

Report to NHS St Helens CCG Governing Body	
Date of meeting:	10/4/19
Governing Body Member Lead:	Governing Body Lay Member – Patient and Public Involvement
Accountable Director:	Associate Director – Corporate Governance
Report title:	Communications and Engagement Plan – Six Month Update Report (October 2018- March 2019)

Item for:	Decision → <input type="checkbox"/>	Assurance → <input checked="" type="checkbox"/>	Information → <input checked="" type="checkbox"/>	<i>(Please insert X as appropriate)</i>
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Strategic Objectives	This report supports the following CCG Strategic Objectives. Please insert 'x' as appropriate.	
	1. To deliver financial stability	X
	2. To integrate health within the place of St Helens through system redesign	X
	3. To deliver improved outcomes for people	X
	4. To be recognised as good system leaders	X
	5. To support and transform primary care to be a system leader in St Helens Cares	X
Governance and Risk	Does this report provide assurance against any of the risks identified in the Assurance Framework?	
	Objective 3 – To Deliver improved outcomes for patients	
	What level of assurance does it provide?	
	Significant	
Is this report required under NHS guidance or for statutory purpose? (please specify)		

Purpose of this paper
To provide a summary of communications and engagement activity in the period 1 st October 2018 to 31 st March 2019 and outline plans for the next six months.

Further explanatory information required:

<p>Does this paper link to any of the key themes of the CCG's Operational Plan & Improvement Plan. If yes, please specify.</p>	
<p>How will this benefit the health and wellbeing of St Helens residents or the Clinical Commissioning Group?</p>	
<p>Please describe any possible Conflicts of Interest associated with this paper.</p>	
<p>Please identify any current services or roles that may be affected by issues within this paper.</p>	
<p>What risks may arise as a result of this paper? How can they be mitigated?</p>	

1. Executive Summary

This report outlines the key activities and their impact, carried out by NHS St Helens CCG communications and engagement team for the next six months from 1st October 2018 to 31st March 2019.

The communications and engagement team continues to work towards increased engagement with the public, key stakeholders and its members through a number of channels including local press, digital and social media, the AGM, face-to-face communications, creative annual report and a range of diverse engagement work. It also takes into account work for the St Helens Cares programme.

2. Recommendations

Review content of report and provide any comments for communications and engagement plans and work for 1st April to 30th September 2019 and beyond.

DOCUMENT DEVELOPMENT

Process	Yes	No	N/A	Comments & Date (i.e. presentation, verbal, actual report)	Outcome
Public Engagement (please detail the method i.e. survey, event, consultation)					
Clinical Engagement (please detail the method i.e. survey, event, consultation)					
Has 'due regard' been given to Equality Analysis (EA) and any adverse impacts? (Please detail outcomes, including risks and how these will be managed)					
Legal Advice Sought					
Presented to any other groups or committees including Partnership Groups – Internal/External (please specify in comments)					

Note: Please ensure that it is clear in the comments and date column how and when particular stakeholders were involved in this work and ensure there is clarity in the outcome column showing what the key message or decision was from that group and whether amendments were requested about a particular part of the work.

Executive Summary

Key highlights from this six month period include:

- Continued focus on communicating and engaging with staff, stakeholders and the public on the work of **St Helens Cares** - The St Helens Cares programme has delivered a number of pieces of work and we have worked closely with colleagues in partner organisations to communicate and engage with key audiences around these.
- Key partner in the '**Let's do it Together**' **multi-channel campaign** with partners in the Mid Mersey A&E Delivery Board to inform the public of the right time to attend A&E and the other community options available. This was a focused media and social media campaign across the patch resulting in excellent reach and return on investment.
- Further development of internal communications and engagement work to embed the key priorities of **St Helens Integrated People's Services (SHIPS)**. An organisational development taskforce group looking specifically at communications and engagement and led by the team has developed a number of proposals to raise understanding and awareness of SHIPS and improvement of staff communications and engagement to be implemented in the coming six months.
- **Patient and Public Engagement** –The team has worked across the CCG improvement plan work areas to ensure that the engagement process is embedded within all work plans, maximising the opportunity to involve patients and public in CCG projects and supporting education internally around the legal duty to involve and the improvements involvement makes to the development of healthcare services.
- **Talkfest** events – We ran two further weeks of Talkfest community engagement events in November and March, taking the sessions out to the localities for the first time running them in familiar locations and piggybacking existing group meets to improve attendance and awareness. Themes covered included updates to St Helens Cares programme, self-care and development of a shared database of services in the community, culminating in health and wellbeing marketplace event in the town centre in March to showcase what is available to residents.
- **Strategy refresh** – the team have written a updated communications and engagement strategy for the CCG which takes further account of the integrated work under St Helens Cares and what success will look like for the borough in terms of outcomes for health, wellbeing, adults, children and mental health.

1.0 Introduction and scope of report

This report provides an overview of the NHS St Helens CCG's communications and engagement activity from the last six months. It summarises with whom the CCG engaged and communicated with, how this was undertaken and what the results were along with outlining focus areas moving for the second half of 2019.

2.0 Communications and marketing campaigns

The communications and engagement team continue to work proactively to promote the work of the CCG, primary care and general health and wellbeing awareness for residents of St Helens. Some of this has involved close working with the Council's Public Health team, supporting on national campaigns such as 'Be Clear on Cancer', Sepsis and Breastfeeding.

In the past six months, the team has worked in partnership with the local authority, other NHS organisations and the third and voluntary sector on a range of initiatives to promote health and wellbeing and raise awareness locally. These have included:

- 'Let's do it Together' campaign to inform the public of urgent care options in the community, NHS 111 and the right time to attend A&E including the enhanced service and renamed Urgent Treatment Centre as an integral part of this in St Helens and extended access to general practice and GP appointments
- Flu Fighter campaign – the local element of the national flu vaccination campaign to encourage take up of vaccinations among the target groups
- Cervical cancer awareness and cervical screening
- St Helens Shared Care Record
- GP extended access
- Upgrade and rename of Walk In Centre to Urgent Treatment Centre.

Once more our emphasis has been on a 'system' approach to health, care and wellbeing with individual organisations taking the appropriate lead supported by the partners to ensure a co-ordinated approach to communications and marketing initiatives.

All this work has involved communications output as below.

2.1. Digital communication/media liaison

Within the last six months the team has strengthened its digital communication and use of social media. Our digital communications include the CCG website, social media (Facebook/Twitter), YouTube, and E-newsletters.

2.1.1 Website

Work has continued to populate the website pages. The top five visited pages within the last six months were as follows:

- Contact us
- Our Governing Body
- Local Services – Pharmacy/Chemist
- Infection Control
- Our Governing Body – Professor Sarah O’Brien

Our website analytics will continue to be monitored and promoted as a public engagement tool with the focus on growing the number of visits to pages.

2.1.2 Twitter

Over the past six months we have sent out 292 tweets which resulted in 175,600 impressions (number of times the users saw the tweets) and 187 mentions (number of times users mentioned us in their tweets). There has been an increase of 153 followers from the last six month period taking our total followers to 6458.

2.1.3 Facebook

The CCG has actively promoted campaigns and events via Facebook. As of 21st March our Facebook page had a total of 396 likes/ and 434 follows – an increase of over 200 on the last six month period. On average, over a 28 day period, the page receives 84 page views and 352 engagements reaching over 419 people.

2.1.4 YouTube

As a CCG we regularly use video updates which are uploaded onto YouTube and then featured on our website. Our website analytics show that these videos have been viewed a total of 500 times. Most video updates feature our Chair who provides an overview and update around previous Governing Body meetings, however we have also filmed our AGM and other promotional activities to promote locally – including animated videos:

One for the enhanced Urgent Treatment Centre: <https://www.youtube.com/watch?v=XXUA3hI95Vg>

and one on the Shared Care Record: <https://www.youtube.com/watch?v=ad7ky4Ncm0Y>

2.1.5 E-newsletters

The CCG sent out six public membership newsletters out using ‘Mailchimp’ software. The ENGAGE newsletter features key updates and work of the CCG along with stakeholder events and how they can get involved. We currently have 70 members on the membership scheme who have consented to receive the newsletter following GDPR, this is a slight increase in the last six months and we continually encourage members of the public to sign up during any community engagement work that is undertaken across localities.

2.1.6 Press

As a CCG we continue to issue proactive media releases on a range of topics including campaigns, local initiatives and engagement events and CCG business. These press releases form the basis of the ‘news’ section on our website, and our social media engagement.

From October-March 2019, we issued 22 proactive press releases, with many picked up and covered by the local print media – St Helens Star – as well as other print publications. These, and the coverage gained, are listed in appendix 2.

3.0 Public and Patient Engagement

Public Meetings

The engagement manager has now collated a list of local community groups who regularly meet and has instigated a schedule of attendance at their public meetings to represent the CCG and the NHS in St Helens and present health and care information on current and upcoming projects. These have included the Shared Care Record, Urgent Treatment Centre, Contact Cares and GP extended access with clinical and project staff supporting at these meetings to answer questions and take feedback away to inform on plans going forward.

In the period from 1st October 2018 to 31st March 2019, we attended a wide range of public meetings and events to talk about the work of the CCG and St Helens Cares and how people can get involved in the work we do.

3.1 Community Talkfest Events

Continuing to us the Talkfest banner, the communications and engagement team delivered a further programme of Talkfest community events which took place in November 2018 and again in February and March 2019.

November 2018

This month saw the first ever locality-based events with five taking place over the course of the week across the borough to ensure sessions were easily accessed by members of the community in locations familiar to them such as libraries, church halls etc. Once more, the sessions detailed the work going on in the St Helens Cares programme to integrate health and social care, giving updates on developments including the Shared Care Record, Urgent Treatment Centre and GP extended access.

These events took place during self-care week with activities to enable the team to understand what people's thoughts and understanding on self-care were, and how the CCG can support people to look after themselves and each other.

We asked those who attended how they would describe self-care: One community member described it as 'one huge hug' and this description will be used for local campaigns going forward to promote self-care.

February 2019

February Talkfest – once more taking place in a number of localities across the borough - provided a recap on what was covered in the November events and introduced further developments, introducing the Contact Cares to the public explaining what it is and how people can access it.

Continuing on feedback received at the November Talkfest sessions, conversations took place on developing a community database of services, support and projects. Attendees were asked what they would like to see included in this and how they would use it.

Following these events, the team along with the Public Health organized a community wellbeing market place event in March 2019 in the town centre bringing together statutory, voluntary and third sector organisations in the borough to showcase who they are, what they do and how the public can access their services.

The event was extremely well attended with local councillors and politicians showing support. This is the first step on the way to developing a comprehensive community asset database that both staff, public and stakeholders can access and this work will continue in the coming months.

Reports on these events are available on our [website](#).

4.0 Mid-Mersey Communications and Engagement

As part of the A&E Delivery Board for Mid Mersey, a sub-group was developed to establish a Communication and Engagement Network. This group continues to meet monthly and oversees all programmes of work across the footprint, beyond just urgent and emergency care.

This work has previously been undertaken at CCG level separately and going forward there will be much more closer working across the patch with shared resources to ensure consistency of messages to the Mid-Mersey population

Between October 2018 and March 2019, the main areas of work in the Mid Mersey network have focused on:

- 'Let's do it Together' campaign (see below for further detail)
- Stakeholder engagement work around the Eastern Sector Cancer Hub project
- Engagement and consultation work on criteria based clinical treatment commissioning for a number of policies that are being consulted on across a number of CCGs
- Third sector engagement to communicate outputs from the Cheshire and Merseyside Health and Care Partnership.

4.1 'Let's Do It Together' campaign

Let's Do It Together is a social media campaign highlighting the need for appropriate use of NHS services across Mid Mersey (St Helens, Halton, Warrington and Knowsley CCGs). The call to action for the public is to help us keep our emergency services free for those who need them most



The objectives of the campaign, which ran for a focused week from 3rd – 7th December, was to:

- Highlight alternative services to A&E (Urgent Treatment Centre, NHS 111, pharmacies, GPs)
- Increase understanding of what they can deliver and their location
- Inform which service to choose and when
- Encourage use of NHS 111, GP extended access, pharmacies and the Urgent Treatment Centre over A&E.

Total budget for the campaign was £5k of which the CCG contributed £500. This was for the creation of an online toolkit including video content and banners enabling all areas to ensure messages were consistent and reached as wide an audience as possible.

In St Helens, we live tweeted from the Urgent Treatment Centre for a day, highlighting the care and treatment available, staff members including the GP presence and anonymised cases treated – including if attendance was appropriate.

The campaign is planned to run during further times of high demand throughout the year – Easter, August Bank Holiday and Christmas 2019.

Campaign reach was almost 30k – with video views at over 10k. The campaign hashtag continued in all urgent care messaging throughout December. Further detail and full analytics can be found in the report at Appendix C.

5.0 Annual Reporting

The team continues to produce the CCG's annual report, collating information from all areas of the organisation in accordance with the mandatory requirements stipulated by NHS England. The annual report for 2018/19 has been a focus of work in February and March 2019 with publication in April 2019. Following this, a summary annual report will be produced by the team for the AGM which will take place later in the year.

6.0 Internal Communications

6.1 Staff

The communications and engagement team continue to support a number of platforms for staff communication; this includes the 'Daily Report', 'News Roundup', intranet, internal communications and engagement group and team meetings.

We continue to produce weekly video updates from Sarah O'Brien to accompany the 'News Roundup' written updates and these are shared electronically with staff across both the CCG and local authority who work in the Integrated People's Services directorate.

The team took the lead on an organisational development task and finish group, comprised of CCG and local authority staff, from January to March 2019 to develop a communications and engagement strategy for St Helens Integrated People's Services and look at developing further the channels and content currently in use detailed above.

Staff within SHIPS were surveyed on current communication and engagement tools and channels to gain insight and a baseline for amending and improving these over the coming six months and re-evaluating after that period. Following a number of planning meetings with the task and finish group members, we presented a range of proposals to the SHIPS manager's forum in March 2019 and subject to approval by the Executive Leadership Team, these will begin to be implemented from April onwards – highlighted in the work priorities at section 8.4 further in this report.

6.2 Members

The team continues to communicate with GPs across the borough via the GP Newsletter and regular updates via the Primary Care section on the intranet.

The monthly podcast has now been established with governing body GP members who take a lead in specific areas recording updates for their peers along with project managers and Sarah O'Brien and this has been running for a six month period.

In the coming six months, GPs will be asked for their feedback on these communication mechanisms and better evaluation of the GP newsletter will be carried out by working alongside the primary care team to distribute this with an evaluation mechanism in place to

Members and practices are also communicated with directly via stakeholder briefings regarding any specific projects they are asked to promote within practices and to patients – i.e. the St Helens Shared Care Record and Enhanced Primary Care in Care Homes project.

7.0 St Helens Cares Programme

7.1 Engagement and Involvement

The CCG continues to work collaboratively with the local authority, NHS providers, Torus, VCA and Healthwatch St Helens to engage and involve partners on the work of the local care system and use their links and expertise to engage and involve the wider community.

The Talkfest community events (detailed above) have been a key component of this. Additionally, as part of the launch of the NHS Long Term Plan, NHS England agreed to fund a programme of planned engagement activity with Healthwatch England in each STP area in England in March and April 2019. This activity is in two parts with Healthwatch England distributing two template surveys through Healthwatch St Helens:

<https://www.healthwatch.co.uk/what-would-you-do-general>

<https://www.healthwatch.co.uk/tell-us-what-would-you-do>

The second part of planned engagement activity will involve the hosting of two public engagement events or focus groups. This work will take place over the coming six months and the engagement manager is now working closely with Healthwatch St Helens to facilitate this.

7.2 Communications

The team has taken the lead on the communications and engagement workstream for St Helens Cares. This includes bringing the wider partner organisations together that are part of the St Helens Cares work together to ensure the output is consistent and coordinated across all organisations.

ST HELENS

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This has resulted in an updated and revised branding concept being devised and rolled out across the CCG and partner organisations and at public events and has featured on public-facing leaflets and posters.

Communications for the period of October to March 2019 has focused communicating to staff, stakeholder and the public developments on the work programmes and projects including:

- Shared Care Record
- Contact Cares
- Enhanced Primary Care in Care Homes

We have also worked closely with the local authority to re-work the St Helens Cares public-facing

website where further information on the above can be hosted and be easily accessible to all and re-invigoration of the St Helens Cares social media accounts. Further work on these will be ongoing over the next six months.

7.3 Cheshire and Merseyside Health and Care Partnership

The communications and engagement workstream reports into the Cheshire and Merseyside Health Care Partnership communications group at their bi-monthly network meetings. We provide updates on the work taking place within St Helens Cares for the partnership bulletin published monthly and case studies for the regional NHS England team to use and share which demonstrates how integration is working at a regional level.

8.0 Work priorities for April – September 2019

8.1 Partnership work with Healthwatch St Helens

Following publication of the NHS Long Term Plan, we will work in partnership with Healthwatch who have been funded by NHS England to carry out planned engagement activity which will involve two public focus groups – one of these will be on the general theme of health and social care transformation and the second on the theme of mental health.

This work will take place over the coming six months and the engagement manager is now working closely with Healthwatch St Helens to publicise and facilitate these events

8.2 Supporting CCG work areas

Various engagement activities to support the operational plan will continue over the coming six months 2019. These will be in line with the priorities of the CCG and the St Helen's People's Board and will include specific projects such as:

- Urgent Care: promotion of NHS 111 and 111 online also regarding to changes to out of hours service to route to NHS 111 in the summer and further promotion of GP extended access
- Primary Care Networks
- NHS App pilot scheme
- Criteria based clinical treatment engagement
- Eastern Sector Cancer Hub transformation project
- Provider visits from a patient experience and engagement point of view
- Partnership working local authority to re-establish the Children's Participation Network – the Voice of the Child'.

8.3 St Helens Cares

The St Helens Cares programme will continue to become further integrated into the day to day working of St Helens Cares partners and stakeholders. The workstreams and priorities of the programme will form the work plan for communications and engagement going forward,

Our updated communications and engagement strategy once agreed will begin to be embedded with the St Helens Cares partners and once we have gained a common understanding of St Helens Cares ethos with our community a model of co-design will be introduced.

A Stakeholder Reference Forum is in the process of being established to facilitate this model of co-design, with this work being co-ordinated by CCG Engagement & Involvement Manager and GB Lay Member for Patient & Public Involvement.

Two further Talkfest events will be planned for the coming six month period. In May, the focus will be on mental health to link in with mental health awareness week and in September, our Talkfest will dovetail with the CCG's AGM.

A celebration event of all achieved so far within the St Helens Cares programme is also being planned for June 2019. This will take the form of an event for staff and stakeholders focusing on patient stories and those who have had an improved experience and care/treatment thanks to the implementation of these new models of care. This will also serve as a 'launch' of the Contact Cares service and the St Helens Shared Care Record to a wider audience and raise awareness locally and regionally now that they are embedded within partner organisations.

Work will be ongoing to populate a public facing St Helens Cares website.

8.4 Internal communications and staff engagement

As the CCG has now integrated with the local authority, a strategic approach to communications and engagement in partnership with corporate communication colleagues continues to progress. We also work with Public Health team to co-ordinate messages and align key work areas within national Public Health England campaigns.

We now meet on a frequent basis with the corporate communications team within the local authority to align messages around integration and the impact of this on staff and are beginning to share resources around marketing, design and digital media. From April, we will work together to provide content for People's Services for a new internal staff e-newsletter which will be sent weekly to all local authority and CCG staff members.

Proposals from the Organisational Development task and finish group, subject to approval by the Executive Leadership Team, will begin to be implemented from April 2019 onwards. These include:

- Re-invigorated Stand Up sessions across three main buildings – with further input and visibility from Executive Leadership Team members in addition to Sarah to ensure updates are relevant to all staff
- Weekly written blog from Sarah shared both internally and externally
- Sarah's video to be produced on a monthly, rather than weekly, basis and incorporated into the local authority staff e-newsletter (above) to ensure increased accessibility
- Continuation of the SHIPS Manager's Check-In bulletin – to dovetail with manager development sessions and wider distribution including to SHIPS branded noticeboards in all buildings where staff are based

- Celebration event for the first anniversary of St Helens Integrated People's Services planned for June 2019 to bring together staff from across all teams and areas in one place to showcase good and innovative working and increase understanding and awareness of what the service entails.
- Further six monthly updates from Sarah on the work of SHIPS for all staff.

8.5 External communications

Over the previous six month period, media coverage equated to roughly 1-2 positive stories about the CCG each month covered by the local media (mainly the St Helens Star) each month.

With the outlined CCG work areas and St Helens Care work identified, there has been a significant focus on proactive media work and media coverage which has increased the number of positive stories covered over the next six months.

Over the coming six months, the team is committed to working more closely with the local authority corporate communications team to proactively identify and communicate good news stories that involve Integrated People's Services directorate and the staff involved. Closer working with local media outlets to ensure the CCG is seen as open and approachable will also be a focus going forward.

The team has also led on the communications and engagement workstream for St Helens Cares and has reinvigorated the communications group which is made up of communications leads from partner organisations. This group now meets frequently to ensure communications around St Helens Cares and ensuing projects are aligned and carry consistent messages. In the coming six months, the group is planning a public facing launch of Contact Cares and the Shared Care Record.

Appendices

Appendix A - Social media statistics NHS St Helens CCG

Twitter

Statistics per calendar month – key campaigns/events/news

Month	Impressions	Profile visits	Mentions	New Followers	Top tweet
October 2018	13.4k	738	36	35	Taking antibiotics when you don't need them puts you and your family at risk. Always take your doctor's advice #KeepAntibioticsWorking pic.twitter.com/HuSqAMV9g8
November 2018	37.5k	813	24	26	Patients still need blood over the festive season. If you can't keep your appointment, try and cancel 72 hours in advance so that your slot can be offered to some else @GiveBloodNHS 🎄🩺 pic.twitter.com/YS3WahBWYO
December 2018	64.6k	534	49	32	The A&E department at Whiston Hospital is extremely busy today with long waits like all A&Es across Cheshire and Merseyside, Please call NHS 111 or 111.nhs.uk for fast, free advice on the best place to go if you have an illness or injury that is not life threatening. pic.twitter.com/Qmzw3hHXXK
January 2019	21.6k	142	17	46	Want to know more about St Helens Cares and how we are integrating health and social care to improve care and outcomes for the people we look after? Attend one of our Talkfest events http://ow.ly/qn7k30nmCph
February 2019	17.2k	37	4	26	The St Helens Shared Care Record goes live across GP practices in St Helens today. A great collaboration between @StHelensCCG @sthknhs @sthelenscouncil @NWBoroughsNHS @Bridgewater_NHS @WeAreTorus Watch our film here: https://youtu.be/ad7ky4Ncm0Y
March 2019	27.6k	762	65	44	Great to show our Contact

					<p>Cares base @sthknhs @sthelenscouncil @NWBoroughsNHS @WeAreTorus to our New York visitors @HSG_4_Value @jgcpps following their masterclass @AQuA_NHS and share the St Helens Cares integration and transformation journey with them. pic.twitter.com/100sITnLZs</p>
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Appendix B – Media Logs

Media is monitored both proactively and reactively. The CCG sends out proactive press releases as part of campaigns and responds to campaigns and media requests. Below is a summary of press coverage over the period 1st October -21st March 2019. This equates to 1-2 stories about the CCG covered in the local paper each month.

This shows coverage of both proactive press releases issued and reports from CCG Governing Body and People’s Board papers and public meetings which are attended by the local democracy reporter for the St Helens Star.

Proactive press release media coverage:

Topic	Position of article (Positive/negative/balanced)	Outlet
4 health and social care talk events coming to St Helens	Positive	St Helens Star
Residents to benefit from extended access to GP services with new hubs	Positive	St Helens Star
Lilac Centre backed to become 'hub' for cancer care in region	Positive	St Helens Star
Christmas and New Year health services in St Helens	Positive	St Helens Star
St Helens receive £1m funding to help alleviate winter pressures	Positive	St Helens Star
UTC new name for Walk-in centre	Positive	St Helens Star
GP extended access	Positive	St Helens Unlimited
Women urged to attend smear test screenings ahead of cervical cancer week	Positive	St Helens Star
Shared care record system rolled out across St Helens	Positive	St Helens Star
St Helens backs Cervical Screening Campaign after figures show take up of tests is the lowest in six years	Positive	St Helens Star
Long awaited Eccleston Medical Centre set to finally open on April 1	Positive	St Helens Star

Local Democracy stories:

St Helens Council praised for taking 'swift action' to improve children's services	Positive	St Helens Star
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St Helens digital health project lands government funding	Positive	St Helens Star
Young people shadow Sarah	Positive	St Helens Star

Appendix B – Let's Do It Together campaign evaluation report

Include here