

## NHS DORSET CLINICAL COMMISSIONING GROUP

## GOVERNING BODY MEETING

## ENGAGEMENT AND COMMUNICATIONS FRAMEWORK UPDATE

<b>Date of the meeting</b>	16/03/2016
<b>Author</b>	C Wood - Head of Communications and Engagement
<b>Sponsoring GB Member</b>	D Jenkins - Deputy CCG Chair/Public Engagement Member
<b>Purpose of Report</b>	To provide an update on recent engagement and communications activity and the delivery focus until September 2016.
<b>Recommendation</b>	The Governing Body is asked to <b>note</b> the report.
<b>Stakeholder Engagement</b>	This report provides an overview and demonstrates the breadth of engagement and communications activity in line with the agreed Engagement and Communications Framework.
<b>Previous GB / Committee/s, Dates</b>	Governing Body 18 November 2015 Governing Body 18 March 2015 Governing Body 17 September 2014

## Monitoring and Assurance Summary

<b>This report links to the following Strategic Principles</b>	<ul style="list-style-type: none"> <li>• Services designed around people</li> <li>• Preventing ill health and reducing inequalities</li> <li>• Sustainable healthcare services</li> <li>• Care closer to home</li> </ul>		
	<b>Yes</b> [e.g. ✓]	<b>Any action required?</b>	
		<b>Yes</b> Detail in report	<b>No</b>
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	✓		✓
<b>I confirm that I have considered the implications of this report on each of the matters above, as indicated</b>	✓		

Initials : CW

## 1. Introduction

- 1.1 In September 2014 the Governing Body approved the Engagement and Communications Framework to 2016 which set out our strategic and operational approach in this area.
- 1.2 A report to the Governing Body in November 2015 provided a comprehensive summary of engagement and communications activity over the previous 12 months and assurance regarding the delivery focus for the remainder of the financial year
- 1.3 The Deputy CCG Chair/Public Engagement Member has agreed that due to ongoing work to clarify the timetable for the Clinical Services Review (CSR), a further update is appropriate at this time, with a new Communications and Engagement Framework and action plan submitted to the Governing Body in September 2016.

## 2. Report

- 2.1 The focus since the last update has been to support the CSR, and in particular the work around Integrated Community Services, Community Vanguards and the Clinical Delivery Groups. However the need to maintain business as usual has also been a feature of communications and engagement activity, including preparing for winter planning, resilience and implementing national/regional campaigns.
- 2.2 The past four months has seen some engagement and communications successes. The need for external support has been reduced with the appointment of a new Head of Communications and Engagement.

### Key Achievements

- 2.3 Appendix 1 to this report provides details of the key achievements since the current Communications and Engagement Framework was adopted. The highlights include:

### **Patient and public engagement**

The Patient (Carer) and Public Engagement Group chaired by a nationally recognised patient leader continues to provide valuable and compelling insight and direction to the CSR and will continue to play a key role in influencing and shaping the focus of integrated community models and emerging models of care arising from the Acute Vanguard, ensuring our focus remains patient-centred.

The task and finish groups established to take forward the priorities of the Clinical Delivery Groups have been supported with appropriate techniques to “bring the patient into the room” when discussing approaches to future care.

Hundreds of local people have attended a range of public events enabling us to reach out across Dorset’s geography, demography and diversity. Feedback continues to inform the CSR. Further community events in nine localities are planned in late March and early April, focused particularly on Integrated Community Services.

## External communications

The Dorsetsvision website was launched to support the review, a new consultation identity designed and animations developed to explain the need to change and progress towards CSR to all stakeholders.

We continue to develop a proactive approach to media relations and put in place robust communications strategies fronted by Governing Body members and clinicians where public reassurance is needed around potential changes with the potential to cause concern. A 24/7 communications on-call rota has been established for the past eight months.

## Stakeholder, member and staff engagement

Clinicians, member practices and social care professionals have been involved at a number of events at locality and wider level to design of the review and models of care. Almost 100 CCG staff across all directorates have volunteered to be champions (flexible friends) for the review, attending public shows and events and supporting the communication of key messages across the system.

We have invested in a new post, systems and processes to give us a clearer picture of our many stakeholders and their views of the organisation and its programmes of change. This insight can be used to inform future communications, decisions and policy development.

## Development

Our development programme aims to ensure staff and members across the health and social care system have the necessary skills and support to the ambitious programmes of change being followed. Training in essential and advanced communications skills, presentation and facilitation and social media have been delivered. Further training in dealing with the media is currently being arranged for staff and members.

### Our priorities for the next six months

- 2.4 The CSR is moving into a critical stage and its success will depend on the ability of the CCG and its partners to communicate the challenges faced by the health and social care system and to engage internal and external audiences in our journey of change.
- 2.5 It promises to be a busy and challenging time, with new communications and engagement duties arising from our fully delegated primary care commissioning role from April.
- 2.6 We are building for the future by seeking to implement a new structure for the Communications and Engagement Team. The aim is to ensure NHS Dorset CCG has the appropriate communications and engagement skills and resources in place to support its ambitions over the coming years through a structure which increases capacity and capability in the team in a cost neutral way, is less general than the current arrangements and creates opportunities for personal and professional development and provides clear points of contact with relevant experts for those in the CCG needing specialist

communications and engagement advice. We aim to have any new structure in place next month.

- 2.7 The Head of Communications and Engagement now chairs a group of professionals from 15 organisations across the health and social care system which aims to provide system-wide communications and engagement leadership and support to the ambitious plans for our area which will be articulated in the pan-Dorset Sustainability and Transformation Plan. This joined up approach to delivering shared communications and engagement priorities and projects will be supported by a clear work plan.

### **3. Conclusion**

- 3.1 The Governing Body is asked to note the content of this report and associated progress and delivery plan (Appendix 1).

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<b>APPENDICES</b>	
<b>Appendix 1</b>	<b>Engagement Communications Framework: Summary Progress and Delivery Plan 2014/2015 to 2015/2016</b>