

## DRAFT

## Primary Care in Hull Communications and Engagement Strategic Approach 2018

### Our vision:

**All patients in Hull will have access to high quality primary medical care services now and in the future**

### Introduction

Hull CCG is working in partnership with general practices in Hull to support local practices to start to address the challenges they face in delivering high quality and sustainable services. The development of the Primary Care Blueprint has been one of the most significant programmes of work to support the ambitions of the NHS Five Year Forward View, which includes seven day access and shifting more of care from hospital to non-hospital settings.

Hull is one of the most under-doctored areas in England. There is a widespread recognition that smaller practices face particular difficulties in succession planning and recruitment. At August 2016 Hull has 50 practices serving 290,000 patients, fewer GPs per 100,000 patient population than the national average and long-standing GP recruitment challenges. The development and implementation of the new 'Primary Care Blueprint' has meant that practices have come together in federations to sustain, and ultimately improve, primary care services for patients registered with Hull practices. The benefits of the changes are:

- More resilient models of primary care through greater sharing of resources and the introduction of new models of delivery
- Greater financial sustainability through realising the economies of working at scale
- A GP premises strategy that ensures all patients are able to receive care in modern premises that meet current quality standards
- Improved recruitment and retention of the workforce through the development of flexible career opportunities supported by improved access to training
- Opportunities to improve access for patients through the introduction of new ways of working and interacting with practices. This will be delivered by the development and implementation of innovative approaches to care using new technology

The Communication and Engagement approach will encompass:

- Continued awareness raising of the challenges experienced by GP practices in Hull
- Communicating our vision and plans for the future of primary care in Hull to our stakeholders and wider public
- Involving patients, practice participation groups and other parties in shaping the future of primary care in Hull
- Targeted engagement of patients and the public with messages relevant to the access behaviour; a baseline has been established using the People's Panel. More targeted work through particular clinics with patients who use primary care frequently, infrequently and urgently.
- Working with each GP grouping to develop, support and complement their communications and engagement plans as required for that grouping

## Communications and Engagement Objectives

- To engage with our practice population to understand their needs in relation to primary care
- To engage and involve our patients, carers and the public in shaping the future of primary care in Hull
- To promote opportunities to improve access for patients through new technologies.
- To provide additional communications and engagement input and assurance for any primary care estate development in partnership with individual practices, NHS England and our development partners
- To provide the Primary Care Committee with regular updates on communications and engagement activity to support the establishment of new models of care

## Key Messages

### Practices:

- We are committed to working with local practices to tackle the pressures and challenges they are facing in delivering primary care in Hull
- We want a workforce in Hull with the mix of skills to deliver high quality, modern primary care
- We want Hull to be a rewarding place to work for GPs/primary healthcare professionals

### Public and other partners:

- People in Hull will have access to high quality primary medical care services now and in the future
- People in Hull will be involved in, and kept informed of, the CCG's plans for the future of primary care
- People in Hull will receive care in modern premises that meet current quality standards
- We will implement new ways of interacting with your GP practice using new technologies

## Key Stakeholders and Audiences

- Patients in Hull
- Patient Participation Groups
- Hull GPs
- Hull practice managers
- Wider practice team
- Local Representative Committees
- Clinical Commissioning Group Board
- CCG staff
- Clinical Commissioning Group Council of Members
- Health and Wellbeing Boards
- Health, Care and Wellbeing Overview and Scrutiny Committees
- Hull Healthwatch

## Key Stakeholders and Audiences

- NHS England
- LMC
- Local health care providers HEY, CHCP, Humber FT, YAS
- Local partners including Fire, Police, local councils
- General public and residents
- Local MPs
- Hull Ambassadors
- Voluntary and community sector
- Hull CVS
- North Bank Forum
- CityCare

## Key Publications / Communication Channels

- My City My Health My Care newsletter
- GP newsletter (fortnightly)
- Peoples Panel (quarterly)
- Social Media (Facebook, Twitter)
- Hull CCG website
- Practice websites
- Health correspondents for Hull Daily Mail and BBC Look North
- Protected Time for Learning events
- CCG Council of Members
- Practice Managers Forum
- Primary Care Committee
- Health and Wellbeing Board
- Overview and Scrutiny Committee

## Communications and Engagement Sub Group

The Communications and Engagement Sub Group will be responsible for taking forward this strategy, agreeing actions and monitoring progress. The group will meet on a bi-monthly basis and provide updates to the Primary Care Commissioning Board.

Jason Stamp – PPI lead, Hull CCG Board (Chair)  
Sue Lee – Head of Communications and Engagement  
Rachel Iveson – Communications Lead Digital  
Nikki Dunlop – Commissioning Lead – Primary Care  
Phil Davis – Head of Primary Care  
Colin Hurst – Engagement Manager  
Gail Purcell – Delivery Manager, Healthwatch Hull