

NHS DORSET CLINICAL COMMISSIONING GROUP

GOVERNING BODY MEETING

ENGAGEMENT AND COMMUNICATIONS FRAMEWORK
2017/18 TO 2018/19 UPDATE

Date of the meeting	15/11/2017
Author	P Malins - Head of Engagement and Communications
Sponsoring Board Member	D Jenkins - Governing Body Lay Member for Patient and Public Involvement
Purpose of Report	To provide an update on the Engagement and Communications Framework 2017/2018 to 2018/2019.
Recommendation	The Governing Body is asked to approve the priorities for 2018/2019.
Stakeholder Engagement	Individual discussions have taken place with the Governing Body Lay Member for Public and Patient Involvement, Chief Officer, Directors and Deputy Directors to inform the development of the framework.
Previous GB / Committee/s, Dates	Governing Body 16/07/2014, 18/03/2015, 16/03/2016, 16/11/2016

Monitoring and Assurance Summary

This report links to the following Strategic Principles	<ul style="list-style-type: none"> • Services designed around people • Preventing ill health and reducing inequalities • Sustainable healthcare services • Care closer to home 		
	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	✓		✓
I confirm that I have considered the implications of this report on each of the matters above, as indicated	✓		

Initials: PM

1. Introduction

- 1.1 NHS Dorset Clinical Commissioning Group (CCG) puts engagement at the heart of everything that it does. We are committed to meaningful individual and public participation in the work that we do and to the importance of the appropriate and timely involvement of our stakeholders. Together we can achieve our mission of “supporting people in Dorset to lead healthier lives”.
- 1.2 The engagement and communications framework was reviewed in and refreshed to align with and enable the delivery of our Operational Plan 2017/18 to 2018/19. As reported then, we have restructured the engagement and communications functions into four work streams and enhanced the capacity/skill mix within teams. By extending the skills within the engagement and communications team, we can now provide cost-effective, in-house support for an increased range of communication channels and activities. We are also able to plan better to provide timely, professional support to the CCG and STP/ACS.
- 1.3 If the NHS in Dorset is to have sustainable health and social care services that are fit for the future, we will need to work collaboratively across the health and care system, hand in hand with our stakeholders, STP/ACS partners and providers. This will require confident leadership and meaningful stakeholder engagement; therefore, the engagement and communication framework should be read in conjunction with the Organisational Development Framework.

2. Background

- 2.1 Professional responsibility for leading, planning and delivering activity sits with the Engagement and Communications team, which is part of the Engagement and Development Directorate. However, it is important to acknowledge that engagement and good communications are part of everyone’s job. The engagement and communications activity is divided into four main work streams:
 - Stakeholder insight;
 - Patient and public engagement;
 - Media and publications;
 - Marketing and digital.
- 2.2 An implementation plan was developed which describes ‘how’ we will continue to develop our approach and ‘what’ we intend to deliver through our engagement and communications activities for 2016/17 and for 2017/2018.

3. Delivery against implementation plan

3.1 Since the Engagement and Communications Framework was approved by the to the Governing Body in November 2016 there has been a significant amount of progress against the implementation plan. Highlights included:

- successful design, launch and completion of the Clinical Services Review public consultation from 1 December 2016 to 28 February 2017;
- working with Opinion Research Services (ORS) to manage the analysis of the consultation responses and reporting them to a variety of leadership, clinical and public audiences;
- producing a range of CSR materials in-house, including a summary Z-card, films explaining the changes for younger people and a social media campaign aimed at encouraging people to participate in the consultation;
- achieving 'Best Practice' accreditation from the Consultation Institute;
- establishing and maintaining an efficient process for logging and responding to correspondence received during the CSR consultation;
- producing presentations to support CSR briefings for CCG staff and for those in partner organisations;
- working with partner organisations to set up a Sustainability and Transformation Plan public engagement group (STP PEG) to succeed the successful Patient (Carer) and Public Engagement Group (PPEG) at the end of CSR consultation;
- developing a network of practice participation groups (PPGs) across Dorset and producing a toolkit to help practices set up PPGs where they have been slower to establish;
- refreshing and reviewing the dorsetsvision website following the GB decision-making meeting on 20 September 2017 to provide information for members of the public about what the CSR and mental health acute care pathway changes will mean for them;
- publishing 45,000 copies of a supplement in the Daily Echo newspaper and associated titles (with 5000 'run on' copies available for additional distribution) explaining what the CSR and mental health acute care pathway changes will mean for local people;
- building and consolidating media relationships through regular proactive face-to-face briefings;
- providing in-house copywriting and design support for the production of the Decision-Making Business Case (DMBC);

- introducing a new Customer Relations Management (CRM) system to manage our databases more effectively and efficiently.

4. Priorities for 2018/19

4.1 The priorities for 2018/19 will reflect a move towards wider system working across the Dorset STP/ACS. In working with partner organisations, the CCG will ensure that we adopt a person-centred approach to our engagement and communications activities so that people remain at the heart of all that we do. Our priorities for the remainder of 2017 and into 2018/19 include:

- Providing professional support for continuous engagement and communications across the CCG and STP/ACS. This includes the following work streams:
 - * Primary care engagement across the 12 transformation areas in line with the GP Five Forward Plan
 - * CAMHS review/integrated community children's health services (ICCHS)
 - * Better births
 - * Dementia Review/public consultation
 - * Cancer services
 - * Urgent care
 - * Increased Access to Psychological Therapies (IAPT)
 - * Areas of further engagement/consultation following the CSR decisions including consultant-led maternity and paediatrics in the west of Dorset and South Somerset and community hubs in North Dorset
- working with communications and engagement leads from partner organisations to support STP/ACS portfolio boards and programmes, in particular: integrated community and primary care services; digital and creating a visual identity;
- ensuring that local people are provided with timely and effective 'signposting' communications to guide them to make appropriate use of new services, for example, the urgent treatment centre at Poole Hospital and A and E at Bournemouth and Dorchester;
- reviewing/revising our engagement processes to ensure they are compliant with the latest national guidance;

- maintaining a programme of staff and public communications across all media and digital channels to ensure that timely and accessible information about the changes resulting from the CSR is widely available;
- continuing to develop dorsetsvision and the CCG's external websites;
- developing a cost-effective and user-friendly intranet/extranet to support effective staff/membership communications;
- continuing to support and develop the Sustainability and Transformation Plan public engagement group (STP PEG); Supporting Stronger Voices and practice participation group (PPG) networks;
- providing communications and marketing support for the Primary Care Workforce Centre;
- strengthening our relationships with key stakeholders including Healthwatch Dorset; local HOSCs; MPs; councillors; voluntary organisations and 'gatekeeper' groups such as Dorset Race Equality Council (DREC), Dorset Association of Town and Parish Councils (DATPC) and those representing people with learning disabilities;
- continuing to develop and harness skills within the engagement and communications team to increase our capacity to bring more functions in-house, for example, more graphic design and creating animations.

5. Conclusion

5.1 The Governing Body is asked to **approve** the priorities for 2018/19.

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