

Report to Governing Body: 25th July 2013

Title	Communications and Engagement Activity Report
Sponsoring Clinical Leader	N/A
Author(s)	Rebecca Davidson, Arden Commissioning Support
Purpose	To update the Governing Body regarding Communications and Engagement activity during June 2013
Previously considered by	N/A

Executive summary

- A key highlight of our engagement activity in June was the CCG’s “Vision for Quality” event which was held for voluntary and community sector organisations at Bedworth Civic Hall. The event was well attended with over 60 representatives giving feedback.
- In June, we launched the NHS Warwickshire North CCG twitter account. We tweeted information about NHS Warwickshire North CCG and how people can get involved to help shape local health services.



- June also saw the CCG mark ‘Get Involved’ month, where members of the public were asked to become Health Champions to keep in touch with the CCG on a regular basis. We recruited more than 200 new Health Champions over the month of June.
- Two patient leaflets have now been designed, finalised and printed and will be distributed to practices, pharmacies and other settings. The first is an introduction to NHS Warwickshire North Clinical Commissioning Group and the second, ‘Have your say’, provides a patient survey for local health services.

WNCCG Objectives	Sub-objectives
Building an excellent CCG over the next 3 years that improves the outcomes for our patients, is a great partner to work with and a great place to work	Actively engaging, involving and learning from our patients, their carers and the public to drive quality improvements

Risk and assurance issues	
Equality and diversity issues	
Legal and regulatory issues	

Action required by the Governing Body

For information only

Communications & Engagement Report – June 2013

This report provides an overview of communications and engagement activity undertaken by the NHS Arden Commissioning Support Communications and Engagement Team on behalf of NHS Warwickshire North Clinical Commissioning Group (CCG) during June 2013.

Patient and public involvement

A key highlight of our engagement activity in June was the CCG's "Vision for Quality" event which was held for voluntary and community sector organisations at Bedworth Civic Hall.

As well as providing an introduction to Warwickshire North CCG and its clinical strategy, attendees were given briefing packs on four key workstream areas and the opportunity to participate in two workshops each. The workshops were facilitated by clinicians and members of the CCG team as well as partners from Warwickshire County Council.

Workshop themes

1. Dementia
2. Acute services for people in hospital with mental health needs
3. Access to health care for frail and older people
4. Cardio Vascular Disease including stroke and heart failure

The event was well attended with over 60 representatives giving feedback from a wide range of perspectives and organisations across North Warwickshire, Nuneaton and Bedworth.

The feedback from our clinical strategy engagement work over the past five months, including surveys and workshops, is being analysed. We have received nearly 150 comments on urgent and emergency care and over 50 comments each on dementia, End of Life Care and CVD including stroke. This public and patient feedback is being compiled along with GP feedback for the clinical strategy report which will be presented to Governing Body in September.

June also saw the CCG mark 'Get Involved' month, where members of the public were asked to become Health Champions to keep in touch with the CCG and share their views on health services on a regular basis. We recruited more than 200 new Health Champions over the month of June.

As part of our ongoing engagement work, the team develops and maintains links with minority and umbrella groups and in the past month has met with organisations including Warwickshire Race Equality Partnership and the Gypsy and Traveller Liaison Service.

The team continues to encourage practice level engagement by supporting the development of local PPGs. We supported and attended the first meeting of Riversley Road practice patient group. Following our involvement in the Patient Participation DES verification process, we have been evaluating the work of PPGs across the patch. We are providing each PPG with their results on an individual basis as well as giving all groups an overall picture for Nuneaton and Bedworth and North Warwickshire.

Media

Our proactive media activity has reflected our engagement priorities over the month of June. The media release '*Voluntary and community sector to share views on local health services*' was covered in the local media, resulting in good attendance at the event.

Get Involved Month was also further promoted during the month of June and we will also be using images of some of our newly recruited Health Champions for Warwickshire North.

Following work to investigate blood testing services in the region by Healthwatch Warwickshire and their subsequent news story about the Phlebotomy service in Atherstone we issued a statement to the Nuneaton News. The follow up article '*Health chiefs aware of problems and awaiting outcome of report*' was very balanced, highlighting the fact that we are working with providers to resolve the difficulties patients are experiencing. We will keep Healthwatch and the Nuneaton News informed of developments. CCG Lay Member, Karen Ashby, and the Chair of George Eliot Hospital Patient Advocacy Forum have been working with the CCG and the pathology network to resolve this issue.

Publications

Two patient leaflets have now been designed, finalised and printed and will be distributed to practices, pharmacies and other settings. The first is an introduction to NHS Warwickshire North Clinical Commissioning Group and the second, 'Have your say', provides a patient survey for local health services. The CCG is also providing stands to practices so that the leaflets can be displayed easily and prominently.

The draft CCG prospectus has been presented to members of the Health and Wellbeing Board for comment by the end of June. To date we have not received any amendments from the Board. We will finalise the prospectus and make arrangements to print and distribute the document over the coming month.

The monthly North Prescribing newsletter content was compiled by Nigel Johnson from Red Roof surgery and Ruth David, Lead Pharmacist at NHS Arden CSU. The layout, preparation, copy proofing and distribution to CCG members were undertaken by the communications team.

We continue to send the members' newsletter following Governing Body meetings to communicate key messages.

Communications planning and issues management

An Emergency Communications Plan was produced by the team for the CCG. We have also been in touch with NHS England to arrange communications involvement in a major incident exercise for Arden area NHS organisations, local authorities and Public Health England to test our operational responsibilities and leadership responsibilities in the event of an incident. We have also arranged media training exercise for members of the senior team on 10 July.

The team also continues to support the CCG and liaise with the NHS regional team around the 111 Service.

Stakeholder Communications

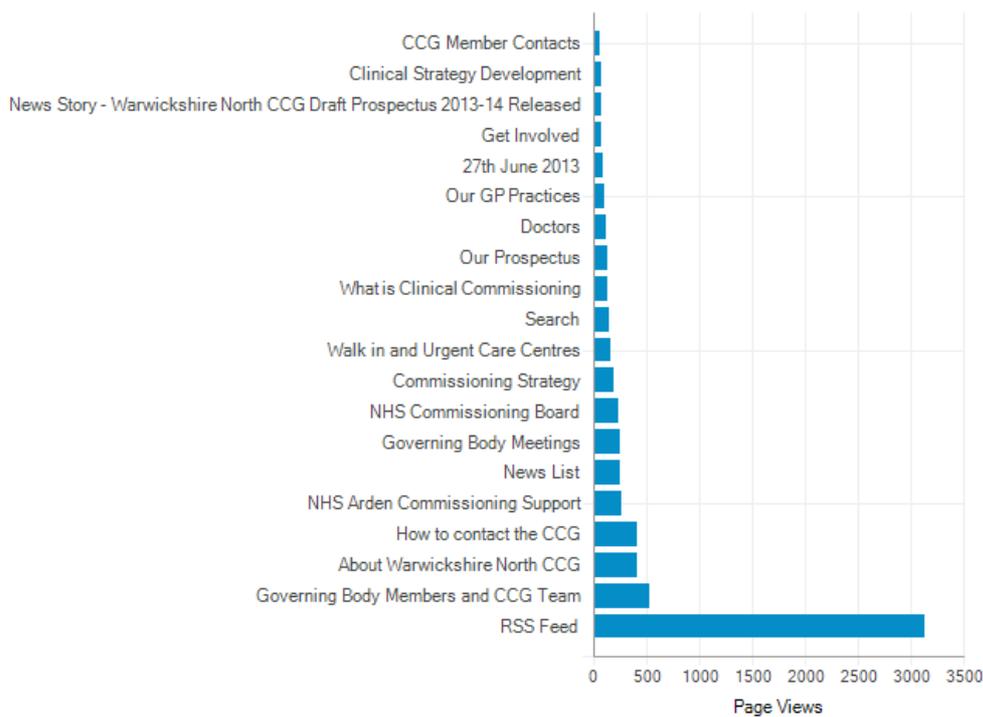
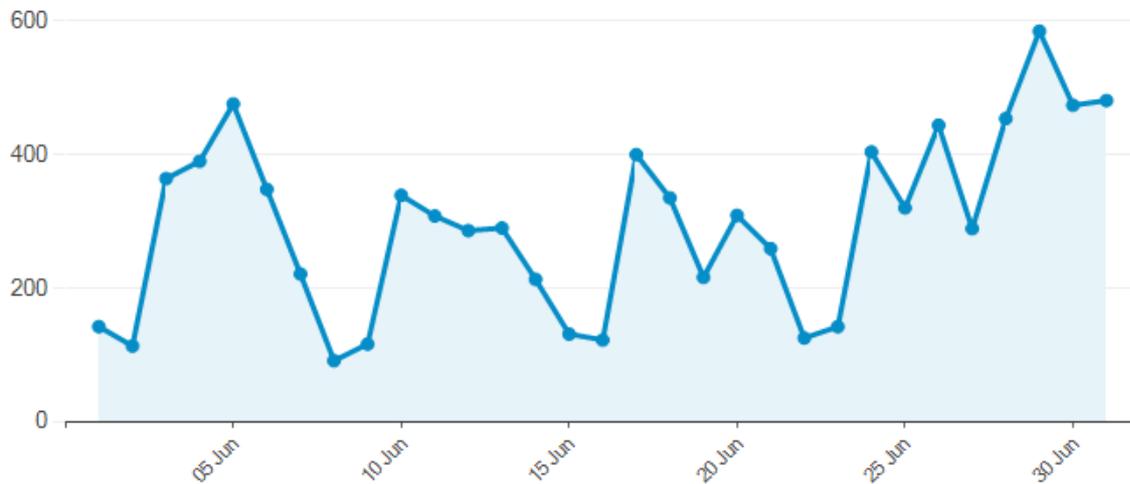
We are arranging our next round of MP meetings for July and will use the opportunity to update on the clinical strategy.

The next Stakeholder bulletin is due to go out during the first week of July. The current news items to report on are:

- Patient and Public Involvement events
- NHS and Council welcome plans to 'join up' health and social care
- New CCG Prospectus
- Latest on Clinical Strategy

Website

We have continued to work with members of the CCG to continue to develop the website. Please see below for page views and popular pages for the month of June.



Twitter and social media

In June, we launched the NHS Warwickshire North CCG twitter account. We tweeted information about NHS Warwickshire North CCG and how people can get involved to help shape local health services. We will continue to update on progress.

Members of the public and organisations can 'follow' the CCG on the username @warksnorthccg. We have also begun to use twitter as a monitoring tool to keep informed on what people are saying about the CCG. There are not any specific themes at this early stage but as our twitter presence increases, so will the number of people talking about the CCG.

The CCG has 20 followers so far and we will expect this to increase as the CCG becomes more established online.