

Report to:	Clinical Commissioning Group Committee
Date of Meeting:	22 nd March 2013
Subject:	Communications and Engagement Strategy – Action Plan Review
Presented by:	Mike Napier, Head of Corporate Governance
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STATUS OF THE REPORT:			
To approve	<input type="checkbox"/>	To endorse	<input type="checkbox"/>
To ratify	<input type="checkbox"/>	To discuss	<input type="checkbox"/>
To consider	<input checked="" type="checkbox"/>	For information	<input type="checkbox"/>

PURPOSE OF REPORT:
The purpose of this report is to provide an update on the Communications and Engagement Strategy Action Plan.
RECOMMENDATIONS:
It is recommended that the Committee:
a) Note the contents of the report.
b) Note the progress made in the delivery of the previously agreed action plan.

REPORT EXEMPT FROM PUBLIC DISCLOSURE	No	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>
If yes, grounds for exemption (FOIA or DPA section reference)				

CCG STRATEGY NUMBER REFERENCE	ASSURANCE FRAMEWORK REFERENCE NUMBER
<p><i>Short summary as to how the report links to the CCG's strategic objectives</i></p> <p>This report links into the following CCG objectives</p> <p>'Ensuring insights from GPs' daily practice and from wider engagement with patients, carers and communities will inform any future commissioning.'</p>	<p><i>Short summary as to how the report adds assurance to the Assurance Framework</i></p> <p>-</p>

IMPLICATIONS: <i>(summary of key implications, including risks, associated with the paper),</i>	
Finance	Funded within current CCG financial plans
HR	No adverse implications identified
Quality	No adverse implications identified
Safety	No adverse implications identified

<p>ENGAGEMENT: <i>(Explain what engagement has taken place e.g. Partners, patients and the public prior to presenting the paper and the outcome of this)</i></p> <p>This Communications and Engagement Action Plan underpins engagement activity undertaken by the CCG.</p>
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<p>LEGAL ISSUES: <i>(Summarise key legal issues / legislation relevant to the report)</i></p> <p>No adverse legal issues identified.</p>

<p>EQUALITY AND DIVERSITY ISSUES: <i>(summary of impact, if any, of CCG's duty to promote equality and diversity based on Equality Impact Analysis (EIA). All reports relating to new services, changes to existing services or CCG strategies / policies must have a valid EIA and will not be received by the Committee if this is not appended to the report).</i></p> <p>This Communication and Engagement Action Plan also links to actions detailed in the Equality and Diversity Action Plan. Equality and Diversity issues are considered as part of any engagement activity and any communications and engagement activity relating to major service reconfiguration or service change would be subject to a separate Action Plan and therefore an individual EqIA would be undertaken as part of that process.</p>

THE NHS CONSTITUTION: *(How the report supports the NHS Constitution)*

This communications and Engagement Action Plan supports several areas of the NHS Constitution including the following People's Rights:

'Information to help them make choices about care.'

'Information to help them to be involved in discussion and decisions'

'Involvement in proposals for changes to services and the way services are operated'

COMMUNICATIONS AND ENGAGEMENT STRATEGY – ACTION PLAN REVIEW

1 INTRODUCTION

The purpose of this report is to provide an update on the Communications and Engagement Strategy Action Plan.

2 BACKGROUND

The Communications and Engagement Strategy was developed as an overarching strategy and approved by the CCGC in July 2012. The Communications and Engagement Strategy was cited as area of strength in the authorisation process, but as the CCG becomes fully established and its commissioning intentions confirmed, it is proposed that this strategy is revisited and refreshed in line with the evolving priorities of the developing organisation.

In the meantime the associated action plan has been reviewed and updated, as this was always intended to be a working document. This report gives an overview of some of the key areas of progress in communications and engagement work to date.

3 INFORMATION

The following section gives information on some of the key areas of progress within the Communications and Engagement Action Plan.

3.1 Development of ongoing programme of engagement events

A rolling programme of engagement events is being developed to take place across the city to share information with local communities and encourage feedback on current and future plans/activities. Information is currently being gathered on existing events, both major citywide events, and local community based events and included within an engagement planner for the year.

Bespoke events will be scheduled for when there are gaps in activity or to fulfil specific requirements and specific sessions will be arranged for hard to reach groups (also see work with HANA below). Other options being explored include utilisation of the 'Health Bus' to undertake engagement work and the use of sporting events to open up opportunities for engagement work ie. 5 a-side football tournaments.

The general theme of 'Things you care about – things you swear about' will be utilised to start conversations, and the idea of a video booth will be investigated for capturing patients' stories and views.

3.2 Participatory Budgeting Events

A programme of Participatory Budgeting Events is being planned to give residents delegated power to influence budgets and investments in their own localities. Successful Participatory Budgeting events were held in 2011, and three events of a similar nature are planned for Autumn/Winter 2013, with events provisionally planned for 24th September, 22nd October and 19th November 2013. Confirmation is still awaited as to the level of funding to be identified, but initial discussions have indicated a figure in the region of £40,000 per locality.

This process allows for organisations to bid for funding (previously between £500 and £1000) to support their project. Projects must support one of a defined list of health objectives. Initially applicants will submit their written entries which will undergo assessment by a Scrutiny Panel, accepted entries will then be invited to give a 3 minute presentation of their bids at one of the Participatory Budgeting events. Members of the local community will vote on which projects should be funded. Ongoing evaluation will be undertaken to monitor the success of the projects.

3.3 Joint membership – People’s Panel

Following agreement at the June 2012 CCGC, the Engagement Team has been working with Hull City Council to develop an effective joint membership model, which will be known as the People’s Panel. A joint working group with Hull City Council has been established and is meeting regularly. Following specialist advice, NHS Members have now been sent a letter to explain the changes to the current membership, outline the benefits and given the option to ‘opt-out’ of the new joint membership if they wish to. Any members opting-out will be maintained on a separate database, but will not necessarily be invited to participate in the full range of engagement activities.

The new People’s Panel will be operational from 1st April and a quarterly survey programme is planned for the year (first joint survey May/June).

A document outlining working principles that both organisations will adhere to is currently being developed, and the working group is also looking at branding options, print requirements for promotional materials, a membership discount scheme and developing a promotional activity plan for the year. NHS Hull Ambassadors have volunteered to support with promotional activity and new member recruitment.

3.4 Support for Ambassadors

The Engagement Team is continuing to work with Ambassadors, developing the model to increase capacity and utilise the Ambassador members effectively eg. supporting key programmes of work within the CCG.

Following the Ambassador Workshop held in December, each Ambassador has indicated the areas of work that they would like to support and initial meetings have taken place with the Senior Commissioning Leads to determine how the Ambassadors can best support their work. Four work stream engagement groups will be established led by the senior commissioning leads and supported by CSU Engagement Manager, to develop individual engagement work plans in more detail. The timescales for delivery of activity vary between work streams.

The recruitment of new Ambassadors is also underway, articles have appeared in the latest membership newsletter and every opportunity to promote the role of the Ambassadors is being taken. Four potential Ambassadors have come forward via Practice Participation Groups and three more from a recent BME Forum event. The Ambassador Recruitment Packs are currently being reviewed

Our commitment to developing the skills of our Ambassadors means that they are encouraged to access the same level of training as our full time staff. All Ambassadors will shortly be undertaking the full programme of mandatory training as well as bespoke training to support them in their role.

3.5 Development of Young Ambassadors Scheme

Work has started to scope the feasibility of developing a Young Ambassador Scheme - which would be a model for engaging with young people, and how this could link to the recruitment of 'health champions' and delivery options for a proposed Health Literacy Programme.

After an initial internal meeting it was agreed that a further meeting be arranged with Archbishop Sentamu Academy to discuss ideas as to how this might be moved forward. This meeting is due to take place in early April. The Engagement Team is also looking at operational models from other areas.

3.6 Development of a City-wide Patient Congress

Practice Participation Groups (PPGs) provide a mechanism for individual practices to engage with their own patient population to discuss ideas to improve the running of the practice and gain feedback on a variety of practice related issues.

At the present time 52 out of the city's 57 practices have a PPG, which is a much greater percentage than any neighbouring CCG. At the present time issues raised at PPGs that have a direct bearing on CCG business, or otherwise are relevant to the CCG, are raised on an individual basis.

The challenge now is to bring these PPGs together to discuss ideas of mutual interest, share ideas and develop a mechanism for collective feedback to the CCG.

The plan is to establish a City-wide Patient Congress with representation from each practices' PPG. A small working group has been established chaired by Lay Member Jason Stamp and including Practice Managers and PPG Chairs to develop the plans.

A provisional date for a City-wide Patient Congress has been set for the evening of Wednesday 24th June 2013.

3.7 Work with BME groups

The Engagement Team is currently working in partnership with Humber All Nations Alliance (HANA) to improve the opportunity to access health information for BME groups. On 16th February, members of staff participated in the first of two health focussed BME forum events to be held this year; the second event will be in November.

This event gave the opportunity for the Chief Officer to give an update on the changes to the local NHS and a brief overview of the priorities of the CCG. A consultation workshop was also held to discuss a proposed patient leaflet, the need for which had been identified as part of previous work undertaken with HANA and as identified in the Equality and Diversity Action Plan. Discussion took place in small groups to look at the information included, language used, layout, distribution networks and the needs for translations. As a result of the forum event, three BME community leaders have expressed an interest in becoming an Ambassador.

Other work with HANA includes highly visible presence on the shortly to be re-launched HANA website, attendance at variety of other BME events ie. Fashion Shows, Football World Cup Tournament, the contribution to a Private Sector Training programme for companies with high proportion of migrant workers and participation

in BME leadership workshop to discuss the needs and priorities for the BME community.

3.8 CCG Internet and intranet

Work has been undertaken to commission and populate a new CCG website in advance of the full enactment of the CCG in 1st April 2013. The website provides an important means through which further information can be found regarding the formal duties of the CCG, as well as a wide range of other features such as latest news and events.

Work is similarly underway to develop an internal staff portal which will support effective internal communication and exchange of information.

4 RECOMMENDATION

It is recommended that the Committee:

- I) Note the contents of the report.
- II) Note the progress made in the delivery of the action plan.