



**Haringey
Clinical Commissioning Group**

MEETING:	Haringey Clinical Commissioning Group Governing Body
DATE:	Thursday, 26 May 2016
TITLE:	Engagement strategy: update on progress
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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) – Appendix 1

RECOMMENDED ACTION:

The Governing Body is asked to:

- **NOTE** this report and the progress of the Communications and Engagement Sub-Committee in implementing the CCG's engagement strategy.
- **NOTE** the recently refreshed engagement strategy for 2016-17 (appendix 1).

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 by the CCG's Communications and Engagement Sub-Committee on 20 April 2016 and by the Quality Committee on 27 April 2016.

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 CCG's original strategy. 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 very small budget to support the implementation of this strategy and costs to date are contained within the 2016-17 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 an annual update for the Governing Body on a few of the key areas set out in the engagement strategy action plan (the last update was received in July 2015). The Governing Body is asked to note this report and the recently refreshed engagement strategy for 2016-17.

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.

As normal, feedback reports from all events will be published on the CCG's website and the Governing Body and the Health and Wellbeing Board will also receive reports and updates on the development of the CCG's commissioning intentions for the year ahead.

3. Public meetings – Wednesday 14 September 2016

Haringey CCG holds public meetings every year as part of our engagement strategy and our commitment to be open and transparent; we need to make sure we give residents an opportunity to meet us, hear from us and ask questions in a public forum. Over the past three years we have tried different approaches to running these meetings and have reflected on what has been most and least successful.

This year, following this reflection, we want to make sure that we structure the meetings around what people want to know about and ask us about. We would also like to hear from an even more diverse range of Haringey residents. To help us achieve this, we have commissioned the Bridge Renewal Trust to support us with the preparation and promotion of our 2016 public meetings, following an open tender process. The Bridge Renewal Trust's remit is to:

- Target different communities and groups in Haringey who we don't usually hear from
- Ask them what they would like to know about from the CCG and gather key questions in advance in order to help us to structure and plan our meetings
- Promote the event to these groups and other residents and provide support to people to attend the meetings, if support is required.

We will be holding two meetings this year in a central Haringey location. The meetings will be held on the same day, with one in the afternoon and one in the evening to ensure that people have a choice. The meetings will take place on Wednesday 14 September 2016 at the Cypriot Centre in Earlham Grove. We will also be keeping the formalities of presenting our annual report and accounts separate from the public meetings in line with feedback received from the public last year.

4. Engagement Network update

The CCG network – made up of voluntary sector organisations and patients from GP practice patient participation groups – has just finished its third year. The network helps to inform the development of the CCG's commissioning intentions and direction of travel. The network has met four times this year and has heard about and given feedback on the following areas: NHS 111 and GP out of hours services; intermediate care services; musculo-skeletal services; Haringey's mental health framework. In December, the network had a dedicated session on loneliness, isolation and social connectedness.

Each year, we review the membership of the network to identify if there are any gaps, both in terms of voluntary sector members and patient members from PPGs. We have recently adapted the format of meetings to improve the balance between information giving and discussion, and have conducted a survey with members to ensure we hear their views on the effectiveness of the network. 90% of respondents said they felt their feedback from network meetings was valued and made use of by the CCG and 100% of respondents confirmed that they wanted to stay as members of the network.

Feedback reports from each meeting are published on the CCG's website and also shared with the relevant commissioning leads within the CCG to ensure insight is considered in their work: www.haringeyccg.nhs.uk/about-us/the-ccg-network.htm. The next meeting will take place in July.

5. Supporting GP practices to develop and sustain their Patient Participation Groups (PPGs)

The CCG has been working with Health Link for the past three years to provide support to GP practices to help them set up, develop and maintain an effective PPG. This contract ended in March 2016. During the final year of Health Link's contract, work focused 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; and
- Linking PPG feedback to support quality improvements within the practice.

Primary care is an extremely pressured environment which can make securing engagement on PPGs a challenge. During the course of the project, Health Link successfully managed to engage all but a handful of practices in one way or another on patient participation, whether through participation in workshops, attendance at collaborative or pan-Haringey forums, or through visits, support calls or PPG attendance. At the start of the project, there were 52 practices and 28 (54%) of them had PPGs. There are now 40 with PPGs, 87% of the current total of 46 practices.

The project has also provided numerous resources to support practices with their patient participation, and peer support has been suggested as a route to raising the overall standards of patient participation and making it sustainable. For example, buddying between practices has been suggested to a few practices and a database of good practice has named contacts, which practices may use.

Most feedback from PPGs is directly relevant to the individual GP practices that they are linked to. However, the CCG has recruited members from PPGs across Haringey to form a core part of our engagement network to inform the CCG's commissioning (see item 4).

6. Patient representatives on CCG committees

The CCG continues to have patient representative members of the Quality Committee, Communications and Engagement Sub-Committee, the Insight and Learning Group and the Investment Committee. Our patient representatives 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.

7. 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. On average, meetings are currently taking place quarterly with both of Haringey's MPs.

8. Statutory duties

In July 2015, the CCG had an in depth assessment of how we are meeting our statutory duties around patient engagement and involvement. This assessment was conducted by NHS England as part of their assurance process of all CCGs. As part of this assessment, the CCG had to submit a report which explained how we are meeting section 14Z2 of the Health and Social Care Act, including the arrangements in place for patient and public involvement within our organisation and examples of how patients and the public have been involved in the development of our commissioning plans. A copy of this report is available on [our website](#).

Haringey CCG received full assurance from NHS England in this area, stating: *"Our assessment of Haringey CCG's delivery of its statutory obligations is consistent with an assurance level for patient and public participation activity of 'assured as good'."*

9. Member practice communications and engagement

The CCG continues to give focus to engaging and involving GP member practices; this is predominantly led by the CCG's primary care team and supported by the communications team. This focus will continue to ensure that practices have opportunities to know about, understand and be involved in the CCG's work through the GP website, weekly newsletter and engagement activities.

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

A big focus of the coming year will be providing communications and engagement support for the development of a strategic transformation plan across north central London (NCL). A joint programme of work is currently being developed, and involves all the CCGs, local authorities and main providers across NCL, acknowledging the shared priorities and challenges that exist across the system. Good communications and engagement will be essential to support the delivery of the plan, but the detail of what's required in terms of communications and engagement is not yet known.

11. Communications and engagement support for CCG programmes of work

The CCG's communications team continues to support CCG commissioners to develop communications and engagement plans to support their areas of work. This includes engagement in the Better Care Fund, the procurement of a new NHS 111 and GP out of hours service, and the review of child and adolescent mental health services (CAMHS) in the borough.

12. Annual report 2015-16

The CCG's third annual report and accounts (ARA) will be published on the CCG's website on 10 June, in line with national deadlines. The ARA has to be presented in public before the end of September and we are planning to do this as a separate meeting before July's Governing Body meeting starts (see public meeting update in item 3).

13. Website

From April 2015 – March 2016, the CCG's website – www.haringeyccg.nhs.uk - received on average 1,548 visits a month (of these, an average of 1,336 per month were new visitors). This year, we will be reviewing the structure of our website and updating the content so that we make it clearer to the public what the CCG's aims are, the programmes we are working on and how people can get involved. This is in response to feedback we received at last year's public meetings.

14. Twitter

The CCG's Twitter account - @HaringeyCCG – now has 4750 followers. The majority of our followers are local voluntary and community groups and other health and care organisations, but the number of individuals following us is expanding. In the past year, we have tried 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 receive some individual patient queries which has prompted us to develop some guidelines for staff to ensure we respond in a timely way that is appropriate for Twitter, the CCG and for the nature of the enquiry.

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 organisation of a large public event on end of life care as part of Dying Matters week.

16. Bridge Renewal Trust

The Bridge Renewal Trust is Haringey Council's new strategic partner for the Voluntary and Community Sector (VCS), tasked with working with Haringey's VCS organisations and statutory and non-statutory partners to ensure the local voluntary sector is stronger, able to attract more external funding and deliver better services. We have invited the Bridge to join our Communications and Engagement Sub-Committee and our Engagement Network.

17. Monitoring

The delivery of the Engagement Strategy action plan is monitored on a quarterly 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 2015-16 completed action plan has recently been uploaded.