

Title of Meeting:	NY CCG Governing Body			Agenda Item: 4.3									
Date of Meeting:	23 June 2022			<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	
Session (Tick)													
Public	X												
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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"> <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											
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 team's recent activities including public engagement, active involvement in the current integrated care transformation, and support for a number of programmes across the office as we emerge from Covid.													
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	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>
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Any statutory / regulatory / legal / NHS Constitution implications

- 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**

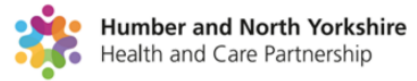
This paper provides highlights of key activities since April 1 2022.

Integrated care transition

Members across the team have been actively involved in supporting our transition towards the NHS Humber and North Yorkshire Integrated Care Board at both place and corporate level.

- **ICB engagement strategy:** The NHS Humber and North Yorkshire Integrated Care Board (ICB) Engagement Strategy, required to be in place on 1 July, has been co-authored by the North Yorkshire CCG head of communications and engagement and the Hull CCG head of engagement. The document has recently been endorsed by the ICB designate executive director of corporate affairs and designate executive director of communications, media and marketing before going to the ICB on 1 July for final sign off. Over 250 people from North Yorkshire contributed to development of the strategy.
- **NY Place engagement strategy:** Relatedly, we have begun foundation work to consider the best model of engagement for North Yorkshire Place as we move into a new landscape. This review and refresh will pull in wide local knowledge, partnership working and fully focus on reducing health inequalities and hearing from people we may not have heard from in the past, consistent with the expectations of the new ICB engagement strategy. This month we are working with North Yorkshire PCNs to better understand their aspirations for engagement, gathering evidence from our current patient partner network and discussing best practice with colleagues at North Yorkshire County Council.
- **Website transition:** Operational web transition work for the six ICB Places (Hull, North Yorkshire, East Riding, North Lincolnshire, North East Lincolnshire and York) is being lead from within the team, drawing on recent experience in merging three North Yorkshire CCGs in 2019/20. Work is currently focusing on what must be in place for day one and developing midterm objectives for web transition.
- **Aligned working:** A fortnightly meeting is now in place for bringing the six Place heads of function and the designate executive director of communications, media and marketing together to help align decision making across the geography. We are also part of the ICB communications and engagement primary care subgroup.
- **Corporate activities:** The team has also been actively involved in providing professional expertise for corporate ICB activities, such as:
 - Technical and digital support for the 'Celebrating and sharing outstanding General Practice across the Humber and North Yorkshire Health and Care Partnership' event which brought together around 150 primary care colleagues across Humber and North Yorkshire and
 - Authoring the Humber and North Yorkshire Health and Care Partnership submission to the HSJ awards in the vaccination category 2022.
 - Communications input into the continuing health care and finance working groups to ensure smooth transitions for patients, providers and partners as we move through 1 July.

involving people and communities

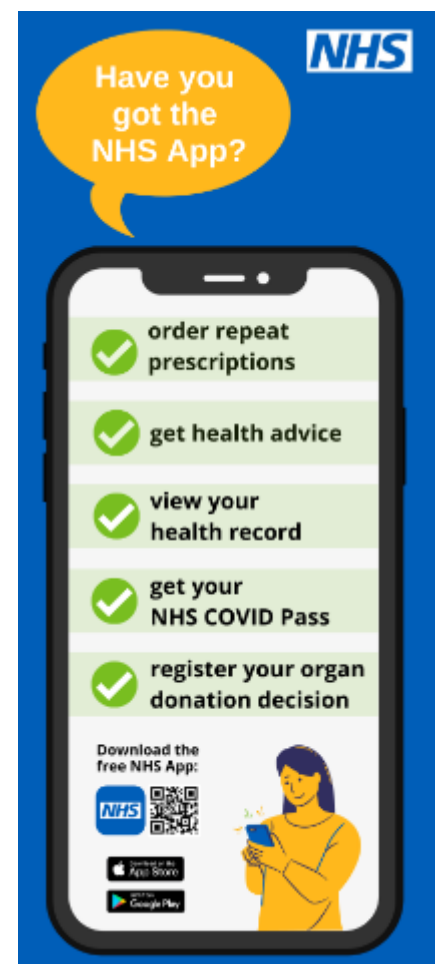


- Hold honest and open conversations
- Involve people in being part of the solution
- Learn from each other and feed back
- Focus on population health needs
- Listen to communities and value contributions
- Seek the voice of the seldom heard
- Develop trust and relationships

Proactive campaigns to change behaviour

With less activity around the Covid-19 vaccination programme and decreasing numbers of Covid-19 infections we have been able to invest more time in proactive campaigns over the last few months.

- **Sustained support for self-care:** We have developed a 'Self-Care Tip of the Week' campaign which will run from 6 June into autumn. The campaign focuses on short-term minor ailments that can be treated with over-the-counter solutions from local pharmacies. The campaign aims to reduce reliance on primary care to treat minor conditions and increase awareness of the expertise within community pharmacies. We have worked collectively with colleagues both within and outside the CCG in developing the campaign. Materials have been welcomed by primary care and pharmacy colleagues and also shared with ICB, Healthwatch and North Yorkshire Local Resilience Forum partners.
- **Promoting the Community Pharmacy Referral Scheme:** We have been working with colleagues from the medicine management team to develop materials to promote the community pharmacy referral scheme. This will provide tangible assets for Primary Care Networks to use for best impact in their area.
- **Modern primary care:** Since the launch of the CCG's #MyLocalPractice campaign in December 2021, we have expanded our suite of assets to printed materials. Items include posters, flyers and fridge magnets with key messages and quick guides to help explain how practices work as well as right care, highlighting the different roles in primary care and the benefits of the NHS App. These printed materials have been developed upon request from Healthwatch North Yorkshire who are sharing directly with our communities at their summer roadshow events which will be taking place in dozens of locations over the next few months.
- **The Go-To development:** We have been working with the Children and Young People's team to further develop the Go-To website as a main point of information for mental health information. Mental Health Awareness Week in early May provided a great opportunity to promote the site. We have also recently developed a new '[mini marketplace](#)' and have been worked with partners to develop an animation to help promote The Go-To via our social media channels. This was launched earlier in June.



Continued focus on engagement

- **Catterick Integrated Care Campus:** Since the re-launch of the Catterick Integrated Care Campus programme engagement in March 2022, the CCG, together with MOD and industry partners have hosted two stakeholder events. To date, over 60 attendees have had the opportunity to view initial design concepts, offer suggestions and submit queries around the proposed new health and care facility. The outcomes of this engagement will support the planning application submission and be a solid foundation for further public engagement throughout the summer.
- **Children and young people autism assessment service:** In April we began a review of the existing children and young people's autism assessment service in North Yorkshire. The team lead activities designed to hear from service users, parents, carers and families who have used the services and GPs, healthcare professionals and teachers who refer into it. We ran three indepth focus groups for those who had experienced the service, complemented by targeted surveys. We received 165 completed responses to the service user survey, 27 GP/healthcare professional survey and 32 from teachers across North Yorkshire.
- **NYCCG Patient Partner Network:** During May 2022, we completed our spring cycle of the Patient Partner Network meetings. Representatives from the local Primary Care Networks were invited and gave an update on how the PCNs are developing in the local areas and the new roles available in primary care. We have begun to work with patient partners to plan for the October annual conference which brings the three local groups together.



Improving services and encouraging access

- **Covid-19 vaccination rollout:** Ongoing responsive work to support the vaccination programme continues. As throughout the programme we routinely create bespoke messaging and graphics for partners to use, make full use of our own social media channels to push vaccine opportunities and continue to keep our website content current.
While our web analytics show there is not the same level of interest in vaccination content as at the turn of the year, our vaccination pages continue to attract healthy traffic, with approximately 20,000 visits to the two main vaccine pages during the two months of April and May.
- **Community Mental Health Transformation programme:** Co-production has been the foundation of this programme since it launched in 2021. More recent developments have included input from people with experience of mental health issues in the design of branding and branding guidelines (expected to launch by July 2022). The communications working group has also supported the launch of Complex and Emotional Needs webinars open to health and care professionals, patients, people with lived experience, families and carers and the wider public.
- **Activity pack:** An activity pack has been co-developed with NYCC for adults with learning disabilities to offer useful information, fun activities and guidance on healthy eating. This is the latest in a suite of activity packs developed in partnership with the local VCSE sector

(Keyring) and self-advocates: <https://northyorkshireccg.nhs.uk/wp-content/uploads/2022/05/Healthy-eating-activity-pack-FINAL-1.pdf>

- **SEND (special educational needs and disabilities) developments:** The SEND training materials for all NY&Y NHS providers co-produced by Parent Carer Voice, local authority partners, NYCCG and NHS providers has been the first in country to be ratified by NHSE/I. In addition, significant work has taken place to develop and improve the current webspace for CCG Special Education Needs and Disabilities (SEND) information supporting staff, clinicians, partners, patients, families and carers (<https://northyorkshireccg.nhs.uk/send/>; <https://northyorkshireccg.nhs.uk/transitions/>; <https://northyorkshireccg.nhs.uk/transition-young-person/>)
- **Armed Services Forces Single Point of Contact:** We have been providing communications support for this programme due to go live on 1 July. It will provide a single a point of contact for armed forces families and veterans, providing support and guidance to navigate the NHS on transfer, transferring or residing in the local area by 1 April, 2022. It aims to provide an easily accessible guidance and signposting on NHS services.

Supporting CCG staff

- **CCG Tea party:** A working group began in late 2021 and continued into 2022 to plan an all staff social event to celebrate the work of the CCGs in North Yorkshire over the last ten years. The event took place on Tuesday 10 May and was attended by more than 65 members of staff. The event was well received and feedback has been positive.

We created a 'special edition' magazine which highlighted accomplishments across North Yorkshire CCG and its predecessors which we shared at the event, via the staff portal and in our CCG offices.

- **Staff groups:** As we move through transition we are maintaining an active North Yorkshire Place staff engagement group as well as participating in the Humber and North Yorkshire staff wellbeing group. Together these groups provide forums to discuss key issues of interest to staff at local level as well as sharing best practice, experience, planning and alignment across our broader geography.

- **Health and wellbeing app:** Humber and North Yorkshire Health and Care Partnership has recently released a personalised interactive app to support health and wellbeing. Anecdotal feedback locally has been positive.



Humber and North Yorkshire
Health and Care Partnership



Humber and North Yorkshire
Our People

Everything you need to take care of your wellbeing in one place

A new app for health, care and emergency service staff living and working in North and North East Lincolnshire, Humber, East Riding and North Yorkshire.

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