

Title of Meeting:	NYCCG Governing Body	Agenda Item: 4.3									
Date of Meeting:	29 October 2020	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #4F81BD; color: white;"> <th colspan="2">Session (Tick)</th> </tr> <tr> <td style="width: 80%;">Public</td> <td style="width: 20%; text-align: center;">X</td> </tr> <tr> <td>Private</td> <td></td> </tr> <tr> <td>Development Session</td> <td></td> </tr> </table>		Session (Tick)		Public	X	Private		Development Session	
Session (Tick)											
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Paper Title:	Communications and Engagement Update										
Responsible Governing Body Member Lead Julie Warren, Director of Corporate Services, Governance & Performance Kate Kennady, Lay Member for PPE		Report Author and Job Title Communication and Engagement Team									
Purpose (this paper if for)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #4F81BD; color: white;"> <th style="width: 25%;">Decision</th> <th style="width: 25%;">Discussion</th> <th style="width: 25%;">Assurance</th> <th style="width: 25%;">Information</th> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">X</td> <td></td> </tr> </table>			Decision	Discussion	Assurance	Information			X	
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Has the report (or variation of it) been presented to another Committee / Meeting? If yes, state the Committee / Meeting: No											
Executive Summary The attached update from the Communications and Engagement Team provides a review of the activities across the function over the last few months, with a focus on a sustained balance of continued service delivery and preparations for winter in the context of the Covid-19 pandemic.											
Recommendations The Governing Body is being asked to: note the Communications and Engagement 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.											
Any statutory / regulatory / legal / NHS Constitution implications		<ul style="list-style-type: none"> 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.									

Communications and Engagement Team

Communications and Engagement Update – October 2020 (activities since August 2020)

Response to Covid-19

- Covid-19 continues to shape all of our activities. In the last few months this has included helping assure the public that it is safe to access services, and encouraging people to engage with healthcare. Now there is also a strong focus on ensuring consistency of service into and through winter while helping the NHS and communities be prepared for a 'second wave' spike in Covid-19 cases.
- We have continued harnessing strong partner relationships to ensure a unified response to current and emerging issues. This includes regular engagement with partners within the Humber Coast and Vale Integrated Care System (HCV ICS) as we look to do things collectively once where appropriate and close working with North Yorkshire County Council and Vale of York Clinical Commissioning Group.

Communications and engagement strands

Engagement

- Patient Partner Network
 - September/October sees the second quarterly round of meetings with our three Patient Partner Network locality groups. The meetings this round have a strong focus on self-care and changes to over the counter medicine policies, as well as understanding community experiences of accessing care during Covid-19. It also includes the first meeting for the freshly established Hambleton, Richmondshire and Whitby (HRW) locality group. As anticipated by the Communications and Engagement Strategy approved by the Governing Body in June, we now have groups covering all NYCCG geography.
 - We continue to work with GP practices in delivering their Patient Participation Group obligations which helps ensure fuller representation on our Patient Partner Network.
- The Loop
 - Our virtual network, the Loop, now has 305 members, an increase of 16 members since we last reported. We will continue to promote membership of the group.
- 2020 NYCCG Annual General Meeting
 - The feedback from our first virtual Annual General Meeting (AGM) on 25 August was very positive both from internal colleagues and the 20 or so members of the public who attended, giving us a workable template for future virtual meetings.
 - One hundred percent of the participants who responded to the evaluation said they would take part in future virtual meetings. However only 58% agreed that they had the opportunity to ask questions. This feedback will help us plan and deliver future events.
- Engaging with our communities – discrete work



- Covid-19 has radically influenced how we engage with our communities and initially put a chilling effect on public engagement. As we transition to delivering business as usual against the backdrop of Covid-19 for the longer term we have been reaching out and attending existing community groups (e.g. the Harrogate Disability Forum) to develop our relationships as NYCCG and working with partners within HCV ICS on designing engagement for the current world e.g. around the Scarborough Acute Services Review.

Media

- Six months into NYCCG we have established a strong media function. With regular proactive releases we are able to help shape the healthcare narrative and ensure our local communities get the information that they need. We are averaging one-two releases a week and since the last Governing Body. This has included releases around: accessing services, supporting test and trace, mental health resources, self-care and CCG executive business as well as setting the foundations for winter. (All media releases can be found on our website: <https://www.northyorkshireccg.nhs.uk/news-and-information/>)
- With our proactive function it has become routine for us to receive 'media bids' asking for interviews with a CCG clinician. Charles Parker, Bruce Willoughby, Tim Rider and Peter Billingsley have all done follow up interviews for radio broadcast.
- There has been no negative or inaccurate coverage of the CCG or our activities over the last few months.

Website

- A proposal is with CCG executive leadership to progress the development work for the permanent NYCCG website which has remained largely paused since March 2020. A permanent website will allow us to 'turn off' the three legacy sites. Running one site rather than four will enable us to be more efficient and streamlined for our primary care colleagues, staff and the public.

Social media

- We are continuing to post daily updates on our Twitter and Facebook averaging around 125 posts per month on each platform. We have also been doing work to develop our Instagram presence which will enable us to reach a different audience.
- Since the last update we have gained 50 Instagram followers, 40 new Twitter followers and 46 new likes on our Facebook page.
- In August and September the main topics included the flu vaccination programme, when to contact your GP surgery and The Go-To online mental health service for young people. We managed to reach a total of 46,000 people on Twitter over the two months and 30,000 people on Facebook.



Newsletters

- Our three regular digital newsletters are now all up and running to the pre-Covid-19 publication schedule. Engagement with these remain consistent:
 - Monthly staff newsletter – around 50% of recipients open
 - Monthly stakeholder newsletter – around 45% of recipients open
 - Weekly primary care newsletter – between 40%-50% of recipients open

Internal communications

- **Staff Engagement Group (SEG):** SEG continues to meet monthly. This group is made up of colleagues from across all directorates and CCG locations. It has been a lead partner in developing key pieces of work such as NYCCG values and behaviours and the NYCCG learning programme.
- **Autumn staff survey:** Our autumn survey, which ran the first two weeks of September, explored people's views and preferences on future office v. home working, winter flu vaccinations and information governance. The full results of this survey have been shared internally.
- **NYCCG values and behaviours:** There has been full cross office engagement on NYCCG values and behaviours which are with the Governing Body for sign off at the October meeting.
- **Learning programme:** The learning programme launched in early September. Developed from an idea proposed by the SEG, the programme includes 15 sessions from September until early December covering a range of skills and learning such as the Microsoft suite, wellness and resilience and community engagement. There have been around 100 registrations across the 15 sessions and initial feedback from participants is positive.

Key Campaigns

- **Flu and winter planning:** We are already significantly engaged in work related to winter readiness and planning. This includes a strong focus on flu vaccinations this year both for NHS staff and the public. Other winter work includes 'is your medicine cabinet winter ready?', 'Help Us Help You' the annual NHSE winter campaign, and work to encourage people to access healthcare correctly – this will complement the NHS 111 campaign (more below).
- **NHS 111:** A national campaign to promote NHS111 will launch in December, with preparatory work well under way. We have been working with partners in HCV ICS to do some 'warm-up' work across the integrated care system footprint. The Yorkshire and Humber region is likely to be one of the pilot areas that will forge ahead with NHS111 campaign messages, prior to the national launch. This enhanced NHS111 (to be known as NHS111 First) is designed to connect people with NHS and health services efficiently and effectively to help ensure the right services are being used by the right people at the right time.
- **'Think Pharmacy' campaign:** This campaign aimed at encouraging patients to choose self-care options where appropriate, and freeing up GP appointments for those patients who need more intensive support launched in September. The campaign provides a full suite of communications assets to primary care colleagues and partners to ensure reach and consistency of message across a range of health and care settings.
- **'The Go-To' for healthy minds in North Yorkshire:** we continue to support colleagues in Children's Services to help promote 'The Go-To' website which offers mental health support to children and young people, parents and carers and healthcare professionals. Early data suggests the first wave of publicity and promotional activity resulted in a high level of engagement with the new website. We have also been working with colleagues to develop a bespoke Instagram site for the programme.
- **Covid-19:** We continue to work with partners to promote timely and relevant pandemic related information. This has included work around the launch of the NHS Covid-19 app in September, providing assurance on the Covid-safety of healthcare settings and bespoke work to respond to Covid related events which arise within North Yorkshire.

- **Stoptober:** We are actively supporting the national 'Stoptober' campaign to support people give up smoking. This is consistent with a number of our commissioning policies and health and care initiatives.

Key Projects

- We continue communications and engagement partnerships for a number of defined projects including:
 - **Catterick Integrated Care Campus:** Work with the Ministry of Defence to develop a joint communications plan for the project continues following approval of the business case earlier in the summer.
 - **Whitby Hospital:** We issued a news release to update on this £13m renovation project in late summer and are working to support Humber Teaching NHS Foundation Trust engagement work as the project progresses.
 - **Central Healthcare:** We are working with colleagues to support branch reconfiguration for the Central Healthcare Group.

Recommendations

The Governing Body is being asked to note the Communications and Engagement Update.