

<b>Title of Meeting:</b>	NY CCG Governing Body			<b>Agenda Item: 4.3</b>									
<b>Date of Meeting:</b>	21 December 2021			<table border="1"> <thead> <tr> <th colspan="2">Session (Tick)</th> </tr> </thead> <tbody> <tr> <td>Public</td> <td>X</td> </tr> <tr> <td>Private</td> <td></td> </tr> <tr> <td>Development Session</td> <td></td> </tr> </tbody> </table>		Session (Tick)		Public	X	Private		Development Session	
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<b>Paper Title:</b>	Communications and Engagement update												
<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>	<table border="1"> <thead> <tr> <th>Decision</th> <th>Discussion</th> <th>Assurance</th> <th>Information</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>X</td> <td></td> </tr> </tbody> </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: Yes. Where?													
<b>Executive Summary</b> 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.													
<b>Recommendations</b> The Governing Body is being asked to: 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. Regular reporting is anticipated by the Communications and Engagement Strategy approved by the Governing Body on 25 June 2020.													
<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								

**CCG Values underpinned in this paper**

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

<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**

Headlines

**Covid-19**

- Daily work continues to promote and support the Covid vaccination programme, ensuring people have current and accurate information and can make informed choices about the best way to access the vaccine.
- The walk-in/grab a jab page on the CCG website has had nearly 100,000 visits (98,629) from over 58,000 unique users since it launched in the summer validating the CCG's role as a trusted go-to source. Our website also includes up to date information and significant signposting as we work through the new phase of the vaccination programme extending boosters to everyone over 18, and second doses to those 12-17.

**Joint working and moving towards establishment of the new NHS body**

- We have been actively strengthening links between communications and engagement colleagues across the six Humber Coast and Vale Health and Care Partnership places in preparation for establishment of the NHS Humber and North Yorkshire Health and Care Partnership on 1 April 2022.
- There are two specific enabling work strands underway to prepare us for 1 April 2021 as part of the readiness to operate exercise.
  - Communications: including plan for day one and a unified approach to our existing websites.
  - Engagement: to develop an Engagement and Involvement Strategy for the NHS Humber and North Yorkshire Integrated Care Board as required by NHS guidance.

NYCCG Head of Communications and Engagement actively involved in both workstreams.

**Key projects and programmes**

Winter/system pressures

- Significant work remains ongoing to support winter and systems pressures. This activity pulls on historic winter experiences and new challenges as the NHS continues to recover services in the context of the Covid Pandemic. This programme of work is extensive, and includes multi-faceted activities to:
  - Protect A&E and emergency care for life and limb threatening occurrences
  - Provide clear sign posting to services
  - Encourage flu and Covid vaccine take up
  - Address winter illnesses, such as norovirus
  - Promote the NHS App
  - Encourage use of NHS111 and NHS111 online
  - Promote 'Pharmacy First' and self-care options
  - Amplify health and care recruitment campaigns
- 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. A high level timeline of activity is included at Annex A.

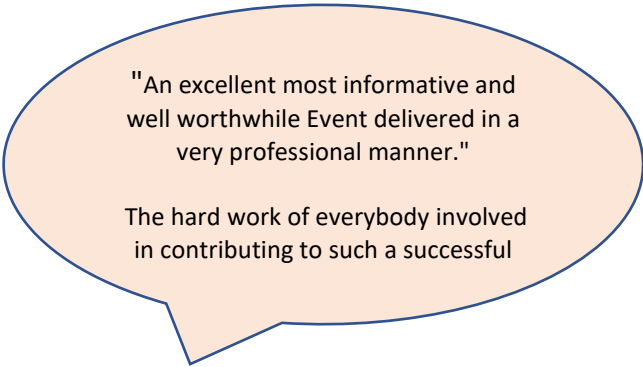
## Supporting Primary Care

- There has been significant work over the last few months to support primary care. The objectives for this work are aligned across Humber Coast and Vale Health and Care Partnership and are fully consistent with the NHS plans for accessing primary care over winter<sup>1</sup> published in October.
- The three main themes of the communications work are:
  - Supporting the 'zero tolerance' for abuse position in NHS England's October document
  - Telling a clearer and broader story about the wide range of specialisms active in primary care
  - Helping people understand the current way of working particularly around total triage and the balance of face to face and remote appointments

### Key functions

#### Engagement

- The Patient Partner Annual Conference took place on 19 October bringing together members of GP patient participation groups from across North Yorkshire. This event covered transforming care reforms, primary care access and communications, update from Healthwatch North Yorkshire and discussion of GP patient participation group best practice.  
  
Feedback from participants was very positive and 90% of members would be happy to be involved in future virtual events.
- In November we delivered two stroke events in partnership with Healthwatch North Yorkshire, one focusing on services in Harrogate district and the second on services on the East Coast. The events followed the stroke journey from onset of stroke symptoms through to community rehabilitation and life after stroke and was largely delivered by clinical experts from across our NHS partners and from Stroke UK. Collectively, 32 people attended these sessions.
- To complement the events we ran a survey in November and December to capture the experiences of people who have experienced hyper acute stroke services delivered by our acute trusts. Our trust partners have shared the survey with over 350 patients who have experienced the hyperacute stroke pathway in the region. We have received nearly 100 responses to the survey, which closes mid-December.
- 'Young Healthwatch' – With Healthwatch North Yorkshire we have been scoping the opportunity to develop a group of informed and supported young people to help us better understand their health priorities and be part of engagement work. Together we have decided to pause this work as there is uncertainty about future structures and a sustained ability to support a new group. However, our scoping work has identified that there is a gap for a health-focused group of young people in North Yorkshire and this is something that we may choose to return to in the future.



"An excellent most informative and well worthwhile Event delivered in a very professional manner."

The hard work of everybody involved in contributing to such a successful

#### Media

- From September through November we have had over 90 pieces of coverage, including on-line, print, radio, and television. All coverage was positive or neutral and covered a range of topics including flu

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<sup>1</sup> <https://www.england.nhs.uk/coronavirus/publication/our-plan-for-improving-access-for-patients-and-supporting-general-practice/>

and Covid vaccinations, mental health, and CCG successes. All CCG media releases are available on our website.<sup>2</sup>

### **Website** (as of 1 December)

- Use of the NYCCG website has continued to grow since its launch in May this year. In the month to 1 December, approximately 27,500 unique individuals accessed the website – an increase of 5,000 users on the previous month and more than five times the 5,400 users who accessed the website in the month following its launch. There were almost 60,000 page views in the month to 1 December – 10,000 more than in the previous month and four times the 15,000 page views in the month following launch.
- To date, 131 members of staff have registered to be able to access content within the staff portal (including resources within a Staff Health and Wellbeing Hub) and in the two months up to and including 1 December, there were more than 1,200 visits to this page alone, with many other visits recorded to specific pages which sit within the portal.
- Our website features 'Browse aloud' and 'Google Translate' features to both provide adaptive technology and access to information for non-English speakers. We have added Pashto to the list of languages available for translation as part of the humanitarian effort in North Yorkshire to resettle several Afghan families given asylum status in the UK.

### **Social media**

- We continue 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.
- Since we last reported we have gained 21 Instagram followers (559 total followers), 75 new Twitter followers (955 total followers) and 11 new likes on our Facebook page.
- Between September and November we reached a total of 97,800 people on Twitter and 46,000 people on Facebook.
- Our main social media topics over the last few months have included the winter vaccinations (flu and Covid booster), the NHS App and NHS 111 service, pharmacy first and self-care messaging and mental health.

### **Newsletters**

- Engagement with our established newsletters remains strong with the following open rates:<sup>3</sup>
  - Monthly staff newsletter – around 45% of recipients open
  - Monthly stakeholder newsletter – around 50% of recipients open
  - Weekly primary care newsletter – between 70-80% of recipients open

The last three months has seen a continued increase in the open rate of our weekly primary care newsletter.

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<sup>2</sup> All media releases can be found on our website: <https://www.northyorkshireccg.nhs.uk/news-and-information/>.

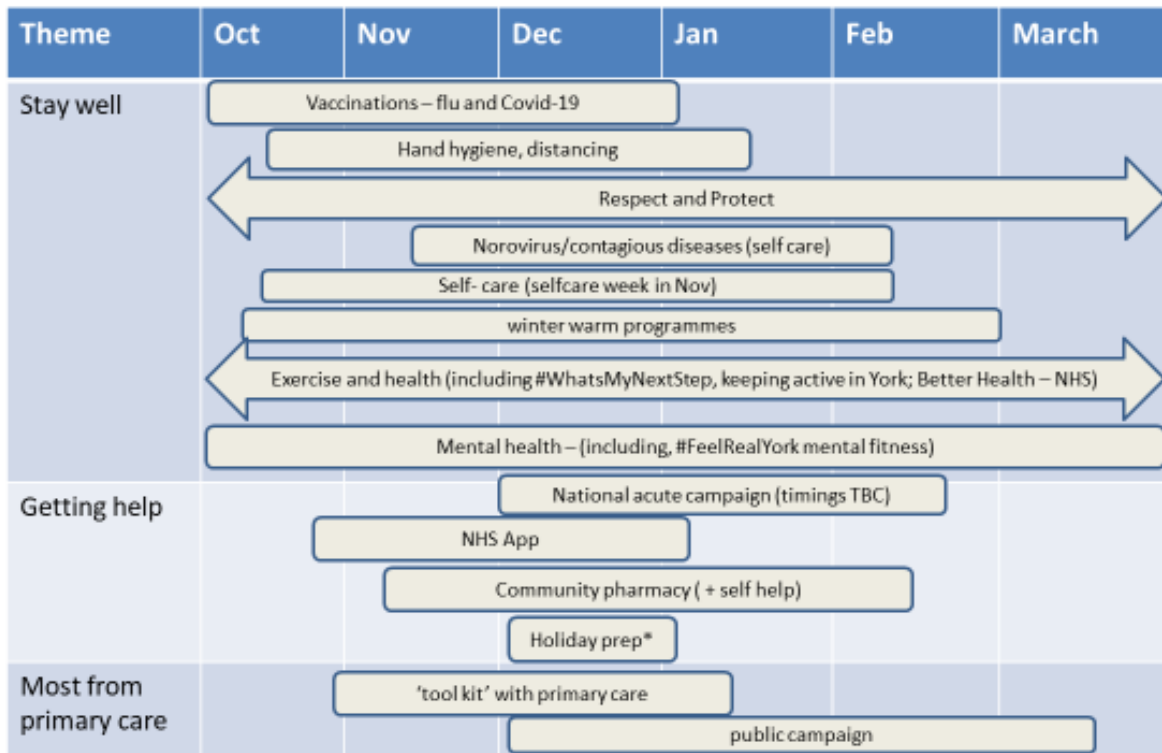
<sup>3</sup> This data does not capture instances where recipients read the information on their screens without opening the newsletter in their browser.

## Winter 2021/22 headlines

Activity areas	Including
“Stay well this winter”	<ul style="list-style-type: none"> <li>• Respect and Protect campaign</li> <li>• Vaccinations – flu + covid</li> <li>• Hand hygiene, distancing</li> <li>• Self-care</li> <li>• Exercise and activity</li> <li>• Winter warmth programmes</li> <li>• Mental health</li> </ul>
“How to get the help you need”	<ul style="list-style-type: none"> <li>• Community pharmacy</li> <li>• NHS111</li> <li>• NHS app</li> <li>• Local authority/NHS/community sector signposting</li> </ul>
“Get the most out of primary care”	<ul style="list-style-type: none"> <li>• Modern primary care – specialisms</li> <li>• Value of triage</li> <li>• Receptions/care navigators – professional role</li> </ul>
Internal	<ul style="list-style-type: none"> <li>• Health and wellbeing support in each org</li> <li>• Humber Coast and Vale activity implemented locally – bereavement support, mental health focus, resilience hub</li> <li>• External facing Zero tolerance abuse campaign</li> </ul>
H&C recruitment	<ul style="list-style-type: none"> <li>• Make care matter</li> <li>• NHS healthcare recruitment (national)</li> <li>• Local care recruitment (York)</li> </ul>

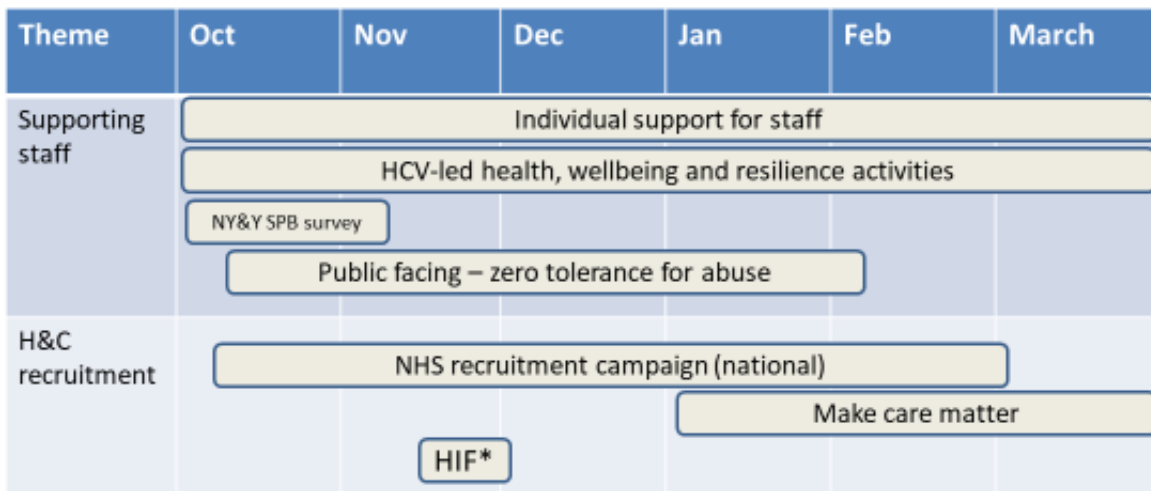


# Timescales



\* Prescriptions early/self-care/preparedness over holidays

# Timescales



\* Harrogate Integrated Facilities – Nov recruitment activities for vital hospital staff