

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

**ENGAGEMENT AND COMMUNICATIONS FRAMEWORK PROGRESS UPDATE**

<b>Date of the meeting</b>	13/11/2019
<b>Author</b>	B Norman – Head of Engagement and Communications
<b>Sponsoring Board member</b>	K Taylor, Governing Body Lay Member (Patient and Public Involvement)
<b>Purpose of Report</b>	To provide Governing Body members with an update on the progress made in line with the CCG's Engagement and Communications Framework.
<b>Recommendation</b>	The Governing Body is asked to <b>note</b> the report.
<b>Stakeholder Engagement</b>	Engagement with members, clinicians, staff and stakeholders has central to the implementation of the plan.
<b>Previous GB / Committee/s, Dates</b>	Update on Engagement and Communications Progress in Nov 2018 and revised in May 2019.

**Monitoring and Assurance Summary**

<b>This report links to the following Strategic Objectives</b>	<ul style="list-style-type: none"> <li>• Prevention at Scale</li> <li>• Integrated Community and Primary Care Services</li> <li>• One Acute Network</li> <li>• Digitally Enabled Dorset</li> <li>• Leading and Working Differently</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: BN

## 1. Introduction

- 1.1 The Engagement and Communications Framework was reviewed and refreshed in line with the CCG's two year Operational Plan 2019/2020 to 2020/2021, to take account of the way in which engagement and communications functions have changed in response to local and national changes to health and care services.
- 1.2 The CCG puts public engagement and involvement at the heart of everything that we do, helping us to achieve our mission of 'supporting people in Dorset to lead healthier lives'. We are committed to meaningful patient and public participation because it helps us to improve all aspects of health care, and playing a leading role in the Our Dorset system.
- 1.3 The report provides an update on key activities in the CCG this year as well as looking forward to activities for the rest of 2019/2020.

## 2. Background

- 2.1 The Engagement and Communications team, part of the Engagement and Development Directorate, provides professional leadership and expertise for the CCG. Yet it is important to note that good engagement and communications is part of everyone's role in the health and care system.
- 2.2 The engagement and communications activity is divided into a number of main work streams and the update below shows progress in each of these streams.

## 3. Key Activities in 2019/20

### Stakeholder Insight

- 3.1 NHSE/King's Fund patient insight and feedback project continued following its initial conception work last year. 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. The Picker Institute were selected to conduct research to develop a set of survey questions to gain patient feedback across an Integrated Care System. This research has now concluded and a set of recommendations have been made, for review.
- 3.2 With the local government reconfiguration we have been continuing to build relationships with the new councils and elected members. The reconfiguration saw the number of local health and overview scrutiny committees reduce from three to two. Examples of papers which have been to the Health Scrutiny Committees include: Dementia Services Review, Mental Health Rehabilitation Review, MSK Physiotherapy Review Dorset, Primary Care Networks.
- 3.3 Equality, Diversity and Inclusion now sits within the Engagement and Communications team. Over the next six months we will be focusing on increasing the profile of the equality and diversity work within the CCG and

the wider ICS network and involving the Governing Body lead for equality; refocusing our approach to equality and diversity, including reviewing our partnerships. We will become active members of the Prejudice Free Dorset partnership. The CCG will also be launching the Rainbow Badge pledge for staff, where staff can sign up to a pledge and receive a badge to show that this is an open, non-judgemental and inclusive place for people that identify as LGBT+.

## **Digital, Media and Campaigns**

- 3.4 The CCG's aim is to grow its digital footprint using innovation and new tools to reach and engage with a wide number of audiences. Social media and video content is now being used extensively, with content posted on Twitter and Facebook, as well as LinkedIn.
- 3.5 A new Instagram channel was launched for the CCG in September 2019 with the aim of engaging younger audiences. The new social media channel has experienced rapid growth in followers, and recently reached 200 followers.
- 3.6 A digital project to roll out a new CCG intranet using the platform Sharepoint has been successful, with the aim of further improving internal communications across the CCG and engagement with staff.
- 3.7 The successful campaign to recruit Registered Nursing Degree Apprentices was undertaken in early 2019 – recruiting a new wave of Apprentice Nurses. It was the first time that a truly system-wide recruitment initiative has been delivered in Dorset. We received 250 applications for 50 vacancies from local residents who are not currently working in our services, proving that we can offer local people a positive career in health.
- 3.8 We have provided a proactive media relations service, with highlights including supporting Lifeboat Quay Medical Centre to maintain positive media presence during their move and opening; had local BBC radio attend the Nursing Conference at Kingston Maurward and have had our children's safeguarding lead interviewed on regional news on the subject of Female Genital Mutilation (FGM). In addition, we have continued to raise the profile of messages around the correct use of NHS services to help with ongoing system pressures. Media enquiries have come from a wide range of channels including national newspapers along with local publications.
- 3.9 A new winter pressures campaign is being launched in November and over Winter, to promote better health seeking behaviours and ease pressures on emergency departments, using data-led targeting, including outdoor and digital marketing, to maximise the impact of the campaign and engage the public.

## **Patient and Public Engagement**

### **Dementia Consultation**

- 3.10 The dementia services review public consultation was held for eight weeks in June-Aug 2019. 503 responses were received. Responses have been

independently analysed by the Market Research Group at Bournemouth University, the analysis report is available on the CCG website. The report will be used to inform the Business Case and will be used to help the CCG's Governing Body to make its final decision in winter 2019.

## **Our Dorset – Looking Forward**

- 3.11 A survey was developed to seek the views of local people and staff on a number of priority areas for the development of health and wellbeing in Dorset (in line with the aspirations of the NHS Long Term Plan). The view seeking ran for five weeks (ending on 18 August 2019) and was widely promoted across all partner communication networks, via social media and twitter, in the press and through a series of face-to-face events with stakeholder groups, staff and the community and voluntary sector.
- 3.12 There were a total of 892 individual responses to the view seeking – plus feedback from a number of workshops and events held throughout the view seeking period.
- 3.13 This response is very pleasing and our research partner has confirmed the results are statistically significant to be representative of the Dorset population ( $\pm 3.28\%$ ).
- 3.14 Feedback was received from a number of sources, with representation from people with varied characteristics across a broad range of demographic groups.
- 3.15 The themed feedback and representative comments have been reflected in the Our Dorset – Looking Forward plan.

## **Our Dorset engagement, experience, facilitation and co-design training project.**

- 3.16 To facilitate a collaborative and consistent approach to public engagement across Dorset's ICS, The Point of Care Foundation were commissioned to develop and deliver a bespoke four-day course in experience, engagement, facilitation and co-design skills to 80 engagement champions across the ICS partner organisations. This was successfully delivered.
- 3.17 NHS England are now supporting the development of a collaborative online sharing platform so that the 80 engagement champions can be provided within ongoing advice, guidance and support, network with each other and share good practice. Outcomes will be monitored and shared.
- 3.18 An event is being hosted on 27 November to introduce the 80 champions to each other, showcase the project to system leaders and referring managers and collectively explore barriers to using the tools learnt and how these can be removed. Presentations on the importance of meaningful engagement and communications in supporting experience, outcomes, reputation and transformation are being given by NHS England and The Point of Care Foundation.

- 3.19 In the afternoon representatives from the Building Health Partnerships Primary Care Networks in Dorset are being invited to attend a session on “Asset Based Co-design” being presented by the Point of Care Foundation. This is being filmed so that it can be shared with other Primary Care Networks.

### **GP Patient Participation Groups.**

- 3.20 There are now two Communications and Engagement Coordinators (PPG) in place working closely together with GP practices and the Primary Care Team to support the strengthening of localised engagement with their PPGs. The coordinators have been working across local communities to improve patient and public involvement and empowering people to have a voice.

Key successes have included:

- Engagement Coordinators attending Practice Managers meetings to build relationships and explain their roles;
- Practice Managers and/or their PPG link workers reporting positively that they feel supported by the dedicated Engagement Coordinators;
- A keenness and recognition of the importance of PPGs now exists and is being strengthened;
- Two PPG conferences held at Blandford and Kinson in May 2019 with a total of 80 PPG representatives attending to network, share their work and to hear guest speaker, Dr Simone Yule present on Primary Care Networks.
- A dedicated PPG news section on the CCG Feedback bulletin sent out monthly to 750 Health Involvement members.
- Currently active PPG groups holding engagement and health promotion events including:
  - Corfe Castle series of health talks and supporting delivery of Lyndsay Leg Club initiative.
  - Blackmore Vale Partnership running hugely popular and well-attended bi-annual Health Exhibition.
- Practices being supported to introduce new PPGs (where they required development) and to re-invigorate less active groups.

### **The Building Health Partnership Programme (BHP)**

- 3.21 The BHP (in four PCN areas) recognises the vital role of engagement and communications with all stakeholders (including local people and the community and voluntary sector). The CCG’s Engagement and Communications team is part of the BHP steering group and is working

closely with the PCN areas to provide appropriate advice, support, training and guidance.

## **The Personalisation Programme**

- 3.22 The Personalisation Programme (which has 3 PCN exemplar sites) has local people at the very centre and the Engagement and Communications team are part of the Personalisation Care System Leadership Group.

## **Integrated approach to volunteering**

- 3.23 A successful bid to NHS England was led and coordinated by the Engagement and Communications team, working together with the voluntary sector in Dorset, for funding to support the development of an integrated approach to volunteering across Our Dorset.

## **National Improvement and Assessment Framework – Patient and Community Engagement Indicator**

- 3.24 Finally, Dorset CCG was given a 'green star' - an outstanding rating - for engagement following a national assessment. NHS England published ratings for every CCG in England on how effectively they engage with patients and the public, providing external validation for the work of the team.

**Author's name and Title : Ben Norman, Head of Engagement and Communications**

**Date : 29 October 2019**

**Telephone Number : 01305 368046**

<b>APPENDICES</b>	
<b>Appendix 1</b>	<b>Engagement and Communications Framework 2019-2020 to 2020-2021 Delivery Plan</b>