

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

ENGAGEMENT AND COMMUNICATIONS FRAMEWORK PROGRESS UPDATE

Date of the meeting	15/07/2020
Author	B Norman, Head of Engagement and Communications
Sponsoring Board member	K Taylor, Lay Member for Patient and Public Involvement
Purpose of Report	To provide the Governing Body 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 central to the implementation of the plan.
Previous GB / Committee/s, Dates	A refreshed Engagement and Communications Framework was submitted to the Governing Body in May 2019. An update was submitted to the Governing Body in November 2019

Monitoring and Assurance Summary

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

9.5

I confirm that I have considered the implications of this report on each of the matters above, as indicated	✓
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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 This report provides an update on key communications and engagement activities for the last quarter of 2019/2020 up to the end of June 2020.

2. Report

- 2.1 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 play a leading role in the Dorset's Integrated Care System.
- 2.2 We have made great progress in line with the CCG's refreshed Engagement and Communications Framework. A fuller update on progress against the Framework is provided in Appendix 1. Some highlights of the CCG's progress include:

Campaigns

- 2.3 A year-long programme of proactive, creative and data-led campaigns to support the priorities of the health service in Dorset, from behavioural change to promoting positive health seeking behaviours to recruiting to hard-to-fill vacancies:
 - Winter Campaign 2019/20;
 - Safeguarding Campaign- a multi-agency campaign #TellSomeone;
 - Dorset ICS Registered Nurse Degree Apprenticeship Campaign;
 - Hero Campaign in response to a demand to fill vacancies across the healthcare service in Dorset during COVID-19;
 - #Here For You Campaign as a result of a decrease in people accessing the services during COVID-19.

Digital

- 2.4 We've continued to grow the digital impact of the CCG across our websites and social media using new platforms, creative content and seeking to innovate. This included a new Instagram channel in September 2019 with the aim of engaging younger audiences.
- 2.5 We continue to innovate and use a range of new digital and social media tools to engage and inform the public, using organic and paid-for advertising. In recent months we've added to our digital marketing to include Snapchat, YouTube, and TikTok.
- 2.6 We have supported our partners across the health and care system in increasing their digital impact including the co-design and creation of a new recruitment microsite for Dorset County Hospital.

- 2.7 We have led workforce campaigns to support across the health and care partnership. Several examples include campaigns for: Pharmacy to fill pharmacy vacancies, launched in May 2019 (<https://joinourdorset.nhs.uk/pharmacy>); Heroes to support the COVID-19 recruitment response in March 2020; (<https://joinourdorset.nhs.uk/heroes>) and CAMHS in May 20120 (<https://joinourdorset.nhs.uk/camhs>).

Internal Communications

- 2.8 The intranet Sharepoint platform #FYI has been developed with a supporting “#FYI Live” all staff briefing. Our internal communications has been well received by staff during the pandemic.

Media Relations

- 2.9 We continue to build constructive relationships with the media locally and nationally. During COVID-19, media enquiries have come from a wide range of channels including national newspapers along with local publication, covering a range of subjects. We have also supported GP practices with their media enquiries.
- 2.10 We issued a Thank you letter to the public in June 2020, signed by all NHS partners and covered in the Echo and social media platforms.

Patient, Community and Public Engagement

- 2.11 Throughout the year we have a programme of patient, community and public engagement. This has included;
- ‘Your Mind – Your Say’ campaign to capture their views and experiences of mental health services;
 - Mental Health Integrated Community Care Project;
 - GP Patient Participation Groups;
 - Building Health Partnerships to support Primary Care Networks to work in partnership with the voluntary sector and local communities;
 - Integrated approach to volunteering to support them in building capacity and ensuring financial stability.
 - A ‘refresh’ of the Our Dorset Public Engagement Group the first meeting of the new group being held in late July 2020.
 - The CCG hosted a “We are the Champions” celebration event for the 80 staff engagement champions that undertook a bespoke training course by The Point of Care Foundation.

Equality and Diversity

- 2.12 We continue to build on our equality, diversity and inclusion work. This has included supporting the new Governing Body lead for Equality, Diversity and Inclusion and new members of the Equality, Diversity and Inclusion Steering Group. We are working on our updated strategy and will continue to focus on increasing the profile of the equality, diversity and inclusion within the CCG and the wider ICS network.

- 2.13 We continue to develop strong relationships with local voluntary groups and key stakeholders including Dorset Race Equality Council, Dorset Association of Parish and Town Councils, local councillors and MPs. The role they play in helping us reach out to diverse, local communities and community and voluntary groups underpins our engagement and communications with local people.

3. Conclusion

- 3.1 The Engagement and Communications Framework and supporting Implementation Plan reflect the breadth of work undertaken by the team over the last 12 months. The programme of work will continue to be informed by insight and data to reflect the needs of the CCG and the system.
- 3.2 The Governing Body is asked to **note** the content of this report.

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Date : 22 June 2020

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APPENDICES	
Appendix 1	The Engagement and Communications Framework 2019-20 to 2020-21 – Update on Progress

APPENDIX 1: THE ENGAGEMENT AND COMMUNICATIONS FRAMEWORK DELIVERY PLAN FOR 2019/2020 – 2020/2021

UPDATE AT JUNE 2020 FOR 2020-2021

Directorate Objective	Actions	Deadline	Update on Progress
<p>Work with all ICS partners to deliver clear communication messages to the public for the changing access and use services in Dorset:</p> <p>Campaigns</p>	<p>Design and co-produce creative and data-led campaigns to support the priorities of the health service in Dorset, from behavioural change to promote positive health seeking behaviours to recruitment to hard-to-fill vacancies.</p>	<p>Ongoing</p>	<p>We have delivered a number of data-led, agile, and creative campaigns to support the health service priorities. Including:</p> <ul style="list-style-type: none"> • Winter Campaign. To promote flu vaccination, ease pressure on hospital Accident & Emergency departments and promote pharmacy services. • Safeguarding Campaign. We led on a multi-agency safeguarding campaign #TellSomeone to signpost to services such as Childline and where children can get support if they don't feel safe. • Registered Nurse Degree Apprenticeship Campaign. To recruit a new generation of nurses across Dorset. • Hero Campaign. In response to a demand to fill vacancies across the healthcare service in Dorset during COVID-10, we launched the Hero Campaign. • Here For You Campaign. Created during the COVID-19 pandemic which resulted in a decrease in people accessing NHS services for a range of conditions that were not related to COVID-19.
<p>Maximise the use of technology and digital platforms across all programmes of work, actively looking for opportunities to</p>	<p>Growing the digital impact of the CCG across our websites and social media using new platforms, creative content, and seeking to innovate.</p>		<p>We have grown our digital footprint and innovated digitally. Including:</p> <ul style="list-style-type: none"> • Twitter: We have seen an increase of 1062 followers between 1 April 2019 – 31 March 2020, 822,625 impressions and 13,126 engagements.

Directorate Objective	Actions	Deadline	Update on Progress
automate. Digital			<ul style="list-style-type: none"> • Facebook: engagement has grown with followers rising by 442 between, with 85,800 engagements. • Our new Instagram channel has grown rapidly as part of our aim to engage with younger audiences to involve them in health and social care, with 832 followers and a significant increase of 457 followers in the last two months during COVID-19. • We expanded our digital marketing to include Snapchat, YouTube, and TikTok to reach specific audiences. <p>We have supported our partners across the health and care system in increasing their digital impact. Including a number of recruitment campaigns:</p> <ul style="list-style-type: none"> • A new recruitment microsite for Dorset County Hospital which has received 20,712 page views since August 2019 • Pharmacy https://joinourdorset.nhs.uk/pharmacy launched May 2019 • CAMHS https://joinourdorset.nhs.uk/camhs launched May 2020 • Personal Health Commissioning https://joinourdorset.nhs.uk/phc launched July 2019 • Physiotherapy and Occupational Therapy https://joinourdorset.nhs.uk/therapy launched Jan 2020 • Registered Nurse Degree Apprenticeships https://joinourdorset.nhs.uk/RNDA launched March 2019 and again March 2020 • Graduates https://joinourdorset.nhs.uk/gradteam launched June 2019

Directorate Objective	Actions	Deadline	Update on Progress
			<ul style="list-style-type: none"> Heroes https://joinourdorset.nhs.uk/heroes launched March 2020.
<p>Provide outstanding internal communications to inform and involve staff.</p> <p>Internal Communications</p>	<p>Delivering timely internal communications to CCG staff.</p>		<p>We deliver internal communications to CCG staff and members, listening to feedback, being agile and seeking not to stand still. Including:</p> <ul style="list-style-type: none"> Sharepoint platform #FYI has been successfully launched. The platform has performed well and has had good feedback from CCG staff during COVID-19 as a single source of information. #FYI Live sessions Guest bloggers covering subjects such as Black Lives Matter Primary Care daily email during Covid-19
<p>Work with all ICS partners to deliver clear communication messages to the public for the changing access and use services in Dorset.</p> <p>Media Relations</p>	<p>Building proactive media relations service and sought to build constructive relationships with the media locally and nationally.</p>		<p>We have provided a proactive media relations service and sought to build constructive relationships with the media locally and nationally. Including:</p> <ul style="list-style-type: none"> Raising the profile of messages around the correct use of NHS services to help with ongoing system pressures by working with the local media and are continuing this work. Dealing with media enquiries from a wide range of channels including national newspapers along with local publications, during Covid-19 in particular A Thank you letter to the public in June 2020, signed by all NHS partners and covered in the Echo and social media platforms.
<p>Work with people and communities, ICS partners and staff in our collective responsibility to inform and involve them in the review and</p>	<p>Involving people and communities in the review and redesign of services.</p>		<p>We actively involve people and communities. Including:</p> <ul style="list-style-type: none"> Children and Young People's Mental Health view seeking: 'Your Mind – Your Say' campaign launched in February 2020, we carried out an online survey and met with a wide range of groups to capture their views and experiences of mental health services. The outcomes of this work will

Directorate Objective	Actions	Deadline	Update on Progress
<p>redesign of services in Dorset.</p> <p>Patient, Community and Public Engagement</p>			<p>inform the co-design stage of this project, directly informing future plans for Children and Young People’s mental health services in Dorset.</p> <ul style="list-style-type: none"> • Mental Health Integrated Community Care Project: A co-production approach is being taken and a Project Champions Group was set up. Plans will detail extensive promotion of a wide range of opportunities for involvement. • GP Patient Participation Groups: Working closely with the Primary Care team, we continue to support the development of a stronger network of Dorset-wide PPGs. • Building Health Partnerships: We are supporting this programme to assist primary care networks to work in partnership with the voluntary sector and local communities to collectively meet health needs identified through Population Health Management. For example, in June 2020, a BHP listening and learning event was held to share experiences to date. • Integrated approach to volunteering: We have been working closely with the voluntary sector as equal partners with the aim of supporting them in building capacity and ensuring financial stability. For example, a bid to NHS England was led and coordinated by the Engagement and Communications team, working together with the voluntary sector in Dorset • Our Dorset Public Engagement Group: The CCG has continued to provide leadership in the PEG. • COVID-19 Response: Public engagement has continued. For example, in line with this the CCG has offered regular ‘virtual coffees’ to all Public Engagement Group Members, increased meetings with Dorset Race Equality Health Ambassadors from four times a year to fortnightly, increased meetings with Healthwatch Dorset from bi-monthly to weekly, increased meetings of the Our Dorset Engagement Leads Network from bi-monthly to weekly.

Directorate Objective	Actions	Deadline	Update on Progress
<p>Promote equality, diversity and inclusion for CCG staff and in our public duties.</p> <p><i>Equality and Diversity</i></p>	<p>Working to promote and support Equality, Diversity and Inclusion.</p>		<p>We have been working to promote and support the Equality, Diversity and Inclusion work. Including:</p> <ul style="list-style-type: none"> • Supporting the new Governing Body Lay Member for Equality, Diversity and Inclusion and new members of the Equality, Diversity and Inclusion Steering Group. • The Equality, Diversity and Inclusion annual report published in January 2020 and highlights our achievements throughout the year and our ambitions for the next year. • Updating the equality, diversity and inclusion strategy for 2020-2024 which is due to be published in September 2020. We want to be ambitious in our aims and this will be reflected in the strategy objectives and action plan.