



**Haringey
Clinical Commissioning Group**

MEETING:	Haringey Clinical Commissioning Group Governing Body
DATE:	Thursday, 30 July 2015
TITLE:	Engagement strategy: update on progress
LEAD DIRECTOR:	Jennie Williams, Executive Nurse and Director of Quality and Integrated Governance
AUTHOR:	Caroline Rowe, Head of Communications and Engagement
CONTACT DETAILS:	caroline.rowe@haringeyccg.nhs.uk

SUMMARY:

This report provides a progress update on the implementation of the CCG's engagement strategy.

SUPPORTING PAPERS:

- [Haringey CCG's Engagement Strategy](#) (2014 onwards)

RECOMMENDED ACTION:

The Governing Body is asked to:

- **NOTE** the recently refreshed engagement strategy for 2015-16 (appendix 1)
- **NOTE** this report and the progress of the Communications and Engagement Sub-Committee in implementing the CCG's engagement strategy.
- **NOTE** the draft member practice engagement strategy (appendix 2).

Objective(s) / Plans supported by this paper: Engagement is one of the CCG's core values and underpins and supports all the CCG's work and objectives.

Audit Trail: This paper was approved electronically by the CCG's Communications and Engagement Sub-Committee.

Patient & Public Involvement (PPI): The engagement strategy sets out how the CCG is embedding patient and public involvement in the organisation and systematically throughout the commissioning cycle.

Equality Analysis: The engagement strategy sets out how the CCG will consider the different needs of our communities in our engagement and communications activities. An equality analysis was carried out on the original strategy in May 2013, and re-considered when the strategy was refreshed. The analysis showed that the strategy 'makes a strong commitment to inclusion and the intended benefits will help advancing equality and diversity in Haringey.'

Risks: The main risk to the continued implementation of the strategy and the ability to deliver on the CCG's statutory duties around involvement and participation is the capacity of the CCG's small communications and engagement team.

Resource Implications: There is a small budget to support the implementation of this strategy and costs to date are contained within the 2015-16 budget.

1. Introduction and engagement strategy refresh

In May 2013, the CCG's Governing Body adopted our first patient and public engagement (PPE) strategy which focused on our aspirations for engagement as a new NHS organisation. The PPE strategy was developed collaboratively, and included a consultation period with stakeholders, colleagues and members of the public. It also included an engagement cycle diagram to illustrate how the CCG planned to systematically engage people throughout the commissioning cycle.

In April each year, we refresh our strategy, reflect on the progress made and identify some priorities for the year ahead. We also develop an annual action plan which shows how we will deliver the strategy. The implementation of the strategy and action plan is overseen by the Communications and Engagement Sub-Committee.

This is a 6 monthly progress update on a few of the key areas set out in the annual engagement strategy action plan. The Governing Body is asked to note this report and the recently refreshed engagement strategy for 2015-16.

2. Commissioning intentions engagement and future meetings

As set out in our engagement strategy, the CCG continues to aspire to be systematic in how it engages people in the development of its commissioning intentions for the year ahead. One of the ways we do this is through a series of engagement events, including public meetings, Network meetings and a stakeholder event which is attended by GPs, local providers, Haringey Council, voluntary and community organisations, and patient members of the CCG's Network.

The dates for these events have been provisionally booked as follows: Network meeting - 8 September; public meeting and Annual General Meeting - 30 September in the evening; stakeholder event - 15 October.

The public meeting will be widely publicised and feedback reports from all events will be published on the CCG's website. As normal, the Governing Body and the Health and Wellbeing Board will also receive reports and updates on the development of the CCG's commissioning intentions.

3. Engagement Network update

Since the last Governing Body update, the CCG's Network – made up of voluntary sector organisations and patients from GP practice patient participation groups (PPGs) – has met twice (March and July). At March's meeting, the Network heard back from the CCG's commissioning leads about how they had used feedback from Network members from an earlier meeting, with a particular focus on mental health, the Better Care Fund, end of life care and supporting people with long-term conditions.

As well as contributing to the CCG's priorities and informing commissioning, the Network also has a role to learn about health and health issues in Haringey and act as 'messengers' to and from their groups and communities. With this in mind, July's meeting focused on sharing information with the Network about Haringey's newly formed obesity alliance, our proposals to commission a joint 111 and out of hours GP service, and the recently agreed Haringey mental health framework.

Over the summer we will be looking at the membership of the Network to identify if there are any gaps, both in terms of voluntary sector members and patient members from PPGs.

Feedback reports from each meeting are published on the CCG's website:

www.haringeyccg.nhs.uk/about-us/the-ccg-network.htm. The next meeting will take place in September in line with the annual commissioning cycle.

4. Supporting GP practices to sustain their Patient Participation Groups (PPGs)

Haringey CCG has been working with Health Link for the past 2 years to provide support to GP practices to help them set up, develop and maintain a PPG as a mechanism for patient participation. This work has succeeded in supporting an increase in practices with PPGs, from 52% to 87%. However, evaluation suggests that this work may not have helped those practices who already had groups and are finding them hard to sustain, nor those who have now set one up but are finding attendance tailing off.

An extension of Health Link's contract was agreed in April to do some final pieces of work to help ensure the sustainability of patient participation in Haringey practices. This work will focus on:

- Providing tailored support to practices most at risk of not starting groups at all or allowing those they have to stop;
- Disseminating good practice on PPGs in the practice community;
- Building the capacity of the practice community to sustain their PPGs, get value from them and support their peers. This will be especially important once the contract with Health Link ends.
- Linking PPG feedback to support quality improvements within primary care.

Health Link report progress via the Communications and Engagement Sub-Committee.

5. Patient representatives on CCG committees

The CCG continues to have patient representative members of the Quality Committee, Communications and Engagement Sub-Committee and the Insight and Learning Group. In addition, we have now appointed patient representatives to join the CCG's Investment Committee – a committee that makes recommendations to the CCG's Governing Body on investment and disinvestment proposals. Our patient representatives continue to have a really positive impact on our committees and we would like to thank them for their time, input and involvement. The next support and review discussion with our patient representatives is taking place in August. The patient representatives are also members of the CCG's Engagement Network.

6. Meetings with MPs

Our engagement strategy outlines our intention to meet regularly with Haringey MPs, if they wish to, as an opportunity to talk about some of their constituents' issues and queries and to keep in touch about the CCG's work and plans. Over the summer, the CCG's Chair and Chief Officer will be meeting with Haringey's new MP, Catherine West.

7. NHS England 'deep dive'

On 1 July, the CCG attended a 'deep dive' meeting with NHS England – a chance for NHS England to have an in depth look at how well we are meeting our statutory duties around

collective and individual participation, engagement and involvement. It was a really useful exercise to centrally collate the wealth of engagement and involvement activities that are embedded within the organisation at different levels and in different teams. Ahead of the meeting we provided NHS England with a 34 page document of key examples. This evidence document will be used to inform the annual report which all CCGs are required to produce by the end of September to show how we are meeting our statutory duties. We are still awaiting formal feedback on the 'deep dive' from NHS England and an assurance rating.

8. Member practice communications and engagement

The CCG has now recruited someone to take a lead on member practice communications and engagement, working in the CCG's primary care development team. This is a really important role and an area we have prioritised in our engagement strategy. The Member Practice Communications and Engagement Manager has oversight of the practice visit programme, the development of the new GP website, helping CCG colleagues to market and promote new services and pathways and supporting practices to have the information and opportunities that they need to lead the CCG's commissioning. A draft engagement strategy for member practices is appended to this paper for the Governing Body to note.

9. Communications and engagement support for north central London (NCL) CCGs

A big focus of this year will be providing communications and engagement support for the implementation the north central London (NCL) five year strategy. The 5 CCGs across NCL have established a joint programme of strategic development which acknowledges that the CCGs have shared priorities and challenges and seeks to address them via joint strategic interventions. The level of communications and engagement support that's needed, and how this will be led and resourced, is still being established. However, the five NCL CCG communications leads are already meeting regularly as a forum to share information, collaborate and discuss pan-NCL programmes of work.

10. Communications and engagement support for CCG programmes of work

The CCG's communications team continues to support CCG commissioners with communications and engagement plans for their areas of work. This includes the Better Care Fund, value based commissioning and the proposed procurement of a joint NHS 111 and GP out of hours service. One of our priorities for 2015-16 is to try and develop a clearer narrative or story to describe what we are trying to achieve as an organisation to share with the local public and other stakeholders. We are currently undertaking a mapping exercise to develop a better understanding of local community and media channels and how to link in with them.

11. Annual report 2014-15

The CCG's second annual report and annual accounts were published on the CCG's website in May, in line with national deadlines: www.haringeyccg.nhs.uk/news/AnnualReport. We are in the process of producing a shorter and more public-friendly version in time for the Annual General Meeting which we are planning to hold in the evening of Wednesday 30 September as part of our public meeting.

12. Website

The CCG's website – www.haringeyccg.nhs.uk - continues to receive on average 2200 visits a month (of these, an average of 1525 per month are unique visitors). Our Annual Report clearly outlines the CCG's objectives and summarises different areas of work that aim to achieve each objective. We have received feedback that information on our website should follow this structure, so we will be addressing that in the next few months in addition to reviewing all the content on the site and checking whether the layout of the site continues to be functional and user-friendly. One of our priorities for this year is to make better use of our web and social media channels as a tool to communicate and engage with local people.

13. Twitter

The CCG's Twitter account - @HaringeyCCG – now has 4410 followers. Many of our followers appear to be local voluntary and community groups and other health and care organisations, rather than individuals. However, we are trying to focus on being more proactive – adding more news stories to our website, tweeting about them and sharing and retweeting things from other Haringey groups. We have received some individual patient queries, which has prompted us to think about what we need to do to help us be able to respond in a timely way that is appropriate for Twitter, the CCG and for the nature of the enquiry.

14. CCG staff

There is lots of work going on to support, develop and communicate with CCG staff – much of which is part of our organisation development programme which is now being overseen by the Director of Quality and Integrated Governance and the Head of Communications and Engagement. In addition, we have recently developed an internal communication plan which sets our aspirations for internal communications, including a review of channels and how we can use them better to ensure that staff have the knowledge and understanding about the work of the CCG and different teams to enable them to tell a clear story to the stakeholders and residents that they come into contact with.

15. Healthwatch

Healthwatch Haringey continue to be active members of the CCG's Communications and Engagement Sub-Committee, Insight and Learning Sub-Group and Governing Body. They also regularly attend Clinical Quality Review Group meetings at North Middlesex which are chaired by the CCG. We have also worked closely with Healthwatch on specific areas, including the 'task and finish group' set up to look at GP access in the east of the borough.

16. Monitoring

The delivery of the Engagement Strategy action plan is monitored on a bi-monthly basis by the Communications and Engagement Sub-Committee. Completed action plans from previous years are published on our website as an historical record of all the work that has happened since the CCG was in shadow form. These action plans can be found here: www.haringeyccg.nhs.uk/about-us/history.htm. The 2014-15 completed action plan has recently been uploaded.