

**NHS DORSET CLINICAL COMMISSIONING GROUP
GOVERNING BODY MEETING**

**ENGAGEMENT AND COMMUNICATIONS FRAMEWORK 2017/18 TO 2018/19
PROGRESS REPORT**

Date of the meeting	14/11/2018
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 Governing Body members with an update on the progress made in line with the CCG's Engagement and Communications Framework.
Recommendation	The Governing Body is asked to note the report.
Stakeholder Engagement	Engagement with members, clinicians, staff and stakeholders has been critical to the implementation of the plan.
Previous GB / Committee/s, Dates	Update on the Engagement and Communications Framework provided in May 2018.

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 The engagement and communications framework was reviewed and refreshed in October 2016 to align and support the delivery of the CCG's two year Operational Plan 2017/2018 to 2018/19.
- 1.2 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, 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.
- 1.3 The report provides an update on key activities in the CCG during 2018/2019, as well as a look forward to activities for the remainder of 2018/2019.

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 form part of everyone's role increasingly across the health and care system.
- 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 2017/2018 and 2018/19. The engagement and communications activity is divided into four main work streams which have been used to provide a summary of the activity in 2018/2019.

3. Key Activities in 2018/19

Stakeholder insight

- 3.1 The Kings Fund/ NHS England Insight and Feedback project continued following the initial work which commenced as part of the Accountable Care Partnership. The aim is to explore the development of a **methodology to capture patient experience**, insight and information, in the planning and commissioning of local services.
- 3.2 We continue to work with other partners, including Dorset Association of Parish and Town Councils, to capture wider insight from local communities.

Patient and public engagement

- 3.3 The **Public Engagement Group** (PEG) was set up in September 2017 to be part of Dorset's approach to public engagement within the Sustainability and Transformation Plan. The group was co-designed by nominated engagement leads from all partner organisations and is made up of 25 local people with a wealth of life-experience and expertise.
- 3.4 The group has met a number of times, with the discussions and outputs informing a number of programmes of work. In 2018/2019, this has included:

- presentation and discussion on Digitally Enabled Dorset. A “Crown in the Cloud” digital reference group is now being set up to support and shape thinking around the digital programme ‘Independent Self Care’. This is being supported by a PEG member;
- workshop on “How personalised care is delivered at home – emerging models of care.” Advice was provided by the group on how to reach and seek views of the target population and how to use these views to inform the co-design of a future service.
- Frances Newell from NHS England presented the Public Engagement Discovery Project and led a workshop on what is working well and what could be done better in engagement and communication across the Integrated Care System (ICS).

- 3.5 In July 2018, the ICS in Dorset was announced as the **winner of the “Improving Patient & Community Engagement”**, Healthcare Transformation Award 2018. The award was for the key role that the PEG and its predecessor the Patient and Public (Carer) Engagement Group have played in supporting system wide integrated public engagement.
- 3.6 Dorset has been selected to be one of two pilots for an **NHS England ICS Public Engagement Project**. The project will review what is working well and what could be done better in regards to engagement, with a system wide stakeholder group co-designing local action plans. The work will inform an updated national model for achieving public engagement impact and the development of a stronger national network of ICS public engagement leads.

Care Pathway Reviews

- 3.7 Support continues on a wide range of care pathway reviews and campaigns. In 2018/2019, these have been:
- Integrated community children’s health services and the **#BeHeard campaign**: high level overview and a detailed view seeking report was shared widely with all stakeholders in August 2018. The first co-design meeting took place in October 2018.
 - MSK Physiotherapy review: the second and third meetings of the Reference Group took place in August and September 2018. This group (including local people) considered the views of local people, national good practice, current local practice to **inform a future service model for Dorset**.
 - Psychiatric Liaison Service: the **view seeking survey** closed and feedback was shared at a stakeholder meeting in September 2018.
 - Pain Service development: a **pain service development workshop** took place in October 2018 to inform ongoing service planning.
 - Integrated Transport Plan: a **stakeholder engagement event** was held in August 2018, feedback from which will inform the next steps for this service.
- 3.8 The Engagement and Communications team met with the new Chief Executive Officer of **Dorset Race Equality Council to agree a work plan**, which will be supported by regular meetings and networking opportunities with key partners and stakeholders.
- 3.9 **Methodology, analysis and theming expertise** was provided to inform the CCG’s People and Culture programme. This resulted in the production of a comprehensive report for the discovery phase of the programme and will inform the next phase of the programme.

Media and publications

- 3.10 Local activity took place to support and co-ordinate **positive publicity to support the NHS 70th anniversary**, including national coverage on BBC Radio Four's Today programme.
- 3.11 **Media activity** in response to the Clinical Services Review judicial review decision continued, including support to senior CCG staff at the Dorset Health and Overview and Scrutiny Committee Task and Finish Group.

Marketing and digital

- 3.12 The Engagement and Communications team produced a graphic document clearly **depicting the benefits to patients** of having two specialised hospitals in the east of Dorset. This document has been widely commended by our partners and is already being used as the basis for current media activity.
- 3.13 A significant amount of work has gone in to **developing a visual identity and creating two websites** for the local integrated care system:
- The Our Dorset website aims to give information and examples of how partnership working is bring benefits for patients <http://ourdorset.nhs.uk/>.
 - The Join Our Dorset website has been developed to support Our Dorset Workforce Delivery Team's recruitment and retention campaign <http://joinourdorset.nhs.uk/about/> The team is supporting marketing of the campaign.
- 3.14 We reviewed and revamped a new corporate website for [Dorset CCG](#).

REMAINING ACTIVITIES IN 2018/19

- 3.15 For the next six months, a focus on system wide engagement to support the development of the ICS will take place, along with a refocused public relations campaign, in addition to the other initiatives identified in the Engagement and Communications implementation plan.

Patient, public and staff engagement

- 3.16 The most notable activity for the remainder of 2018/2019 will be an **Integrated Care System engagement event** for all health and social care staff; themed walking in the same direction. The aim will be to involve and engage staff in the transformational work in Dorset.
- 3.17 Additional care pathway review and campaign activity in 2018/2019 includes:
- Dementia review: work to **support the assurance process** is underway and in advance of the public consultation in 2019.
 - Personalisation Working Together for Health: **work to support** the co-design the personalisation service for wheelchair users is underway using a co-production tool called "Working Together for Health". This mirrors our engagement cycle but in a shorter timescale and we will have the opportunity to train six facilitators in this tool.

- 3.18 There is continued support to practices in developing their Primary care and patient participation groups (PPGs). There are two **pan-Dorset networking events** taking place in November 2018. PPG Chairs are also now present at the east and west collaborative meetings to ensure the voice of patients is represented.

Media and publications

- 3.19 The CCG is committed to sharing our story with our public, stakeholders, opinion-formers and staff in a way that will help them to understand what we are doing and why. We have identified a need to refocus our efforts to **help to dispel myths, incorrect facts and misinformation** which are being played out in the local media.
- 3.20 Our focus over the next 6 months will be to;
- broker better and more balanced media coverage;
 - further developed stakeholder relationships across Dorset, including those with local councillors and MPs;
 - help us find successful ways of engaging with staff working across the nine the NHS and local authority organisations that make up Dorset's ICS;
 - work with local communications staff to help develop skills and expertise.

Marketing and digital

- 3.21 The Engagement and Communications team are supporting the development of a website *Maternity Matters in Dorset*. This is being co-developed in response to requests for comprehensive information about every stage of pregnancy and childbirth to be available for local people in one accessible place.
- 3.22 The Engagement and Communications team are also developing new intranets for CCG staff and GP members.

4. Conclusion

- 4.1 The Engagement and Communications Framework is due for renewal in 2019 and will be co-produced through active engagement and involvement of staff and key stakeholders. The work of the team will increasingly take on a system wide focus and we will work in collaboration with other partners.
- 4.2 The Governing Body is asked to note the content of this report and approve the 2018/2019 Implementation Plan.

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