



THE BIG
HEALTH
DEBATE

Patient and public

Communications and engagement report 17/18

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How we involve the patients and the public

Patients are at the heart of everything we do and it's important that they are involved not just in decisions about their care, but also in the decisions that shape the health services delivered locally.

Communicating and engaging with our patients and local people is central to achieving our aims to deliver the health services Greater Nottingham patients' need, within the funding available to us.

During 2017/18, we have enhanced our processes and strengthened our relationships with the local community in order to ensure that we were listening and acting on patient and carer feedback at all stages of the commissioning cycle.

As a result, the feedback we have received has directly informed the decisions that have been made and examples of this can be found in each of the Greater Nottingham CCG Annual Reports

We are always looking at new ways we can communicate and engage with local people, particularly in ways that avoid them having to come to us.

We also strive to engage with hard to reach groups. We work in partnership with Healthwatch, our neighbouring CCGs in Nottinghamshire, community health providers and Nottingham University Hospitals NHS Trust. With these partners, a forum has been established to ensure operational ownership in advancing and mainstreaming equality and to make effective use of resources. The forum has mapped a database of 'seldom heard' groups who are targeted during pieces of engagement work. We also measure all our equalities and diversity data from patient engagement campaigns.

2017/18 was an unusual year as we faced two periods of purdah resulting in the need to carefully consider how to manage new communications and engagement campaigns. As a result, we used this time to ensure our engagement and communications principles and processes were robust enough to face the level of service change we expect to be implementing in 2018/19 through our financial recovery programme.

This was also the year when we started the conversation with the Greater Nottingham public around the aims and objectives of the Greater Nottingham Transformation Partnership - more detail about which can be found below.

Our processes

In 2017/18, we implemented an updated and robust EQIA process across the Greater Nottingham patch. In response to the Financial recovery Plan, this EQIA

process has been invaluable particularly when assessing QIPP and financial recovery schemes.

The approach has been to manage the communications and engagement on a scheme-by-scheme basis, with a consistent approach applied each time, starting with a screening process.

The process for determining the scale of communications and engagement work required has been based on the following:

- The **scale** of the change
- The **impact** of the change on patients
- The likely level of **controversy**

Schemes broadly fall into one of three categories of approach depending on the above factors. These are:

- Informing – Communicating the changes to people
- Engaging – Targeted engagement with affected people or their representatives
- Consulting – Formal consultation with affected groups and the wider public

Commissioners must ensure that arrangements for involvement are fair and proportionate. The Gunning Principles have been applied in assessing the category of involvement. This process has meant that we have a robust engagement approach to our Greater Nottingham QIPP and financial recovery schemes.

Greater Nottingham Integrated Care System patient and public engagement

All four Greater Nottingham Clinical Commissioning Groups have supported the development of a communications and engagement plan for the Greater Nottingham Transformation Partnership.

On Wednesday 1 November, across the Greater Nottingham Transformation Partnership, we had the first of a series of local events to raise awareness around the development of an integrated care system for Greater Nottingham. There are four planned over 2017/18 and they are open events for any member of the public, patient or group to attend.

The events follow a Q&A format and focus on the challenges facing the health and care system in Greater Nottingham and our plans to address these. They also include table top discussions when members of the public get the opportunity to discuss in more detail the information from the presentations and how they might impact on their experience of health and social care.

The events are run by the CCGs on behalf of the Greater Nottingham Health and Care partners, providing an opportunity to engage with people as a system.

The second event was held in Radcliffe on Trent in February. Feedback from each event helps to formulate the plans for the next. All feedback from the table top discussions and the Q&A feedbacks back into the GNTP plans.

Nottingham North and East Clinical Commissioning Group patient and public engagement

Patients are at the heart of everything we do and it's important that they are involved not just in decisions about their care, but also in the decisions that shape the health services delivered locally. We work to empower patients to shape services and the care that they receive and this is supported by robust Patient and Public Involvement Governance structures.

Over the last year, we have continued to make significant steps to develop a robust approach to communications and engagement and have worked with our patient representatives and stakeholders to develop relationships and deliver communications and engagement activity which has had an impact on both strategy and public perception.

We aim not only to involve as many patients as possible but also to actively seek out the views of those most affected by service change and those hard to reach communities.

We build our engagement approach around understanding patient experience and listening to patients in the environments where they are most comfortable. Our engagement manager regularly participates at local support and community groups.

Governance and assurance information

We have strong governance arrangements which include patients being involved with all aspects of our commissioning decisions.

Patient and Public Involvement Committee

We have a Patient and Public Involvement Committee, which is accountable to the Governing Body as a Committee with delegated responsibility. This committee provides assurance that commissioning decisions made by NNE CCG have been informed by robust plans for patient, public and service user involvement. It also ensures that patient choice, equality and diversity and tackling health inequalities is central to decision making.

Feeding into this group are:

The PPI QIPP group

The PPI QIPP Group discusses service changes, changes in prescribing, campaigns and opportunities to deliver savings along with improved care. Agenda items may also include service changes and proposals that are being delivered through Greater Nottingham Transformation Partnership. This group meets bi-monthly on the last Tuesday of the month.

Patient Participation Group (PPG Group)

The PPG Group covers any items that are relevant to our local PPGs. The meeting is managed and chaired by a PPG representative in order to ensure that it is relevant to what is happening in practices. The CCG may be invited to present an item to the group and uses these meetings to gain input from and feedback into the PPGs. This group meets bi-monthly, alternating with the QIPP Group on the last Tuesday of the month.

Examples of our 2017/18 engagement activity and the impact of participation

Weekend and extended hours engagement campaign

In line with NHS England's 'General Practice Forward View', we are working towards implementing extended hours and seven day local GP services across the Nottingham North and East area during 2018/19.

To support this, and to ensure we deliver the services patients need, we carried out a range of engagement activities with local people throughout the Summer to establish what they wanted from an extended GP service and to look at ways we can further improve access.



In June 2017, we launched a three-month patient engagement campaign to discover local views on General Practice (GP) extended hours access. Using a printed and online survey, we followed a multi-channel approach to patient engagement promoting via GP Practices, Summer locality events, social media and media relations. 506 patients responded.

What patients told us about GP access:

- 91% of respondents say there is a need for weekend GP services and 96% say there is a need for extended weekday hours.

- Feedback indicated that there is a certain amount of flexibility in planning services over the weekend and extended weekday hours.
- Public transport links and options will play a big part in the extended services being successful
- Most respondents said that they did not require support to see a GP or nurse at the weekend. However, comments were made about needing support due to disability or mobility issues and several respondents predicted they may need support in the future. We need to bear in mind the ageing population and take note that this need may increase and consider it in any plans.
- The feedback regarding Skype/Facetime, online consultations and symptom checker shows us there's a split between those that are keen to embrace these technologies to access services and those that are not. There are many comments highlighting concerns and safety issue around this.
- Throughout the planning of extended services, patients, carers and the public indicated they wanted to be involved and engaged, and where that it is not possible that they are kept informed.

How are we acting on patient feedback?

We have established a working group, which includes patient and GP representation and have looked at the patient engagement feedback in detail. The intelligence within the engagement report was presented to the Primary Care Commissioning Committee in order that this could be used as part of wider decision making. Plans are now in progress to design the new extended hours service which we hope will be in operation by October 2018. We intend to involve patients in the development of this service and will look at how best to deliver it bearing in mind patients' wishes around a hub model.

Further details, including the full engagement report, can be found on the Nottingham North and East website.

The Big Health Debate engagement: should over the counter medicines for minor ailments on prescription?

This was an engagement campaign that actually took place in January/ February 2017 and, as such, was included in the 2016/17 Annual Report. However, as part of the decision and feedback on this engagement activity, we promised to return to patients six



months later to examine the impact of the changes on patients.

Background

The three South Nottinghamshire NHS Clinical Commissioning Groups (Nottingham North and East, Nottingham West, and Rushcliffe) undertook a six-week patient and stakeholder engagement (Dec16/Feb17) campaign to ask people whether over the counter medicines should be prescribed for minor ailments, such as a cold, headache, sore throat, hay fever etc.

During the course of the engagement, the CCGs received 403 responses from patients, public and professionals across South Nottinghamshire, and also ran seven public events across the South Nottinghamshire area. Feedback from the public engagement, stakeholders and financial and clinical evidence was collated and the following was agreed by the South Nottinghamshire County CCGs:

- As part of its self-care strategy, NHS Nottingham North and East, NHS Nottingham West and NHS Rushcliffe recommend people to visit their local pharmacy to purchase medicines and treatments for minor, short term conditions.
- It is advised that all prescribers, including GPs and non-medical prescribers, prescribe by directing individuals to purchase recommended, readily available, over the counter medicines, treatments and products.

While we know that these changes save the three CCGs on average around £30,000 a month, we didn't know what the impact on the patients has been.



So, in November 2017, we embarked on a self care roadshow around all our 20 GP Practices. We set up displays in waiting rooms and, along with promoting Winter self care messages, and repeat prescribing habits, we also took the opportunity to talk to patients about the impact of the new Over The Counter medicines recommendations.

Eighty four per cent of the 168 people we talked to said they hadn't noticed any difference since the recommendations had changed. Patients were mostly positive about the changes and were pleased with the savings that had been made.

The engagement report can be found on our website.

Big Health Debate: waste medicines

As part of the self-care roadshow practice tour, we also took the opportunity to talk to people about medicine waste - asking a series of questions to examine their understanding of repeat prescribing processes and to also understand patients' repeat prescribing habits.

The questionnaire aim was to find out about patient's experiences and habits around prescribing so we can begin to address why so much money is spent on medicine that is wasted.

The findings included

- More patients are beginning to use on-line services to order their repeat prescriptions but the majority still go in person to the GP practice. Could may be due to lack of understanding or awareness of access to on-line services and it would therefore be interesting to correlate this data with the number of patients registered to use on-line services at each of the practices.
- The majority of respondents only receive medication that they have requested; this is reassuring as it shows that people are aware and taking responsibility to only order what they require when requesting repeat medicines.
- Majority of respondents said yes that their doctor or pharmacist explains why they are prescribed each of their medicines which would suggest that patients are being encouraged to take responsibility for managing their illness and long term conditions.
- Over half of the respondents said their usual pharmacy doesn't offer them a medicines review to discuss their medicines. This may be because patients don't have regular contact with their pharmacy or that patients don't see the importance of a health review unless their condition deteriorates or changes.

We will be looking at repeat prescribing in more detail as part of our FRP challenge and the feedback from this engagement activity will feed into a wider engagement plan. In tandem with this, we also created a set of pdfs and digital communications collateral and shared it with our PPGs for use on practice noticeboards, community boards, web and social media.

Integrated Personal Commissioning (IPC) Engagement

The three south Nottinghamshire CCG engagement teams took the lead on the design, implementation, support and monitoring of an IPC Co-Production Group that was a vital part in establishing IPC in Nottinghamshire.

IPC is a partnership programme between NHS England and the Local Government Association (LGA). It is a nationally led, locally delivered programme that is supporting healthcare empowerment and the better integration of services across health, social care and the voluntary and community sector.

The focus of this work was to ensure patients and carers with lived experience of personal, integrated and personal health budgets were at the centre of the work. Much time was invested in contacting and engaging with local groups and communities to encourage involvement.

Leading on this strategy and in conjunction with the NHS England Lived Experience advisor and Self Help UK who were commissioned to facilitate the IPC Co-Production group, a strategy for the Co-production group was developed. This strategy outlines the role of the IPC Co-production group in Nottinghamshire, the context in which it will sit and a structure for how to establish and develop this group. The IPC Co-Production group will be part of promoting, actively informing decisions and designing the implementation of IPC across Nottinghamshire

Now the strategy is fully implemented the IPC Co-production group is thriving through monthly meetings run by Self-Help UK.

Events

We have an annual campaign and events programme which includes attendance at events like the Arnold Carnival, Gedling Show, Hucknall Summer Fair, Healthwatch, Nottingham Deaf Society's Health Event and also attend PPG events, youth councils and school events.

We also hosted our Annual Public meeting at the Bonnington Theatre in Arnold, which looked back at our year, presented our Annual Accounts and looked at plans for the future.

The engagement team also regularly attends local community meetings and presents on NHS news and engagement at groups like the Hucknall Partnership Group, locality PPG groups, Hucknall

Carers, Renew 34 etc. Well attended. Variety of people attended. Much of the meeting was dominated by group lobbying to stop privatisation of NHS.



At these events, we have received feedback about a wide range of issues from primary care access to medicine waste to the STPs and future of the NHS.

Some of the issues raised during these events demonstrated the importance of having the right services locally, community services issues like the importance of the continued provision of MacMillan nurses, more information about self-care and support to make more informed decisions about healthcare needs.



We have also supported the Accountable Care System events as outlined in the Greater Nottingham section.

We are always looking at new ways we can communicate and engage with local people in ways that avoid them having to come to us. One of the areas, we have invested sometime into is social media and we have an active NNE Facebook page as well as the NHS South Notts Facebook account we manage with our colleagues at Nottingham West and Rushcliffe CCGs.

How we reach diverse, potentially excluded and disadvantaged groups

We work in partnership with neighbouring CCGs in south Nottinghamshire including NHS Rushcliffe CCG and NHS Nottingham West, and Nottingham University Hospitals NHS Trust and a forum has been established to ensure operational ownership in advancing and mainstreaming equality and to make effective use of resources. The forum has mapped a database of 'seldom heard' groups who are targeted during pieces of engagement work.

As mentioned earlier, we also try and talk to people where they are or prefer to be so we go out into our communities to reach people via community and self help groups.

The CCG regularly promote engagement opportunities and formal consultation being undertaken via our website, facebook page, through our member database and partner organisations, feedback following the consultation and engagement activity is again promoted through these channels which would include how patient/public views have been considered and decisions made

Additional communications campaigns

In addition to the communications campaigns which supported the engagement activity, we have also run a number of campaigns throughout the year.

- We continue to use technology for engagement and deliver patient information and services on a range of digital channels, including the CCG

website, social media, regular e-bulletins via Mailchimp and surveys via Survey Monkey.

- Media management of GP Practice issues
- We are utilising social media much more as a way to engage with patients and deliver our messages. Our social media has grown over the last 12 months and we also manage the NHS South Notts Facebook page. We utilise these social media channels to push our messages out but also to encourage people to engage with these messages, comment and feedback. The key areas for debate over the last year have been over the counter medicines, big health debate and urgent and emergency care.
- Over the year, we have delivered regular branded – NNE Patient Connect - bulletins to the patients on our distribution list to let them know about involvement opportunities and our local events.
- We send out regular media releases to ensure that the public are up-to-date with developments and campaigns
- We have supported a wide-range of public health and awareness week campaigns via our digital communications channels and media relations
- We have promoted events and consultations, developing messages, designing collateral and supporting the Patient Engagement Manager with the event set up and plans.
- We have taken regular editorial space in each of the Gedling Contacts Magazines published over the year with four pages in Winter and Summer, two in Spring, to promote our services and get key messages out to every resident in Gedling.
- We have provided our GP Practices with media packs at key points of the year with some key messages and stories for their websites, relevant posters for their noticeboards and images and suggested tweets and posts to share on their social media.
- Media training for our GPs and CCG staff.

Key 2017/18 Campaigns

Stay Well This Winter

We supported the National Stay Well this Winter campaign with local targeted advertising, poster and leaflet campaign and digital promotion. We particularly targeted parents of under 5s with adverts in the local magazine for parents 'lots for tots'.



Waste Medicines

Working with PPGs, we developed collateral to promote responsible ordering of repeat medicines. W



Let's talk about it - IAPT

We continue to develop our communications and tactical activity plan to promote talking therapies to our GP Practices and to our patients for self-referrals. In 2017/18 we created collateral to specifically target BME and elderly patients.



Helping you to help yourself - Self care

We continued to build on our self care campaign, which was launched in March 2017 to support the new guidelines around restrictions to prescriptions for over the counter medicines. This campaign encourages patients to ‘take care of yourself and the NHS will take care of you’.



Other campaigns

- Care management plans
- Video case studies to promote community –based services
- New COPD leaflets for patients to monitor their condition
- Posters, leaflets, feedback boxes, media relations and social media promo to promote each engagement activity
- Patient case studies to promote healthcare in the community



Compliance with Statutory Guidance on Patient and Public Participation in Health and Care

In April 2017 NHS England published revised statutory guidance for CCGs and NHS England commissioners. In addition, further to the publication of this revised guidance NHS England developed a new approach to the assessment of patient and public participation as part of its statutory annual assessment of CCG performance. This assessment relates to the ten key actions listed within the guidance and involved a desktop review of each CCG based on the following information:

- Corporate Annual Reports

- CCG websites
- Documents and information published on CCG websites

The assessment took place in July 2017 and resulted in an overall **Green** RAG rating with improvements recommended in three areas: Practice; Feedback and Evaluation; and Equalities and Health Inequalities.

The CCG are reviewing processes to ensure they are compliant with the guidance “Planning, assuring and delivering service change for patients” which was released March 2018.

How to get involved

- Sign up for regular electronic bulletins from the CCG by visiting our website at <http://www.nottinghamnortheastccg.nhs.uk> and going to the ‘Join our Health Forum’ page, or call 0115 883 1838. This forum is used to promote vacancies for patient involvement on task and finish groups when services are being looked at for planning, decommissioning or changes being made.
- Contact your GP practice for further details of their patient participation group.

Keep up to date

- Go to <http://www.nottinghamnortheastccg.nhs.uk>
- Find us on Facebook: /NHSNNE