

NHS DORSET CLINICAL COMMISSIONING GROUP
GOVERNING BODY MEETING
UPDATE ON ENGAGEMENT AND COMMUNICATIONS

Date of the meeting	18/11/2015
Author	E Shipton - Deputy Director of Engagement and Development
Sponsoring GB Members	D Jenkins - Deputy CCG Chair/Public Engagement Member Dr S Watkins - Poole Central Locality Chair (GP lead for engagement and communications)
Purpose of Report	To provide an update on the engagement and communications activity over the last 12 months and delivery focus for the remainder of the financial year.
Recommendation	The Governing Body is asked to note the report.
Stakeholder Engagement	This report provides a detailed overview and demonstrates the breadth of engagement and communications activity in line with the Engagement and Communications Framework 2014/2015 to 2015/2016.
Previous GB / Committee/s, Dates	Governing Body 18 March 2015 Governing Body 17 September 2014

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 : ES

1. Introduction

- 1.1 In September 2014 the Governing Body approved the Engagement and Communications Framework 2014/2015 to 2015/2016 which sets out our strategic and operational approach to engagement and communications, including our vision for involving patients and the public in planning health services across Dorset.
- 1.2 This report provides a comprehensive summary of our engagement and communications activity over the last 12 months and assurance regarding the delivery focus for the remainder of the financial year and lifespan of the framework.

2. Report

- 2.1 The approval of the framework coincided with the preparation and launch of the Clinical Services Review (CSR); this meant that the focus of activity over the last 12 months has been predominantly aligned to the review. The principles in the framework have been well tested and our organisational learning and insight has been significantly accelerated. However the need to ensure business as usual has also been a feature of communications and engagement activity particularly as we prepared for winter planning, resilience and implementing national/regional campaigns.
- 2.2 The engagement and communications team and wider organisation, supported by external support has met, and in some cases, exceeded what we set out to achieve in the last 12 months. However the experience of the last year has also highlighted areas whereby a refocused approach is required in order to maximise and make best use of opportunities, relationships and available resources.

Key Achievements

- 2.3 Appendix 1 to this report provides details of the key achievements during 2014/2015 and progress to date during 2015/2016. The highlights include:

Establishment of the Patient (Carer) and Public Engagement Group: this group, which is chaired by a nationally recognised patient leader, Anya De longh, has been established to provide oversight, advice and guidance across the review, consultation and implementation stage of CSR. The group has provided valuable and compelling insight and direction to the review and will continue to play a key role in influencing and shaping the focus of integrated community models, ensuring our focus remains patient-centred.

Public Events: over 525 local people (as at March 2015) have attended a range of public events enabling us to reach out across Dorset's geography, demography and diversity. Feedback from the events have shaped our approach to public and patients engagement and informed the design phase of the clinical services review. Further events have taken place since March 2015 and we estimate our reach to be in excess of 1500 local people.

Communications: the *Dorsetsvision* website was launched specifically to support the review and to date it has received 11,650 unique visitors (with a 7% increase in year). A new consultation identify has been designed 'YOURNHS' and this will be used to support all future engagement and consultation activity. Animation materials have been developed to support our core messages enabling the public to understand our narrative; further animations will be developed to support different elements of the review.

Stakeholder, Member and Staff Engagement. approximately 700 different clinicians and social care professionals have been involved to design the vision and models of care. Member practices have actively engaged in discussions about the review and wider CCG priorities at a number of events including cluster, locality and membership events, furthermore 49 practice visits (Chief Officer and Director led) have taken place. 38% of CCG staff have volunteered to be champions (flexible friends) for the review, attending public shows and events and supporting the dissemination of key messages across the system.

Public Relations and Reputation Management. we have adopted a proactive approach to media and press relations and responded favourably to reactive media enquiries; this has culminated in 212 pieces of media coverage, 52 media releases and statements, 102 quotes being used in the media and 19 media interviews. A 24/7 communications on-call rota has been established which reflects our enhanced approach to public relations and media management. Governing Body members and clinicians have been established and supported as the face and voice of the clinical services review.

Development. we have designed and implemented a communications training matrix for internal staff and external partners; to date 24 people from across the system have attended the advanced communications training, 35 people have attended the presentation and facilitation training, 86 people have attended the essential communications training, 50 people have attended social media training and 200 people have attended the core message training.

Refocused Priorities

- 2.4 The postponement of our public consultation provided us with a valuable opportunity to review and refocus our methods where we needed to, learning lessons and building on our successes. Our approach to date has been effective in parts; however given the complexity and scale of the transformation, we recognised that a more concerted, managed and methodical focus was required. Furthermore from the feedback that we have received it was apparent that our story is 'half told'. Therefore we needed to develop it further, ensuring that all stakeholders understand the proposals and are able to share their views and influence the next stages.

Without doubt the success of the clinical services review will stand or fall on the depth and focus of our engagement and our ability to genuinely influence hearts and minds; therefore this has become the number one priority and focus of our work.

- 2.5 Our priorities have been reviewed to reflect the changing focus and dynamic. A detailed delivery plan for the next six months is in place which includes key milestones, timeframes, outcomes and responsible leads and a summary of this is included in Appendix 1 to this report. The principles of our refocused priorities include:

Engagement:

- make certain that the discussions are person centred and where appropriate invite and involve patient/carers in key meetings;
- maintain the impetus, keep the energy high and ensure meaningful engagement at an appropriate time and in an appropriate way;
- co-design engagement plans with stakeholders, partners and the people of Dorset, ensuring they are symbolic of our collective vision;

- align engagement activities to programmes of work which are delivering change as opposed to just the process of change;
- maximise our internal and external insight and organisational memory to inform our engagement, when considering how to shape the future it is important to be mindful of the past;
- maximise and utilise existing infrastructure across Dorset including community and voluntary services in addition to GP practice/locality patient and public groups, provider organisations and other partners.

Communications:

- simplify our narrative and keep it concise, reframe our story so people can understand what the proposals will mean for them;
- introduce a renewed sense of priority and rigour to our communications products and responses, proactively using our insight to inform content;
- increase staff awareness and ownership of core messages; staff are our biggest asset and best ambassadors;
- embrace our communications challenges, proactively responding with honesty and integrity to contentious and controversial issues;
- embrace the power and impact of social media, don't expect the public to come to us, take our messages to them;
- utilise a blended approach to communication products, including animation and personal stories/pen portraits.

3. Conclusion

- 3.1 The shaping of our narrative and the content of our engagement plans are dependent on the work that we continue to do as an organisation to develop our commissioning intentions and associated programmes of work. By adopting the principles detailed in paragraph 2.5 we are confident that the dedicated engagement and communications function can support the organisation to meet its statutory obligations, whilst also delivering and implementing change in a credible, responsive and authentic way.
- 3.2 The Governing Body is asked to note the content of this report and associated progress and delivery plan (Appendix 1).

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Date : 26 October 2015

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