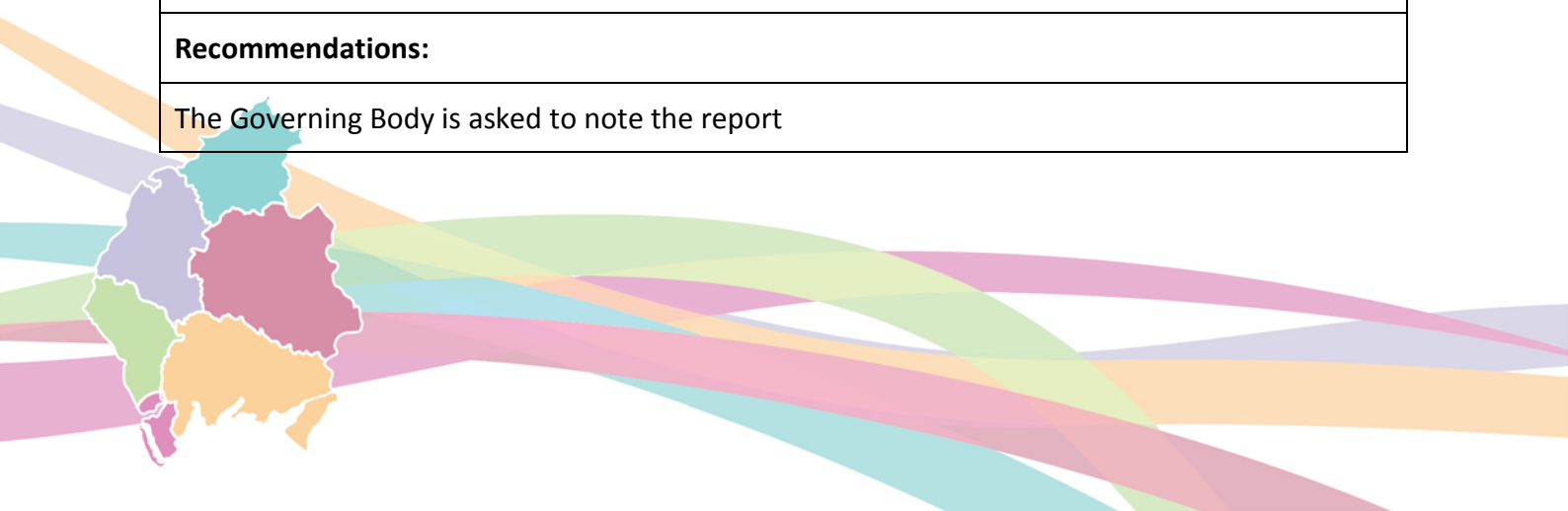


NHS Cumbria CCG Governing Body	Agenda Item
1 April 2015	15

Communications & Engagement Report – March 2015

Purpose of Report:
<p>To highlight communications and engagement activity over the last year, including publication and campaigns.</p> <p>To provide information on Freedom of Information requests, MP Enquiries and complaints.</p>
Key Issues/Considerations:
<p>The following is a brief snapshot of the number of enquiries the CCG deals within in communicating and engaging with its stakeholders.</p> <p>228 FOI's received since April 2014. Key themes: finance, contracting, prescribing and medications. Current response within 20 working days.</p> <p>68 MP letters, with a response time of ten days. Key themes: individuals (treatment /medication), continuing health care and transport.</p> <p>300 media enquiries</p> <p>116 press releases campaigns.</p> <p>Communications & Engagement Plans around the two big development programmes of BCT & TFHF.</p> <p>Issues for complaints reflect similar issues to those above. The information relates to those received concerning commissioning, over 50 complaints were redirected as they related to provider organisations such as GP Practice (11), CPFT (6), NCUHT (20) NHS England (11).</p>
Recommendations:
The Governing Body is asked to note the report



CCG Objectives:
<ol style="list-style-type: none"> 1. Quality: Implement clear systems to improve clinical effectiveness, patient experience and safety 2. Performance and Outcomes: Ensures continuous improvement in performance standards and outcomes through 3. Strategic Commissioning: Lead the development of a strategy for sustainable services in the context of rising demand and reduced resources 4. Primary Care Development: Support primary and community care development including reducing variation, workforce development and integrated clinical information 5. Engagement and Partnerships: The CCG actively involves our member Practices, patients and partners in our decision making 6. Organisational Development: Continuously improve the performance of the organisation in line with our values
Statutory/Regulatory/Legal/NHS Constitution Implications
N/A
Assurance Framework:
N/A
Finance/Resource Implications:
N/A
Implications/Actions for Public and Patient Engagement:
Relates directly to public and patient engagement.
Equality Impact Assessment:
N/A

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Date Report Written	March 2015

Communications & Engagement Report

March 2015



Communication & Engagement Objectives

To effectively communicate and engage with stakeholders the CCG's communications team has set itself objectives that encompass its key role in effective engagement:

1. External Communications

- 1.1. Build confidence in the CCG as a responsive commissioning organisation
- 1.2. Develop excellent relationships with key partners and stakeholders
- 1.3. Ensure stakeholders have easy access to the information they need in a way they would choose to access it
- 1.4. Ensure that the CCG and its activities are fairly and accurately represented by the media and other external agencies
- 1.5. Promote our successes, achievements and activities proactively both inside and outside of the organisation, inspiring confidence in local NHS services

2. Internal Communications

- 2.1. Contribute to staff morale through the proactive communications of successes and achievements both within and outside of the organisation
- 2.2. Actively encourage two-way communication using a range of options
- 2.3. Achieve involvement and engagement of clinicians and non-clinical staff in key activities of the organisation

3. Engagement & Involvement

- 3.1. Enable all stakeholders to have a voice and encourage them to use it in terms of influencing the commissioning cycle
- 3.2. Build continuous and meaningful engagement with the public, patients and carers to influence the shaping of services and improve the health of people in Cumbria
- 3.3. Facilitate two-way communications wherever possible
- 3.4. Utilise patient experience and opinion to improve quality

NHS Cumbria Clinical Commissioning Group (CCG) aims to build on the experience of the clinically-led decision making within the NHS in Cumbria and to establish a reputation as an open and transparent organisation through extensive communication and engagement.



The CCG know there is much to do in building communications systems that consistently reach and connect with all communities across the county.

To ensure the CCG is able to meet their values and vision they need to work closely with all stakeholders. The CCG recognise that having good, clear two way communication is key to the success of providing the right healthcare, in the right place when needed.

Communications

Freedom of Information Requests (FOIs)

The Freedom of Information Act gives the right to all individuals to request access to information held by the Trust. The aim of the Act is to create a climate of openness in the public services and amongst other things, to inform people how public authorities make their operational decisions and how public money is used.

There have been 228 FOI's received since April 2014. It is a legal requirement of the act to respond with the requested information no later than 20 days of receipt. Of the 228 FOIs received only three were responded to after the 20 days with an average overdue time of one day. Key themes are finance, contracting, prescribing and medications.

MP Letters

NHS Cumbria CCG operates across the county and has six MPs within its boundaries as well as more in outlying areas such as Bentham. The CCG communicates regularly with MPs as it is vital they are kept aware of future plans and issues the CCG has or is dealing with. A vital part of this interaction is letters from MPs. Although not a legal requirement, the CCG has a strict policy of answering MP letters within ten working days of receiving them. However, this is not always possible as the information requested may need to be obtained from several organisations in the health system.

Between April 2014 and March 2015 the CCG has responded to 68 MP letters. Of these 48 were responded to within the ten day timeframe.

Information requested from MPs included constituency issues regarding health provision, budgetary concerns across the Cumbria health system and service provision in key areas of the county.

Press Releases & Media Enquiries

One of the objectives from the Communications & Engagement Strategy is to 'Ensure that the CCG and its activities are fairly and accurately represented by the media and other external agencies'. This involves producing proactive press releases and media opportunities; planning media campaigns to support CCG activities, monitoring media activity and reacting to inaccuracies by providing accurate and relevant information



Over the last year the Communications Office has received over 300 media enquiries and produced around 116 press releases. Press releases cover a wide range of issues from situations at the acute hospitals to awards for good community services.

Publications and Campaigns

Campaigns are run throughout the year, often to coincide with national campaigns, seasonal campaigns and awareness weeks.

Some examples are:

- **Health Builders** - The aim was to develop a way forward, ensuring the sustainability of continuing to provide existing materials and online content for the Health Builder Programme while developing pathway information and raise the profile of Health Builders to parents and partner organisations.
- **Choose Well** - The aim of the campaign was to raise awareness among the public of the Choose Well campaign, make it clear to the public that A&E and 999 services are for life-threatening and serious incidents only and promote self-care and the use of high-street pharmacy for common complaints. The campaign was primarily a digital campaign focusing on 'tweets' to provide a guide to NHS services and an app to advise the public which service to use and search for local providers.
- **Benzodiazepines** Campaign - NHS Cumbria Clinical Commissioning Group's GP members in Allerdale, Copeland and Carlisle are working with patients to help them gradually reduce their dosage of these drugs to zero and are highlighting the fact that they should only be prescribed for a maximum of 14 days and at the lowest effective dose.

Other campaigns were: Antibiotics; Community Pharmacy Minor Ailment Scheme; Mrs Carlisle; Workington Better Together; Healthy Cities;

Publications – There are two main publications:

- **The Bulletin** which goes out every two weeks and provides all staff with News from around the CCG; Training opportunities and Useful Links.
- **The Wave** which goes out quarterly providing less formal information for staff including celebrations, fundraising activities; competitions and articles

Regular News emails are sent out to all staff when required, to provide information that can't wait for a regular briefing.



Engagement Activity

Better Care Together

Over the last two years, local health and care leaders have worked with patients, the public, staff and a wide range of partner organisations to co-design a blueprint for a completely different way of working in primary, community, social and hospital care in Morecambe Bay. The outcome of this work is captured in the Better Care Together Strategy.

The Strategy is not a public consultation document. It has been produced to provide staff, local communities, regulators and key stakeholders with an overview of the work of the programme, to share recommendations based on the work done to date, and to provide a focus for further discussion about the future of local health and care services over the next five years.

Together for a Healthier Future

An extensive programme of public engagement including 13 roadshows took place in towns and villages across Allerdale, Copeland, Carlisle and Eden facilitated by Healthwatch. As well as two large events for the community and voluntary sector organised by Cumbria CVS. An independent research company held 20 focus groups and meetings with parish, district and county councillors.

The engagement was used to help raise awareness of the significant challenges facing the health economy but also to begin seeking views from people about emerging thinking about providing more services at home and in communities and also about consolidating some hospital services to ensure that these are safe and sustainable in the future.

There were also events for clinicians, including GPs, community staff, hospital doctors, nurses and other health and care professionals which again provided feedback to help inform the plan.

Cumbria Patients (iWGC) (Patient Experience)

NHS Cumbria CCG has established the UK's first patient experience system capable of receiving feedback from any aspect of care across the whole health economy. Launched in September 2014, the Cumbria Patients website allows patients, carers and families to leave feedback for all acute providers as well as GP practices, community and mental health services.

The system, provided by iWantGreatCare, gathers the Friends and Family Test responses alongside key questions which examine a broader spectrum of experience. Patients rank and rate their experience on a simple five star format and can leave 'free text'. So far the system has yielded over 60,000 reviews with all providers supplying key data to the system. A pilot for children's services, funded by NHS England last year, allows young people to register their feedback on wireless tablet devices. This has yielded over 15,000 reviews in all healthcare settings.



All patient feedback is anonymised but published on line in real time, without redaction or alteration except where there is evidence of inaccuracy or malice. The Cumbria Patients data set will be cross referenced with other forms of feedback (such as surveys, HealthWatch findings and other reference material) as the system develops and matures over the next months and years. NHS Cumbria CCG has established a continuous improvement group for all providers to ensure best practice for its public-facing website and the data used for management information and contractual purposes.



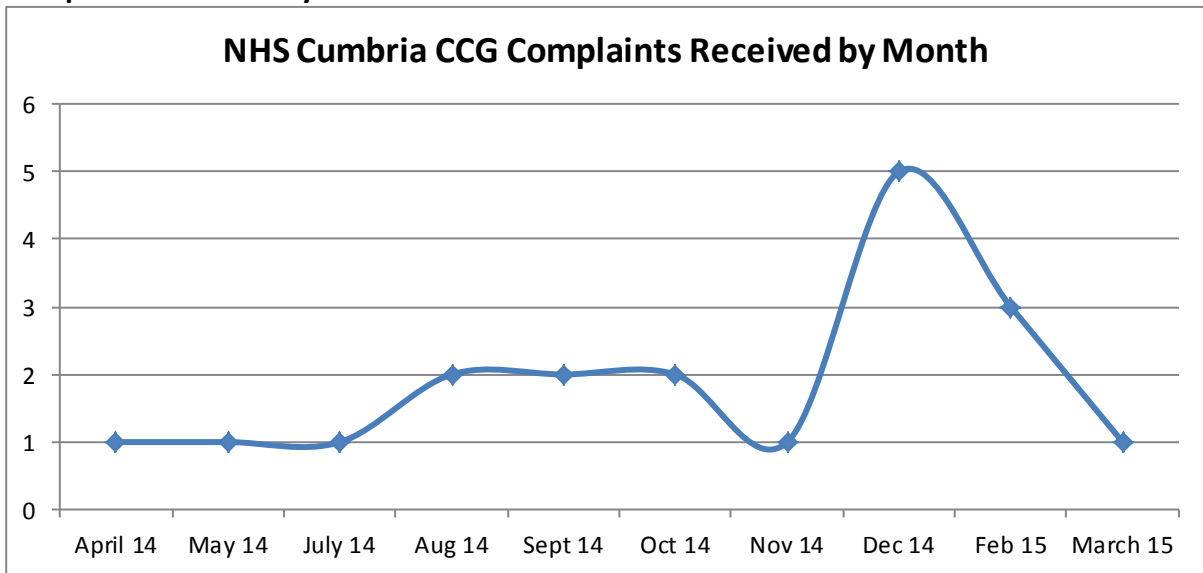
Complaints

The information below shows the nature of formal complaints received by the North of England Commissioning Support Unit (NECSU) who handles commissioning complaints on behalf of Cumbria Clinical Commissioning Group (CCG).

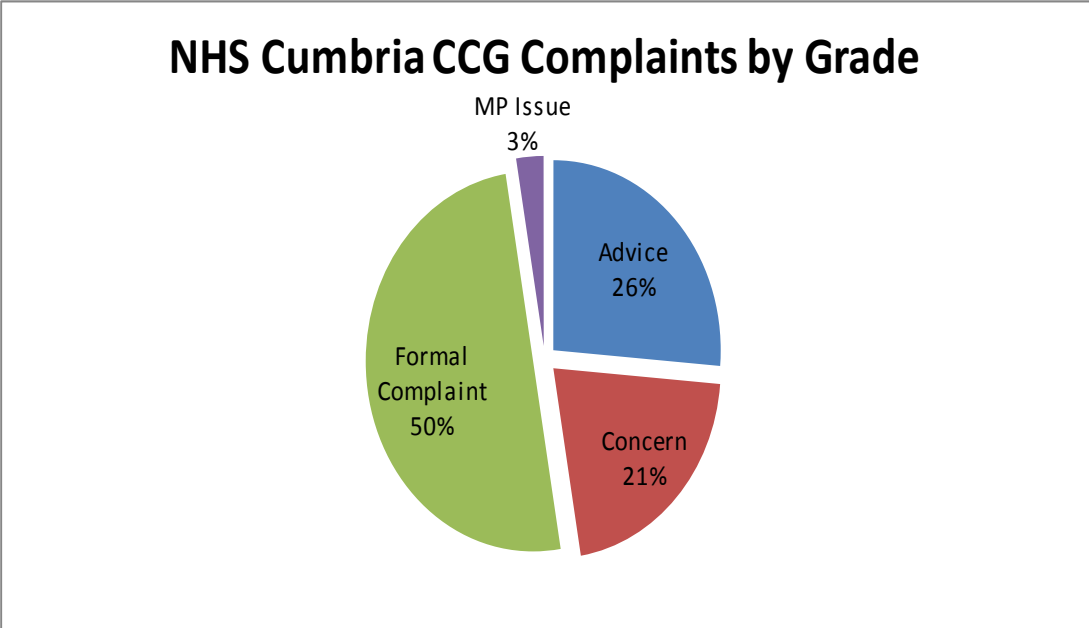
Complaint Details

50% of formal complaints received were regarding the services the CCG commissions from 1 April 2014 to 23 March 2015.

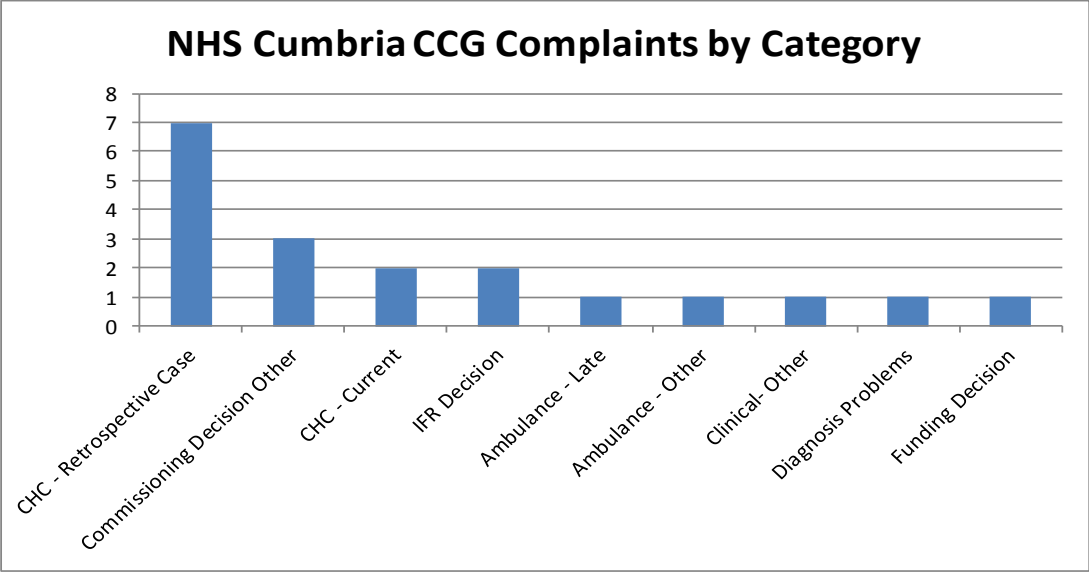
Complaints received by month



Breakdown of Cases Received by Grade



Breakdown of Complaints Received by Category



Sample of completed commissioning complaints received Cumbria Clinical Commissioning Group:

- Concerns about the IVF criteria for women who have a partner with a child from a previous relationship – **IFR decision complaint**



- Concerns for the safety of the population of West Cumbria due to services being transferred from West Cumberland Hospital to Cumberland Infirmary, Carlisle – **Commissioned change in service complaint**
- Contract issue in relation to ambulance transport service not fulfilling the role and arriving late for patients - **Ambulance/PTS complaint**
- Patient required assurances that CCG is satisfied that a commissioned service has acted appropriately – **Commissioning Decision Complaint**
- Concerns that a service commissioned by CCG triggered a delay in diagnosis – **Diagnosis problems complaint**
- Complaint regarding the CCG’s refusal to undertake a continuing healthcare retrospective review – **CHC Retrospective Case***

* There has been a significant reduction in CCG Continuing Healthcare Complaints in 2014/15 as NECS has recognised that many of the complaints relate to staff and CHC processes. Therefore, a number of CHC complaints have been dealt with as NECS corporate complaints.

Number of Redirected Complaints/Concerns

Complaints/Concerns initially dealt with by Clinical Quality Team and redirected to the relevant organisation for investigation from April 2014 to March 2015:

<i>Organisation</i>	<i>Complaint/Concern Number</i>
Cumbria Partnership NHS Foundation Trust	6
GP Practices	11
NHS England	11
North Cumbria University Hospitals Trust	20
North West Ambulance Service	4
Morecambe Bay University Hospitals Trust	5



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