

Work Programme	Project	Actions	Project Lead	C&E Lead	Timescales/ Deadline	RAG Status	Progress Update	National operational priority		
1 COVID-19 response	Infection Control	Infection Control Comms Toolkit for practices	To produce and distribute comms toolkit	Phil Davis	ES	Feb-21	C	Communications toolkit developed. Helped practices to manage media interest in infection outbreaks and supplied material to support communication with patients.	COVID Response	
	Vaccine roll-out in Hull	COVID-19 vaccination PCN roll out in Hull	Take the lead on communications for Humber area.	James Crick, Toni Yel	SL, ES	ongoing	G	Leading on the vaccination roll out in PCNs in Hull. Supporting project lead and the local PCNs. EQIA, local engagement with communities to understand vaccine hesitancy. Identified areas for next phase comms - promoting uptake for each cohort using NHSE resources, promoting work of PCNs in supporting the vaccination programme and the bus going to communities.	Implement the Covid-19 vaccination programme	
		COVID-19 Vaccination uptake Hull	Take the lead on engaging with communities to increase uptake of COVID-19 Vaccination	James Crick, Toni Yel	CH	ongoing	G	General Approach •Hull COVID-19 Vaccine Engagement group established at the end of March, meets weekly on a Monday. Membership includes: Hull City Council (Public Health, Community Engagement, Equalities) NHS Hull CCG engagement team, Healthwatch, Voluntary Sector (Smile, HANA) and community representatives dependant upon the group we are planning to engage with.  BAME Activity •Promoted and supported Smile foundation in the promotion of a Q&A session for BAME community, promoted the session, edited the session recording to be used to support communications to BAME community •Promoted and supported a bi-lingual play and Q&A aimed at South Asian community •HANA developing videos made by communities aimed at communities to encourage people to take up the vaccine •Identified Ramadan resources to support the Islamic community take up the vaccine during the month of Ramadan, ensured posters and information was available at vaccine centres •Visited ethnic shops on Hessle Road and Spring Bank, get insight into "white other" communities views. In response leaflets and posters have been distributed to those communities by the shop owners •Additional sessions are planned as different community groups restart their own programmes  Deprivation •Working on the premise that areas of highest deprivation were most likely to engage with preventative interventions (screening and vaccination), the area teams have been attending recent meetings to work up Ward profiles to support tailored targeted activities. •The wards identified were: Orchard Park, St Andrews and Docklands, Riverside and Gipsyville, and Marfleet •Using data from the people's panel, Council and CCG community contacts a set of suggested approaches unique to each area are being finalised.  Other Groups •Based on feedback from older, and anxious people, a walkthrough video produced to take some of the fear out of the vaccine appointment •Children and Young People were engaged through the Loud Mouth's Group – they were largely positive and keen to have the vaccine as part of the vulnerable 16 + group •Blind community were engaged through the Police IAG – They fed in some questions and considerations for those with visual impairment they may be attending vaccination sessions •Initial contact has been made with faith groups through the inter-faith forum – this has proved slightly more difficult than we anticipated and are looking at alternative routes into faith groups. •The current peoples panel has questions relating to vaccine hesitancy  Businesses •Contact has been made with a number of large employers in Hull and East Riding (close to the boundary with significant Hull workforces). A scoping questionnaire has been sent to help prioritise activity.	Implement the Covid-19 vaccination programme	
		Primary Care Response to COVID-19	Engage with Patients and the public about the changes to service in response to COVID-19	Re-run previous engagement to validate last years results	Humber CCG Primary Care Leads	CH	ongoing - July/August	A	Project put on hold due to election, on hold again due to NHS England digital project. Resources to go out to Primary Care next week Survey to run for 1 month, analysis streamlined based on previous experience	Responding to Covid-19 demand
		Long Covid service	Establishment of the new Long Covid Triage and Assessment Service	Oversee comms to GPs, patients, providers, stakeholders leading up to launch in March	Stacey Knight/ Lesley Windass	ES for the Humber	ongoing - to March	G	Comms plan will be finalised by mid-Feb and incorporated into overall delivery plan for the Humber area.  First phase comms complete (Dec-Mar 2021) and post launch comms plan is partially delivered for March 2021 - August 2021). Regular updates to GPs through Covid bulletin, webinar and hosted webpage. new resource developed and distributed to GPs. Paediatric service to be introduced.	Responding to Covid-19 demand
3 Commissioning Projects	Mental Health and Learning Disabilities	LD Annual Health Checks	Take lead for communications across the Humber area .	Toni Yel	ES	By end of March	G	MC met with Suzanne Nichols pre lockdown. As this is a service that needs face to face appointments in GP practices the next steps are unclear. Infor to support practices with AHCs will be placed on TCP webpage (by 28 August) February 2021 - likely to be incorporated into new co-production/comms working group.  Comms and engagement lead has been recruited for Humber and will take the previous work and new co-production work forward for the TCP programme with Hull CCG hosting website.	Primary Care	
	Vulnerable People	Homeless Health	Comms around mobilisation of new homeless health service	Toni Yel	ES/EW		G	Pilot service launched successfully and is now part of Hull Homeless health project. Project video has been to Board & was shown at national best practice NHSE/I webinar. Recent activity includes Hull Story article with Dr Lucy Chiddick on the work of the partnership project. Dedicated vaccine clinics for homeless population. Currently out to tender for mainstream commissioned service, engagement element of bid evaluation.	Out of Hospital Care	
	Children Young People & Maternity	Maternity Voices Partnership	Programme Support Support the MVP workplan through coordinated communications in conjunction with multiple partner organisations.	Bernie Dawson	MC / EW	ongoing	G	Continuing to support the programme. One of co-chairs of the MVP stepped down. Comms plan developed and in progress. 6-8 week check leaflet developed and printed.	Recover non-covid services	
	Planned care	Lung Health Check programme	Restart of Comms and Engagement to support programme in north and east Hull and mop up west Hull	Trish Rawsley	ES/CE	April 2021 - end 2022	G	Programme restarted in April 2021. Comms plan led by ES and EW to raise awareness in GPs and improve uptake. Social media campaign, GP comms and media call delivered in June 2021 with positive results.	National LTP programme	
	Primary Care Communications	My City My Health My Care	Produce and distribute newsletter	Colin Webb	AZ/MC	Annual/when needed	G	Latest issue published as a pull out in the Hull Mag and electronically in May 2021. <a href="https://www.hullccg.nhs.uk/wp-content/uploads/2021/03/final-mcmhmc-issue-5-winter-2020-21-low-res.pdf">https://www.hullccg.nhs.uk/wp-content/uploads/2021/03/final-mcmhmc-issue-5-winter-2020-21-low-res.pdf</a> Next issue Winter 2021	Recover non-covid services, address the health inequalities that covid exposed, investment in primary care	
		Extended Primary Care Medical Services Contract	Review of 8 service specifications. To determine appropriate levels of engagement.	Colin Webb	SL / CH	TBC	C	Engagement resources complete, and sent, low uptake from primary care Additional engagement recommended, uncertain of next steps, follow up required On hold COVID-19	Out of Hospital Care Primary Care	
		Veteran Health	Armed Forces Covenant	Develop plan for promotion of the Covenant.	Colin Webb	EW	A	Primary care case study identified and featured in local media and primary care comms. Next steps to produce a series of leaflets for those leaving the forces to help them access health care services.	Acute Care Primary Care Out of Hospital Care	
			Kingston Medical Centre	Advise and support CHCP with consultation element	Phil Davis / Lucy Flower / Giles Bridgeman	CH	TBC	Numerous timelines and engagement recommendations made Uncertain of next steps, follow up required On hold COVID-19	Primary Care	
		Digital	Engagement and consultation approach	Determining digital engagement aspects for existing engagement assets Escalated due to COVID-19	Carrie Cranston	CH	Ongoing	C	Developed number of ways of engaging digitally, utilising a number of platforms, continuing to provide alternative to digital where possible  May come under the digital inclusion project	CCG

Communications and Engagement Work Plan



64	Equality Diversity and Inclusion	GP Inclusive Access Project	Engagement with PCNs before launch of targeted engagement in Hull	John Mitchell / Colin Webb	CH/ES	July - October 2021	G	This is a new and substantial national programme being piloted nationally with Hull PCNs. Although the CCG is not to deliver the actual workshops we are working with Digital First to drive the programme - John Mitchell SRO with Colin Hurst Deputy chair. Full programme and C&E plan to be finalised by July alongside Digital First procurement of agency to deliver targeted focus groups.	National Inclusion Project to test materials with GPs and the public to increase uptake of GP online contact
		Encouraging GP Registration	Create campaign for encouraging registration including in vulnerable groups to also support delivery of the vaccination programme	Colin Webb	EW	February 2021	G	National campaign and local led comprehensive campaign created including adverts, social media, articles and media releases.	Primary Care
		Review of current translation offer in primary care	Engage with communities requiring translation services to determine future provision	Phil Davis	CH	October	G	Engagement plan being developed. Interim findings to be presented to October Primary Care Commissioning Committee and used to enhance current service model and inform future commissioning arrangements.	Primary Care
Other projects	Sanctuary City / CCG	NHS Hull CCG of Sanctuary	Develop action plan to establish NHS Hull CCG of Sanctuary - Share knowledge to support our health providers to improve the lives of sanctuary seekers.	Dan Roper / Christine Ebeltoft	CE/EW	July	G	Staff Refugee and Asylum Seekers training completed at Team Brief. Staff Refugee and Asylum Seekers Community and Voluntary sector training completed Comms plan complete Work plan complete Partnership Board consulted  CCG of Sanctuary accreditation achieved Celebration event planned 16.06.21 Dr Dan Roper interviewed for Hull Story Training roll out to primary care planned	CCG Health and Wellbeing Board

**Communications and Engagement Work Plan**



	<b>West Hull Health Hub</b>	Development of new primary care facility in West Hull for Modality Practice	Continue to support delivery of communication action plan (Citycare lead) Communicating key milestones	Phil Davis	ES	Ongoing	G	Topping out video made in May with Dr Bushra Ali. Stakeholder communications ongoing.	Primary Care
	<b>Winter Planning</b>	Demand Management and promoting best use of service, and flu vaccinations	Utilise national assets and maximise local channels	Karen Ellis	MC	August	G	Hull and East Riding comms plan with lessons learned from last year in development	CCG Acute Care Primary Care Out of Hospital Care

R	In progress / behind agreed timescales
A	In progress / risk of delay / on hold
G	In progress / on track
C	Completed
N	Not yet commenced