

GOVERNING BODY MEETING

COMMUNICATIONS AND ENGAGEMENT REPORT DECEMBER 2018

Date of Meeting	December 5 2018	Agenda Item	12
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CCG Corporate Objectives

Through better commissioning, improve local health outcomes by addressing poor outcomes and inequalities	x
To work collaboratively to create safe, high quality health care services	
To maintain financial balance and improve efficiency and productivity	x
To deliver a step change in the NHS preventing ill health and supporting people to live healthier lives	
To maintain and improve performance against core standards and statutory requirements	
To commission improved out of hospital care	

CCG High Impact Changes

Delivering high quality Primary Care at scale and improving access	x
Self-Care and Early Intervention	x
Enhanced and Integrated Primary Care and Better Care Fund	
Access to Re-ablement and Intermediate Care	
Improved hospital discharge and reduced length of stay	
Community based ambulatory care for specific conditions	
Access to high quality Urgent and Emergency Care	
Scheduled Care	X
Quality	

Clinical Lead:	Penny Morris	
Senior Lead Manager	Lucie Higham	
Finance Manager	Roger Parr	
Equality Impact and Risk Assessment completed:	n/a	
Is a Data Protection Impact Assessment Required?	n/a	

Data Protection Impact Assessment completed:	Not required	
Patient and Public Engagement completed:	On Going Engagement with the Public on a range of commissioning Activities	
Financial Implications	Within Budget	
Risk Identified	Engagement risk is reducing	
Report authorised by Senior Manager: Iain Fletcher		

Decision Recommendations

The Governing Body is requested to:

1. Note the contents of the report;
2. Feedback any comments or suggestions in relation to communications and engagement activity and comment on future plans;
3. Receive a further report at its meeting in March 2019.

CLINICAL COMMISSIONING GROUP (CCG)

GOVERNING BODY MEETING

DECEMBER 5, 2018

COMMUNICATIONS AND ENGAGEMENT REPORT DECEMBER 2018

1 Introduction

This report provides an analysis of communications and engagement activity by the CCG over the last quarter.

2 Background

NHS Blackburn with Darwen CCG is supported in its communications and engagement activity by the Midlands and Lancashire Commissioning Support Unit. The Communication and Engagement Team operates as one team with NHS East Lancashire CCG colleagues, to realise the benefits of economies of scale and avoid unnecessary duplication.

3 Communication and Engagement Report 5th December 2018

3.1 This report provides a summary of activity on communications and engagement by Blackburn with Darwen CCG between September 2018 and December 2018. It covers a wide range of activity, including:

- Engagement including staff and stakeholder;
- Proactive and reactive media relations;
- Integrated communications
- Design and marketing;
- Website and digital media;
- Campaigns: and
- Future work.

4 Overall assessment

4.1 The main focus for the Communications Team this quarter has been developing and delivering this year's Pennine Winter Campaign. Blackburn with Darwen CCG, East Lancashire CCG, and East Lancashire Hospitals NHS Trust (ELHT) are working in collaboration to support the national 'Stay Well This Winter' campaign and the local Pennine Lancashire 'More Than You Think' (Think Twice) campaign(s). It is aimed at ensuring people who are most at-risk of preventable emergency hospital admission are aware of and, wherever possible, motivated to take action that may avoid admission this winter; raising awareness of the many services available to the public; avoiding unnecessary A&E attendance and informing people of when and why they should attend A&E/Urgent Care Centre's. (See Appendix 1)

4.2 The highlight of this quarter was the CCG's AGM on Wednesday, September 27 and a stakeholder engagement event which was held beforehand. A wide variety of different stakeholders from the borough attended the event which included presentations by Dr Penny Morris, Mr Graham Burgess and Mr Roger Parr, followed by a question and answer session. Two case studies were also presented by Dr Muzaffar Pervez and Dr Preeti Shukla. The feedback from attendees was very positive.

5 Proactive and Reactive Media Management

5.1 The Communications Team have continued to be proactive in terms of media management.

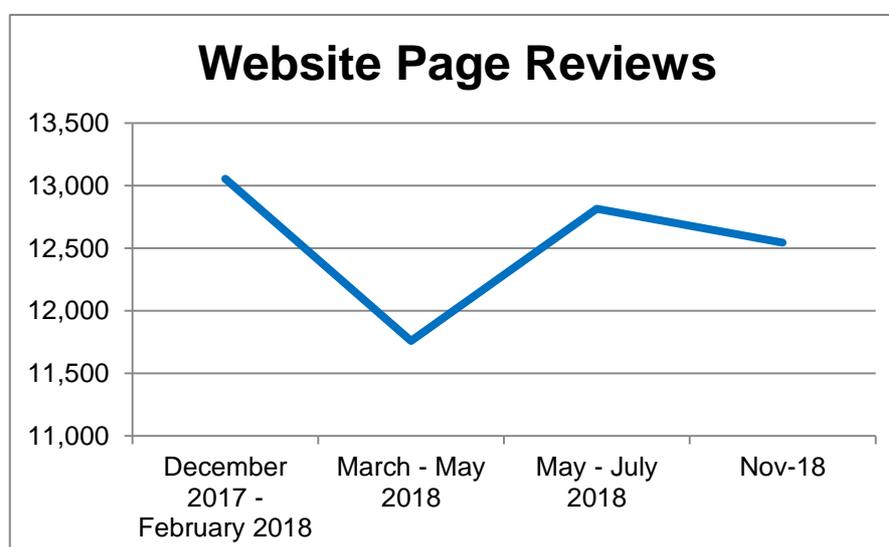
5.2 Comparison over the last 12 months :

PR activity	June 1 2018 – August 31 2018	March 2018 – May 2018	December 2017 – February 2018	September - November 17
Media enquiries received	5	2	3	10
Proactive media releases issued	37	17	28	39
Proactive Facebook posts	167	98	191	181
Proactive Twitter posts	341	148	214	285

5.4 Website

5.5 During the quarter, there were 125,546 page visits and 26,555 page visitors. Press releases are posted in the news section on the website and there were visits during this quarter. If an article needs further promotion, it is promoted on the home page too.

5.6 Page reviews



5.7 The most popular pages during this quarter were:

- 1 - Home Visits: 1,509
- 2 - Pharmacy Opening Times - 156
- 3 - Contact us - 45
- 4 – About us - 42
- 5 –Health Care - 42
- 6 –Publication Scheme - 40
- 7 - Vacancy - Chair of the Governing Body - 39
- 8 – Bentham Road Surgery - 39
- 9 – Care data update - 39
- 10 – Self Care - 36

5.8 Most popular pages over the last 12 months were:

- 1 - Home – 4459
- 2 - Meetings - 719
- 3 - Policies and procedures - 679
- 4 - Pharmacy Opening Times - Easter Bank Holiday Weekend- 555
- 5 - Governing Body Meetings - 489
- 6 – Local Services - 460
- 7 - Contact us - 432
- 8 - Publication Scheme - 392
- 9 - Cancer G.P. and 25 year old patient encourage young women to have a smear- 364
- 10 - Governing Body Members- 362

6 Integrated communications

- 6.1** During the last quarter, the joint Pennine Lancashire Communications Team has continued to work together across all aspects of the service.

7 Design and marketing

- 7.1** The Midlands and Lancashire Commissioning Support Unit's Design team provide design support to the team through the CSU contract.

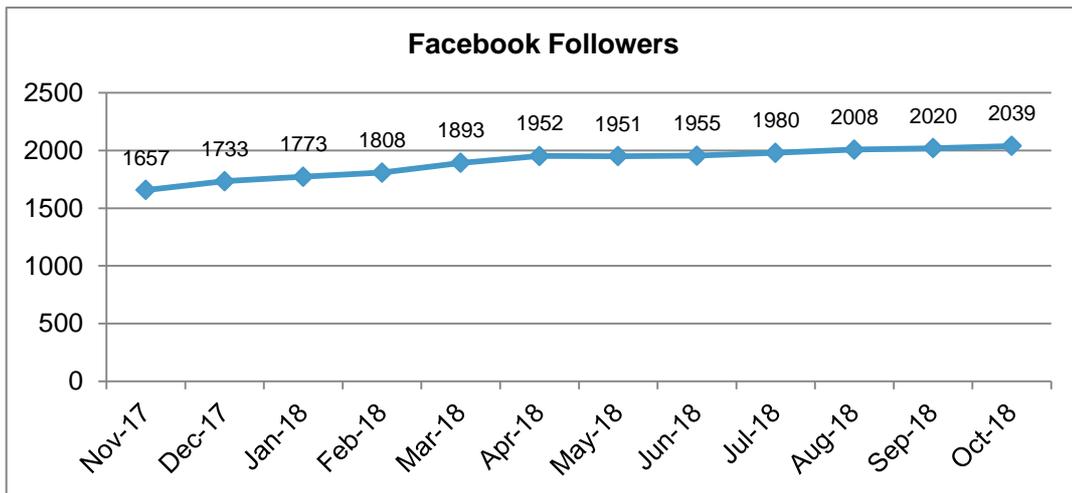
- Pennine Frailty Campaign – campaign aimed at promoting the free Falls assessment
- Annual Report Summary – 12 page document for the AGM
- Local Integrated Care Partnership – fact sheet for staff
- Local Integrated Care Partnership branding

8 Digital media

The Communications Team's has continued to use its digital channels effectively, particularly in relation to the Pennine Winter Campaign.

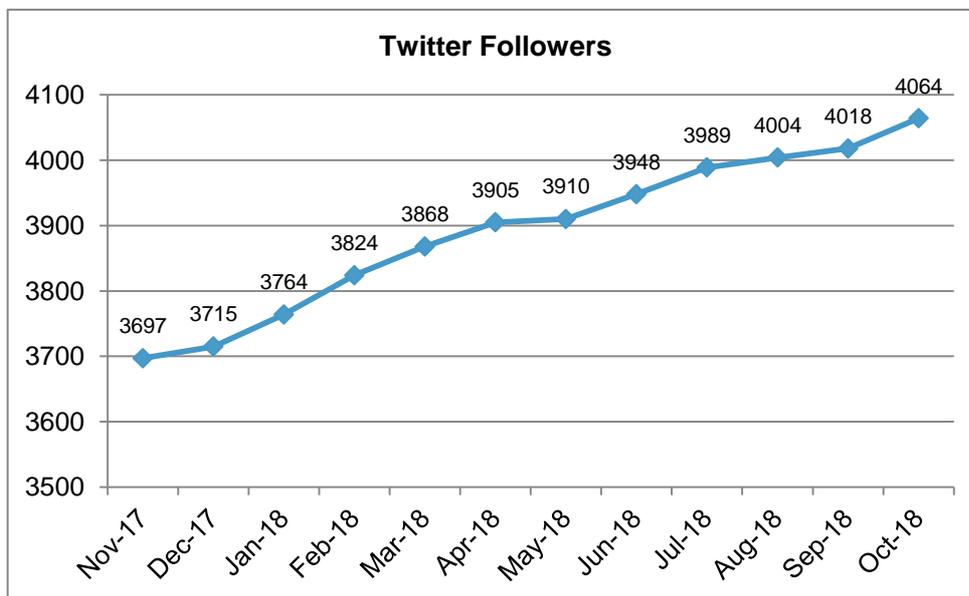
8.1 Facebook

8.2



8.3 Twitter

8.4



8.5 You Tube

Videos have again been widely promoted during the campaign and two new ones have been developed – a “Thank you” video for everyone who supported the Winter campaign last year and a Catch it, Bin it, Kill it film with local school children.

9 Campaigns and marketing

- 9.1** The CCG has once again used its successful Childhood Flu Campaign “Protect Your Family” from 2017 to promote the message about children aged two to 9 having the nasal spray vaccination. A key part of this year’s strategy was to target the top ten worst performing schools in terms of vaccine uptake. A letter and information pack was sent to every child within the eligible age range with information about the vaccination, particularly in relation to the ingredients. The team also worked with colleagues in other organisations such as Blackburn with Darwen Council, One Voice and Public Health.
- 9.2** The National campaign Stay Well This Winter was amplified as part of the local communications and engagement plan, in particular the new strand “Help Us Help You”. Community packs were sent to all stakeholders to help promote the campaign and key messages.

10 Engagement, Insight and Market Research

Extensive engagement was carried out with parents as part of this year’s Pennine Winter Plan throughout September and October to promote the school vaccination programme. Children’s Centres and play-centres were again used to target as many parents as possible and feedback was extremely positive.

- 10.1** During October, targeted engagement was also carried out by the team in Urgent Care centres alongside the Pennine Urgent Care Team as part of the ongoing conversation with the public as part of the Pennine Plan. The engagement was carried out during the day, the evening and at weekends in order to collate the public’s views at the time of use.
- 10.2** Engagement has been carried out in relation to a number of commissioning intentions including Audiology and community services as well as part of the Pan Lancashire Policy Harmonisation including varicose veins and sterilization reversal in males and females.
- 10.3** The team has supported the pan lancs audiology (NHS hearing aids) review and proposed procurement. This is led by the CCG and the communication and engagement team have supported this, across Lancashire. Two surveys and related reports of hearing aid users, and GPs have been produced following a communication campaign, and these have been considered by the Lancashire and South Cumbria Audiology Leadership Board. In addition, two audiology service users act as patient representatives on the ‘leadership Board and have helped to guide the patient involvement and patient perspective.
- 10.4** The communication and engagement team has also supported the Pan Lancashire and South Cumbria review and service redesign of CAMHS services. Known as Thrive, much of this work has been focused on coproduction of the service spec with children and young people. The findings from the co-production have been fed back to children and young people and a “You said, we did” report has been produced. The coproduction, communication and engagement will be continuing throughout the autumn and winter months, and is led by David Rogers, supported by communication and engagement teams from each of the involved CCGs and Trusts.

11 Staff Engagement

- 11.1** The Communications Team continues to support the monthly Team Brief at the CCG in terms of the newsletter
- 11.2** A number of staff events have organized during this quarter including a Macmillan Coffee Morning in Governing Body Meeting

September, a Halloween themed bake sale

12 Future work

- 12.1** The priority for the coming quarter for the Communication Team is the delivery of the Pennine Winter Plan, the development of a new Frailty campaign for Pennine, ongoing communications and engagement for the Local Integrated Care Partnership and the Ipsos Mori 360 survey.

13 Recommendation

- 13.1** The Governing Body is requested to:

- Note the contents of the report;
- Feedback any comments or suggestions in relation to communications and engagement activity and comment on future plans;
- Receive a further report at its meeting in March 2019.

Lucie Higham
Communications and Engagement Account Manager
December 5, 2018