

Report to NHS Hammersmith and Fulham CCG Patient Reference Group, Engagement Committee and Governing Body

July – September 2018

Update paper on patient and public engagement, communications and equalities

1. Introduction

This paper is a summary of what we achieved through patient and public engagement during July, August and September 2018.

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4.	Working with Healthwatch
5.	Progress against Engagement and Communications Strategy four point patient and public engagement and communications action plan.
6.	Update from the voluntary sector organisations the CCG has funded through the small grants programme.
7.	Updates on progress of any key local or national communications campaigns.
8.	Updates on progress of any key local engagement or reports.
9.	Engagement events and opportunities: <ul style="list-style-type: none"> a) Looking back at recent events b) Looking forward to planned events

3. Summary

What went well

- a) Exploring more joined up working with Healthwatch on shared priorities.
- b) Working more effectively with patient volunteers to start making our documents more accessible.
- c) Widened our partnership working e.g. starting work on a service signposting campaign with Queens Park Rangers Football Club, West London Health Partnership, Healthwatch and the Community Champions.

What didn't go so well

- a) Process for deciding when to advertise on GP TV screens not fully established.
- b) It took longer than we thought to decide how best to raise awareness around latent tuberculosis and screening.
- c) BAME groups reporting on-going GP and mental health access issues.

What needs to change over the next few months

- a) Work out a clear process for deciding when we do and do not advertise events on GP TV screens.
- b) Start coproducing campaigns with local groups earlier.
- c) Ensure that we are fully coproducing solutions to access issues with BAME community groups.

4. Working with Healthwatch

The CCG and Healthwatch identified ten priority areas for joined up working. At April's Patient Reference Group, we asked group members to reduce these into the top three priorities that mattered most to them. Here is how we worked with Healthwatch to progress against these priorities in July-September:

Date	Action	Priority area
Monday 16 July	By bringing together 16 local people to discuss and coproduce a Patient Participation Group leadership course	Delivering patient / expert by experience training, to increase people's confidence in getting involved in CCG decision making
Wednesday 25 July	Assistant Director and Engagement Manager met with Healthwatch to discuss young people's project, digital access and related CCG work	CCG engaging earlier with partnership organisations and the public
Thursday 13 September	Session to discuss working with TeachFirst on creating health promotion lesson plans for schools	Strengthening the CCG's approach towards generating and communicating "you said we did" activity
Monday 17 September	By speaking with a range of residents at community events including the Healthwatch AGM	Strengthening the CCG's approach towards generating and communicating "you said we did" activity

4. Progress against co-produced Engagement and Communications Strategy

Action	Outcome	Progress
1. To develop a commissioners' engagement toolkit and ensure it is being used across the CCG by December 2017.	100% of HFCCG project initiation documents to include completed engagement form by January 2018.	Business cases including completed engagement screen tools: The CCG has taken the decision to discontinue work on a Google Drive platform for the toolkit, and instead to manage this work via Survey Monkey. The CCG is currently reviewing how we best join up our work on equalities and engagement related screening and will provide an update on this in the next quarterly report.

<p>2. To notify relevant groups of engagement opportunities at least four weeks in advance and put in place an accessible evaluation form for patient and public representatives to rate their involvement experience by September 2017. To establish effective training and support mechanisms for patient and public representatives by September 2018.</p>	<p>80% of engagement opportunities to be advertised at least 4 weeks in advance by September 2018. 80% of engagement opportunities to be advertised on GP TV screens by September 2018. 80% of patient representatives to report satisfaction with involvement support by September 2018.</p>	<p>% engagement opportunities advertised 4 weeks in advance: 85% (6 out of 7)</p> <p>Full details of the dates of events and when they were advertised can be found in Appendix A.</p>				
<p>3. To ensure that documents are available in variety of languages and formats where requested.</p>	<p>100% of documents translated into other formats where this is directly requested by September 2018.</p> <p>At least three key strategic documents to be translated into accessible format so that meaningful engagement can be carried out with a wider range of local groups by September 2018. PRG members to report that the CCG's website is more accessible by September 2018.</p>	<p>No requests received this quarter. Focus groups have been run with people with English as a second language with community interpreters present via the BME Health Forum and cervical screening awareness materials have been translated.</p> <p>As reported in previous quarters, more than 3 documents have already been translated into an Easy read accessible formats for engagement purposes this year, therefore the target has already been met. However, the CCG will continue to work on ensuring that engagement documents are created in an Easy read format wherever possible.</p>				
<p>4. To develop and implement a tiered and structured system for obtaining intelligence from GP practices, PPGs, Healthwatch and community groups, and reporting back on "you said, we did" activity, by November 2017. This to include the NWL S&T team as well as H&F CCG. CCG to issue clear local messaging and positive news stories.</p>	<p>Minimum of 3 new "you said, we did" examples to be circulated and posted to CCG website every 3 months by January 2018. Minimum of 3 annual positive news stories and/or patient stories actively shared by</p>	<p>3 examples of new 'you said we did' activity since last report:</p> <table border="1" data-bbox="850 1682 1489 2016"> <thead> <tr> <th data-bbox="850 1682 1082 1720">You said</th> <th data-bbox="1082 1682 1489 1720">We did</th> </tr> </thead> <tbody> <tr> <td data-bbox="850 1720 1082 2016">"Need a stronger process for reporting 'you said we did' activity"</td> <td data-bbox="1082 1720 1489 2016">The engagement team seeks consent from all engagement event attendees to keep them updated on the outcomes of their feedback. The team then creates a 'you said we did' document summarising how their business case /</td> </tr> </tbody> </table>	You said	We did	"Need a stronger process for reporting 'you said we did' activity"	The engagement team seeks consent from all engagement event attendees to keep them updated on the outcomes of their feedback. The team then creates a 'you said we did' document summarising how their business case /
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"Need a stronger process for reporting 'you said we did' activity"	The engagement team seeks consent from all engagement event attendees to keep them updated on the outcomes of their feedback. The team then creates a 'you said we did' document summarising how their business case /					

	September 2018.		new or redesigned service / project reflects the feedback received at the events, and the engagement team sends this information across to attendees. We also publish selected activity on the website for wider viewing, tweet, and include "you said we did" in our quarterly reports to Patient Reference Group.
		"Too many documents are still written using jargon rather than plain English."	In addition to our wider engagement with Healthwatch and the public to sense check our documents where possible, a patient kindly now volunteers with the CCG once a week to test readability.
		"Most people still don't know what services are actually available to them in Hammersmith and Fulham, beyond A&E."	Started designing a service signposting campaign with the Queens Park Rangers Football Club, West London Health Partnership and Healthwatch CWL.

5. Updates on any local or national communications campaigns.

Mental health awareness raising campaign

The CCG and the Improving Access to Psychological Therapies (IAPT) service funded the Community Champions to deliver a mental health awareness campaign. The Community Champion projects have started reporting on the campaign, which covered a range of effective techniques including activity sessions, targeted workshops run jointly with IAPT, and outreach. Comments from local residents who received Mental Health First Aid training included: *"I feel better equipped to handle any crisis that I may experience in the future"*, *"Really enjoyed the course. I now feel more confident in this subject"*, and *"Great course, helped me as a person"*. Comments from local residents who attended workshops jointly delivered by IAPT and the Community Champions included: *"The sessions got me out of the house and meeting new people"*, *"My mood has improved"*, and *"I now feel that I am not alone and am happy meeting new people."*

Campaign with Queens Park Rangers Football Club (QPR FC), West London Health Partnership (WLHP) and Healthwatch CWL

The CCG has been working with QPR FC, Healthwatch CWL, local people, and WLHP (the funder) on an NHS signposting campaign. It is hoped that the campaign will help to improve signposting for people and encourage appropriate usage of NHS 111, urgent care centres, pharmacists and primary care services. We aim to make people think about the alternatives to A&E and encourage them to use other services when appropriate. The campaign, which has also been supported by Imperial College Healthcare NHS Trust, features videos starring QPR FC players, Andy Sinton and our very own Dr Paul Skinner. The campaign is based on a successful model piloted by NHS Halton CCG and the Widnes Vikings rugby team, called “Beat the Scrum at A&E”, which has won a wide range of awards. It provides an opportunity to respond to stakeholder feedback that local people are not always aware of what is available from their local NHS and which service best meets their need. The campaign will formally launch on 9 February (Match Day at Loftus Road Stadium) and run for 5 weeks. Campaign and video messaging focus on the following:

Save yourself time and help reduce pressure on the NHS by understanding

1. Self-care and pharmacy: when and why to self-care and/or visit your pharmacy
2. When and how to use Urgent Care Centres and the Walk in Centre
3. When to use A&E
4. Not sure what your best option is? Try NHS 111

Latent TB and cervical screening campaigns

The CCG is working with TB Alert, the GP Federation and the BME Health Forum on rolling out key messages around the importance of latent TB screening and cervical screening. For more information on this, do ask the CCG’s engagement team.

7. Update on any key local engagement or reports undertaken e.g. 360 stakeholder engagement survey, and statutory obligations report.

Nothing to report.

8. Engagement events and opportunities

Engagement events worth noting from the last few months:

Event	Date
Filming with Midaye on BAME access to services	Tuesday 3 July
Practice Managers’ Forum slot on Patient Participation Groups with the Canberra Old Oak Patient Chair and CCG representatives presenting	Wednesday 4 July
Event to coproduce a Patient Participation Group leadership course	Monday 16 July

Trialling LGBT staff training for NW London staff	Thursday 19 July
Ran first LGBT staff awareness training session for NW London staff	Monday 30 July
Well-being, prevention and social prescribing meeting for Integrated Care Partnership members	Tuesday 31 July
Session to discuss engagement between CCG and older people with the Chairman of the Older People's Commission	Friday 17 August
Session to discuss video work and BAME access to services with Midaye	Tuesday 28 August
111 Patient Advisory Group	Monday 3 September
Community Champions quarterly providers' meeting	Wednesday 5 September
First discussion session about running a health campaign in partnership with the Queens Park Rangers Football Club	Tuesday 18 September
Deaf awareness staff training session from Action on Hearing Loss	Monday 24 September

Over to you:

- 1. What do you think of this document? Does it read well?**
- 2. What could we do better?**
- 3. Would you like any changes to the format and/or content next time?**

Mark Jarvis & Bethany Golding
Patient & Public Engagement

Appendix A

Engagement event	Date held	Date advertised
First financial recovery workshop	Tuesday 3 July	Monday 11 June
Patient Reference Group	Thursday 2 August	10 November 2017
Primary and urgent care access workshop	Tuesday 21 August	Friday 29 June
Second financial recovery workshop	Tuesday 4 September	Tuesday 7 August
Annual General Meeting	Tuesday 11 September	Monday 13 August
PPG training workshop	Wednesday 19 September	Advertised via face to face outreach at practices
BME Health Forum quarterly meeting	Thursday 27 September	Tuesday 7 August