

<b>Title of Meeting:</b>	<b>NY CCG Governing Body</b>	<b>Agenda Item: 4.3</b>		
<b>Date of Meeting:</b>	<b>24 June 2021</b>			
<b>Paper Title:</b>	<b>Communications and Engagement Update</b>	<b>Session (Tick)</b>		
		<b>Public</b>		X
		<b>Private</b>		
		<b>Development Session</b>		
<b>Responsible Governing Body Member Lead</b> Julie Warren, Director of Corporate Services, Governance & Performance		<b>Report Author and Job Title</b> Rachael Durrett, Head of Communications and Engagement		
<b>Purpose – this paper is for:</b>	<b>Decision</b>	<b>Discussion</b>	<b>Assurance</b>	<b>Information</b>
			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 highlights some of the recent activities of the function to support: the Covid vaccination programme, the recovery programme (particularly effective use of NHS services) and further collaborative working with regional NHS and local authority colleagues.				
<b>Recommendations</b> <b>The Governing Body is being asked to:</b> note the update.				
<b>Monitoring</b> This report is part of the monitoring process associated with delivery of core communications and engagement functions for NYCCG.				
<b>CCG Strategic Objectives Supported by this Paper</b>				
	<b>CCG Strategic Objectives</b>			X
1	<b>Strategic Commissioning:</b> <ul style="list-style-type: none"> <li>To take the lead in planning and commissioning care for the population of North Yorkshire by providing a whole system approach and to support the development of general practice.</li> <li>To make the best use of resources by bringing together other NHS organisations, local authorities and the third sector to work in partnership on improving health and care.</li> <li>To develop alliances of NHS providers that work together to deliver care through collaboration rather than competition.</li> </ul>			X
2	<b>Acute Commissioning:</b> We will ensure access to high quality hospital-based care when needed.			
3	<b>Engagement with Patients and Stakeholders:</b> We will build strong and effective relationships with all our communities and partners.			X
4	<b>Financial Sustainability:</b> We will work with partners to transform models of care to deliver affordable, quality and sustainable services.			
5	<b>Integrated / Community Care:</b> With our partners and people living in North Yorkshire we will enable healthy communities through integrated models of care.			
6	<b>Vulnerable People:</b> <ul style="list-style-type: none"> <li>We will support everyone to thrive [in the community].</li> <li>We will promote the safety and welfare of vulnerable individuals.</li> </ul>			
7	<b>Well-Governed and Adaptable Organisation:</b> In supporting our objectives we will be a well-governed and transparent organisation that promotes a supportive learning environment.			X

<b>CCG Values underpinned in this paper</b>		
	<b>CCG Values</b>	<b>X</b>
1	Collaboration	<b>X</b>
2	Compassion	
3	Empowerment	<b>X</b>
4	Inclusivity	<b>X</b>
5	Quality	<b>X</b>
6	Respect	

  

<b>Does this paper provide evidence of assurance against the Governing Body Assurance Framework?</b>			
<b>YES</b>		<b>NO</b>	<b>X</b>

  

<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.

**Rachael Durrett**  
**Head of Communications and Engagement**

## **Communications and Engagement Update June 2021**

This brief update paper highlights several programmes of work and developments within the communications and engagement function since our last update in December that may be of interest to Governing Body members. It will cover:

- Continued support for the Covid 19/vaccination programme
- Substantial work to support the pandemic recovery
- An upturn in engagement activities post pandemic
- The new NYCCG website launched in May
- Enhanced joint working with Vale of York CCG colleagues and HCV partners
- Future focus

### **Covid-19/Covid vaccination programme**

We remain embedded in both Covid-19 pandemic response and vaccination programme activities. The weekly North Yorkshire County Council led Local Resilience Forum press conferences remains a key platform for us to share messages publicly and tends to attract regular pick up on Covid-positive patient numbers and progress in the vaccination programme, as well as key messages about effective access to NHS services. These are expected to continue into July.

There has also been significant work over the last few months to support efforts to encourage vaccination pick up through all communities, working with partners across the system. There has been a particular focus on Eastern European communities and work to support sustained uptake of vaccinations for those observing Ramadan earlier in the year.

### **'Recovery' – post pandemic services**

A significant amount of work is going on across the team to support the 'recovery' agenda. This work is designed to promote informed access to the breadth of NHS and community health and care services available. Our aim is to help people get the care they need in the most efficient and effective way both for themselves and the health and care system. Over the last few months, and through the summer, we will continue work to:

- Promote the NHS App
- Encourage people to use NHS111
- Promote 'Pharmacy First' and self-care options
- Focus on primary care services to help people be clearer on options and access
- Protect A&E and emergency care for life and limb threatening occurrences

We are taking a coherent approach with colleagues across the health and care system to align our activities, with a strong eye on ensuring people are not 'pushed' from one part of the system to another.

### **Engagement**

We have had the opportunity to return to broader engagement activities over the last few months as we came out of the heart of the second wave of the pandemic. This has included focus groups to:

- Get feedback on The Go To website for mental health services for children and young people in North Yorkshire one year after launch through a series of focus groups with children and young people, professionals and parents and carers.
- Inform recommissioning for autism and adult ADHD diagnostic services
- Hear experiences of paediatric service in Scarborough hospital

This feels like a return to normal services for us and is very welcome.

The NYCCG AGM is scheduled for Wednesday 7 July; there are currently 23 people registered to attend. Our annual NYCCG patient partner network conference is scheduled for 19 October.

### **NYCCG website**

The CCG's new website, which was deferred because of the pandemic, launched on 10 May. There are approximately 400 pages on the new website, including new, refreshed and enhanced content. The new website also includes bespoke portals for both CCG staff and clinical colleagues to enable quick, clear access to information and resources for those users.

In the first month we have seen:

- Almost 5,400 individuals have accessed content on the new CCG website
- There have been almost 15,000 page views
- The top five pages are
  1. COVID vaccinations in North Yorkshire: questions and answers (3,571 page views)
  2. Home page (2,210 page views)
  3. Staff Portal landing page (907 page views)
  4. Clinical Portal landing page (739 page views)
  5. Contact Us (472 page views)
- 862 files (e.g. .pdf, Microsoft Word documents) have been downloaded
- People are spending on average 46 seconds per 'session', which suggests people are quickly able to find the information they're looking for
- Most users (57.4 per cent) have accessed the website from a mobile device (3,080)
- 78 members of staff have registered for the staff portal and set up a unique password

This was a significant project with invaluable input from colleagues across the office. Our existing three CCG legacy sites will be retired in July to correspond with the conclusion of the commissioning policy harmonisation work.

### **Joint working across health and care system**

A clear cross-team approach to working with Vale of York CCG colleagues has evolved and is embedding. This includes a regular weekly tactical meeting for short and medium term planning and a bi-weekly meeting to further progress projects and share input. These meetings are complemented by an agile approach to reactive and proactive issues which arise. We are all benefiting from the additional skills, experience and resource across the wider North Yorkshire and York geography.

Relationships are in place and communications strong with Humber Coast and Vale ICS colleagues. There will be greater opportunity for ways of working to mature once future structures, roles and responsibilities become clearer.

Our working relationships with local authority colleagues have been greatly enhanced through the pandemic and we will continue to build on this as we emerge.

### **Future focus**

The shared priorities of the communications and engagement team for the next three months (through Summer 2021) are set out in the Annex.

### **Recommendations**

**The Governing Body is being asked to:** note the update.

## Key activity areas (through Sept)

*Context: integrated partnership working across NHS and local authorities; relationship building; continued fluid working with VoY colleagues*

- Post-pandemic recovery
  - Patient confidence and choices
  - Supporting primary care
  - NHS reputation (appropriate narrative as the true extent of any backlog emerges)
  - Embedding the positive innovations for the pandemic (e.g. blended approach to consultations)
  - Building on PCN relationships
- Integrating care transformation
  - Continuity of service/no disruption
  - Bringing people with us (particularly internal and primary care)
- Covid-19
  - Appropriate attention to continued vaccination programme
  - Agile response to the inevitable ebbs and flows of infection
- Operational projects
- C&E BAU front and centre

## Projects and programmes

- Post-pandemic recovery
  - Primary care support (shared work)
  - Self-care (Tim +)
  - Sustained fitness and activity work (Alex + Jane)
  - Sustained mental health activity (Georgina)
  - 'The right front door' (shared work)
- Integrating care transformation
  - Developing relationships with HCV + VoY and local authority partners (all of us)
  - Internal communications
- Covid-19
  - Core narrative (all of us)
  - Regular press conferences/LRF relationship (Rachael)
  - Vaccination programme lead (Julie)

## Projects and programmes

- Key operational projects
  - Adult ADHD/Autism (Bridget)
  - Appropriate admissions – frailty care (HRW) (Rachael)
  - Catterick (Julie then Georgina)
  - NYCC SEND Strategy (Bridget)
  - Orcha (Tim)
  - Paediatric engagement (East Coast) (Bridget)
  - Policy harmonisation (Julie)
  - Scarborough Acute Services Review (Julie)
  - 'SEMH' – social emotional wellbeing and mental health CYP (Georgina)
  - Stokesley Health Centre (Rachael)
  - The Go To (Alex)
  - Whitby (Bridget)
- C&E BAU front and centre
  - AGM (Bridget)
  - Internal communications/staff engagement (Rachael)
  - October PPN conference (Bridget + Jane)
  - Patient Partner Network management (Bridget + Jane)
  - Primary care offer (Tim + Julie)
  - Website (Tim + Alex)