

Patient and Public Engagement Committee 2020/2021

Date of Meeting:	14 January 2021
Agenda Item:	5.3
Subject:	Communications and Engagement update
Reporting Officer:	Alison Mitchell
Aim of Paper:	To update members

Governance route prior to PPEC	Meeting Date	Objective/Outcome
Governing Body	Select date of meeting.	Click to Select
Audit Committee	Select date of meeting.	Click to Select
Strategic Place Board	Select date of meeting.	Click to Select
Integrated Commissioning Board	Select date of meeting.	Click to Select
Locality Engagement Group	Select date of meeting.	Click to Select
Patient and Public Engagement Committee	Select date of meeting.	Click to Select
Quality and Safeguarding Committee	Select date of meeting.	Click to Select
Remuneration Committee	Select date of meeting.	Click to Select
Clinical and Professional Advisory Panel	Select date of meeting.	Click to Select
Primary Care Commissioning Committee	Select date of meeting.	Click to Select
Information Governance Management Group	Select date of meeting.	Click to Select
Other	Click here to enter text.	

Patient and Public Engagement Committee Resolution Required:	For Information Only
Recommendation	Note the contents of the report

Link to Strategic Objectives	Contributes to: (Select Yes or No)
SO1: To be a high performing CCG, deliver our statutory duties and use our available resources innovatively to deliver the best outcomes for our population.	Yes
SO2: To deliver on the outcomes of the Locality Plan in respect of Prevention and Access (Prevention and Self Care)	Yes
SO3: To deliver on the outcomes of the Locality Plan in respect of Neighbourhoods & Primary Care (Getting help in the Community)	Yes
SO4: To deliver on the outcomes of the Locality Plan in respect of In Hospital - Planned (Getting more help)	Yes
SO5: To deliver on the outcomes of the Locality Plan in respect of In Hospital - Urgent Care (Getting more help)	Yes
SO6: To deliver on the outcomes of the Locality Plan in respect of Children, young people and families	Yes
SO7: To deliver on the outcomes of the Locality Plan in respect of Mental Health	Yes

Risk Level: (To be reviewed in line with Risk Policy)	Not Applicable
Comments (Document should detail how the risk will be mitigated)	N/A

Content Approval/Sign Off:	
The contents of this paper have been reviewed and approved by:	Director of Operations / Executive Nurse, Karen Hurley
Clinical Content signed off by:	Not applicable
Financial content signed off by:	Not applicable

	Completed:
Clinical Engagement taken place	Not Applicable
Patient and Public Involvement	Not Applicable
Patient Data Impact Assessment	Not Applicable
Equality Analysis / Human Rights Assessment completed	Not Applicable

Executive Summary

Since March 2020 the work of the communications and engagement team has been dominated by the coronavirus pandemic and much of the work of the team continues to be focussed on supporting the borough and the NHS to cope with the crisis.

The team's work has largely focussed on;

- Promoting safety and precautionary messages
- Promoting new or changed services introduced as a result of the pandemic
- Amplifying national and regional campaigns including the NHS is open for business, Help us help you, GM Joining Together and Hands Face, Space
- Promoting the community response to the pandemic in partnership with the council and provider partners
- Promotion of new tiering restrictions as and when required
- Sharing information with the third sector, voluntary groups and Healthwatch Rochdale by attending online meetings throughout GM, NHSE, RBC and with third sector, voluntary groups to keep a close on eye on developments, initiatives and the constantly changing situation.
- Internal staff communications aligned with RBC messages to ensure staff are updated with the latest developments and offers of support available.
- Keeping primary care, local people, staff and stakeholders abreast of developments
- Monthly Crescent radio slots promoting key messages and myth busting
- Promotion of mental health services available and how services can be accessed for all ages

Other key areas of work

- Promoting and sharing opportunities to feed into the commissioning intentions of the CCG and council in the years to come
- Throughout the pandemic contact has been maintained with a group of older people to ensure they are coping with Covid-19 and to see if there is anything the CCG could do to help them
- The Annual Engagement report and the Easy Read Annual Engagement report were presented to Governing Body on 18th September. Governing Body were happy to ratify the reports and they have been published on the HMR CCG website

- An in-depth engagement phase was carried out by the Engagement lead for the review of services provided by Rochdale and District Mind. This included; surveys of both staff and clients and interviews both electronically and face to face (socially distanced) with clients and staff
- Easy read versions of the CCG Annual Report and the Communications and Engagement Strategy were completed by the Engagement Lead. These are available on the CCG website.
- It is hoped to recommence work with schools in the near future and Lowerplace Primary have committed to restarting the survey project with the new year 3, subject to coronavirus developments
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There have been opportunities to promote the work of the CCG and local services over the last few months across the range of media, and recent work has surrounded;

- Dissemination of the Autumn edition of Livin' it! through voluntary and third sector networks
- Winter health promotion reminding people how to access health advice over the festive period
- Planning and flu vaccination promotion focusing on cohorts agreed by Public Health England nationally
- Promotion of Covid-19 testing and vaccination
- Promotion and reminders of isolation guidance
- Promotion of the new national initiative of NHS 111 first
- Promotion of the self-care apps platform ORCHA
- Promotion of the learning disabilities annual health checks
- Promotion of recruitment opportunities for vaccinations
- Continued to promote of dental services and how patients can access emergency dental support due to rising numbers at A&E
- Implementing the new accessibility standards relevant to public service websites