

Communications, engagement and equality and diversity

Quarterly review

July - September 2017

1 Introduction

Welcome to the latest quarterly update giving you a brief snapshot of our communications, engagement and equality and diversity activity. This covers the work done by the NHS Leeds Clinical Commissioning Groups Partnership communications, engagement and equality and diversity team.

We hope you find the review useful, if you feel we need to include anything else please do let us know: commsleedswestccg@nhs.net.

In September we held our annual general meeting (AGM) giving people a chance to find out more about what the CCG Partnership has done over the previous 12 months and our plans for the future. More information on how we used our budgets and a summary of our activities in 2016-2017 can be found in our annual review:

www.leedswestccg.nhs.uk/content/uploads/2014/08/Annual-Review-2016-2017-FINAL-COPY.pdf

Cancer can affect any of us at any time – whether we are diagnosed with the condition or someone close to us receives a diagnosis. In Leeds we're working hard on changing the way cancer services are provided from initial diagnosis and earlier screening/prevention, through to treatment and after care. Working closely with a range of partners in Leeds and in West Yorkshire we have put together the Leeds Cancer Strategy. We invited local people to attend a launch event for the strategy giving them an opportunity to give their thoughts on how it can be implemented in the coming 18 months.

Pregnancy is a life changing event. For some women it can be an emotionally challenging time that can have an impact on their mental health. We've been working on improving the support for women in the last weeks of pregnancy and the period just after they have given birth. This is often referred to as the perinatal period. As part of this we've set up a perinatal support group and have been working to increase membership.

As the winter months approach us, it's important that people take steps to prepare themselves for health conditions that are weather-related. One of the steps people can take to protect themselves is to have the flu jab, particularly for those who belong in one of the at risk groups. We supported efforts from a group of GP practices and local community groups in the Aireborough area to encourage people to have their flu jab as well as receiving advice and support from other services that can help them over winter and beyond.

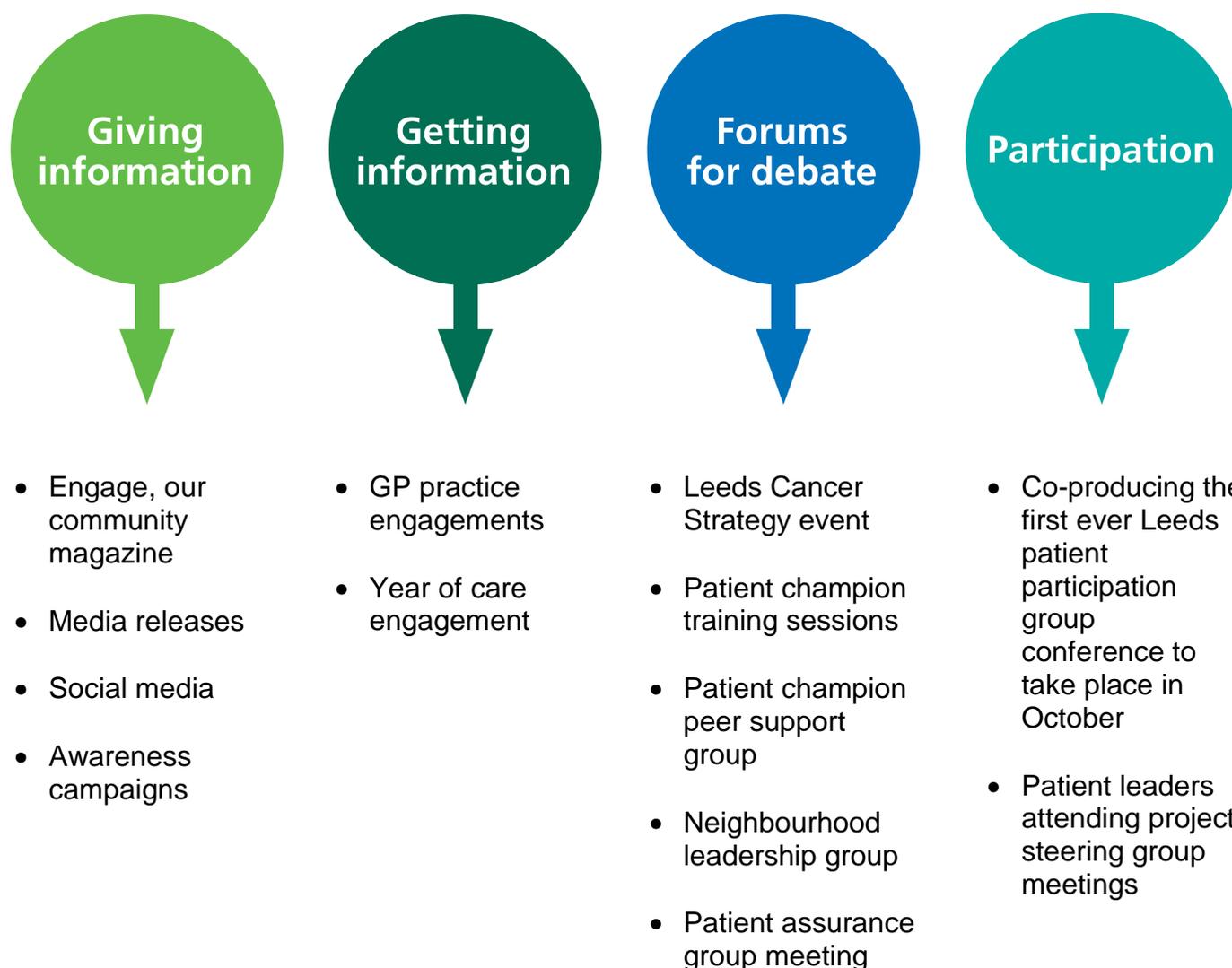
We will be running a campaign targeting members of the Eastern European communities to help them understand which services are the most appropriate ones for them should they fall ill or get injured. To help us with this we will be working with members of the community to find out more about how they currently access services and how we can help support them so they know where to go for help or support.

In October we'll be holding our first ever citywide event for people who are members of their local GP practice's patient participation group (PPG). This will give people an opportunity to network, share ideas and to help influence the way we work with PPGs to influence how decisions around health and care services are made.

2 Highlights of the month

Throughout our quarterly review you will find in-depth information about some of our key activities as well as an overview of some of our work. This page demonstrates just some of the ways we have used something called the 'involvement continuum' to show how we have worked with patients and the wider public in different ways. We know that not everyone can take part in all four elements of the 'involvement continuum' due to other commitments so it is important we can keep people involved/informed of our work using as many different opportunities as possible. Find out more about the 'involvement continuum'

www.healthknowledge.org.uk/public-health-textbook/organisation-management/5d-theory-process-strategy-development/public-carer-consultation



3 Media

Total mentions:

4

Favourability:

positive

4

neutral

0

negative

0

Total number of reactive media enquiries:

4

How many enquiries have been responded to on time:

4

This quarter's media stories:

In the last quarter the communications team has seen a number of people leave the organisation and, as a result, there has been limited capacity to undertake proactive PR. We have received **positive coverage** for the following:

- First school in Leeds receives Mindmate award
- Invite to the CCG Partnership's AGM

Parliamentary queries we've received this quarter:

3

Parliamentary queries requiring a response:

3

4 Campaigns

As part of our efforts to help local people take greater control of their health we have supported or led on a number of health promotion/awareness campaigns. Due to limited staff capacity the campaign activity over the summer period was reduced.

CCG campaigns

- Help shape cancer services in Leeds on Thursday 13 July – Leeds residents were being urged to attend a public event to help deliver and shape the Leeds Cancer Strategy
- AGM for NHS Leeds Clinical Commissioning Groups Partnership – an AGM was held for the partnership on Wednesday 13 September. The partnership is made up of the three Leeds CCGs; NHS Leeds North CCG, NHS Leeds South and East CCG and NHS Leeds West CCG. At the AGM the three Leeds CCGs' annual reports were formally accepted. The joint annual review was also launched at the AGM, which covered the key achievements and challenges faced by the commissioning bodies for 2016/2017
- Aireborough GPs help patients gear up for winter with a flu clinic – GP practices in the Aireborough area worked in collaboration with a community organisation, called AVSED (Aireborough Voluntary Services to the Elderly) to deliver a flu clinic on Monday 25 September
- CCG Partnership signs pledge to support efforts to combat honour based violence and forced marriages

5 Social media

We use social media to keep people informed of the work we do as well as letting our followers know about other local and national events, campaigns or opportunities that may interest them.

Our social media accounts are a key part of our engagement work and we look to start conversations with members of the public, staff and partners. Equally important is the opportunity to listen to and respond to any concerns or issues including signposting to appropriate support services if required, such as PALS.

NHS Leeds



**Twitter
followers:**

6539

**Last quarter's
followers:**

N/A

NHS Leeds West



**Facebook
likes:**

346

**Last quarter's
likes:**

332

From 1 August 2017 we started using one Twitter account for the CCG partnership @NHSLeeds and will be looking to set up a single Facebook page. In addition we have set up a single Instagram account @nhsleeds

5 Social media

NHS Leeds South and East CCG – please note Twitter account has now closed



Twitter followers:



Last quarter's followers:



Facebook likes:



Last quarter's likes:



5 Social media

NHS Leeds North CCG – please note Twitter account has now closed



Twitter followers:



Last quarter's followers:



Facebook likes:



Last quarter's likes:



Selection of patient experience posts (from Twitter):

@[SUPRESSED]

Broken finger. Booked in, x-rayed, strapped up in 42 minutes. Thanks to all the excellent staff at MIU at Jimmy's #nhs #lovenhs

@[SUPRESSED]

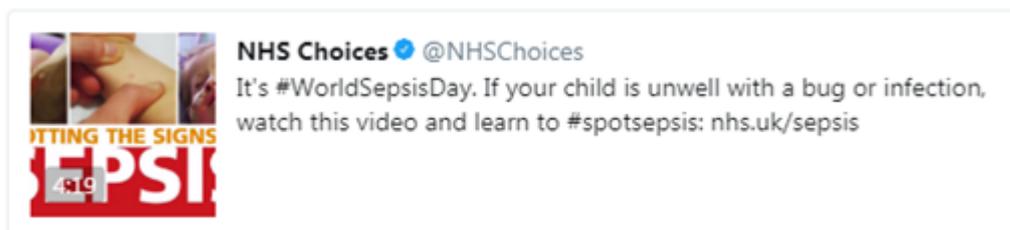
#Leedsgeneralinfirmary #ICU amazing care @nhsleeds

@[SUPRESSED]

I've said it before but I shall say it again the nhs is bloody marvellous @nhsleeds staff are a fabulous bunch and a credit to the city

Most successful tweets:

Pls watch & share this video for really helpful advice on spotting the signs of Sepsis #WorldSepsisDay @Child_Leeds @LTHTrust @LeedsCC_News



Come celebrate patient participation groups (PPGs) with us @EllandRoad A great opportunity to learn, develop and share good practice

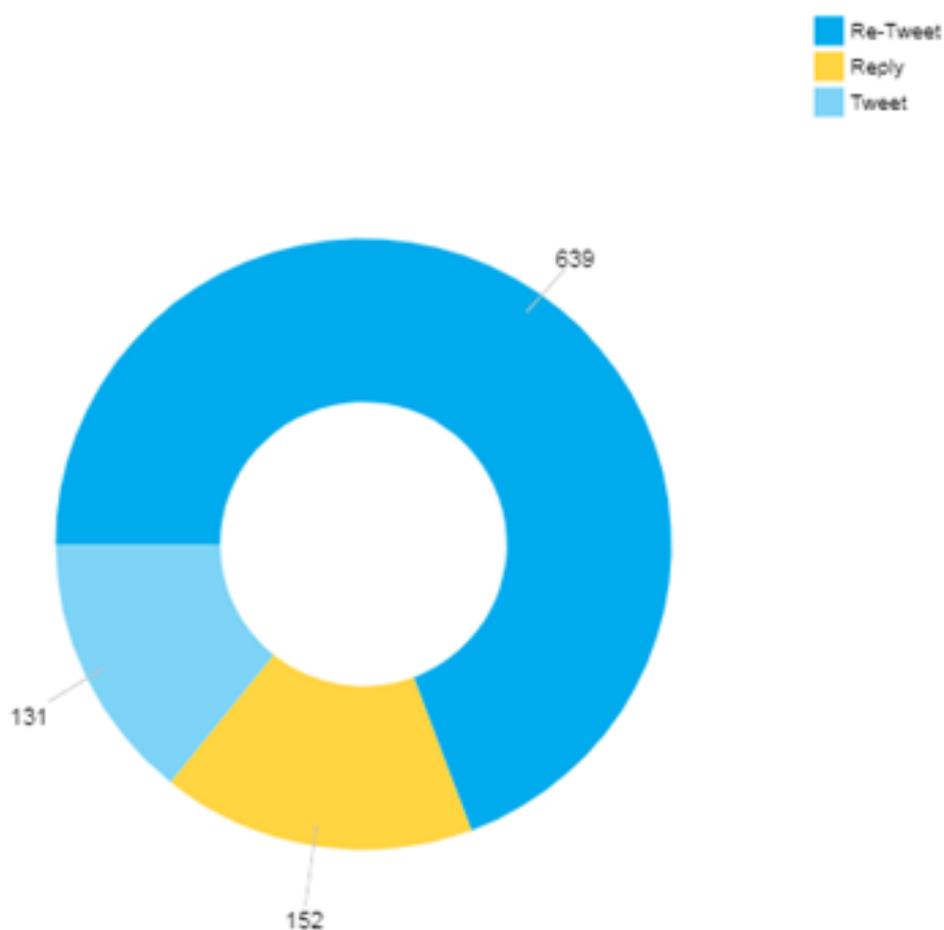
Children's centres @LeedsCC_News & midwives @LTHTrust r sharing these messages to help parents to bond w/ baby #LeedsMatStrat #BabyWeekLeeds



Additional Twitter statistics

Total engagements NHS Leeds West CCG:

We are unable to do a comparison with the previous quarter as we have changed supplier for our social media analytics service and the reporting information differs. However below is a graphic showing the levels of engagement we've had – in terms of retweets and replies.



6 Website

The statistics for this section of our report are broken down by the three existing sites for the three statutory CCGs.

NHS Leeds North CCG website stats

Unique
page visits:

10305

Top three
operating
systems
used to
access site:

Chrome

Internet
explorer

Safari

Top three
pages:

1
About

2
Our
board

3
Contact
us

Top three
searches:

1
Leeds
North CCG

2
Leeds CCG

3
Leaffield
House

6 Website

NHS Leeds South and East CCG website stats

Unique
page visits:

13257

Top three
operating
systems
used to
access site:

Internet
explorer

Chrome

Safari

Top three
pages:

1
About
us

2
Contact
us

3
Health and
local
services

*One voice links
available to staff only

Top three
searches:

1
Leeds South
and East
CCG

2
NHS Leeds
South and
East CCG

3
One voice

6 Website

NHS Leeds West CCG website stats

Unique
page visits:

13,085

Top three
operating
systems
used to
access site:

Windows

Safari

Android

Top three
pages:

1
**Minor
injury**

2
**Feeling
unwell**

3
About

Top three
searches:

1
**Annual
report**

2
Engage

3
IFR

7 Films

We are always looking to expand the range of films we produce so that they feature a mix of patient information messages. Additionally, we are using films to accompany any engagement activity so that people understand more about why they are being asked for their views, and patients' stories so that we can capture the experiences of local patients who have used any of our commissioned services.

The figures on this page are combined for all three CCG accounts.

**Number of
new films:**



**Total
viewing
totals for
films:**



Most watched films this quarter:

1. Cold (176 views)
2. Tig chase don't let asthma catch you (76 views)
3. Becky Bishop reminds children to take their brown inhaler twice a day (70 views)
4. An introduction to the Patient Empowerment Project (68 views)

8 Engagement

**Number
of live
engagements
/consultations:**



**Number
of individuals
attending
our events:**



**Number
of individuals
signed up
to network:**



**Number of
patient
champions:**



**Projects
patient
champions
involved in:**



Engagement activity

- **York Road Practice: GP practice closing due to GP retiring**

During July we informed patients of the closure and the need to re-register with an alternative practice. As part of this communication, the team attended a number of “drop ins” to offer the opportunity for patients to ask any questions and talk through any concerns face to face. You can read the results of the engagement here:

www.leedssouthandeastccg.nhs.uk/content/uploads/2017/09/Report-Closure-of-York-Road-Medical-Practice-FINAL.pdf

- **Cottingley GP Practice: GP retirement**

We are reviewing the local health care provision and capturing people’s views and thoughts on the current primary care services in the Cottingley area following the retirement of the single GP at Cottingley Practice. Engagement activity, including focus groups, was carried out in August as part of the engaging voices contract. A report of findings has been completed and presented to the primary care team.

- **Year of Care**

Collaborative care and support planning (CCSP) offers patients with long term conditions the opportunity to have an annual review at their GP practice. The aim of the review is to offer ongoing support and coaching to enable patients to look after their own health. The engagement team, working with primary care, created a survey to ask patients why some do not take up the opportunity to attend an annual review and how we could look to address this. Practices included in the survey are, Windmill, Lofthouse, Oakley, Shaftesbury and Nova Scotia. Closing date for the survey is November 2017.

- **Working Voices**

We met with the Working Voices team as part of the monitoring progress for the pilot which ends in December 2017. At the meeting Voluntary Action Leeds (VAL) confirmed the number of organisations they had managed to get on board which included, John Lewis, Royal Mail and Leeds City Council as well as some smaller employers. Between July and September they will focus on getting more businesses on board as well as carrying out training. The #3things project was agreed to be a good engagement idea for the pilot.

- **Perinatal Mental Health Group**

Following on from the engagement carried out to improve perinatal mental health for women, a service user group was commissioned for ongoing engagement. The group has met a couple of times but recruitment to the group is a problem. We are currently working with Leeds Involving People to encourage others to join the group.

- **Crisis Care Workshop**

The engagement team have been working with commissioners to improve the offer for children and young people around mental health crisis care. A workshop took place in September for stakeholders across the city to discuss the issue and to look at good practice across the country. Engagement had been carried out with young people and findings were fed back at the meeting.

- **Statement of Involvement**

During August and September a citywide Statement of Involvement has been created. The document brings together all the engagement work and mechanisms that have been developed over the last year from all three CCGs.

Interim Patient Assurance Group (PAG)

- The interim PAG was successfully established in August and there have been two meetings of the interim PAG so far; one formal, one informal.
 - **Formal meeting** – 23 August 2017 – this was the first formal meeting of the interim PAG and discussed:
 - Terms of reference for the interim group.
 - Leeds Health and Care plan and how citizens of Leeds are being communicated with.
 - Leeds CCGs expression of interest to become one statutory commissioning organisation.
 - **Informal meeting** – 21 September 2017 – the second meeting was an informal meeting as there were no specific items that required assurance from the group. The group felt that a meeting should still take place (where normally it wouldn't) to help members to get to know one another. It was also an opportunity to go over the remit of the group and the process for assurance.
 - A dynamic forward work plan for the group has been developed and aims to give members a view of what assurance is needed in future meetings.

Patient Participation Groups (PPGs)

- **Citywide Patient Participation Group Event** – a project group was formed in July after canvassing the community network for interest in developing an event that will celebrate PPGs and bring practices from across the city together. 12 people initially expressed an interest and have been meeting regularly to co-produce the event, looking at all aspects including: content, an agenda, speakers, stall holders, venue etc. The project group comprised of patients and members of staff from the CCG. The event is being held at Leeds United Football Club, Elland Road on Friday 20 October 2017.
- **PPG Visits** – in developing the aforementioned event, there was a request to audit the number of 'active PPGs' in the city. As this audit progressed, several practices got in touch to ask for support with their PPGs as their groups had disbanded or had dwindled away and they were asking for support from the CCG. The engagement team obliged and has been to visit the practices that had requested support in order to help them think about relaunching their PPG.

Neighbourhood Leader Group (NLG)

The NLG group met at in September and nine neighbourhood leaders attended. The group welcomed Jill Duffton who updated them on the West Yorkshire and Harrogate Health and Care Partnership's agenda and there was an update provided on GP Patient Participation Groups and the meeting taking place in October. The group was informed about the submission of interest to form one CCG and the neighbourhood leaders then fed back their issues within their own communities to the CCG.

-

Events and training

- **Cancer Strategy Event**

In July we held an event to involve local people in the development of the Leeds Cancer Strategy. The aim of the event was to 'Raise awareness of the Leeds Cancer Strategy and explore opportunities to involve patients, carers and the public in its development and delivery'. You can read the engagement report from the event here:

<https://www.leedswestccg.nhs.uk/leedscancerstrategy/>

- **PAG engagement event**

As the CCGs work more closely together, developing 'one commissioning voice' in the city we are looking to develop our partnership working and build on the excellent work already happening in the city.

Part of this work includes bringing together our three patient assurance groups (PAGs) to form a citywide group. The patient assurance group's function is to give assurance that engagement plans to support service changes are robust and appropriate. We held a patient event to work with PPG members, PAG members, network members and patient champions to develop a citywide engagement framework that supports meaningful engagement.

- **Leeds care record event**

The Leeds Care Record (LCR) will provides health and social care professionals directly involved in people's care access to the most up to date information about them. It does this by sharing appropriate information from people's medical and care records between health and social care services in Leeds.

We supported an event to recruit and support a group of patient champions to the LCR patient steering group. Their role is to take a step back from their personal views and promote the needs of the wider public as the project develops.

- **Forum Central – Massive Market Place Event**

The Massive Market Place Event in Leeds gave over a hundred small charities and organisations, which support health and social needs, an opportunity to showcase their services. We attended the event to promote our engagement work, details on the event can be found here: <https://www.forumcentral.org.uk/forum-centrals-massive-event-big-success/>

- **Engagement Hub**

The engagement hub is a partnership between commissioners and providers to support patient and public engagement across the city. Over the last three months the partnership has provided:

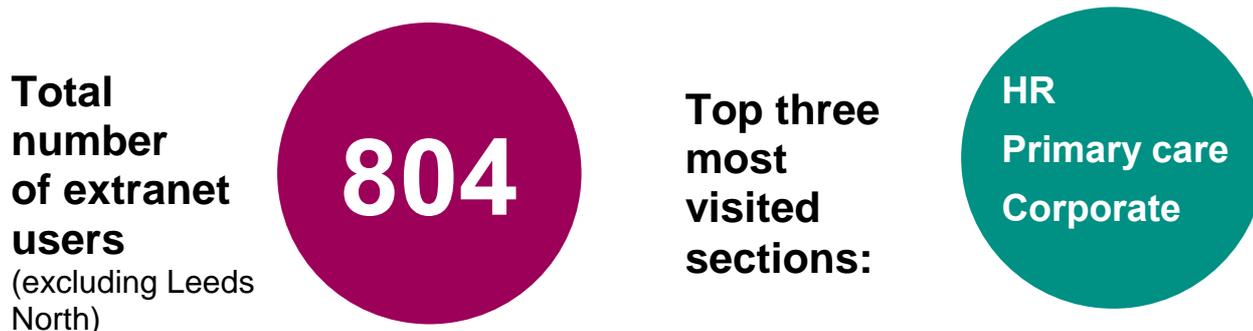
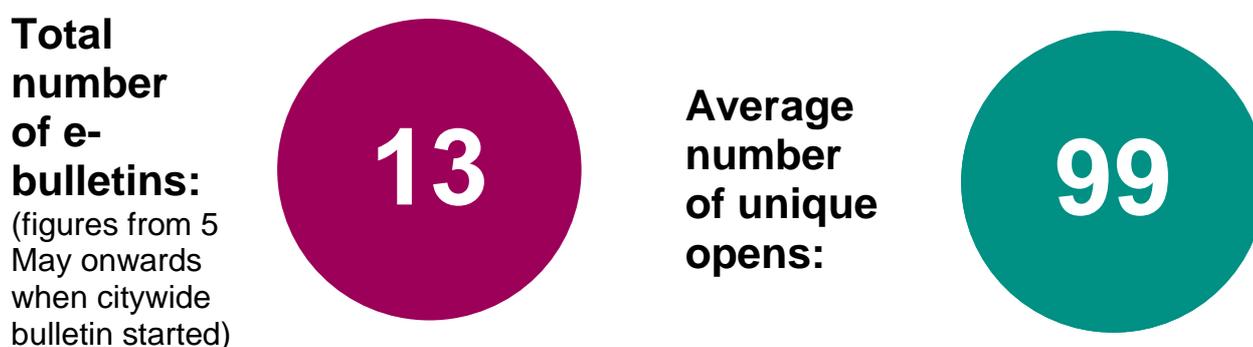
- Six training sessions to 51 patients and staff
- Three peer support groups to 25 patients.

9 Communications team email

The figures on this page are combined for all three CCG accounts.



10 Internal communications



11 Coming up in the next quarter

In the next quarter, we'll be running our first ever citywide event for people who volunteer their time by being members of their local GP practice's patient participation group. We will also be planning and running two campaigns over this period. One will be looking to raise awareness of local health services for members of our Eastern European communities. The second campaign will build on our work to help educate people about the dangers of antibiotic resistance.



1

Leeds patient participation group conference

Our first ever citywide conference for members of the city's GP practices' patient participation groups will be held in October. The event will help people understand how PPGs can support the work we do and get involved in decisions made on health and care services in the city. In addition we will celebrate the work PPGs are doing to improve health and wellbeing at community level as well as their efforts in encouraging others to have their say on how health and care services are provided.



2

Winter health

As well as supporting the national Stay Well This Winter campaign, we will be running a focused set of activities that encourage people from Eastern European communities to choose the most appropriate services to help them when they fall ill or get injured. To do this we will get a better understanding of their existing knowledge of services and identify any gaps where we could support them to get the right care at the right time in the right place.



3

Antibiotic resistance

Antibiotic resistance is one of the greatest threats facing us when it comes to effectively treating infections. To combat this we will be supporting a national campaign raising awareness of the seriousness of this issue. This will be followed by a local campaign where we will be encouraging people to join our movement and pledge their support to use antibiotics appropriately and as prescribed. This builds on our existing seriously resistant campaign:

www.seriouslyresistant.com

12 Equality and Diversity

NHS Equality Delivery System (EDS) 2017/18 - Revision of evidence and engagement and assessment workshop

Working with colleagues across the NHS Leeds CCGs Partnership the evidence for Goal Two “Improved Patient Access and Experience” was revised and refreshed during July and August. The EDS Engagement and Assessment Workshop was held on 27 September 2017 and provided an opportunity for each NHS organisation to present/discuss an example of a showcase project that contributes to the outcomes within Goal Two.

The showcase projects for the CCG Partnership included:

- Improving access and experience of NHS services for the Gypsy and Traveller community living at Cottingley Springs;
- Chapeltown mental health pilot;
- Chapeltown project development worker;
- Improving access and experience of maternity services for women with learning difficulties/ disabilities and autism;
- Patient insight working group; and
- Work undertaken by the quality and complaints teams.

In addition there was an opportunity for the panel of “trusted partners” to ask questions in relation to the collated evidence for Goal Two for each NHS organisation to discuss/ agree the grades and any identified areas for improvement.

The Leeds CCGs were graded as achieving organisations (Green) for all four outcomes within Goal Two of the EDS.

NHS Workforce Race Equality Standard

In April 2015, the NHS Workforce Race Equality Standard (WRES) became a mandatory requirement and now forms part of the CCG assurance framework. It requires NHS organisations to demonstrate progress against nine indicators.

Our third WRES reports (2017) were produced during July and detail performance for 2016-2017 against each of the nine indicators, enabling us to identify specific areas for improvement. The reports and proposed actions were presented to the senior management team (SMT) on 26 July and published on our websites at the end of July.

The action plan developed with workforce colleagues aims to improve performance for the WRES 2018

Leeds CCGs Partnership equality objectives 2017-2020

Following the review of the citywide NHS equality objectives with the provider trusts a paper was prepared and presented to SMT in September. The paper proposed that all NHS

organisations in Leeds will continue to work in partnership on two citywide equality objectives:

- To improve the collection, analysis and use of equality data and monitoring for protected groups; and
- To improve access to NHS services for protected groups.

In addition, directly linked to the responsibility of the NHS Leeds CCGs partnership in relation to the Accessible Information Standard, our proposed equality objective was:

- To ensure implementation of the Accessible Information Standard across all commissioned healthcare providers.

By developing and implementing frameworks and performance management arrangement that enable us to check whether all our commissioned healthcare providers meet this standard we can help improve:

- Access to services;
- How people experience care and treatment; and
- The outcomes people receive.

The SMT supported the three proposed equality objectives.

Equality and engagement templates

We finalised the equality and engagement templates during July and have agreed the following three stage process:

1. **Planning: Completion of the equality analysis and engagement plan**
The equality analysis is carried out, taking into consideration all protected characteristics. The intelligence should be used to understand who is using the service, who should be using services; prevalence of illness/condition within certain communities and highlight any gaps. This information will help inform who we need to engage with and how to plan the engagement.
2. **Reporting: Production of the assessment of equality impact and engagement report**
Following an engagement the findings are written up and include; who we talked to and what they told us. Any identified themes and recommendations should be included and details of the impact the change or project will have on people with protected characteristics (these could be positive or negative). Recommendations should be included that could remove/reduce any negative impacts.
3. **Updating: Production of the Equality and Engagement Update Report**
The report should outline how we have addressed the recommendations in the assessment of equality impact and engagement report, in addition we should be outlining why we have not taken action on recommendations.

Patient Leader Training

We delivered another successful training session in September on “Knowing your communities.” The aim of the training is to help patient leaders promote the voice of our diverse communities and seldom heard groups.

Initial planning for the patient leader training sessions 2018 took place at the engagement hub meeting held in September.

Any qualified provider (AQP) assessments

During September assessments were carried out on all the tender submissions for vasectomy services, and contracts awarded following the consensus meetings.

Leeds CCGs equality and diversity steering group

Since the recruitment of equality and diversity champions from Leeds CCGs in June 2014, equality and diversity steering group meetings have continued to be held bi-monthly. This provides an opportunity for all members to share their current knowledge of equality and diversity legislation and developments. The meetings also allow colleagues to discuss ideas for sharing good practice; consider future development opportunities and potential challenges within each CCG in relation to equality, diversity and inclusion.

Ongoing support, advice and assistance has been provided to our equality and diversity champions by the equality lead with the aim of further embedding equality across the CCG Partnership.

In light of the current transition taking place across teams within the CCG Partnership, it is recognised that the current membership of the equality and diversity steering group needs to be reviewed and revised. The proposal for the future equality and diversity steering group will be developed once the “People and Organisational Development Strategy” is finalised.

The final meeting of the equality and diversity steering group with the current membership was held in July.

NHS Leeds equality leads forum

As members of the Leeds NHS Equality Forum, we continue to work in partnership with all NHS organisations in Leeds. This is to ensure that there is a joined up approach to addressing inequalities experienced by some of our diverse communities in relation to health outcomes and access to, and experience of healthcare

The main focus of the Leeds NHS Equality Leads Forum during July to September was the planning and hosting of the Engagement and Assessment Workshop for Goal Two of the NHS EDS.

Leeds equality network

Our equality lead continues to chair and work with members of the Leeds equality network, which brings together public sector organisations across Leeds and third sector partners.

Key topics/areas of work include: staff networks; thelesbian, gay, bisexual and transgender (LGBT) mapping exercise that has taken place in Leeds; Stonewall’s “Unhealthy Attitudes Report” 2015; and co-ordinating and sharing key events and dates across all organisations.

Our guest speaker for the September meeting presented the work Leeds City Council are doing in relation to counter terrorism

Regional equality leads network

We continue to be a member of the Yorkshire and Humber Regional Equality Leads Network

Key areas of work currently include: equality and inclusion and STPs; NHS Workforce Disability Equality Standard; planning for the workforce equality showcase event; implementing the Accessible Information Standard; reducing bullying and harassment in the workplace; promoting employment routes for people with learning disabilities; and implementing the sexual orientation monitoring standard.

Accessible Information Standard working Group

The group continues to meet bi-monthly to ensure that we have a consistent approach implementing the standard across all GP practices and all commissioned healthcare in Leeds.

Membership of the group includes representatives from primary care teams, contract managers and quality managers, in addition to a patient representative and representative from adult social care.

The good practice checklist, produced by the working group, has already been included in the annual performance reports the NHS provider trusts produce and is used during quality visits to providers. At the meeting held in September members agreed that the checklist needs to be incorporated within existing assurance/performance frameworks for GPs and other commissioned healthcare providers.

A draft list/directory of potential providers who can help produce accessible information and communication has been developed and circulated to members of the working group for feedback and comments.

Patient insight working group

Our equality lead continues to be an active member of the patient insight working group to ensure that improvements with collecting and analysing equality monitoring data relating to patient experience.

Staff bulletin

Regular monthly updates are provided relating to:

- Religious/cultural celebrations
- Equality related Awareness days/months

Communications, engagement and equality and diversity

Quarterly review

Published November 2017

This leaflet can be made available in other formats, including large print, audio or other languages.

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