



Communications and Engagement Network Group

Summary of activity Summer 2017

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1. Introduction

The Bromley Communications and Engagement Network (the Network) was established in 2014. This report provides a brief summary of the purpose of the Network, the membership and recent activity undertaken.

2. Purpose

The purpose of the Network is to contribute to the improvement of healthcare and wellbeing outcomes for Bromley residents. It is an operational group bringing together communication and engagement representatives from the Bromley statutory and voluntary sector in order to share work, ideas, deliver joint campaigns, information and engagement activities, work together to help local people to improve community health and wellbeing and support the delivery of agreed borough wide priorities and other community initiatives.

3. Membership and format

The Network meets every eight weeks and is chaired by the Director of Healthwatch. As well as meeting face to face, the Network also operates as a virtual group so that joined up work can be continued in-between meetings. The Network has proved to be very beneficial to members and the work being done to improve health and health outcomes in Bromley. These benefits are described in section 4.

Members of the Network include representatives from:

- Healthwatch Bromley
- NHS Bromley Clinical Commissioning Group
- London Borough of Bromley
- King's College Hospital NHS Foundation Trust
- Oxleas NHS Foundation Trust
- Bromley Healthcare
- St Christopher's
- Community Links Bromley
- Bromley metropolitan police (joined in 2016)
- Bromley College (to be invited to join 2017)
- Fire brigade (to be invited to join 2017)

4. Benefits

Since its creation in 2014, the Network has met on a regular basis (every two months) and has proved to be an invaluable way for staff with a communications and engagement remit to meet and share approaches, test ideas, and discuss issues that may impact on the whole Bromley health and care system. These benefits include:

- Sharing experiences and ways of working to learn from each other and understand local priorities.

- Sharing intelligence about local initiatives, challenges and activity going on within the different organisations.
- Building strong relationships between the different organisations which is even more important if there are difficult issues to address and joint communications/media responses to be developed. By working together closely through the Network it enables us to speak with 'one voice' when appropriate around issues that affect the whole borough or more than one organisation.
- Sharing planned and proposed campaign activity in order to ensure these meet with the local health and wellbeing priorities for Bromley and to link up efforts for a greater reach and impact across local communities.
- Sharing planned events to help encourage and arrange representation from organisations across the borough and to promote widely through established networks.
- Testing ideas for new approaches to engaging with different communities and sharing successes.
- Sharing challenges, ways of working and appropriate local intelligence to inform programmes of work; sharing best practice engagement approaches; sharing contacts and effective techniques to help deliver effective outcomes.
- Getting a better understanding of each organisation and its priority areas.

In July 2017, the Building a Better Bromley (BBB) Communications group was established which aims to support delivery of the Borough Officers Strategic Partnership Forum priority areas. The Network will help to support the delivery of the BBB health related priority areas that need to be communicated to staff, partners and local people.

5. Peer support

A further benefit of the Network has been to bring together staff from a range of organisations that are responsible for communications and/or engagement. Often working in these functions can be quite isolating and although our organisations have different functions, some of which are to assure and provide an independent perspective on local practice and engagement activity (Healthwatch), members have been able to share challenges and discuss how to approach these and where there are opportunities for shared learning and working together. There are no similar networks in place anywhere else in south east London health and social care services.

6. Activity

Below are some of the examples of work undertaken by the Network:

6.1 Campaigns

Information on high profile campaigns has been shared and members of the Network have promoted these across their own networks. This has led to greater reach in getting information out to the public and a better understanding of how different organisations can contribute to the messages. A campaign and events calendar is managed and updated at each meeting so that any joined up working can be identified and members are clear on what is planned for the future. Some examples include:

- Winter messages – including using the right service at the right time, easing pressure in A&E, stay warm, stay well, winter payments and getting the flu jab. Members have shared local approaches to promoting some of these messages so that joint working can be done and avoid duplication and confusing messages going out to the public.
- Summer messages – information about keeping well in the warmer weather, heat wave advice etc.
- Sharing of artwork for high profile campaigns to get views and feedback prior to launch.
- Sharing information on contingency and emergency planning.
- Joint working on public health campaigns including diabetes, cancer, mental health awareness etc. Local service information is added to national campaign materials and then promoted across all partner websites and digital media.
- Shared social media activity. By using the Network, some CCG campaigns and engagement surveys had received much greater coverage through the support of members. Responses to a survey on eye care had doubled after additional Twitter activity by members.
- Review evaluation reports undertaken for campaign activity and feedback in any further thoughts.
- **#StayWellBromley.** The CCG produced a digital campaign to encourage people to stay well. It featured Dr Ruchira Paranjape a Bromley GP and clinical lead at the CCG. The Network supported the campaign and helped to promote it, which helped to increase the number of people seeing the information (around 3% of the population).



6.2 Surveys

Public surveys on a variety of issues have been promoted wider by using the Network. Information has appeared on websites and through internal and external bulletins which enables more people to be reached and encouraged to contribute to various surveys including:

- Patient experience surveys – especially where this is being used to commission a service, provider or to transform models of care.
- Testing organisational priorities including commissioning intentions.
- Mental health awareness and experiences of care
- During 2016 the CCG began a redesign of the ophthalmology service in Bromley. With significant help from the Network, the CCG managed to obtain nearly 600 responses to a survey.
- The CCG has recently engaged with people on proposals to prescribing guidance. Network members helped to promote the engagement process and proposals internally and externally and our community partners sent it out to seldom heard groups.

6.3 Events

The Network has been invaluable in helping to promote public events and other high profile meetings that are happening in Bromley and encouraging people to attend. This has included:

- Annual general meetings
- Stakeholder events to inform key programmes of work
- Membership events
- Public information events
- Fund raising events
- Award evenings
- Open days for services
- Outreach hubs

Members have been able to piggy back onto some of these events to promote organisational priorities such as joining patient groups and completing surveys.

6.4 Engagement approaches

Members have shared different approaches to reaching communities and how best to engage with them. This has been invaluable and contributed to increased shared intelligence and skills of members. Discussions have focused on how to better target hard to reach communities – a shared challenge for us all. For example – following a discussion about the challenges of engaging with young people, Bromley College have been asked to join the Network. There have also been discussions about health champions and how to use them to reach out through pharmacies in particular.

Discussions also help the CCG's assurance requirement to hold providers to account for the way they are engaging with people in relation to their experiences of care.

6.5 Sustainability and Transformation Partnership (STP)

Members have been kept informed about developments on the Our Healthier South East London programme and the south east London STP. There have been presentations from the OHSEL team and members have worked together to get appropriate messages out to their staff. Joint work has also been done to engage the public on the case for change in relation to the OHSEL Strategy which has developed into the STP.

6.6 Organisational priorities

We have used the Network to keep members up to date on organisational priorities in Bromley and discuss how we can support delivery of communication priorities. Examples include:

- Improvement delivery plan for children's social care services
- Proposed consultation on orthopaedic centres
- Co-production work with children and young people on emotional and mental health wellbeing services.
- Improving primary care services
- Homelessness
- Anti-poverty
- Welfare
- Safeguarding

7. Evaluation

A recent review of the Terms of Reference for the Network has been undertaken to update the membership and ensure the future work programme is focused on working together to help improve outcomes for Bromley people.

Members of the Network find the meetings very useful and productive and an excellent opportunity to discuss common priority areas and understand more about what is going on in the local health and care system.