

2018 –19

Communications and Engagement Annual Report



1. Introduction

NHS Hull Clinical Commissioning Group (CCG) has a strong record of local engagement and partnership working and continues to build on its well established links with local communities, specialist interest groups, voluntary sector organisations, local businesses and our wider stakeholders and partners.

We want a culture in which our patients, public, stakeholders and staff are encouraged and empowered to influence the work of the CCG. Against a background of change and transformation, our stakeholders need to be able to understand our issues, challenges and aspirations as well as the opportunities they have to work with us.

During the early part of 2019 the CCG's [Communications and Engagement Strategy](#) was refreshed and approved by our Board in February 2019. The strategy sets out that the CCG will:

- Deliver effective communication and engagement
- Promote and enhance our reputation.
- Empower local people and communities
- Facilitate public involvement in commissioning

This Communications and Engagement Annual Report describes how, during the period 1st April 2018 – 31st March 2019, the CCG discharged its statutory responsibilities for patient and public involvement as described in the Health and Social Care Act 2012 and provides assurance to the CCG Board, our staff, our communities and our partners that the CCG does place the public voice at the centre of the services it commissions.

2. Involving people and communities

The CCG has a legal duty to consult and engage as set out in 14Z2 of the Health and Social Care Act 2012, however our desire to keep our patients and local residents at the heart of everything we do goes much deeper than fulfilling our statutory obligations.

To support this, we have developed an Engagement and Formal Consultation Assurance Framework for the CCG, and partners carrying out engagement on our behalf, to work alongside – not replace – relevant legal duties, statutory guidance and law. This framework is based on consultation best practice, encompassing the Gunning principles and the UK government's consultation principles.

All our engagement activity is in line the NHS England guidance '[Planning, assuring and delivering service change for patients](#)' and the CCG publishes the outcomes of our engagement work on our website www.hullccg.nhs.uk/have-your-say. The further strengthening of our equality impact assessment process ensures that we identify and speak to the right people, at the right time and in an inclusive and accessible way.

During the period covered within this report the CCG's approach to Patient and Community Engagement was assessed against NHS England's Improvement and Assessment Framework (IAF) and was awarded a **Green* (Outstanding)** rating.

The NHS Hull CCG Board benefits from three lay representatives in its membership, one of whom has responsibility for Patient and Public Involvement and the full CCG Board has received training around the organisation's legal duties in respect of consultation and engagement. The CCG continues to provide regular updates to the Hull Health and Wellbeing Overview and Scrutiny Commission on both the general work of the CCG, and in particular on any consultations undertaken along with its informal engagement activity. The CCG also works closely with Healthwatch Kingston upon Hull, as the independent voice of the community on health and social care matters.

3. Increasing community involvement

During 2018-19 we have worked hard to increase the reach and impact of our public engagement by providing a wide range of engagement opportunities.

Our established engagement programmes reflect our inclusive approach to community involvement:

- **Hull 2020 Champions:** we supported over 100 local groups who deliver grass roots projects to improve health and wellbeing in Hull.*
- **Working Voices:** we worked with 27 local businesses and reached around 18,500 local employees enabling their views to be heard on local services.
- **People's Panel:** we undertook quarterly online surveys with 2500 local residents, with mini subject-specific surveys in between.*
- **Ambassadors:** we continued to involve a group of local residents who supported us in a voluntary capacity in areas to add value to our service procurement and patient surveys.
- **Independent Advisory Group:** we actively participated in this partnership of twenty organisations supporting the city's diverse communities.
- **Patient Participation Groups:** we worked with our GP practices, in partnership with Healthwatch Kingston upon Hull, to strengthen existing, and develop new, patient participation groups (PPGs) to ensure an active role in shaping primary care services.
- **Maternity Voices Partnership (MVP):** the CCG developed the Hull MVP to enable local women and families to advise the CCG on all aspects of maternity services
- **Staff Health and Wellbeing Group:** the CCG developed a staff engagement programme, trained Staff Mental Health Champions, and organised the Staff Health and Wellbeing Week in January.

**The Hull People's Panel and Hull 2020 Champions Programme are jointly facilitated by the CCG and Hull City Council and this approach further strengthens our commitment to integrated working with the local authority and our 'tell it once' approach to listening to our communities.*

"Working with Hull CCG, the Office of the Police and Crime Commissioner (OPCC) has expanded its opportunities to engage people about community safety. The CCG has been at the centre of positive collaboration in the city and the partnership with the OPCC and Community Safety Partnership will undoubtedly continue to grow over the coming year."

Matt Wright, Engagement Officer, Humberside Police and Crime Commissioner

4. Working with our Diverse Communities

The CCG draws upon the views of local people from a variety of backgrounds and experience, including from those who associate with protected characteristics. The CCG is an active member of the local Independent Advisory Group made up of representatives from the various communities and has strong relationships and is in regular dialogue with numerous local networks and support groups. Examples include: Hull & East Riding Diabetes Support Group, Stroke Support Group, Sight Support, Hull Older People's Partnership, Age UK, Butterflies (providing Dementia Support), KIDs Parents Forum (for disabled children and their families and carers), Humber All Nations Alliance (HANA), and the LGBT Forum.

All of the CCG's publications and engagement materials are available in any language, easy read, large print, braille, audio or any other format and its website provides an auto translate facility. Many of our specific engagement projects have been delivered with support from our voluntary sector partners and the needs of the various communities are always considered as part of an Equality Impact Assessment for every piece of work. All venues used for events are fully accessible and any necessary adjustments are accommodated.

5. Enhancing patient experience

We are committed to making sure that the views and experiences of patients and the public inform every stage of the commissioning process. Seeking patient experience has been integral to our surveys and procurement of new health services during 2018-19. This included the extensive pre-procurement engagement exercises detailed in the next section.

Our 'in-house' Patient Relations service provides valuable insight into the day to day experience of patients accessing the services we commission. This intelligence is used throughout the CCG in planning future services, quality monitoring and service improvement. Softer intelligence is discussed on a weekly basis at Senior Leadership Team meetings and reported to the Quality and Performance Committee which helps identify issues early and minimise any adverse impact for patients and the public.

We recognise that complaints or concerns can be the catalyst for change and improvement. For example, an issue was raised by a local stroke support group around gaps in the information given to stroke survivors, which provided an opportunity for stroke support groups to be more integral to the rehabilitation process. The CCG facilitated meetings between the group and the community services provider to ensure that patient experience from the support group was fed in to the new Stroke Information Pack and a much closer ongoing working relationship has now developed between the support group and rehabilitation services as a result.

The Ambassadors have spoken to patients during 2018 about their experiences of unplanned hospital admission to help shape the questionnaires the clinical team use in the assessment of patients at the Integrated Care Centre. One of Hull CCG's Ambassadors sits on the Humber, Coast and Vale Health and Care Partnership Citizen's Panel.

6. Public involvement in service change

During 2018-19 the CCG did not undertake any formal statutory consultations, however during this period we have engaged with thousands of local residents, patients, clinicians and professionals to listen to their views, needs and wishes and enabled them to be able to contribute to plans, proposals and decisions about services. Key involvement and engagement work included:

Eating disorder service (July – August 2018)

A full engagement exercise with recent and potential users of the local Eating Disorder service helped to shape the re-procurement of a new service. We looked at user experience of the service; what they valued and where they would like to see improvements and any barriers to accessing support, for carers and family members of people living with eating disorders. Our Equality Impact Assessment (EqIA) identified that women are more likely to be affected by an eating disorder; however there is some prevalence of eating disorders, in particular bulimia, in homosexual men. A targeted social media campaign was used to increase the number of responses within this user group. Almost 400 responses were received. Key themes raised included:

- Increase awareness and promotion of the service both to potential users and friends and families of sufferers.
- Clarity on referral pathways and better links to other services; ie. Let's Talk.
- Greater choice of types of intervention ie. online information and support.

Taking the feedback into consideration, revised service specifications were agreed and a full procurement process undertaken. This resulted in the Evolve Eating Disorder service launching in April 2019.

Depression and anxiety service (August – September 2018)

We asked local people to share their experiences of living with common mental health issues and share their comments on how they interact with support services. This helped to inform our commissioning decisions around the current depression and anxiety service known as Let's Talk.

A comprehensive engagement exercise involved existing service users, those who identified as having common mental health issues but not accessing this service and with GPs and health professionals. In light of the sensitivity of the service area, social media played a key role in promoting the engagement exercise and gathering views, and boosted promotion to specific target groups was undertaken, resulting in a reach of nearly 23,000 Facebook users. In total 578 people actively engaged in giving their views on the service: 489 members of the public/ potential service users, 46 current service users and 23 GPs completed their respective questionnaires. Issues raised included:

- Improved waiting times for assessment and support
- Review of stress control sessions
- Consistency around number of sessions offered
- Preference for telephone assessments

Following this engagement, the service model was redesigned and service user experience will continue to influence the ongoing review and remodelling of the service.

Homeless discharge service (December 2018 - January 2019)

Hull CCG's ambition to develop a new model of care to support homeless people on discharge from hospital was prompted by statistics that show that homeless people are six times more likely to attend A&E than housed people.

Healthwatch Hull had undertaken targeted work with people of no fixed abode in 2018 and one of the areas highlighted for improvement was the hospital discharge process. The CCG engagement team used these findings to develop the basis of their public involvement exercise, and, working in partnership with a number of voluntary sector organisations in the city, we were able to engage with people who are homeless, on the edge of homelessness and/or sleeping rough.

A questionnaire and discussion guide were developed for use by these organisations who already have trusted relationships with this group of people. During December 2018 and January 2019 the voluntary organisations spoke to people who were homeless about their general health and wellbeing, access to services and in particular their experiences of the hospital discharge process. 23 questionnaires and 2 discussion guides were completed.

Poor mental health was one of the biggest health concerns and there were also high levels of drug and alcohol use, as well as smokers. However, the majority of respondents felt they had adequate knowledge to be able to access health services and clearly stated that they wanted to stay out of hospital wherever possible.

These engagement findings were used to develop the service specification for a new Homeless Discharge service to ensure continuity of care, aftercare and support for accessing community services. Procurement for this service was undertaken in Spring 2019 and the new service launches on 1st October 2019.

Recommended Summary Plan for Emergency Care and Treatment (July 2018)

Prior to the introduction of the Recommended Summary Plan for Emergency Care and Treatment (ReSPECT) process which records a summary of decisions made about the kind of treatments and care individuals want in the case of an emergency, a series of questions were asked of participants in the July 2018 People's Panel Survey. The survey covered areas such as next of kin, who would make decisions on their behalf, wills, power of attorney and other legal decisions and also talking about resuscitation wishes.

1277 people responded to the questions and headline figures showed the majority of respondents (78%) wanted their next of kin to be the person who makes decisions for them, if they are not able to. Only 5% of respondents said they did not want their next of kin making decisions on their behalf. 14% of respondents said they had not thought about who they would want to make decisions for them, if they are not able to. Whilst 65% of people had heard of Lasting Power of Attorney (LPA) but only 9% actually had an LPA in place.

The results were used to develop local plans for the implementation of ReSPECT and to help shape key messages about the importance of advance care planning and making wishes about care known to family and friends.

Full engagement feedback reports are available at: <https://www.hullccg.nhs.uk/have-your-say/>

7. Supporting Integrated Commissioning and Organisational Partnerships

Members of the CCG's team have played strategic communications and engagement leadership roles in many cross organisational partnerships, including the Hull Strategic Partnership Board and in particular played an active role in the Our People, Our Place project, which is initially focussing on the Beverley Road area. Other areas of significant input are:

SEND Assurance Forum (SAF)

Following the Ofsted and CQC inspection of Children's SEND Services in Oct 2017, and the approval of statement of action in 2018, NHS Hull CCG's Communication and Engagement Team has supported a number of engagement exercises focusing on the health services that were highlighted; these have included Speech and Language Therapy, Sensory Processing Difficulties (SPD) and Neuro-disability.

The Communications and Engagement Team has also taken a leadership role within the SEND Assurance Forum (SAF), leading the information and engagement work stream. The aim of this programme of work is to ensure children and young people living with SEND and their families are involved in shaping and reviewing the development of strategy and services, and to develop, maintain and promote and review the Local Offer website, ensuring parents and young people are aware of it, providing information in a variety of formats that are comprehensive, accessible and up-to-date.

Achievements to date include a doubling of visitors to the website, increased reach of the Local Offer newsletter to over a thousand subscribers. Parents, carers and young people are increasing engaged and involved, with parents and carers being active members of a number of strategic groups and steering groups including the SAF Board. For the people taking part in focus groups and events within some of the work streams:

- 94% felt that it was clear how their views and experiences would be used
- 100% felt they had opportunities to give their views and experiences
- 98% were able to give views in a way that they felt comfortable
- 97% felt that they had a chance to have their say
- 98% felt they were listened to

Short Breaks for children with disabilities

Building on the engagement exercise undertaken in 2017, the Communications and Engagement Team has continued to support this joint programme with Hull City Council. The focus this year has been on integration of services and the co-production of the first stage business case for the development of a Children's Services Hub.

During 2018-19, three large co-production events were held with parents and carers, staff, and organisational leaders to inform the business case development. Children and Young People living with SEND were also engaged through a bespoke event exploring what they would need from a Children's Services Hub. As well as facilitating a number of sessions within the engagement programme, the Communications and Engagement Team has advised the programme board on engagement and formal consultation to ensure both organisations fulfil their differing statutory responsibilities.

Hull & East Riding Provider Alliance

The Communications and Engagement Team has supported the development of the programmes and projects that form part of the Provider Alliance's strategic plans. This has included supporting the Children's Integrated Care Partnership in the delivery of the co-production event focussed on Children's Neuro-disability. Facilitated by NHS England, over 80 staff and parents were in attendance and feedback from which is now informing the development of the Children's Neuro- disability strategy.

Mental Health – Transforming Care Partnership

NHS Hull CCG has provided strategic communications and engagement leadership across seven organisations for the Transforming Care Partnership for children young people and adults with a learning disability and/or autism.

A communications plan was produced to support:

- Regular newsletters
- Easy read publications
- Stakeholder briefings
- Host and maintain website on behalf of partnership
- Carer and user involvement in development of plans

Part of this programme of work has seen the establishment of a new Intensive Support Team at Townend Court and service users were asked in June 2018 about their experiences at the centre, what they liked about it, what, if anything, concerned them and what they may like to see in the future. Key things the group said they would like to see in the future:

- A swimming group at Ennerdale Sports Centre
- Anger management 1 to 1 sessions being offered
- More relaxation sessions
- One member said that his dream was to be out living in the community – with family or on their own and anything that helped that would be welcome.

The key elements of the new Intensive Support Team were also explained and no initial concerns were raised about this change and it was agreed to revisit once the new service was better established.

Hull Maternity Voices Partnership: helping mums and families have their say

As required in Better Births, the 2016 Five Year Forward View for NHS Maternity services in England, NHS Hull CCG has worked to bring together partner organisations and service users to develop the Hull Maternity Voices Partnership (MVP).

In Hull, our MVP is made up of over 40 members, including local mothers, CCG commissioners, GPs, midwives and obstetricians, Local Authority leads, mental health specialists, doulas, peer supporters and representatives from the community and voluntary sector. Further to the Better Births aim of co-producing, shaping and developing maternity services, the Hull MVP also aims to ensure that every mother in Hull, and her family, has the opportunity to have their say about their experience of the services received throughout pregnancy and up until the baby's first year of life.

The Hull MVP is independently chaired by two local mothers, who hold the MVP to account and independently and impartially challenge the MVP to ensure that the work undertaken by the group not only achieves the objectives of Better Births, but also makes sure that local women and families are engaged with, consulted and their views represented.

Co-producing a Handy Health Guide for Care leavers

Throughout 2018-19 NHS Hull CCG's Communications and Engagement Team has worked closely with a group of Hull City Council Care Leaver apprentices to develop a health information card for young people.

The idea came from one of the care leavers who had made his own wallet-sized card with all the important telephone numbers he needed in one place, including his GP details, NHS 111 and the local mental health crisis telephone number plus details of the Hull City Council Care Leaving Team. During discussions with the apprentices it became clear that they felt this information was critical to support young people moving from local authority care into independence.

Through the insight provided by the Care Leaver apprentices the 'Handy Health Guide' has been developed to meet the needs of this specific group of young people, including being small enough to keep in a wallet or purse, providing basic information on which health service to access when, details of mental health services and also information around Hull City Council Care Leaver services. The card will be launched to care leavers, and those transitioning into independence, in autumn 2019.

Got Your Back - social media approach for young people

With the approval of the Hull Strategic Partnership Board, the CCG partnered with local company, Eskimosoup, to work with local young people to develop **Got Your Back**, a co-produced social media brand that uses various social media platforms to share messages and content with young people around health and social issues that matter to them.

Got Your Back formally launched in July 2018, after extensive research with hundreds of young people across the city. The overall direction of the project has been steered by an Editorial Board made up of young people aged between 14 and 18, who identified key themes such as relationship abuse, stress, depression, isolation and body image, and have worked to develop appropriate content including podcasts, video and animation which is then shared via You Tube, Instagram and Facebook and via events in schools and youth clubs.

An average of 8,000 young people are engaging with Got Your Back each month and of 222 young people surveyed in March 2019, 83% were Got Your Back brand aware of which 66% said the content they had seen had helped them better understand health and social issues and is having a clear impact demonstrated in the following quotes:

"I helped my friend get out of an abusive relationship" Female, 15

"I have loved being part of the Board because it has given me a big confidence boost....I've had so many chances to do things that I'd never do otherwise – such as speaking to new people and bigger crowds. I'm insanely grateful." GYB Board member

8. Humber Coast and Vale Health and Care Partnership

NHS Hull CCG is part of the **Humber Coast and Vale (HCV) Health and Care Partnership** which is made up of 28 health and care organisations in the region, with the shared vision of: *supporting our local communities to start well, live well and age well*. The HCV partnership has established a collaborative network approach to communications and engagement and NHS Hull CCG is playing an active role in supporting delivery.

Whilst this report will not go into detail on all of the work of the partnership, the CCG has in particular supported engagement activity relating to the review of acute services in the Humber region. In March 2018, the Humber Acute Services Review partners published an [Issues Paper](#). Its purpose was to set out some of the big challenges the NHS and other health and care bodies in the Humber area are facing. It described some of the work that NHS bodies, local Councils and other health and care organisations are doing in partnership to help improve local health and care services.

Members of the public, patients, staff and other stakeholders were invited to give their feedback on the Issues Paper and the challenges that were highlighted within it and a total of 393 people responded. Their feedback can be viewed on the [Humber Coast and Vale Website](#).

Patient focus groups (January 2019 to March 2019)

Five focus groups were held in Grimsby, Willerby, Goole, Hull and Scunthorpe between January and March 2019, with current and recent patients, their families, friends and carers invited to attend to share their feedback and experience of using hospital services in the Humber area.

Each of the involvement events followed a similar format, with slight adaptations made based on learning and feedback from earlier events. The format included:

- An overview of the Humber Acute Services Review
- Presentations from lead clinicians explaining the opportunities and challenges in their service
- Facilitated group discussions following a SWOT analysis (strengths, weaknesses, opportunities and threats) approach
- Facilitated discussion on the decision-making criteria used within the review

In addition, three MS Society support groups were attended to conduct further engagement to support the neurology specialty review.

Over the course of the five events, a total of 70 people attended and took part in the focus group discussions (not including organisers, clinicians and facilitators). In addition, 49 people took part in focus group discussions hosted by the MS Society at their meetings in Grimsby, Scunthorpe and Hull.

Clinical engagement

A series of engagement events for clinicians were held concurrently with the patient focus groups in early 2019. These were themed along the different clinical specialities being looked at as part of this stage of the review – cardiology, critical care, complex rehabilitation, stroke and neurology.

More information about the Humber Acute Services Review can be found at:

www.humbercoastandvale.org.uk/humberacutereview

Talk Suicide campaign

The Humber, Coast and Vale Talk Suicide Campaign launched in January 2019 to encourage members of the public to complete the Zero Suicide Alliance suicide prevention training so they can learn life-saving skills and improve the support network for those struggling with suicidal thoughts.

The campaign launched in all areas of Humber, Coast and Vale – Hull, East Yorkshire, Vale of York, Scarborough and Ryedale, North Lincolnshire and North East Lincolnshire.

One of the campaign's key objectives is to recruit businesses to encourage their workforce to complete the ZSA training, and the Hull Communications and Engagement Team has been very proactive in promoting via the Working Voices programme and via its membership of Humber Bondholders. Find out more: www.talksuicide.co.uk

9. Involvement projects and events

Some of our other patient and public involvement activities and events during 2018-19 included:

Work life balance event (October 2018)

A good work/life balance can enable employees to feel more in control of their working life and, for employers, it can lead to increased productivity, lower absenteeism and a happier, less stressed workforce. To mark National Work Life Week in October 2018, we teamed with four businesses to focus on the importance of a good work-life balance. Working Voices, the CCG project which promotes a happier, healthier and more empowered local workforce, organised a selection of activities with charity and community groups for local employees, covering topics from healthy eating, to fitness and emotional resilience.

Are you alright mate? (November 2018)

Men in Hull were encouraged to talk openly about their mental health at *Are you alright mate?* a half-day workshop focusing on men's emotional health, exploring ways that we can all encourage an open conversation about mental wellbeing. 255 members of the public, community groups and healthcare professionals shared their stories, in person and via local radio interviews. We also heard from local people with lived mental health experiences. Feedback from the event noted how 'emotional and honest' the day was and how privileged people felt hearing such personal stories.

Community Champions recognised at new awards (January 2019)

The first Hull 2020 Champions celebration event and award ceremony took place in January 2019. Champions come in all shapes and sizes, from passionate individuals to organised groups and charities and all have a desire to improve the health of our city and this event gave the opportunity to celebrate the tireless work these groups and individuals undertake and the value they bring to their own communities. There are now over 100 champion projects and part of the CCG's role in the champion programme is to foster a close network and create an environment where community groups can support and help one another.

Young people experience a day in the life of the NHS (November 2018 & January 2019)

NHS organisations opened their doors to both primary and secondary schools in the area, giving local children the opportunity to experience some of the many varied jobs available in the NHS. These interactive learning events have real-life health scenarios and exploration of some of the many NHS roles - from learning about the role of a surgeon to the importance of communicating with people in hospital with a learning disability to how A&E staff handle emergency situations.

A Super Happy Story (October 2018)

Throughout 2018 the CCG supported a critically acclaimed play from award winning theatre company, Silent Uproar. The show, which won the Fringe First Award and Best Musical Award at last year's Edinburgh Fringe, toured 27 venues across the country with two shows here in Hull. *A Super Happy Story about Super Happy People* is influenced by the company's personal experiences and informed by interviews with people living with mental health problems and medical professionals. The performances at Hull Truck and the University of Hull helped to raise awareness of mental health issues among students, and cast and crew received mental health awareness training via Hull and East Yorkshire MIND.

Annual General Meeting (June 2018)

Our main showcase event was the **Annual General Meeting** held in June 2018. The venue this time was the Ferens Art Gallery. The formal proceedings were followed by a Question Time style event, hosted by local BBC broadcast journalist David Burns, where senior leaders from the CCG face questions from the public. The whole event is streamed live to ensure accessibility to anyone not able to attend in person.

Other projects

Other activities and events supported throughout the year included the Teaming Up For Health project working with professional rugby clubs to deliver health and wellbeing programmes, the Communications and Engagement Team has supported the project via video production, promotion for events and sharing information via social media. The project's community managers have also engaged proactively via the Hull Champions programme and many additional partnerships have been forged.

Members of the team were also part of the organising group for the Health Expo (July 2018) and supported the delivery of several NHS70 events during the summer of 2018 including the official opening of the Jean Bishop Integrated Care Centre and an NHS70 tea party for long serving staff from across the local NHS.

Active support has also been given to Hull and East Yorkshire Children's University, Lifestyle and Rock Challenge youth engagement projects with Humberside Police.

10. Supporting Primary Care

The CCG's Communications and Engagement Team has continued to support primary care development in a number of ways. A Primary Care Communications and Engagement Sub Group, chaired by the lay member for Patient and Public Involvement, is now well established and includes representation from the CCG's Primary Care Team and Healthwatch Hull. The work plan has included a programme of support for Patient Participation Groups via a series of facilitated workshops, resulting in the production of 'PPG in a Box', a comprehensive resource toolkit which is currently being shared with practices. The CCG team has also provided social media training for practice staff and supported with the promotion of digital access for patients.

An Integrated Delivery newsletter for practice staff was developed and three editions were produced over the year, this was in addition to the regular e-bulletins issued to practice staff. The highly praised, My City, My Health, My Care newsletter was also published again in Autumn 2018 and Spring 2019, which informed patients, the public and stakeholders about developments in primary care services, including new clinical roles within primary care. Previous editions of My City, My Health, My Care are available on the CCG's website www.hullccg.nhs.uk

When the Modality Partnership Hull sought to gather the views of its patients around the consolidation of primary care services from three into two of its existing sites, the CCG Communications and Engagement Team provided advice on appropriate approaches to the engagement activity to ensure the reach of the exercise was as wide as possible and patients affected by any possible changes had the opportunity to give their views.

11. Campaigns and Social Media

During 2018 – 19 the CCG social media approach has gone from strength to strength and continues to grow as an effective platform for communication, with real impact being shown in its support of engagement activity.

An already active and successful Twitter, Facebook and YouTube presence has been added to by a newly introduced Instagram account. Each of these platforms has allowed the CCG to better tailor messaging for a variety of audiences with improved uptake. The CCG shares a wide variety of health messages through social media every week, linking in to national, regional and local campaigns. We are also a leader in our sector for using social media to share our news, live Tweet from our Board meetings and even live stream our AGM.

Despite changes to Facebook algorithms, which has posed challenges to all businesses, our Facebook following has increased by 439 since the previous year and the average post impressions (number of times our posts were seen) has seen an increase of **9,619** (comparing Apr – Jun 18 with Jan – Mar 19). The average post reach (number of people seeing our posts) has increased by **5,128** (comparing Apr – Jun 18 with Jan – Mar 19). In terms of Twitter, our followers have increased by **1,280** (from Apr 18 – Mar 19), a little more than the previous year's increase, and our average post impressions has increased by **30,000** (comparing Apr-Jun 18 with Jan-Mar 19).

Some of the social media campaigns led by the CCG include:

- **Time to Test – cervical screening Vlogs:** the CCG pledged paid time off for staff to attend cervical screening, as well as other cancer screening appointments, and shared Vlogs (video blogs) encouraging other employers to do so too. Further to this there was a live Tweet along with BBC Radio Humberside who had a practice nurse on their late night women's issues show to speak about the step by step process of attending cervical screening.
- **Happy Periods? – public engagement around period dignity:** a newly introduced Instagram account was used to promote the joint CCG and Hull City Council Happy Periods survey around period dignity.
- **Keep A&E for #SeriousStuff:** the CCG runs an ongoing 'alternatives to A&E' social media campaign which was enhanced by joining forces with the acute trust to add strength to their #Serious Stuff campaign. This was particularly successful prior to Christmas with the introduction of a new animation explaining featuring genuine examples of misuse of A&E services around the time of 'Frantic Friday'.
- **Stay well this winter – winter messaging social media and traditional media campaign:** a mixture of online and traditional techniques saw the CCG join forces with East Riding CCG, Hull City Council and East Riding Council to share consistent cold weather messaging throughout the winter season. The campaign aimed to raise awareness of local health services, self-care and the need for those in at risk groups to have their flu vaccination.
- **Healthy selfies – social media engagement:** members of the public were asked to submit their healthy selfies; pictures of them taking part in health and wellbeing activities. The CCG received hundreds of responses to the call out, all of which were shared on the CCG social media platforms.
- **Be clear on cancer – social media campaign:** the CCG campaigned for members of the public to tell their doctor if they noticed blood in their pee as part of the wider Public Health England bladder and kidney cancer campaign.

Digital storytelling

Digital online communication has become increasingly important and has a role in enhancing our communications and engagement work. Each bi-monthly Board meeting begins with a patient story and during 2018-19 we used in-house video-making and editing skills to bring these stories to life for the public in a cost-effective way.

Two examples of our video storytelling have been featured as best practice by NHS England. The story of personal wheelchair budget holder Dylan Wainman received regional acclaim and media coverage and Ray's Story about the Integrated Care Centre is featured on the Long Term Plan website as a case study for Ageing Well.

Traditional media

In addition to regular news releases and traditional media coverage gained, the CCG's Chief Officer and Chair have both been regular guests on BBC Radio Humberside's morning show and other directors and clinicians have been spokespeople on various local radio and television channels in both a proactive and reactive capacity. The CCG's chair was also interviewed by BBC1's Health Editor, Hugh Pym for a 9 o'clock news feature piece about our ageing society and dementia, which also featured the launch of Hull Memory Bank, an initiative to support dementia patients, which was CCG funded.

2018 has also seen the growth of new local 'good news' platforms such as **Hull is This** and **That's TV Humber** and Hull City Council has recently introduce an online news channel.

12. Playing a role in emergency planning

The CCG is a member of the Local Resilience Forum Public Information, Communication and Engagement Group and a multi-agency communications protocol has been agreed. Communications leads have participated in regional emergency exercises and also undertaken six monthly communications tests in compliance with NHS England requirements.

13. Getting involved

There are many ways in which the public can get involved in the activities of the CCG or provide feedback on the services it commissions:

To contact NHS Hull Clinical Commissioning Group:

Go online: www.hullccg.nhs.net
Telephone: 01482 344700
Email: HULLCCG.contactus@nhs.uk
Write to us at: NHS Hull Clinical Commissioning Group
2nd Floor, Wilberforce Court,
Alfred Gelder Street,
Hull.
HU1 1UY

Follow us on Twitter: @NHSHullCCG

Like us on Facebook: /NHSHullCCG

To give feedback on a service, raise a concern, complaint or give a compliment:

Telephone: 01482 335409
Email: HullCCG.Pals@nhs.net
Write to: Patient Relations Team (same address as above)

To join the People's Panel and take part in quarterly surveys about the things that matter to you:

Telephone: 01482 300300
Email: panel@hullcc.gov.uk
Text: The word Panel to 077795 563000
Write to: Freepost RSJC-KKBE-ABXZ
Hull City Council
PO Box 15
Hull HU1 2AB

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