

Patient and Public Engagement Committee 2020/2021

Date of Meeting:	09 July 2020
Agenda Item:	5.3
Subject:	Communications 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 the regular work of the communications and engagement team has been disrupted by the coronavirus pandemic and much of the work of the team has focussed on supporting the borough and the NHS to cope with the crisis.

Some annual and regular work such as organising the STAR awards and publishing Livin' It quarterly editions have been temporarily replaced by activities undertaken by the team working remotely from home.

The team's work has focussed on;

- Promoting safety and precautionary messages
- Promoting the introduction of 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 and GM Joining Together
- Promoting the community response to the pandemic in partnership with the council and provider partners
- 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

There have been opportunities to promote the work of the CCG and local services over the last few months across the range of media, these have included;

- CCG Annual Report
- Kirkholt Medical Centre opened to patients. The £2.3 million health centre based at the Strand opened on time and on budget.
- A video was produced by a renowned film director to promote the 'donning' and 'doffing' of PPE to care home staff
- Safe 'hot hubs' open to Rochdale patients with suspected coronavirus

- Testing sites open for business in Rochdale at various locations
- Share for you GM Shared care record developed further due to pandemic
- Local school cheers up health centre with thankyou artwork
- Primary care embraces technology due to pandemic
- Local cervical screening back in place
- Crescent radio slots covering COVID-19, diabetes awareness, domestic abuse and mental health and wellbeing
- Thank you letters to GP practices for staff and families

Upcoming activities

- Restarting the Rochdale infirmary campaign focussing on the high levels of treatment available at the urgent care centre with no requirement to get treated outside the borough
- Newly designed Livin' It edition due
- Planning for possible outbreaks/second wave
- Winter planning post coronavirus including flu season