

Item: 7.3

Report to:	Primary Care Commissioning Committee
Date of Meeting:	15 th December 2017
Subject:	Primary Care Communications and Engagement Strategy
Presented by:	Sue Lee, Associate Director of Communications and Engagement, NHS Hull CCG
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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 type="checkbox"/>	For information	<input checked="" type="checkbox"/>
To note	<input type="checkbox"/>		

PURPOSE OF REPORT:

The purpose of this report is to provide an update to the committee and gain approval of a refreshed strategic approach to communications and engagement.

RECOMMENDATIONS:

It is recommended that the Primary Care Commissioning Committee:

- (a) Note the update
- (b) Approve the Primary Care Communications and Engagement Strategic Approach

REPORT EXEMPT FROM PUBLIC DISCLOSURE No Yes

If yes, grounds for exemption
(FOIA or DPA section reference)

CCG STRATEGIC OBJECTIVE (See guidance notes below)	ASSURANCE FRAMEWORK SPECIFIC OBJECTIVE (See guidance notes below)
The report links with 21st Century Primary Care and to ensure that patients receive clinically commissioned, high quality services.	<ul style="list-style-type: none">• 21st Century Primary Care• Patients receive clinically commissioned, high quality services

IMPLICATIONS: (summary of key implications, including risks, associated with the paper),	
Finance	Financial implications where relevant are covered within the report.
HR	None
Quality	None
Safety	None

ENGAGEMENT: (Explain what engagement has taken place e.g. Partners, patients and the public prior to presenting the paper and the outcome of this)

LEGAL ISSUES: (Summarise key legal issues / legislation relevant to the report)

None.

EQUALITY AND DIVERSITY ISSUES: (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)

	Tick relevant box
An Equality Impact Analysis/Assessment is not required for this report.	√
An Equality Impact Analysis/Assessment has been completed and approved by the lead Director for Equality and Diversity. As a result of performing the analysis/assessment there are no actions arising from the analysis/assessment.	
An Equality Impact Analysis/Assessment has been completed and there are actions arising from the analysis/assessment and these are included in section xx in the enclosed report.	

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

The report supports the delivery of the NHS Constitution as the commissioning of primary care services will aid in the delivery of the following principles, rights and NHS pledges:

- 1) The NHS aspires to the highest standards of excellence and professionalism
- 2) NHS works across organisational boundaries and in partnership with other organisations in the interests of patients
- 3) Quality of care
- 4) You have the right to expect NHS organisations to monitor, and make efforts to improve, the quality of healthcare they commission or provide.

PRIMARY CARE UPDATE

1. INTRODUCTION

The purpose of this report is to update the Committee on primary care blueprint communications and engagement and seek approval of the refreshed communications and engagement strategic approach.

2. INFORMATION

The Primary Care Communications and Engagement Group discussed the significant progress made over the last six months in terms of practice groupings and communication and engagement priorities moving forward. The following actions were agreed:

- Following discussion of the changes to Riverside future EQIAs and plans for consultation should now come to the group for assurance purposes
- A patient survey is to be undertaken to seek feedback on extended access
- The communications and engagement plan will be refreshed in terms of a high level strategic approach (see attached)
- The second edition of the My City, My Health, My Care newsletter for primary care staff and patients will be issued in the New Year with a refresh of the practice map and groupings. Content will focus on city wide developments including the introduction of online consultation and new roles within primary care.
- PPG representatives will be invited to the quarterly ambassador meetings
- Best practice resources will be developed for PPGs and made available through the CCG website
- A review of the primary care page on the new CCG website will be undertaken
- The sub group will now meet bi-monthly and provide updates to the Primary Care Commissioning Committee

3. RECOMMENDATIONS

It is recommended that the Primary Care Commissioning Committee:

- (a) Note the update
- (b) Approve the Primary Care Communications and Engagement Strategic Approach