

NHS North Cumbria CCG Governing Body	Agenda Item
5 April 2017	10

Communication & Engagement Report

Purpose of the Report							
This report sets out the communication and engagement activity over the last 12 months for NHS Cumbria CCG.							
Outcome Required:	Approve		Ratify		For Discussion		For Information
							x
Assurance Framework Reference:							

Recommendation(s):
The Governing Body is asked to:
Recommendation 1: Note the content of the report

Executive Summary:
Key Issues:
<p>The focus of activity has been largely on the two formal public consultations carried out in 2016-2017</p> <ul style="list-style-type: none"> • Healthcare For The Future for west North and East Cumbria • Helme Chase <p>The team also deals with</p> <ul style="list-style-type: none"> • MP enquiries • Freedom of Information Requests (FOIs) • Media enquiries • Public enquiries • Parliamentary enquiries • Website and social media • Engagement advice for teams

Key Risks:

- Capacity to respond to all demands
- Reputation of the organisation

Implications/Actions for Public and Patient Engagement:

The team offer support and advice to any teams requiring information about the importance and methods for patient and community engagement.
The process of consultation has involved huge amounts of engagement and public and patient feedback.

Financial Impact on the CCG:

No financial impact on the CCG.

Strategic Objective(s) supported by this paper:	Please select (X)
Support quality improvement within existing services including General Practice	
Commission a range of health services appropriate to Cumbria's Needs	X
Develop our system leadership role and our effectiveness as a partner	X
Improve our organisation and support our staff to excel	

Impact assessment: (Including Health, Equality, Diversity and Human Rights)	Not applicable
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Conflicts of Interest Describe any possible Conflicts of interest associated with this paper, and how they will be managed	No conflicts of interest have been identified arising from the issues addressed in this report.
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Lead Director	Chief Operating Officer
Presented By	Head of Communications and Engagement
Contact Details	julie.clayton@cumbriaccg.nhs.uk
Date Report Written	29 March 2017

Communications & Engagement Report

April 2017



Communication & Engagement Team

The last 12 months have been a busy time for the NHS Cumbria Clinical Commissioning Group (CCG) Communications and Engagement team. The organisation has led two formal public consultations with engagement with the community and staff leading up to these consultations. In 2016-17 there has also been considerable work to build our social media presence, improve and develop the website, and support the system, sharing health messages and supporting health campaigns.

The team deal with all Freedom Of Information requests (FOIs), MP and parliamentary enquiries, as well as general public and media enquiries. There is also support for primary care recruitment and developments.

There has also been a substantial amount of work connected with boundary change and ensuring the resilience of processes into the new organisations.

Priorities

Work has continued to stabilise the systems and processes within the office ensuring that the team works effectively, meeting statutory deadlines and answering other queries in a timely manner.

The focus of work reflects the CCG's priorities:

- South Cumbria and Better Care Together / Bay Health and Care Partners
- West, North and East Cumbria and Healthcare For The Future
- Mental Health

We anticipate the focus moving forward for NHS North Cumbria CCG will continue to be system wide in line with the West, North and East Cumbria Sustainability and Transformation Plans (STP) and also the development of Integrated Care Communities (ICCs).

There has been considerable work with the team at the new NHS Morecambe Bay CCG to ensure a well-supported handover.

Major Projects

Healthcare for the Future

The work around a new clinical strategy for West, North and East Cumbria has been a huge focus for the team - engaging with the community and stakeholders about the emerging options from

April, responding to media enquiries, holding staff sessions, supporting the development of a consultation document and briefings for the wncumbria.nhs.uk website. This work was in support of the consultation, which took place between 26 September 2016 and 19 December 2016.

The consultation was conducted by the combined communications team from NHS Cumbria CCG, Cumbria Partnership Foundation NHS Trust, North Cumbria University Hospitals Trust, the North West Ambulance Service and Freshwater.

The consultation process was agreed by NHS Cumbria CCG's Governing Body and Cumbria County Council's Health Scrutiny Committee. It was quality assured by the Independent Consultation Institute.

It included:

- 17 public meetings
- 26 stakeholder meetings and deliberative events
- An online questionnaire filled in by 2,857 people
- Paper questionnaire filled in by 840 people (and 14 Easy Read versions)
- A telephone survey completed by 1,002 people.
- 202 letters and e-mails (from individuals)
- 115 letters and email submissions from organisation.
- 20 Healthcare For The Future specific staff sessions.

Following the end of public consultation the feedback was independently analysed by The Campaign Company.

The Communications and Engagement Team supported the decision making process and the Governing Body meeting at the Oval Centre in Workington on 8 March 2017.

Helme Chase Consultation

The Communications and Engagement Team led a six week consultation into plans to make permanent an interim change introduced in December 2014 which sees midwives working on call at Helme Chase midwife-led unit out of hours.

The process was agreed by Cumbria County Council's Health Scrutiny Committee and the team worked closely with the Bay area Maternity Services Liaison Committee (MSLC) to ensure the material was tailored to new mums and women of child bearing age who may use the service in future. The team informed all elected members in and around Kendal (covering the catchment area for Helme Chase) contacted every school and asked them to share information with their parents. There was a lot of media coverage at the start and around an MSLC-led event. The team contacted appropriate groups on social media and commissioned some independent research with new mums and women of child bearing age.

Better Care Together

We have continued to support the work of Better Care Together including the development of ICCs and supported and promoted events for the public including a living with cancer event organised by Macmillan.

Communications

Freedom of Information Requests (FOIs)

The Freedom of Information Act gives the right to all individuals to request access to information held by NHS Cumbria CCG with a response within 20 working days.

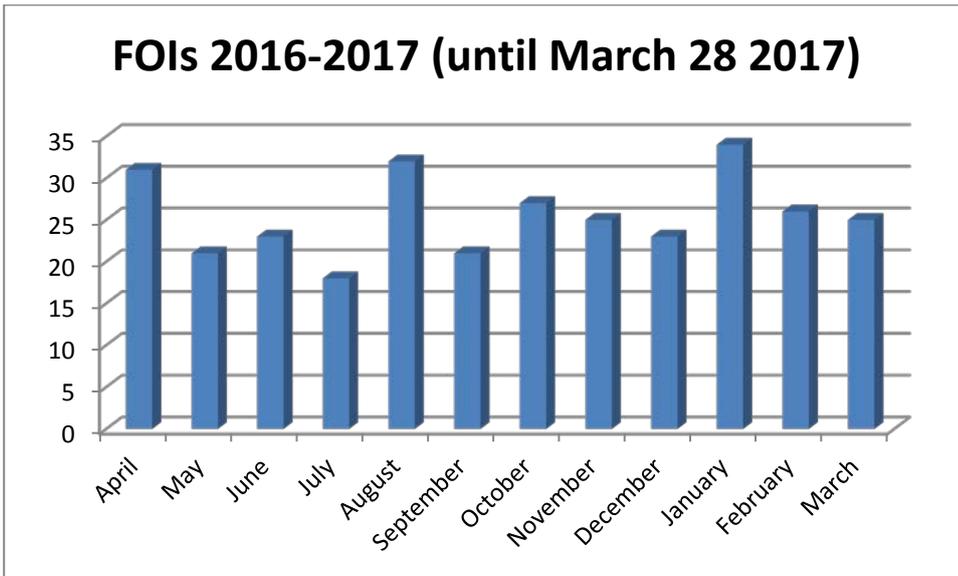
There have been 306 FOI requests received since April 2015 (up until March 28th 2017), compared to 274 in 2015-16. Key themes in 2016-17 have included, Information Technology, finance, contracting, staff/human resource information, prescribing & medications, IFR (Individual Funding Requests) and CHC (Continuing Health Care), as well as information about the process around Healthcare For The Future.

This year has continued to show an increasing number of FOI requests, particularly from drug companies and IT companies.

Several FOI requests required us to take legal advice.

This chart shows the monthly breakdown of FOI requests.

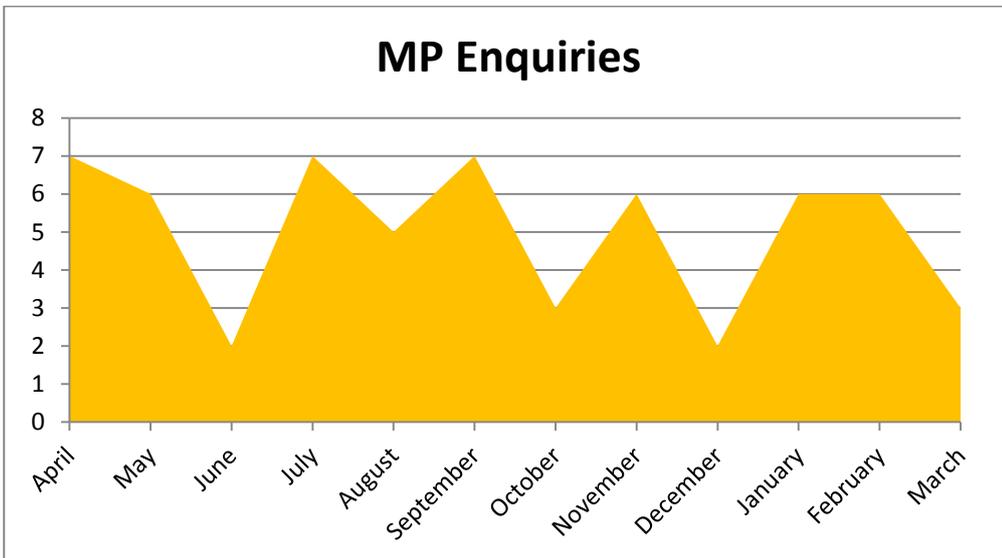
FOIs	
Month	Total received
April	31
May	21
June	23
July	18
August	32
September	21
October	27
November	25
December	23
January	34
February	26
March	25
	306



MP Letters

During 2016-17 the CCG has received 60 MP letters (up until March 28th 2017).

The team must respond to these enquiries within ten working days. Many of the letters from MPs relate to the experience and treatment received by individuals. Other themes during 2016/17 included continuing health care, transport, IFRs (Individual Funding Requests), and also letters in relation to the Helme Chase consultation.



MP Enquiries	
Month	Total received
April	7
May	6
June	2
July	7
August	5
September	7
October	3
November	6
December	2
January	6
February	6
March	3
	60

As well as enquiries from Cumbria's 6 MPs, there was one other enquiry from an MP out of the county about our readiness to support refugees.

Parliamentary Enquiries

Parliamentary enquiries come from the Senior Briefing Officer at NHS England in response to questions raised by local MPs in the House of Commons or through the Department of Health. They are usually at short notice and require a quick turn-around.

There have been 20 requests in 2016-17.

Parliamentary enquiries	
Month	Total received
April	2
May	1
June	2
July	4
August	1
September	0
October	1
November	4
December	3
January	1
February	0
March	1
	20

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.

The team produced 68 press releases in 2016-17 covering a wide range of issues. These include the Choose Wisely campaign - advising people to only use A+E for serious and life threatening emergencies – seasonal advice, keeping communities up to date with the latest information on consultations, meetings, decision making, processes, training, recruitment campaigns and supporting national NHS campaigns (for example 'Winter Wellness').

Digital Engagement

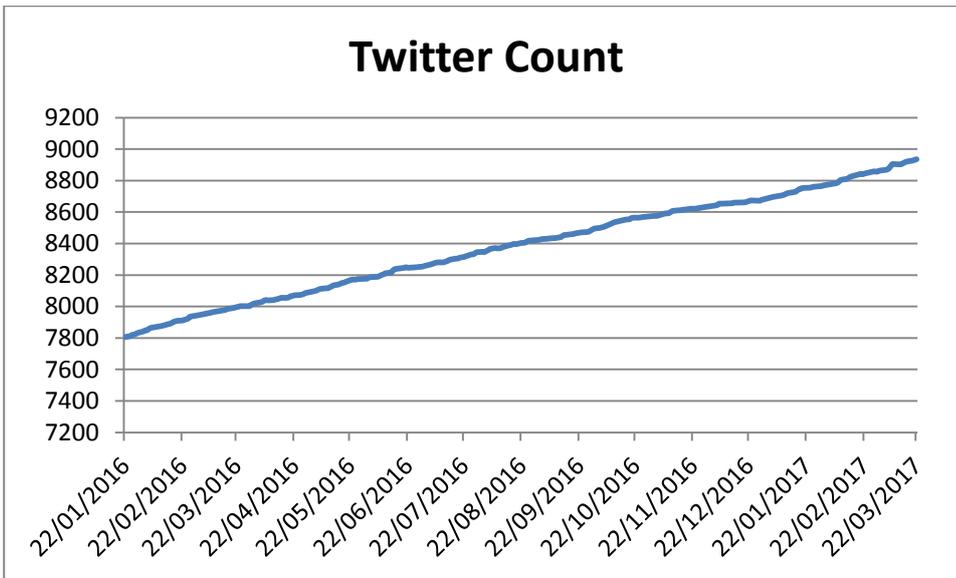
Website

The NHS Cumbria CCG website has had a substantial update to make navigation more intuitive and to ensure easy access to the things we know the public are looking for. The images have been updated and a GP recruitment section with information about supportive schemes and GP vacancies has been well used by member practices.

The NHS Cumbria CCG intranet went live in September 2016 It needs more development and promotion as we move forward, but is useful as an internal information and document sharing tool.

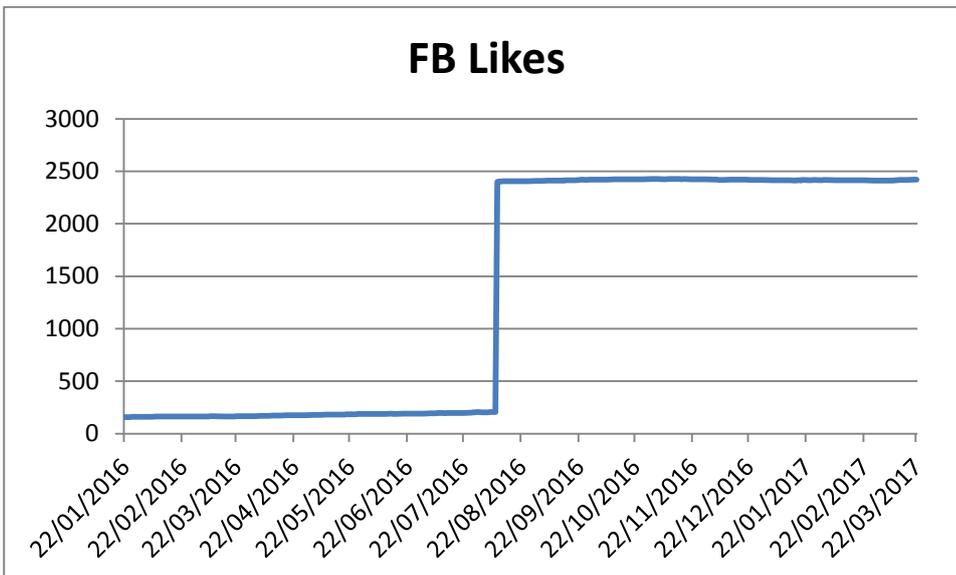
Social media

Twitter – Twitter is an important tool for communicating health messages. There has been steady growth in both interaction and followers (almost 9,000).



Facebook – Facebook is a more difficult media for maintaining and building interaction. We get regular interaction including likes and shares.

Two accounts were merged in August turning a few hundred followers into a few thousand followers. It is an important mechanism for sharing health messages.



Publications

Publications – There are two main publications and a briefing from senior leaders:

- **GP News** – produced every two weeks to GPs and Practice Managers providing updates on the quality and performance, clinical and service updates and event and training opportunities.

- **Staff News** – produced every two weeks and bringing together a wide range of useful information for staff. This includes updates on the key programmes of Healthcare For The Future, Better Care Together and Mental Health. The publication has also had some improvements over the course of the year – acting on feedback from staff in engagement groups.
- **From Hugh until August 2016** – an ad hoc communication briefing from the Chief Clinical Officer to staff providing updates on key developments within the organisation.
- **Update from Stephen** – an ad hoc communication from the Chief Executive providing updates when needed.
- **Systemwide updates** – an ad hoc systemwide update from the three chief executives CCG / NCUH / CPFT.
- Update emails are sent out to all staff, GPs and Practice Managers when required, to provide information that can't wait for a regular briefing. This could be urgent safety updates or updates in challenges within the NHS in Cumbria affecting patient experience.

Engagement Activity

The CCG is committed to engaging with patients, the public, community groups, staff and clinicians.

- West Cumbria Community Forum
- Direct contact with groups
- MSLC
- Consultation public meetings, smaller sessions reaching out to those who don't self select
- Action for Health network
- CVS
- Although the focus for engagement this year has been the three key programmes reported on earlier in the report, below are some examples of other engagement activity that has happened over the last year.

For more information contact...

Julie Clayton, Head of Communications and Engagement
NHS Cumbria Clinical Commissioning Group
Lonsdale Unit
Penrith Hospital
CA11 8HX

tel. 01768 245490

email. Communications.team@cumbriaccg.nhs.uk

