Communications and Engagement Approach

2016-2020
NHS Cumbria CCG commissioning hospital and community services to get the best healthcare and health outcomes for our communities

Contents

Section 1  Foreword by NHS Cumbria Clinical Commissioning Group Interim Chief Clinical Officer, Dr Hugh Reeve  3
Section 2  What is NHS Cumbria Clinical Commissioning Group?  4
Section 3  Our Vision  5
Section 4  Purpose  6
Section 5  Patient Experience  6
Section 6  Communications and Engagement Objectives  7
Section 7  Stakeholders  8
Section 8  GP Involvement  8
Section 9  In Our Communities  9
Section 10  Communications and Engagement method  10
Section 11  Monitoring and Evaluation  12
Welcome to NHS Cumbria Clinical Commissioning Group’s (CCG) Communication and Engagement Approach.

This document sets out our commitment to involve the people of Cumbria in making a positive contribution to the development of health services in our county.

We understand everyone has an investment in ensuring we have the best services in the right places for our community.

We will work with the people of Cumbria - to make a positive difference by improving the health and wellbeing of individuals and their families.

To ensure we are able to meet the values and vision of the CCG, in line with our statutory responsibilities to involve and consult, we need to work closely with our communities and our stakeholders having meaningful conversations.

Working together with local people, healthcare providers, member practices, staff and our local partners including Lancashire North CCG, we aim to improve health outcomes for the whole of Cumbria’s population.

This approach aims to ensure that decisions within the CCG are taken following full discussions with our stakeholders to ensure that local needs and views shape future NHS services in Cumbria.

Hugh Reeve
Interim Chief Clinical Officer
NHS Cumbria Clinical Commissioning Group
2. What is NHS Cumbria Clinical Commissioning Group?

NHS Cumbria Clinical Commissioning Group (CCG) is a membership organisation. The 77 GP Practices including all those situated in Cumbria and Bentham Practice in North Yorkshire are members of the CCG.

NHS Cumbria CCG is responsible for commissioning the majority of hospital and community health services across the county.

The CCG has a budget of around £700 million for 2015/16.

It has the largest landmass to serve in the country with difficult geographical issues to overcome.

Though Cumbria is known for its open spaces and beautiful landscapes, there are a number of urban industrial towns – often remote from other centres of population - which bring their own health issues.

Key health priorities for Cumbria are:

- Developing financially secure and sustainable health services
- Improving care to respond to the challenges of a super-ageing population
- Improving the health of children and young people
- Improving the quality and integration of care services
- Improving mental wellbeing
- Reducing health inequalities and premature mortality from cancer and cardiovascular disease.

NHS Cumbria CCG is responsible for commissioning health services for our resident population of just under 500,000 and the many thousands of visitors who come to the county for holidays and business.
3. Our Vision

In achieving our vision, we will meet our statutory responsibilities in relation to involving and consulting people over the development of high quality and sustainable hospital and community health services to ensure that as much as possible they meet their needs and wishes.

We share the principles of Cumbria Action for Health which recommends the following:

- **Better Health** - reducing the incidence of disease and ill health in all towns and communities across Cumbria, and in particular improving things fastest where the burden is greatest
- **Best Care** - means brilliant care delivery as close to home as possible - giving all users a great experience and fabulous outcomes that are amongst the best in the world
- **And Sustainable** - means living within our means and stripping out waste wherever we find it – the Cumbrian pound can only be spent once

Equality and Diversity

The CCG will:

- Ensure it directly contributes to improve health outcomes for all
- Commission services on the basis of need and without preference to the personal characteristics of patients
- Proactively seek to ensure access to appropriate services is not adversely affected by the personal characteristics of the patient, location or form of the service
- Ensure those it commissions services from meet the evidential requirements of the Equality Act and of the statutory duty to engage and consult patients, communities and key stakeholders.
4. Purpose

Effective communication, engagement and honesty with our communities is at the heart of our approach to clinical commissioning. The patient is at the centre of all our plans.

CCG staff and members have a duty of care to ensure they communicate in a jargon-free and effective way.

We will follow the principles of the recent guidance from NICE (published March 2016).

5. Patient Experience

The CCG is seeking to ensure that across the system in Cumbria patient experience is a key tool in driving quality and service improvement. Patient experience is helping to shape excellent clinical services.

The CCG uses patient experience, feedback from the Friends and Family Test results and feedback left using the I Want Great Care Platform.


https://www.iwantgreatcare.org/
6. Communication & Engagement Objectives

The objectives below show how the Communications and Engagement Team objectives link to the main CCG objectives and how the objectives will be measured. Each member of the team has individual objectives which support the team and CCG objectives.

1. External Communications
   1.1. Develop excellent relationships with key partners and stakeholders
   1.2. Ensure stakeholders have easy access to the information they need in a way they would choose to access it and that this is provided in a timely manner
   1.3. Ensure that the CCG and its activities are fairly and accurately represented by the media and other external agencies
   1.4. Promote our successes, achievements and activities proactively both inside and outside of the organisation, inspiring confidence in local NHS service

2. Internal Communications
   2.1. Contribute to staff morale through the proactive communications of successes and achievements both within and outside of the organisation
   2.2. Actively encourage two-way communication using a range of options
   2.3. Support colleagues to achieve involvement and engagement of clinicians and non-clinical staff in key activities of the organisation
   2.4. Work with colleagues to improve communication with GPs through regular updates in GP News and links with lead GPs

3. Engagement & Involvement
   3.1. Enable all stakeholders to have a voice and encourage them to use it
   3.2. Build continuous and meaningful engagement with the public, patients and carers to influence the shaping of services and improve the health of people in Cumbria and make sure they are aware of how their feedback has been used
   3.3. Facilitate two-way communications wherever possible – listening and informing
   3.4. Utilise patient experience and opinion to improve quality
   3.5. We will consult with our community over substantial service changes
7. Stakeholders

Our stakeholders break down into the following groups:

- Patients and the public
- GP Members
- NHS Workforce
- Partner Organisations (NHS England, NHS Improvement, North Cumbria University Hospitals NHS FT, University Hospitals of Morecambe Bay NHS FT, Cumbria Partnership NHS FT, North West Ambulance Service, GP Federations, Cumbria County Council, district and parish councils, Healthwatch)
- Community Leads (Councillors, MPs, Third Sector, patient/community groups etc.)
- Major employers
- Media

8. GP Involvement

As a GP member led organisation, we want to utilise the experience and expertise of GPs in the development and commissioning of hospital and community health. We also support GP practices and the development of GP services in the county.

As set out in the CCG’s constitution, the CCG is accountable to its member practices. Communication with practices will be a two-way process and at each stage there will be a clear route for member practices to have their say and influence change.
9. In our communities

As part of the communication and engagement approach we need to ensure our communities are fully involved in the process.

In the south of the county Better Care Together is part of the vanguard programme and in west, north and east Cumbria the Success Regime is reforming the health economy. The CCG has lead GPs in each area who act as the link between the GP practices and GP members. Each practice has a representative who attends and votes and represents their views at the Council of Members meetings.

Both programmes have to address the challenge of delivering health and social care across a geography that is both rural and urban with significant deprivation. Talking to, and engaging with, our communities about the challenges we face and listening to feedback is important if we are to get it right.

We will consult with communities when planning substantial changes to NHS services. We will involve people in the development of Integrated Care Communities. We have signed the Cumbria Compact which outlines a code to follow for formal consultation.

In order to keep stakeholders involved and informed within the localities, the CCG seeks to engage with locally focused groups and forums.

Healthwatch Cumbria – The CCG works with Healthwatch Cumbria and in 2015 supported a significant piece of engagement about maternity services led by Healthwatch and the county’s Maternity Service Liaison Committees.

GP Federations – representing GPs and Practices across Cumbria

West Cumbria Community Forum – the CCG plays a regular role in the monthly meetings of people and groups concerned about health services in west Cumbria.

Millom Alliance – the CCG supports the group leading the reshaping of health services in the town.

Health and Wellbeing Board - A countywide Health and Wellbeing Board is established that includes members from across Cumbria's Health Economy including NHS Cumbria CCG, the County and District Councils. The Health and Wellbeing Board looks at the key health issues across the county.

Health Scrutiny Panel – the CCG updates and works with Cumbria County Council’s health scrutiny panel.

Lay representatives – CCG lay reps are an important link between the organisation and the community.
10. Communications and Engagement Method

NHS Cumbria CCG is committed to engaging with the communities of Cumbria.

**Internal Stakeholders** – We have established regular staff (Staff News) and members’ newsletters (GP News) which go out fortnightly. There are also regular updates to staff from the accountable officer on workforce and organisational issues.

**External Stakeholders** – We regularly share news with our stakeholders and, where appropriate, brief them ahead of media releases.

**Third Sector** – We recognise and value the role of the Third Sector and share information and briefings with third sector organisations and listen to their feedback and concerns.

**Media** – We respond to enquiries from the local, national and specialist media, and proactively share stories as our services change and develop.

**Social media** – We have Twitter / Facebook /You Tube accounts which we use to share health messages, news stories and ask for feedback on issues relevant to the health of our communities. We also share requests for feedback from other relevant organisations.

**Cumbrian networks** – We plug into existing networks to make sure our health messages and news stories are heard and experienced further than traditional media.
sources. Including local authorities, large employers, other health organisations and community based networks such as ACTion and Action for Health. This includes actively seeking out hard to reach groups i.e., organisations supporting teenage mums, Young Farmer’s networks and the Cumbria Youth Alliance.

**Interested Community Groups** – We regularly engage with community groups with specific health interests including condition specific groups and groups such as West Cumbrian Voices for Healthcare, Maternity Services Liaison Committees across the county and the West Cumbria Community Forum.

**Health organisations** – we work with our colleagues across Cumbria and the wider health field.

**Public meetings** – we will meet with people and groups who wish to share their views and concerns about health services in Cumbria.

We also **respond to enquiries** from several sources:

**The public** – we answer general enquiries and signpost people to the relevant organisation to answer their queries.

**Freedom of Information requests** – we answer FOI requests within the statutory time limit.

**MP requests** – we respond to concerns and individual cases raised by the county’s MPs.

**Parliamentary Briefings** – we provide background to issues raised in Westminster.

Our responses will be honest and timely.
A key priority of the Communications and Engagement Approach is to ensure feedback to stakeholders that their views and comments have been fed into the decision making process of the CCG.

We will monitor the media coverage of NHS Cumbria CCG activities. Details of engagement and communication activity will also be included on the CCG’s website and promoted via our social media platforms and logged. We will share more feedback about what communities tell us and how we have used that information.

We endeavour to ensure that regular reports detailing communication and engagement activity will be provided and considered by the Governing Body.

The Governing Body meetings are held in public and include Q&A sessions where stakeholders can fully participate in asking how their views have been taken into consideration.
For more information contact:

Name. Communications & Engagement Team
Address. NHS Cumbria CCG HQ, Lonsdale Unit, Penrith Hospital, Penrith, CA11 8HX
Tel. 01768 245 437
Email. engagement@cumbriaccg.nhs.uk
Web. www.cumbriaccg.nhs.uk