

COMMUNICATIONS AND ENGAGEMENT ANNUAL REPORT 2019-20



Published: September 2020

1. Introduction

NHS Hull Clinical Commissioning Group (CCG) continues to build on its strong record of engagement and partnership working. We pride ourselves in our approach to engaging with, and working alongside, patients, carers and the public and our ongoing engagement programmes such as Hull Champions and Working Voices continue to flourish and new networks such as the Equality and Diversity Forum are building momentum.

Not only does the CCG seek to meet its legal duty to consult and engage with its population as set out in 14Z2 of the Health and Social Care Act 2012, but our aspiration to keep patients and local residents at the heart of everything we do which goes way beyond statutory obligations.

As part of NHS England's NHS Oversight Framework 'Patient and Community Engagement Indicator', we achieved green star status (the highest rating) in 2019-20 - demonstrating that patient and public involvement is firmly embedded in the commissioning and development of local health services.

The CCG's [Communications and Engagement Strategy](#) was refreshed and approved in early 2019 our objectives as defined in that strategy are to:

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

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.

This Communications and Engagement Annual Report describes how, during the period 1st April 2019 – 31st March 2020, 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.

Whilst the timeframe covered in this annual report only very briefly overlaps with the period in which the organisation supported the response to the COVID-19 pandemic, it is important to recognise the valuable role that all CCG staff including its Communications and Engagement team played in the partnership response, the detail of which will be covered in more detail in the 2020-21 report.

2. Involving people and communities

Understanding our local population has never been more important, as well as recognising them as equal partners in managing their own health. During 2019-20 we have worked hard to increase the reach and impact of our public engagement by providing a wide range of engagement opportunities. These are some of our established engagement programmes:

Hull Champions: Over 130 local groups who deliver grass roots projects to improve health and wellbeing in Hull are part of the Hull Champions programme.* The CCG truly values the role of these voluntary and community groups in supporting local residents to build and maintain good health. We facilitate bi-monthly meetings (held remotely since March 2020) to enable the champions to meet together, share ideas, resources and support.

The Hull Champions programme has been active during 2019–20 with involvement in a number of projects and training sessions including:

- The Hull Champions are part of the 550-strong Cancer Champion programme to ensure that more people who have cancer in our region are diagnosed at an earlier stage by improving general awareness and uptake of screening – with particular reference to raising public awareness of the Targeted Lung Health Check programme.
- 133 champions were trained in adult safeguarding, cybercrime and online scam training, modern slavery and criminal exploitation training.
- The champions also supported Hull City Council, in partnership with Forum, to offer a community response across Hull to alleviate the impact of COVID 19 for the most vulnerable and isolated people in the city.

Working Voices: we work with 37 local businesses and reach around 22,300 local employees enabling their views to be heard on local services. New members this year included Yorkshire Bank, the Office of the Police and Crime Commissioner and Jackson's (local bakery goods producer). Up to date information is shared with all Working Voices partners keeping them informed about opportunities and health information. Mental health remains a key area of interest and we share information about training to support workplaces.

In this last year we have developed a Workforce Health & Wellbeing Forum, bringing local external partner organisations together with a shared interest in workforce health. We continue to support workplaces with the offer of a health and wellbeing questionnaire which is provided free for businesses. We also supported Jackson's to hold an MSK Market Place awareness session and Hull University Students Union to hold a general health and wellbeing market place for staff. Working Voices partners have been proactive in supporting our engagement and consultation areas of work by hosting focus groups in the workplace e.g. Lung Health Checks.

People's Panel*: we undertake quarterly online surveys with 2500 local residents, with mini subject-specific surveys in between.

Ambassadors: we involve a group of local residents who support in a voluntary capacity in areas to add value to our service procurement and patient surveys.

**The Hull People's Panel and Hull Champions Programme are jointly facilitated by the CCG and Hull City Council*

Independent Advisory Group: we actively participate in this partnership of twenty organisations supporting the city's diverse communities.

Patient Participation Groups: we work with our GP practices 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 share their experiences and advise the CCG on all aspects of maternity services. In Hull, our MVP is independently chaired by two local mothers and 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.

3. A partnership approach to engagement for the Health and Wellbeing Board

In October 2019 we welcomed a new member of the team into a shared Health and Wellbeing Engagement Manager post with Hull City Council's Public Health Team, with a remit around engagement to support the priorities of the Health and Wellbeing Board and specifically helping shape the new Joint Health and Wellbeing Strategy for Hull. The Health and Wellbeing Board made a commitment to making sure the public voice is heard in the new strategy and that the priorities are shaped through a comprehensive engagement process. From October 2019 to March 2020 plans and processes were put in place for the engagement to be rolled out across the city, with an original timeframe to deliver the strategy by October 2020.

Working alongside and adopting the name of local community development movement #thehullwewant, an engagement network was formed in which organisations, communities, members of the board, volunteers and the public could all 'pool' feedback from their own engagement and at the heart of the approach would be an emphasis on community development and community solutions.

A launch event '**Meet up at the Market**' was held within Trinity Market Space in Hull city centre in March 2020 and this event was an opportunity to engage differently with the public via a World Café and market place type approach. The creation of a large mural on the day by a local artist was based on the feedback of the public and many conversations they had with senior board members and officers. There was even an opportunity to physically write on a board member to provide feedback. This event allowed the network to speak to over a thousand people, garner local media attention and collect a large amount of data that will influence the new strategy. Clearly the planned approach to deliver further engagement activities has been temporarily curtailed by COVID-19, the restrictions on face to face gatherings and the need to refocus engagement resources to support the development of outbreak management plans. However, plans will be reframed in the near future and delivery will resume in the most appropriate ways.

The CCG has also been supporting two other priority areas identified by the Health and Wellbeing Board; establishing a Fairness Commission for Hull and a campaign to promote Period Dignity across the city. The co-ordination of activity regarding Period Dignity has occurred in direct collaboration with the CCG, from gathering data through surveys, direct public engagement and ongoing communications support.




Some facts and figures for 2019-20

People's Panel Membership



2,500
local residents

Hull Champions



130+
local community groups

Working Voices Partners



20,000+
local employees

Meet up at the Market




1,000+
local residents spoken to

Pride in Hull



1,000+
visitors to our Health and Wellbeing Zone

Hull Maternity Voices Partnership



40+
members

4. Working with our Diverse Communities

The CCG actively seeks views from residents, patients and service users from a variety of backgrounds and experiences, including from those who associate with protected characteristics. We have developed a diverse network of people, organisations and special interest groups in order that our engagement approach is both effective and inclusive.

During 2019 we have established our Equality Engagement Network which will start to play an active role in reviewing our Equality Impact Assessments and we are also a member of the local Independent Advisory Group made up of representatives from the city's diverse communities. Every service redesign or recommissioning process starts with a robust Equality Impact Assessment and this document steers our approach to engagement ensuring that we identify and speak to the right people, at the right time and in an inclusive and accessible way.

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 the website provides an auto translate facility. All venues used for our events are fully accessible and any necessary adjustments are accommodated.

5. Public involvement in service change

During 2019 we developed an Engagement and Formal Consultation Assurance Framework for the CCG which is based on consultation best practice, encompassing the Gunning principles and the UK government's consultation principles. All our engagement activity is in line with 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.

During 2019-20 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:

Parkinson's Pathway (May 2019)

Phase II of the Jean Bishop Integrated Care Centre (ICC) includes the development of a hub for Parkinson's Disease. A focus group took place on 31 May 2019 with patients and carers and in partnership with Parkinson's UK, at the ICC in Hull. The goal of the focus group was to use the experience and views of patients and carers, to review the plans for the future and identify any gaps or areas for development.

Parkinson's UK invited 12 members of their local support group. Couples were invited to ensure that participants with Parkinson's were supported, and to get views and experiences from carers (six were carers and six were living with Parkinson's at various stages of the disease). Staff from the CCG, Hull University Teaching Hospitals and Parkinson's UK also attended to support the discussion and facilitate the session.

The findings from the focus group directly influenced the Parkinson's support service now established at the Jean Bishop Integrated Care Centre.

Extended Access (May 2019)

The CCG engaged with patients to validate and build upon previous patient experience intelligence relating to Primary Care. We sought to gain people's views on the current ways to access services in primary care, determine what extended opening hours would be preferred by the general public and gauge appetite for alternative ways of booking and accessing primary care support.

5000 printed questionnaires were distributed through GP practices and an online version of the questionnaire was shared on social media. Local media coverage, combined with social media reach, led to 1238 people completing the questionnaire - the highest response to a single engagement or consultation exercise undertaken by Hull CCG to that point. The engagement findings were used to inform service change with recommendations around enhancing opening hours, accessing alternative practices within practice groupings, exploring alternatives to face to face appointments and considering distance patients have to travel.

Prescribing policy and medicine management (June - July 2019 and January - February 2020)

Local engagement work has been undertaken to support the medicines management team implement two key prescribing policy changes:

- determining the local impact of the national policy decision to stop prescribing a number of medicines that are available over the counter
- pharmacy led management of repeat prescriptions.

Following national consultation, the CCG's primary goal was to understand the local perspective using the People's Panel membership of 2500 local residents aged 16 and over, segmented by a number of demographic and socio-economic factors, who regularly share their views with NHS Hull CCG and Hull City Council. 1491 people who took part in this engagement exercise.

People were largely supportive of the national proposal to stop the prescribing of items that are routinely available over the counter. However, every group identified potential issues and groups that may be negatively impacted upon. All groups felt some mitigation or exceptionality should be built into the implementation. As a result of this learning a separate communications plan for Hull to supplement national and regional campaigns was developed to support clinicians in conversations about efficient use of medicines and prescribing through the managed repeats service change.

6. Ongoing engagement and co-production

Engagement and co-production during 2019-20 continued with children and families living with special educational needs and disabilities, sensory processing difficulties and Down's Syndrome.

Children's Neuro-disability service

75 people from Hull and the East Riding of Yorkshire attended the engagement event, Let's Talk ... Children's Neuro Stuff, to agree a shared vision for the future of the children and young peoples' neuro-disability service. These included GPs, voluntary groups, hospital and community health care staff, carers and parents.

The event delivered a mix of keynote presentations, group work and system leader viewpoints to ensure that the voice of children, young people and their parents/carers was central throughout the day. People were inspired by work at Great Ormond Street Development Communication Team and St Helens Neurodevelopment Pathway.

Young people told their stories and aspirations for the future service through video blogs produced in-house where they and their parents relayed personal experiences within local healthcare and the impact this had when things had not gone as well as they should. Parents and young people's experience continued to shape the group's discussions throughout the day.

Key elements of the shared vision were:

- There will be a co-produced, integrated children and young people's neuro-disability service across Hull and East Riding in place.
- Parents/carers and young people will tell their story once, providing additional information through their journey as necessary.
- Children, young people and their parents will feel listened to, heard and supported by the people and staff working to provide this service.

Work on the neuro-disability service is ongoing and the views of those who use the service will continue to shape the pathway.

Special Educational Needs and Disability Service (SEND)

In October 2019 Ofsted and the Care Quality Commission (CQC) undertook a revisit of the SEND Local Area Inspection. The revisit recognised the work and improvements that had taken place since the original inspection of October 2017 but it also highlighted that further work was required in joint commissioning and co-production.

The CCG has embarked on jointly lead programme of work with Hull City Council in conjunction with the Council for Disabled Children, KIDS and Genuine Partnerships, to work with parents/carers, children and young people and other key partners to develop shared understanding of co-production and how that will be delivered and monitored.

Young People's Autism support

Also, in October 2019 a listening session was facilitated in partnership with Matthew's Hub to gain a better understand what is like to be a teenager or young adult living with autism. The outputs of this session were used in the ongoing development of autism support in the city.

7. Involvement projects, events and campaigns

Some of our other patient and public involvement activities, events and campaigns during 2019-20 have included:

Annual General Meeting

Our main showcase event during 2019 was the **Annual General Meeting** held in June. The venue once again 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 faced questions from the public. The whole event was streamed live to ensure accessibility to anyone not able to attend in person.

Hull's LGBTQ+ community take Pride in their health and wellbeing

For the first time in July 2019 the CCG team organised a dedicated Health and Wellbeing Zone at Hull Pride to connect with members of the LGBTQ+, and wider community, gathering in Queens Gardens to celebrate the event. The Zone provided a safe space where more than 1000 people talked about their health and wellbeing with professionals and linked with sexual health and drug and alcohol services in the city.

Inspiring a Generation movement launched

In autumn 2019, Hull CCG Accountable Officer, Emma Latimer, brought together female leaders across the city to join her in a pledge to inspire a generation of women to reach their aspirations. The event brought together more than 60 female leaders from healthcare, education, local government, community and voluntary sectors as well as the private sector. Attendees highlighted several areas of focus for an **Inspiring a Generation** movement, building on the many positive initiatives and activities already taking place including exploring mentoring options, offering more varied healthy lifestyle activities and the supportive access to both education and employment.

Period Dignity

Working in conjunction with the Hull Health and Wellbeing Board, the CCG launched **The 28 Day Survey** in May 2019, designed to explore the issue of period poverty in the city. The Health and Wellbeing Board suggested that up to 3000+ women in Hull will struggle to afford sanitary products and the survey started discussions around what a 'Period Friendly Hull' would look like. The survey achieved 1200 responses in 28 days and views were fed back to the Board which has taken a lead in developing our city's Period Friendly response.

Following on from the survey, Emma Latimer and Councillor Hester Bridges, Chair of the Health and Wellbeing Board, hosted a Period Dignity in Action event in March 2020. The event brought together a network of over 40 professionals who work with vulnerable women in the city to discuss how Hull can become a 'Period Friendly' city. Work continues on this in 2020.

Menopause Support

Following an enquiry about support around the menopause from one of our Working Voices partners, we found a source of information and engaged a Nurse Practitioner to deliver a bespoke session in the workplace. This over-subscribed session was extremely positively evaluated and we followed up to create a citywide survey via the People's Panel to explore feelings about the menopause in the workplace. We have developed a Menopause Working group to continue this work and are exploring delivery of online seminars around the subject.

Know your blood pressure scheme launched

April 2019 saw the CCG promote free blood pressure testing in pharmacies across the city in an attempt to reduce the number of local patients suffering the ill effects of what is known as a 'silent killer'. The innovative scheme allowed for adults to have their blood pressure checked free of charge at participating pharmacies; those with a high blood pressure reading were then offered a log book and blood pressure monitor to use over a seven day period before seeing the pharmacist again for tailored advice and referral for treatment when necessary.

Box Clever bus brings health and wellbeing to communities

The CCG agreed to sponsorship of the Tommy Coyle Box Clever Bus in partnership with the Office of the Police and Crime Commissioner. The vehicle was appropriately branded with Creating a Healthier Hull messaging and aims to bring healthy lifestyle advice, nutritious food and wellbeing activities to life for local young people, with an official launch event taking place in Orchard Park in Spring 2019. The vision for the Box Clever Bus is to improve aspirations, and build resilience mentally and physically, to enable people to be strong to take on life and face challenges.

Community join together to mark Jean Bishop ICC 'birthday'

Friday 5 July 2019 marked a year since the Jean Bishop Integrated Care Centre (ICC) opened its doors to patients. To celebrate the local community were invited to join with staff and patients to attend a special afternoon tea which featured entertainment, a school choir and even a special guest appearance from the Humberside Fire and Rescue fire searching dogs – a real hit with all attendees.

Head lice combs supplied for all local primary school children

Working with City Health Care Partnership CIC (CHCP CIC) the CCG set out to support families in the fight against head lice by providing a free comb and advice on combing methods that cost nothing. Combs were distributed via schools nurses and health visitors and every primary age school child in the city received a comb and advice sheet to take home in their book bag.

Handy Health Guide launched to support local young people

Working in conjunction with local care leavers, a new Handy Health Guide was launched by the CCG towards the end of 2019. The guide, which folds down to credit card size, was the brain-child of local care leaver Tom, and aimed to support care leavers to access the most suitable health support and advice when they need it. Copies of the guide have also been supplied to Wetherby Young Offenders Institute for local young people when they come to leave the secure college.

Reliable health apps launched for Humber residents

The launch of humberhealthapps.co.uk in February 2020 meant that residents in Hull, and the surrounding Humber region, were given the information they needed to decipher which of the 325,000+ health apps available on the market are reliable and trustworthy and safe for different needs, including better mental health, stopping smoking, improving fitness, overcoming breathing difficulties, and managing diabetes.

Breastfeeding cards launched in Hull and East Riding

Health and children's services in Hull and the East Riding launched a new thank you scheme for breastfeeding mothers in early 2020. The 'thank you' cards were designed in conjunction with mums and aimed to provide an often much needed boost for mothers who were breastfeeding whilst out and about.

Hull's future brought to life by city's children during half term

From November 2019 to February 2020 the CCG worked with Absolutely Cultured on their latest child-focused project - Model City. Children from three primary schools, Newington Academy, the Launch Pad at Bricknell Primary School and Woodland Primary School, were invited to take part in a number of workshops about their visions for the future of our city. The children had their thoughts, hopes and dreams recorded and turned in to a soundscape played in the city centre throughout February half term. A Model City pop-up space was created on King Edward Street where other children and their families were invited to share their views on the city, and its future.

Inspiring a generation of school children through song

February 2020 saw over 400 primary school children take part in a rousing chorale performance at the Bonus Arena to mark the end of the CCG and partner supported 2017 legacy project. Song for Hull, which was originally launched during 2017. The project brought together children from 12 primary schools and one high school to perform a number of songs around their aspirations, culminating in the final performance at the arena featuring a song based on the children's poems called "When I grow up".

Young people experience a day in the life of the NHS

Though our ongoing partnership with Hull and East Yorkshire Children's University, the CCG worked with other local NHS organisations to open hospital doors in January 2020 to groups of Hull primary schools, 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. Both children and teachers alike found the day aspirational and motivating:

"We brought twenty children that are historically low achievers. I feel that the opportunity that you provided them with really enhanced the wider employment opportunities for them. As well as an engaging day full of real-life activities, I feel that Tommy Coyle provided the children with a motivational speech that was relevant. We would love to be involved next year." **Mr G, Year 6 teacher, Chiltern Primary School**

Feedback from some of the children when asked – What was your favourite part of the day?

"My favourite bit was the CPR because now I can save people's lives"

"When we went to the children's Disability nurse because we learnt how to speak to people with a disability."

"I liked today because it was fun trying new things out and it has inspired me to become a nurse when I'm older."

8. Ongoing partnerships

NHS Hull CCG enjoys a number of ongoing partnerships which extend the reach of our engagement work. For 2019–20 these have included:

Hull and East Yorkshire Children's University

NHS Hull CCG is a silver support of Hull and East Yorkshire Children's University (HEYCU) and this partnership has helped HEYCU to deliver Healthy Lifestyle sessions to schools across Hull in areas of deprivation. The aims of these sessions are to:

- To help children understand the benefits of living a healthy lifestyle
- To understand the relationship between exercise and a healthy mind and body
- To help children recognise the importance of a healthy diet and how to make the right food choices
- To show children how they can integrate physical activity into their daily lifestyle
- To be aware of the benefits of a healthy body and mind
- To appreciate how physical activities and exercise can raise mood, performance and achievement

Evaluation of the sessions showed that 87% of pupils felt more confident, 93% understood why it was important to keep fit, 94% understood why it is important to eat healthy food and 91% want to achieve more.

Teaming up for Health

The CCG has continued to support the Teaming Up For Health project which works with the community foundations at Hull KR and Hull FC, the city's professional rugby clubs, to deliver health and wellbeing programmes. The partnership agreed to focus on the following four themes:

1. Obesity in children and young people
2. Mental health in males and teenagers
3. Long term conditions of people of working age
4. Isolation and loneliness in older people

Both clubs hold a unique position at the heart of Hull's disadvantaged communities, and this enables them to target residents who would be unlikely to come into contact with other agencies or be receptive to messages put out by the CCG. The profile and influence the clubs have within these communities is extensive and the community outreach programme has demonstrated tangible results with those people targeted.

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.

Got Your Back - social media approach for young people

Got your Back is a co-produced social media brand and platform that was initiated by the CCG and delivered by local company eskimosoup. Formally launched in July 2018, after extensive research with hundreds of young people across the city to determine how and where they would like to receive messages and content relating to health and social issues that matter to them. A structure was established including an Editorial Board made up of young people and in the first year delivered a healthy relationships campaign and special projects such as the successful and well-attended Atik Takeover event. The following 12-months have been about exploring specific issues relevant to young people in Hull and providing a platform for young voices.

Activities throughout the year included:

- Working with cohorts of young people at programmes with Hull 14-16, St Mary's College and Hessle High School, the Got Your Back team delivered media training programmes to create inspirational content about career aspiration. The media created through "Success Stories" was shared and promoted to inspire a wider reach of young people in Hull.
- Creating a series of animations on important topics identified by the Editorial Board to show empathy and raise awareness of issues including: body image, what scares young people and Pride week in Hull.
- Creating a cast of young presenters who created short video features addressing sexual health myths.
- Working with a young illustrator to create commissioned pieces about topical health issues, including supporting NHS Hull CCG's period positivity campaign.
- Working with young people as young journalists to attend special events, such as Hull's climate strike and the White Ribbon campaign in Hull to spread awareness of male violence against women.
- Creation of a series of 'Let us explain' features on Instagram stories to provide a balanced view on issues happening on a national level such as the general election and the Covid-19 pandemic.
- New members of Got Your Back's Editorial Board were added throughout the year to bring new perspectives and keep the membership active as some members have moved on or away.
- The delivery team at eskimosoup established a free-to-attend learning forum called "Digital Voices" at which communications professionals from health, local authority, fire & rescue, education and the VCS attended several workshops to learn about lessons learned from Got Your Back and related initiatives.
- Supporting several NHS Hull CCG and local authority-led initiatives through research via Instagram Stories, traditional surveys, focus groups and consultations with the Editorial Board.

"Working with Got Your Back, for me has been a transformative experience, whether it be working on campaigns, or being shown new opportunities, it is great to be involved."

Working with Got Your Back has been an experience where our input actually contributes to a bigger picture." **Declan, aged 15.**

9. 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, during 2019 Hull CCG has in particular supported engagement activity relating to the review of acute services in the Humber region. We supported seven patient and service user workshops held in October 2019 across the Humber region, which focussed on hearing views on maternity services, paediatric services, planned surgery and outpatient services and urgent and emergency care. The full engagement report can be found on the Humber Coast and Vale website www.humbercoastandvale.org.uk/humberacutereview and the findings for the exercise were shared with the review team and used as part of the evaluation process to refine possible clinical models for acute services.

Throughout the year NHS Hull CCG has also supported a number of Humber Coast and Vale led campaigns and projects, which are summarised below:

- In April 2019 we launched Every Mum Matters a new mental health awareness campaign for new and expectant mums: www.everymumatters.com
- In August 2019 the Healthy Hearts website was launched to help people in Humber, Coast and Vale: www.humbercoastandvalehealthyhearts.co.uk
- In November 2019 a new maternity website launched in Humber, Coast and Vale: www.humbercoastandvalematernity.org.uk
- In February 2020 the #TalkSuicide campaign was relaunched promoting free suicide prevention training workshops www.talksuicide.co.uk
- In March 2020 we launched Kooth, a free online mental health support service to help children and young people in Hull, East Yorkshire and North Lincolnshire: <https://humbercoastandvale.org.uk/2020/04/01/free-online-mental-health-support-service-launched-to-help-children-and-young-people-in-hull-east-yorkshire-and-north-lincolnshire/> For Kooth we also took a localised enhanced campaign approach in Hull in conjunction with specialist agency eskimosoup.

10. Sharing our messages

The CCG has active and successful Twitter, Facebook, Instagram and YouTube accounts which is used to share a wide variety of health messages through social media every week, linking in to national, regional and local campaigns. We live Tweet from our Board meetings and live streamed our AGM in 2019 (the 2020 AGM is being held completely digitally). The number of followers on our social media channels continues to grow steadily.



SOCIAL MEDIA

Comparing
April – Jun 2019
and Jan – March 2020



Increased Facebook following:
440

Engaged user increase:
1,467



Average post reach increased by
5,251

Top Post



Alternative services to A&E



Following increased by:

1,149



Top Tweet

Hull CCG and partners at Hull Pride 2019



Hull Champions Facebook Discussion Group 71 Members



Hull Champions Facebook Page following increased by:



Digital storytelling

Digital online communication has become increasingly important and has a role in enhancing our communications and engagement work. Our website and social media channels are a well-established source of information for patients, public, staff, stakeholders and potential employees. Our website meets accessibility standards and is enhanced with language translation options. Our aspiration is for our website to be more interactive and this will be a focus for 2020 and beyond.

Our social media accounts on Twitter and Facebook have a good following and we use polls, videos, images to enhance our own or national/regional campaigns. Each bi-monthly Board meeting begins with a patient story and during the year we used in-house video-making and editing skills to bring these stories to life for the public in a cost-effective way.

Examples of our video storytelling have been featured as best practice by NHS England. This included:

- Nurse Suzanne Nicholls and volunteer Colleen encouraged members of the learning disability community to use a number of communications board specially developed to help conversations between GPs and their patients attending for their Annual Health Check.
- A video featured at Expo, NHS England's major showcase of innovation in the NHS. showing the life-changing experience for Hull City Council Brokerage Officer Luma of having a new bespoke wheelchair at work. Luma is the first person in the UK to have her wheelchair funded solely by her employer and the Access to Work initiative.

Other examples:

- The successful HSJ award entry for the Integrated Care Centre was supported by a short film that featured staff and patients saying why they love the ICC and why it deserves to win.
- Young people told their stories and aspirations for the future neuro-disability service through video blogs produced in-house (see below)

For these and other digital stories that highlight CCG commissioning and patient and public involvement please visit www.youtube.com and search for NHS Hull Clinical Commissioning Group.

Traditional media

The CCG continues to enjoy positive relationships with the local media outlets and provides 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.

We have supported the continued growth of new local 'good news' platforms such as [Hull is This](#) and provide regular content for their Wellbeing section. We have a regular monthly feature within local free magazine **Hull Mag** as well as contributing content to www.hullcc.news.co.uk the Hull City Council's online news channel.

Newsletters

We produce a number of newsletters to update on CCG work programmes: My city, my health, my care - highlights developments in primary care, and our bi-monthly Chief Executive Update features work of the CCG. Both can be viewed here:

<https://www.hullccg.nhs.uk/publications/>

11. Our role in emergency planning

The CCG is a member of the Local Resilience Forum (LRF) Public Information, Communication and Engagement Group and a multi-agency communications protocol has been agreed. The CCGs communications leads played a significant part in the planning for a no deal Brexit during the middle and latter half of 2019, including scenario planning and testing. We have also played an active role in the Humber-wide pandemic planning and COVID-19 response work co-ordinated by the LRF. Communications leads have also participated in regional emergency exercises and undertaken six monthly communications tests in line with NHS England emergency planning requirements.

12. 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:

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

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