch and Community Links Bromley.

NHS England recently undertook a 'deep dive' assurance process on CCG public and patient engagement activity, following the publication of Annual Engagement Reports in September 2014. The key headlines from the material we presented to NHS England are attached at Appendix A. It provides an overview of the activity undertaken by the CCG in 2014/15 to meet the collective and individual patient engagement duties.

**COMMITTEE INVOLVEMENT:**

The CCG communications and engagement team  
The Bromley Communications and Engagement Network

**PUBLIC AND USER INVOLVEMENT:**

As set out in the paper

**IMPACT ASSESSMENT:**

Our engagement activity aims to reduce health inequalities by ensuring we are engaging with all population groups including those who are traditionally seldom heard.

**RECOMMENDATIONS:**

The Governing Body is asked to:-

Note the activity undertaken and the future plans for activity.

**ACRONYMS**

BME – Black and minority ethnic

C&E – Communications and Engagement

CQRG – Clinical Quality Review Group

DAPHNE – Dose adjustment for normal eating (type 1 diabetes programme)

DESMOND – Diabetes education and self-management for on-going and newly diagnosed (type 2 diabetes)

MSK – musculo-skeletal

OHSEL – Our Healthier South East London

PAG – Patient Advisory Group

UTI – Urinary tract infection

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# **Communications and Public Engagement Update Report**

## **Report to the Governing Body - July 2015**

### **1. Introduction**

This report provides an update on the main areas of communication and public engagement activity undertaken over the last six months.

It covers the following areas:

- Our systems and processes we use to engage and communicate with the public.
- How our engagement with the public and patients is influencing the decisions we make.
- Communication activity.
- Deep dive Engagement Assurance process with NHS England
- Planned engagement activity during 2015/16.

### **2. Systems and processes**

The CCG is committed to effective two way engagement with the public and patients. This commitment is reflected at Governing Body level with a public involvement lead lay representative, Martin Lee and Linda Gabriel, Chair of Healthwatch. Dr Andrew Parson, Chair of the CCG is the clinical lead for public engagement.

We have reduced our service level agreement with the South East Commissioning Support Unit for communications support. This has enabled us to develop an internal team covering both communications and engagement which is Bromley focused.

Since the CCG was established in 2013, we have put in place a number of effective systems which enable us to effectively carry out our communication and engagement duties. This includes:

- A communications and engagement planning template and minimum standards – which are used by staff when planning, designing and procuring services.
- A Patient Advisory Group (PAG) which is made up of Bromley residents. Members are involved in developing many of our service areas by attending meetings, being part of service redesign and procurement panels, responding to surveys etc. We continue to recruit new members, in particular targeting seldom heard groups.
- Our work with Healthwatch and the voluntary sector to carry out joint engagement activities and share information.

- The Bromley Communications and Engagement Network, which was established in the summer of 2014. This network was initiated by the CCG and is chaired by Healthwatch. It includes all key partners and provides an opportunity to share approaches, intelligence and information about effective engagement with the public.
- The use of a range of channels which are suitable for the area we are seeking engagement on including events, meetings, surveys, twitter, websites and partner networks.
- Regular feedback on how patients have influenced our decision making using a ‘you said, we did’ approach, through our quarterly stakeholder bulletin, PAG reports and email.
- Robust systems to monitor the quality of local services and consider patient experience and feedback from a number of monitoring systems including key performance indicators and Clinical Quality Review Groups.

### 3. How our engagement with the public and patients is influencing the decisions we make

As this is the first in a series of regular reports on our activity, we have included examples prior to January 2015, as a lot of activity has taken place over the last year.

Activities	Outcomes
<b>Urgent Care Centre</b> at Beckenham Beacon – patients were involved from the planning through to the delivery of the new service.	The patient voice is at the forefront of the developments, plans and decision making process and there is the additional assurance of a transparent process.
<b>Ophthalmology-</b> patient representatives were involved in the preparation for the procurement process and will be involved in further service developments for ophthalmology.	Where services were re-procured, we are able to demonstrate how the issues raised by patient representatives were addressed.
<b>Planned care</b> – a patient review on the procurement processes to help inform the planned care review has been undertaken. Patient representatives have been asked for their feedback on involvement in procurement processes and how this could be improved.	Due to patient involvement, clearer information is provided on service change that benefits the wider population.  Outcomes of procurement processes and changes as a result are published

	in the CCG's Stakeholder Bulletin as 'You Said, We Did' articles.
<b>Gluten Free Policy</b> – Patient involvement regarding the provision of gluten free foods on prescription.	Clear information available for patients who were affected. Patient representatives supported the revised guidelines.
<b>Vitamin D</b> – Patient involvement in the development of Vitamin D guidance for practice use.	Patient involvement helped ensure information was clear and accessible
<b>Blood Glucose Monitors</b> - Patients with Type 2 Diabetes Mellitus (DM) on the Patient Advisory Group were invited to complete a survey about a potential blood glucose meter upgrade programme.	Patient view was that the meter upgrade was welcomed.
<b>Perinatal Mental Health Service</b> - Patient experiences were part of the business case for a new service.	New specialist community perinatal mental health service commissioned
<b>Orpington Health and Wellbeing Centre</b> - We have worked closely with patients and the public on our plans to develop the Orpington Health and Wellbeing Centre	The patient view is heard and influencing the plans and designs for the centre.

### Examples of some of our current engagement projects:

<b>Activities</b>	<b>Planned Outcomes/ Progress</b>
<b>Neurology</b> - We are currently engaging with people who have long term neurological conditions so that their experiences can be part of a business case which will inform the developing model of neurology care.	Patient voice and experience is embedded in the process
<b>Mental Health</b> - We are in the process of reviewing the provision of IAPT and Mental Health Employment Services as part of our plans to improve mental health provision in Bromley. Dedicated resource has been identified to undertake a comprehensive engagement exercise to gather the views of people who are using/have used these services to get an understanding of what works and what needs to be improved. Engagement activity will be undertaken over the next few months.	Outcomes will be used to inform our review of these services to ensure that services are designed and delivered to meet the needs of patients.

<b>Activities</b>	<b>Planned Outcomes/ Progress</b>
<p><b>Phlebotomy</b> – An exercise to scope the current provision and potential ways we can improve phlebotomy services is just beginning. When considering the future service patient feedback will be integral and a supporting communications and engagement plan is being developed.</p>	<p>Outcomes of the engagement activity will be used to inform our review and future provision of phlebotomy services.</p>
<p><b>Our Healthier South East London</b> - We are working closely with the other CCGs across south east London to engage local people and stakeholders in the Our Healthier South East London programme (OHSEL). We have Bromley patient representatives on many of the clinical leadership groups which are addressing the six priorities in the OHSEL strategy. Members of our Patient Advisory Group were instrumental in informing the Case for Change.</p> <p>A Patient and Public Advisory Group for OHSEL is in place, chaired by a patient. We are part of the OHSEL communications and engagement workstream and have developed a Bromley plan setting out how we will engage residents on the OHSEL Issues Paper.</p> <p>A Bromley deliberative event was held on 6 July which attracted approximately 100 participants, who gave their views on the emerging plans and issues.</p>	<p>Patient voice and experience at the heart of the conversations about meeting the challenges in local health services. Bromley patient view is heard alongside other boroughs in south east London and influencing the plans to ensure the Bromley perspective is included.</p> <p>High profile patient involvement in the scheme will help encourage buy in from other local residents. One of our patient representatives has appeared in the video promoting the programme and the challenges that it is trying to address.</p>
<p>Engage with the public on our out of hospital strategy. An evening event with Patient Advisory Group members and the voluntary sector and Healthwatch took place in early July to enable them to influence the emerging models of care for Bromley. Patient representatives will be part of three groups looking at rehabilitation, re-enablement and proactive care.</p>	<p>Patient voice is at the heart of the development of models of care for Bromley.</p>
<p>Healthwatch are talking to ‘seldom heard groups’ to get their views on the OHSEL plans – the outcomes of which will also help influence our commissioning plans.</p>	<p>Meetings are taking place during June and July. The aim is to ensure we capture the views of groups that can be harder to reach such as young people, some BME communities and the gypsy and traveler community.</p>

## **4. Campaigns, publications and media**

### **4.1 Campaigns**

Campaigns are run throughout the year, often to coincide with national campaigns, seasonal campaigns and awareness weeks. Our focus is on those campaigns that meet the demographic and health needs of Bromley residents. We promote these campaigns through our website, social media, in publications, through our partners and also in a regular news column we have in the Bromley News shopper. The aim is to provide people with information about how they can improve their health and take care of themselves. Since January 2015, the monthly campaigns have included:

- Diabetes
- Mental Health Awareness
- Cancer screening
- Act Fast – stroke awareness
- Obesity awareness

We also have run two large scale campaigns which have been promoted across the borough in newspapers, bus shelter advertising etc. These are:

- Don't just go to A&E
- Medicines Waste

The evaluation of the 'Don't just go to A&E' campaign was positive. It showed that 38% of people questioned from boroughs that ran the campaign recognised it (Bromley, Bexley, Greenwich, Lambeth, Southwark, Lewisham, Merton and North West Surrey). There is evidence that the campaign impacts on people's understanding and awareness of healthcare services. The core messages of the campaign translated well with the majority of those questioned understanding it. The impacts were encouraging with nearly half of respondents made up of 'will make me think more about the right place to get care' and 'will mean I can advise others better on where to go when they are ill' and 'will make me try other services when it is more appropriate'.

### **4.2 Stakeholder Bulletin**

We produce a quarterly stakeholder bulletin which informs key stakeholders and patient representatives about the work we are doing and the outcomes of our engagement work. This is emailed to patient group members and a range of stakeholders including Bromley MPs, key councillors, voluntary sector groups, Healthwatch and other partners. It is also posted on our website to reach a wider audience.

### **4.3 Media**

Our aim is to ensure that the CCG and its activities are fairly and accurately represented by the media. This involves producing press releases, being prepared for any media interest and monitoring media activity that impacts on or which is of interest to the CCG. In recent months, we have received coverage in the media about the new perinatal mental health service, the Our Healthier South East London issues paper and the 'Don't just go to A&E' campaign.

### **4.4 Freedom of Information**

The Freedom of Information (FOI) Act gives the right to all individuals to request access to information held by the CCG. From January to March 2015, there were 62 FOI requests. Key themes include finance information, services we commission and medicines management information.

## **5. IT systems for communication and engagement**

We are continually improving the way we communicate and engage with the public which involves the development of IT based systems.

We are reviewing our public website which includes strengthening the content and transferring it to a new site. We currently receive over 2,000 visits to the website each month.

We use twitter to promote our activities and opportunities to engage with local people and other stakeholders. As of 1 July we have 2,169 followers and we follow 192 people and organisations.

To ensure our staff are up to date with information to carry out their work to support patients, we have established a new staff intranet which is the central source of all key information. We are also launching a 'Practice Zone' which provides an accessible online resource for general practice staff with news, guidelines, procedures, and referral forms etc.

## **6. NHS England Assurance**

NHS England has undertaken a 'deep dive' assurance process on all CCGs in London. Key themes from our presentation are attached for information at Appendix 1.

## **7. Our plans for engagement activity in 2015/16**

Our further plans for engagement activity in 2015/16 include:

- Taking forward the current engagement activity outlined in section 3 of this paper (OHSEL, out of hospital strategy, service reviews, seldom heard groups).



- A review of our organisational priorities which will be tested with local people.
- The introduction of a new online business planning system which will be used across the CCG. It will further ensure that engagement planning and delivery is integral to all our projects, plans and initiatives.
- A programme of quality assurance visits is to be undertaken with local providers which will include patient representation on the visiting group.
- Work with patient participation groups in practices to support engagement at practice, local care network and borough level.

## **8. Recommendation**

The Governing Body is asked to note the activity undertaken and planned.