

<b>Title of Meeting:</b>	<b>NYCCG Governing Body</b>	<b>Agenda Item: 4.3</b>									
<b>Date of Meeting:</b>	<b>27 August 2020</b>	<table border="1"> <tr> <th colspan="2">Session (Tick)</th> </tr> <tr> <td><b>Public</b></td> <td>X</td> </tr> <tr> <td><b>Private</b></td> <td></td> </tr> <tr> <td><b>Development Session</b></td> <td></td> </tr> </table>		Session (Tick)		<b>Public</b>	X	<b>Private</b>		<b>Development Session</b>	
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<b>Development Session</b>											
<b>Paper Title:</b>	<b>Communications and Engagement Update</b>										
<b>Responsible Governing Body Member Lead</b> Julie Warren Director of Corporate Services, Governance & Performance	<b>Report Author and Job Title</b> Kate Kennady, Lay Member for Patient and Public Engagement Communications and Engagement Team										
<b>Purpose (this paper if for)</b>	<table border="1"> <tr> <th>Decision</th> <th>Discussion</th> <th>Assurance</th> <th>Information</th> </tr> <tr> <td></td> <td></td> <td>X</td> <td></td> </tr> </table>	Decision	Discussion	Assurance	Information			X			
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		X									
<b>Has the report (or variation of it) been presented to another Committee / Meeting?</b> If yes, state the Committee / Meeting: No											
<b>Executive Summary</b> The attached update from the Communications and Engagement Team provides a review of the activities across the function over the last few months, with a focus on balancing our continued support of the Covid-19 pandemic response and recovery and progressing other key activities as we continue to cement our work as the NYCCG.											
<b>Recommendations</b> The Governing Body is being asked to note the report.											
<b>Monitoring</b> This report is part of the monitoring process associated with delivery of core communications and engagement functions for NYCCG. Regular reporting is anticipated by the Communications and Engagement Strategy approved by the Governing Body on 25 June 2020.											
<b>Any statutory / regulatory / legal / NHS Constitution implications</b>	<ul style="list-style-type: none"> <li>• Health and Social Care Act 2012</li> <li>• Equality Act 2010</li> <li>• NHS Constitution</li> <li>• Patient and public participation in commissioning health and care: statutory guidance for CCGs and NHS England dated April 2017.</li> </ul>										
<b>Management of Conflicts of Interest</b>	No conflicts of interest have been identified prior to the meeting.										
<b>Communication / Public &amp; Patient Engagement</b>	Communications and engagement are the core subject of this paper.										
<b>Financial / resource implications</b>	Delivery of work anticipated by these documents will be included in the regular budget process.										
<b>Outcome of Impact Assessments completed</b>	No impact assessments completed. These documents are designed to deliver core duties under the NHS constitutions, legislation and related guidance.										

**Kate Kennady, Lay Member for Patient and Public Engagement**  
**Communications and Engagement Team**

## Communications and Engagement Update – August 2020 (activities since June 2020)

### Response to Covid-19

- We have continued working across our strong partner relationships to ensure a unified response to the Covid-19 pandemic and planning for recovery. This includes cooperative working with NHSE regional, relevant integrated care systems, North Yorkshire County Council and Vale of York CCG with which we now have regular joint team meetings in place.
- **Digital inclusivity:** Throughout the Covid-19 pandemic we have had a strong focus on promoting alternative ways of accessing healthcare services, such as via NHS 111 online, the NHS App, and video consultations. With some of these changes set to stay we are aware that not everyone will have access to the internet. We are involved in a piece of work with partners from the Humber, Coast and Vale Integrated Care System looking at ways to improve digital accessibility.

### Communications and Engagement Strands

#### NYCCG Communications and Engagement strategy

- The draft NYCCG communications and engagement strategy was signed off in principle by the Governing Body at its 25 June meeting pending final approval of the NYCCG objectives by the Council of Members. Now the objectives have received final approval we have published the strategy on our website and have been discussing it with key partners, including Healthwatch North Yorkshire.

#### Engagement

- Patient Partner Networks
  - One of our key commitments this year is activating a Patient Partner Network group for the Hambleton, Richmondshire and Whitby (HRW) locality where previously no group existed. We have recruited 17 members to the HRW group from nine practices and anticipate an inaugural meeting in September. Meetings of the Scarborough and Ryedale and Harrogate District group will also take place in September. This sees a full suite of Patient Partner Network meetings activated within six months of establishing the NYCCG and sets a solid footprint for the future.
- The Loop
  - There are currently 289 members of The Loop, our virtual network for those interested in NYCCG's work and activities, an increase of 14 members since we last reported. We will continue to promote membership of the group.
- 2020 NYCCG Annual General Meeting
  - The annual general meeting took place virtually on 25 August. At the time of writing (15 August) we anticipate over 20 members of the public at the meeting.
- Harmonising commissioning policies
  - A project is underway to harmonise commissioning policies across Vale of York CCG and NYCCG. Many changes will be minor and no engagement will be needed, however some have the potential to introduce changes for some portion of the NYCCG population and would benefit from a public conversation. We are networked into the project group to advise on communications and engagement needs to minimise any reputational risk resulting from this work.

#### Media

- We continue to establish the NYCCG's presence in local and regional media. Proactive releases since June have included promoting online services, encouraging use of health services and giving reassurance to the public that accessing health services are safe. We have also provided updates on capital projects (Catterick Integrated Care Campus and Glebe House) and shone a light on work to support vulnerable people including activities around safeguarding work and promoting the Go-To website dedicated to young people's mental health. We will continue to develop our media presence to build our reputation as a trusted health leader.

## Website

- Work has remained largely paused on developing the permanent NYCCG website solution as we have supported the CCG's focus on our Covid-19 response and recovery. However work has recently restarted to ensure we have a proactive approach in place that will enable us to take this work forward.
- In the interim we have continued to develop the NYCCG microsite to serve our immediate needs with two significant innovations over the last two months:
  - **Patient Stories:** We have launched 'Patient Stories', highlighting patient experiences of healthcare during the Covid-19 pandemic. This is part of the wider patient engagement work which also involves the Patient Partner Network in North Yorkshire. These personal and heartfelt stories provide us with valuable insight and also help others understand that things might be a bit different but to continue to access care and not to put off speaking to a health professional. We will continue to seek out patient stories with regular requests in the monthly stakeholder newsletter as well as at engagement events and through patient relations.
  - **Doctor Diaries:** A new 'blog' section has been created on the NYCCG website called Doctor Diaries. It's a platform that allows our clinicians to share their thoughts on primary care with the wider public. Dr Charles Parker kicked off the new feature with his thoughts on how access to primary care has changed during the Covid-19 pandemic. Charles' thoughts on the Black Lives Matters movement and how primary care can challenge racism have also been shared.

## Newsletters

- Our three regular digital newsletters (stakeholder, staff, and primary care) are now all up and running to the pre-Covid-19 publication schedule. Open rates for the staff newsletter was 45% in June, rising to 52% in July. Open rates for July stakeholder newsletter were 40%, with the August open rate 42% (821 opens). Open rate for the weekly primary care bulleting ranges between 40% and 55%. We will continue to cultivate these channels as keys means of communication with distinct audiences.
- **Annual Reporter:** Harnessing good practice in place in Scarborough and Ryedale CCG we have developed a stakeholder facing version of our annual reports which highlights achievements and deliverables over 2019/20. This document, which was 'launched' at the Annual General Meeting, provides a solid introduction to NYCCG and can be used in the year ahead as we build new relationships in the community.

## Internal communications

- The 'Staff Engagement Group' launched in June remains strong with monthly meetings. The group is playing an active role in developing the internal communications agenda and looking at key policy developments including remote working and NYCCG values and behaviours.
- Monthly staff surveys remain in place to assess the mood, physical and mental health and effectiveness of home working during the Covid-19 pandemic. The response rate to the surveys is about 50% of all staff. Results are currently identifying some of the benefits and challenges of working at home and information gained through these surveys will inform the CCG's developing future working policy.
- Three workshops have taken place with colleagues to further develop our NYCCG values and behaviours. A second wave of internal engagement is being planned to involve as many people as possible in the conversation to ensure that the values and behaviours are owned by the entire organisation.

## Social media

- We retired the three legacy CCG social media sites at the end of June. Twitter, Facebook, Instagram and YouTube accounts are in place for NYCCG and we continue to build our presence.
- We use these channels to promote key campaigns and activities, with a posting rate across Twitter and Facebook platforms averaging 125 a month each. We have gained over 100 additional Twitter followers since our last update (an increase of 20%).

- In July we used a ring-fenced funding allocation from Humber Coast and Vale Integrated Care Partnership to promote the GP online initiative through Facebook advertising. This activity significantly increased our reach into new audiences (361,000 people reached in contrast with 19,000 the previous month). This could provide a model for future campaigns and initiatives.

## Key Campaigns

- **Flu and winter planning:** The health and social care worker flu vaccination campaign materials have been made available and we will promote this programme in line with national and local timescales (expected imminently). The national public facing flu campaign is due to start at the beginning of October. Locally there has been a high volume of calls to practices in North Yorkshire about flu vaccinations. We have supported communications advising patients not to get in touch with their GP practice as their practice will be in touch with them shortly. We have also advised GPs on the procedure for ordering flu campaign resources to support the public vaccination campaign.
- **'Think Pharmacy' campaign:** We have been working with medicine management colleagues to develop a 'Think Pharmacy' campaign aimed at encouraging patients to choose self-care options, where appropriate, and free up GP appointments for those patients who need more intensive support. We aim to work in collaboration with Community Pharmacy North Yorkshire and the Local Medical Council on a full suite of assets - in print and digital - that can be used by practices, pharmacies and the CCG to ensure consistent and familiar messages are conveyed.
- **The Go-To website:** we continue to support colleagues in Children's Services to help promote a new website (The Go-To) which offers mental health support to children and young people, parents and carers and healthcare professionals. Early data suggests the first wave of publicity and promotional activity resulted in a high level of engagement with the new website.

## Defined Projects

- **Catterick Integrated Care Campus:** Following approval of the outline business case at the 25 June Governing Body we are working with the Ministry of Defence to develop a joint communications plan for the project. Communications will hang on a number of way points during the approval process and the build where there will be significant updates to report.
- **Whitby Hospital:** Work on the main tower started at the end of June 2020 and October 2020 will see the start of the work on the wards. Work is due to be completed by November 2021. Plans are in place for a joint Humber/CCG media release to update on progress alongside engagement with key stakeholder groups.

**Glebe House extension:** Construction started on the £2.7m Glebe House development on 6 July and is expected to last 64 weeks. Work is ongoing with health care partners to ensure engagement with those who may be affected is timely and sensitive.

## Recommendations

**The Governing Body is being asked to note the report.**