

Title of Meeting:	NY CCG Governing Body	Agenda Item: 4.3										
Date of Meeting:	7 October 2021	<table border="1"> <tr> <th colspan="2">Session (Tick)</th> </tr> <tr> <td>Public</td> <td>X</td> </tr> <tr> <td>Private</td> <td></td> </tr> <tr> <td>Development Session</td> <td></td> </tr> </table>			Session (Tick)		Public	X	Private		Development Session	
Session (Tick)												
Public	X											
Private												
Development Session												
Paper Title:	Communications and Engagement update											
Responsible Governing Body Member Lead Julie Warren Director of Corporate Services, Governance & Performance		Report Author and Job Title Rachael Durrett Head of Communications and Engagement										
Purpose – this paper is for:	<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	
Decision	Discussion	Assurance	Information									
		X										
Has the report (or variation of it) been presented to another Committee / Meeting? If yes, state the Committee / Meeting: Yes. Where?												
Executive Summary The attached update from the Communications and Engagement Team highlights some of the recent activities including public engagement, ongoing work to support the Covid vaccination programme, system work to help address winter pressures and integrating care transformation.												
Recommendations The Governing Body is being asked to: Note update.												
Monitoring 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.												
CCG Strategic Objectives Supported by this Paper												
	CCG Strategic Objectives			X								
1	Strategic Commissioning: <ul style="list-style-type: none"> 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. 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. To develop alliances of NHS providers that work together to deliver care through collaboration rather than competition. 			X								
2	Acute Commissioning: We will ensure access to high quality hospital-based care when needed.											
3	Engagement with Patients and Stakeholders: We will build strong and effective relationships with all our communities and partners.			X								
4	Financial Sustainability: We will work with partners to transform models of care to deliver affordable, quality and sustainable services.											
5	Integrated / Community Care: With our partners and people living in North Yorkshire we will enable healthy communities through integrated models of care.											
6	Vulnerable People: <ul style="list-style-type: none"> We will support everyone to thrive [in the community]. We will promote the safety and welfare of vulnerable individuals. 											
7	Well-Governed and Adaptable Organisation: In supporting our objectives we will be a well-governed and transparent organisation that promotes a supportive learning environment.			X								

CCG Values underpinned in this paper

	CCG Values	X
1	Collaboration	X
2	Compassion	
3	Empowerment	X
4	Inclusivity	X
5	Quality	X
6	Respect	

Does this paper provide evidence of assurance against the Governing Body Assurance Framework?

YES		NO	X
------------	--	-----------	----------

Any statutory / regulatory / legal / NHS Constitution implications	<ul style="list-style-type: none"> • Health and Social Care Act 2012 • Equality Act 2010 • NHS Constitution • Patient and public participation in commissioning health and care: statutory guidance for CCGs and NHS England dated April 2017.
Management of Conflicts of Interest	No conflicts of interest have been identified prior to the meeting.
Communication / Public & Patient Engagement	Communications and engagement are the core subject of this paper.
Financial / resource implications	Delivery of work anticipated by these documents will be included in the regular budget process.
Outcome of Impact Assessments completed	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 for NYCCG Governing Body October 2021

This paper updates on key activities since our last update in June.

Covid-19

- We have continued our work to support the vaccination programme, including developing materials to help promote 'grab a jab' clinics. During the month to 8 September the grab a jab section of our website had over 17,000 visitors. This is more than the total of all visitors in the month after our new website launched.
- Weekly North Yorkshire and York Local Resilience Forum (NY&Y LRF) hosted press conferences took place until 22 September. Amanda Bloor represented the NHS in North Yorkshire and York at these sessions. They proved an excellent way to get consistent key messages into the public domain, demonstrate we are working collectively as a system and effectively manage media enquiries over the last year. They will be stood up again if needed in the months ahead.

Joint working

- We have been working more closely with our communications colleagues outside of the CCG during the pandemic and this continues. The NY&Y LRF communications network has remained a key nexus for managing communications during Covid and we will be continuing to work through this network to address winter pressures. The network provides an opportunity to reach more people and ensure our key messages are aligned across health and care and across wider public services.
- Communications around various pieces of work, e.g. the elective recovery programme, are being taken forward at a Humber Coast and Vale Health and Care Partnership level. In addition joint working with Vale of York CCG comms colleagues is firmly in place.

Key functions

Engagement

- We have seen a very welcome upturn in engagement activity over the last few months and this is set to continue in the months ahead.¹ This has been helped by digital technology coincides with the move across the NHS into Covid recovery. Key activities have included:
 - Accessing Primary Care survey – in June and July we ran a 'snapshot' survey through digital channels to understand better people's experiences accessing primary care services during the pandemic, particularly to understand people's views and experiences around face-to-face versus remote appointments. We had 127 responses² which showed:
 - 48 % of appointments were face-to-face; 52% via telephone
 - 82% of respondents thought their appointment was suitable for their clinical need

¹ Details of all our past and upcoming engagement activity can be found on our website at: <https://northyorkshireccg.nhs.uk/get-involved/patient-engagement/>

² Full results can be found on our website at <https://northyorkshireccg.nhs.uk/wp-content/uploads/2021/08/final-to-publish-Access-to-General-Practice-July-2021-.pdf>

- 79% would rate their appointment and how it took place as good or very good (62% said very good); 9% bad or very bad and about 13% average
 - While some people think face-to-face is a must, there is strong support for telephone appointments and the ease and speed which often come with them
 - Some of the concerns raised were seeing a clinician other than a doctor, not always being able to see the same doctor and the potential lack of privacy around telephone consultations
- NYCCG AGM – 36 members of the public joined our AGM on 7 July. This was an opportunity to share our accomplishments during the last year and answer questions from the public.
- Cancer 'red flag' events for people with learning disabilities – People First Merseyside delivered a series of training sessions for people with learning disabilities in North Yorkshire and York around the signs of symptoms of cancer in September. These events aimed to raise awareness for people with learning disabilities (and their families and carers) around the signs of symptoms of cancer.
- 'Young Health Watch' – we have put in place plans for joint working with Healthwatch North Yorkshire to develop a group of informed and supported young people to help us better understand the health priorities of young people and to support us with engagement work. We will be further developing and implementing these plans over the autumn and winter.
- Community mental health transformation – we have participated in workshops alongside health and social care partners, the voluntary sector and experts by experience across North Yorkshire and York to lay the foundations for co-production. We are involved in the evolving communications and engagement strategy to unify partners and set out a North Yorkshire and York plan.
- 'The Go To' – We are working with young people to develop a video to help people get the most out of The Go To website for mental health and wellbeing in North Yorkshire. We expect the video to be completed before the end of the year.

upcoming

- Patient Partner Annual Conference – 19 October will bring together the three branches of our Patient Partner Network for a joint session. This half day conference has been developed by the Patient Partners with support from us and will include a presentation on The transforming care reforms, update from Healthwatch North Yorkshire and discussion of GP patient participation group activities.
- Stroke survey and events – We are currently supporting work to look at stroke services in North Yorkshire. This includes a survey which we expect to share in late September/early October to understand better the experiences of people in North Yorkshire who have experienced a stroke. We will also hold two sessions for members of the public (Scarborough and Harrogate) to share information about the stroke pathway in North Yorkshire from becoming unwell through to community rehabilitation. We expect these events to take place in November and are hoping to start publicising them no later than the first week in October.

Media

- In July and August we had 129 pieces of on line coverage as well as coverage on radio, TV and print. All coverage was positive or neutral. Topics included: Covid vaccination sites including Grab a Jab, Covid safe measures continuing in GP practices and healthcare settings; vaccine assurance for pregnant people and vaccinations for 16 & 17 year olds; shortlisting by HSJ for Mental Health Innovation of the Year Award for North Yorkshire Children Sleep Service pilot scheme and improvements 1.9 million to Stokesley Health Centre. We will continue to develop our media presence to build our reputation as a trusted health leader.³

Social media

- We are continuing to post daily on our Twitter and Facebook accounts averaging around 125 posts per month on each platform. We are active on Instagram with 1-2 posts per day. In the last two months we have gained 30 Instagram followers (558 – total followers), 29 new Twitter followers (885 – total followers) and 44 new likes on our Facebook page.
- In July and August our main social media topics included the Grab a Jab vaccination clinics, the NHS App and NHS 111 service, lung cancer awareness and mental health signposting. In June and July we reached a total of 103,200 people on Twitter (previous two months 63,000) and 137,000 people on Facebook (previous two months 105,000). Of the 105,000 we reached on Facebook 74,000 were reached using paid adverts for NHS 111 online.

Newsletters

- We have seen an increase in open rates of the primary care newsletter over the last few months. This coincides with focused monthly 'round-ups' from Charles Parker to primary care colleagues to highlight any key articles. Open rates for our staff and stakeholder newsletters remain constant.
- Analytical data available to us show the following open rates:
 - Monthly staff newsletter – around 45% of recipients open
 - Monthly stakeholder newsletter – around 50% of recipients open
 - Weekly primary care newsletter – between 60-70% of recipients open

This data does not capture instances where recipients read the information on their screens without opening the newsletter in their browser.

Website (as of 8 September)

- Our new website launched about four months ago (10 May 2021). There are now more than 400 pages and the new site includes specific areas for CCG staff and colleagues working in Primary Care. A total of 105 members of staff have registered to be able to access content within the portal (including resources within a Staff Health and Wellbeing Hub). Last month there were more than 500 visits to the staff portal landing page and almost 600 visits to the clinical portal landing page.
- In the last month, almost 15,000 unique individuals accessed the website – an increase of 35% on the previous month and almost three times the 5,400 users who accessed the website in the month following its launch.

³ All media releases can be found on our website: <https://www.northyorkshireccg.nhs.uk/news-and-information/>.

- In total, there were almost 31,000 page views over the last month – 25% higher than in the previous month and more than double the 15,000 page views in the month following launch. The top five page were:
 1. North Yorkshire walk-in vaccination clinics (17,732 page views)
 2. Home page (2,006) page views)
 3. Clinical Portal landing page (581 page views)
 4. COVID vaccinations in North Yorkshire: questions and answers (551 page views)
 5. Staff Portal landing page (502 page views)

Key projects and programmes

- 'Recovery'/Winter pressure - A significant programme of work was started in the late spring to support the 'recovery' agenda, and this is now being taken forward to help support work to address system pressures. Activities are 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. Work continues to:
 - Promote the NHS App
 - Encourage use of NHS111 and NHS111 online
 - Promote 'Pharmacy First' and self-care options
 - Protect A&E and emergency care for life and limb threatening occurrences
 - Provide clear sign posting to services

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.

- 'Winter': There is a full calendar of activity aligned to winter and flu. This will draw on experiences from previous years and also be coupled with ongoing Covid communications and the third dose/booster programme.

Key elements include:

- Collaboration with NHS and local authority partners to support the flow of people into services – to support work to manage pressure in the system (ongoing)
- Communications to support flu vaccination uptake and phased access to the vaccination programme (from September)
- Infection prevention and the Covid booster programme (from September)
- Additional activity to promote self-care and a 'winter ready' medicine cabinet (from September)
- The National 'Help us help you' winter campaign coordinated by NHSE and produced by Public Health England (from October)
- Publicity to ensure people get their medications early during the holiday period, and to signpost to open pharmacies over the Christmas and New Year holidays (November/December)
- Norovirus communications – self-care and staying home to keep others safe. (through winter and to respond to system outbreaks)
- 'My local practice' – we are reviving and expanding work to help shine a light on the wide range of professional health and care services which now sit within primary care. This will help people move beyond the historic GP-centric model to the more modern delivery model through a primary care network of specialist and generalist professionals. We are also hoping that through explaining the roles of the professionals which sit within primary care

we can help reduce some of the abuse which we know is being experienced by health and care workers. This work is in the planning stages and is being developed with Vale of York CCG colleagues and primary care partners.

- Supporting primary care – we have been actively providing support for primary care through communications 'tool kits' and assets. This has helped reduce the load on primary care colleagues and provide consistency across North Yorkshire. Areas of activity including shining a light on the demand for appointments in primary care and promoting other sources of help and support for patients, as well as more recently, blood test tube shortage and delivery delays to the flu vaccine. Many of the assets developed by the CCG have been made available for primary care to use, via the Clinical Portal.

Future focus

- The priorities of the communications and engagement team for the next few months (through Autumn 2021) are set out in the Annex.

Key activity areas(autumn 2021)

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
 - Embedding the positive innovations for the pandemic
 - Building on PCN relationships
- System access and pressures
- Integrating care transformation
 - Continuity of service/no disruption
 - Bringing people with us
- 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)
 - Sustained fitness and activity work (Alex + Jane)
 - Sustained mental health activity (Georgina)
- System access and pressures
 - Self-care (Tim +)
 - Did not attend (Tim)
 - 'The right front door' (shared work)
 - System pressure (Julie)
 - Winter Plan (Julie +)
 - Modern Primary Care (more than just doctors) (Georgina & Tim)
- Integrating care transformation
 - Developing relationships with HCV + VoY and local authority partners (all of us)
 - Internal communications (Rachael)
 - External engagement (Rachael)
- Covid-19
 - Core narrative (all of us)
 - Regular press conferences/LRF relationship (Rachael)
 - Vaccination programme lead (Julie)

Projects and programmes

○ Key operational projects

Delivery and innovation

- Orcha (Tim)
- Joint work w/HealthWatch North Yorkshire to develop Young Healthwatch (Bridget & Georgina)
- Primary care autumn workshop (All)

Service Development

- Stroke (Julie & Bridget)
- Paediatric engagement (East Coast) (Bridget)
- Policy harmonisation (Julie)
- Appropriate admissions – frailty care (HRW) (Rachael)

Mental Health

- Community mental health framework (Georgina)
- The Go To (Alex)
- 'SEMH' – social emotional wellbeing and mental health CYP (Georgina)

Estates

- Whitby (Bridget)
- Stokesley Health Centre (Rachael)
- Scarborough new build (Julie)
- Catterick (Julie then Georgina)
- Friary (Georgina)

Projects and programmes

- C&E BAU front and centre
 - Engagement review (Bridget)
 - Promoting engagement – signposting (All)
 - Internal communications/staff engagement (Rachael)
 - October PPN conference (Bridget + Jane)
 - Patient Partner Network management (Bridget + Jane)
 - Primary care offer (Tim + Julie)
 - Website – continued development (Tim + Alex)
 - Digital & social media (Alex)