

# Communications, engagement and equality and diversity

Quarterly review

**April – June 2017**

# 1 Introduction

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Welcome to the latest quarterly update giving you a quick 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](mailto:commsleedswestccg@nhs.net).

Since February 2017, we've been supporting the communication function of the Leeds Health and Care Plan (or the 'Leeds Plan'). Our support has been provided to develop the public-facing documentation that will be published in September to begin a citywide 'conversation' with citizens about the future of health and care in Leeds.

The section about 'What changes we are likely to see' outlines the four main areas for work within the Leeds Plan: prevention; self-care and proactive management; optimising secondary care; and urgent care.

It includes a series of stories, told by a cross section of people in Leeds. In these stories, the people share with us their experience of health and care services in Leeds today and then look ahead to 2027 and share with us their view of how services should look and feel in ten years' time.

The first part of this quarter fell under the rules we have to follow under the pre-election period which meant we had to 'pause' our engagement on our proposed changes to prescribing. Once the pause had come to an end we completed this engagement. We asked for people's views on our proposals on gluten-free food, over the counter medicines and generic/branded medication. The consultation came to a close with over 3,000 responses received. We're currently working on a final engagement report.

The last quarter saw further recognition for our work as we made the shortlist for two national awards. Our work on antimicrobial resistance was shortlisted for five Antibiotic Guardian Awards and our patient champion programme was shortlisted for the health and care awards set up by NHS clinical commissioners (NHSCC).

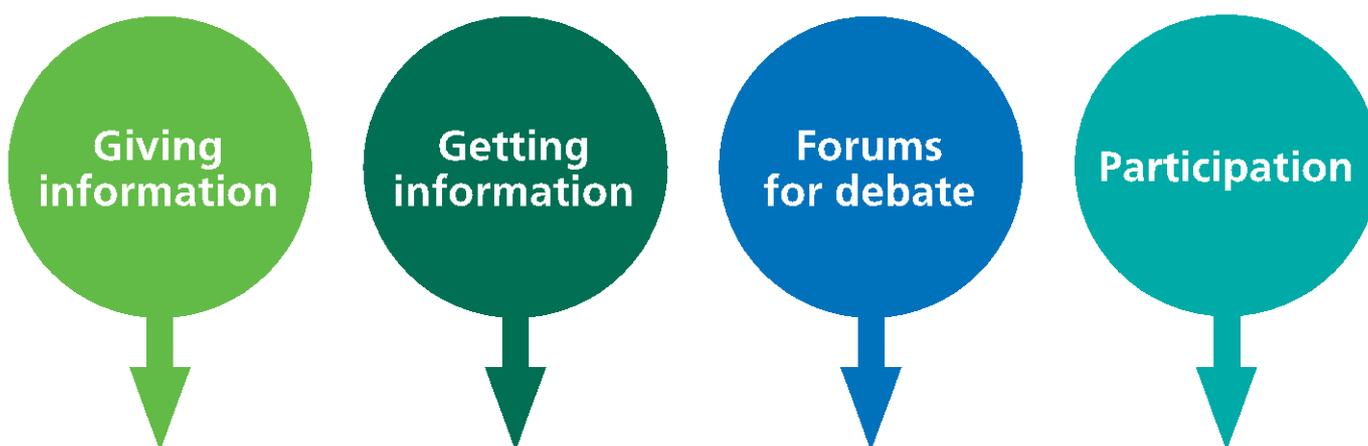
In May, NHS organisations across the country were affected by a cyber attack. Luckily, in Leeds neither ourselves nor any of our providers reported any issues. However, we co-ordinated communications support for all our GP practices to ensure business continuity and patient care was unaffected. This was as a direct result of our advice that all PCs and servers needed to be switched off for a period of time which fell over a weekend.

We've received positive feedback in our work around equality and diversity. The engagement and assessment workshop for Goal One of the NHS Equality Delivery System, held on 27 June, was very successful. All three CCGs received excellent feedback from the panel of "trusted partners" in relation to their showcase projects.

## 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](http://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5d-theory-process-strategy-development/public-carer-consultation)



- Engage, our community magazine
- Media releases
- Social media
- Awareness campaigns including Carers Week

- Proposed changes to prescribing consultation
- Crisis care for young people engagement
- Night sitting service engagement
- Continuing care engagement

- Patient champion training sessions
- Patient champion peer support group
- Neighbourhood leadership group
- Our patient assurance group meetings

- Patient reader group asked for feedback on patient facing resources
- Connect for health steering group with three patient representatives
- Patient leaders attending project steering group meetings

## 3 Media

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Total mentions:



Favourability:

positive

7

neutral

1

negative

1

Total number of reactive media enquiries:



How many enquiries have been responded to on time:



### A selection of this quarter's media stories:

We have received **positive coverage** for the following:

- Further coverage on the cancer care review nurse appointed for pilot scheme
- New lease of life to axed care home

We have received **negative coverage** for the following:

- Opening hours for GP practice cut

Parliamentary queries we've received this quarter:



Parliamentary queries requiring a response:



## 4 Campaigns

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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. These featured a mix of CCG campaigns covering local and citywide area supporting Leeds City Council and taking part in national awareness initiatives.

### CCG campaigns

- Healthy eating programme – we've worked in partnership with Leeds City Council to deliver the programme to children from 20 primary schools in west Leeds, with over 6,200 children taking part. Schools that took part in the programme were in areas that had higher, or increasing, levels of childhood obesity than the national average. The aim of the programme was to encourage children to choose healthier food options with a focus around increasing fruit and vegetables intake. Over 200,000 portions of fruit and vegetables were consumed during the programme from April 2015 to March 2017. The schools' achievements were celebrated at an event at Blackgates Primary School in Tingley, where they all received a certificate
- Carers Week (12 to 18 June) – Annie Dransfield, who has been a unpaid carer to her son for 38 years, encouraged Leeds residents to support local carers in the lead up to Carers Week
- Perinatal mental health anti-stigma - Leeds mum Sarah Sturdy spoke out about her experience of mental health difficulties during pregnancy and after the birth of her son, to raise awareness of the importance of asking for help. Sarah features alongside other Leeds mums and dads in an animation and photo collage which will go live later in the summer.
- Today is the Day: stop smoking campaign - evaluation was completed of the Today is the Day campaign which aimed to increase referrals into the stop smoking service among people living in the south and east wards of the city with the highest smoking rates. The findings (which can be found on the following link <https://www.leedssouthandeastccg.nhs.uk/health/campaigns/today-is-the-day/>) will inform future developments of the campaign.
- Maternal smoking cessation - promotional materials featuring two women who stopped smoking during pregnancy with support from Leeds Stop Smoking Service have been developed and will be shared with Leeds Teaching Hospitals NHS Trust to support referrals from midwifery unit into Leeds Stop Smoking Service and hopefully reduce dropout rates.
- Bowel cancer screening - a Facebook advertising campaign was held during Bowel Cancer Awareness Month (April). It targeted people in the south and east Leeds postcode areas with the lowest uptake of the national screening programme. Overall, the ads were seen around 45,000 times by around 11,000 people.

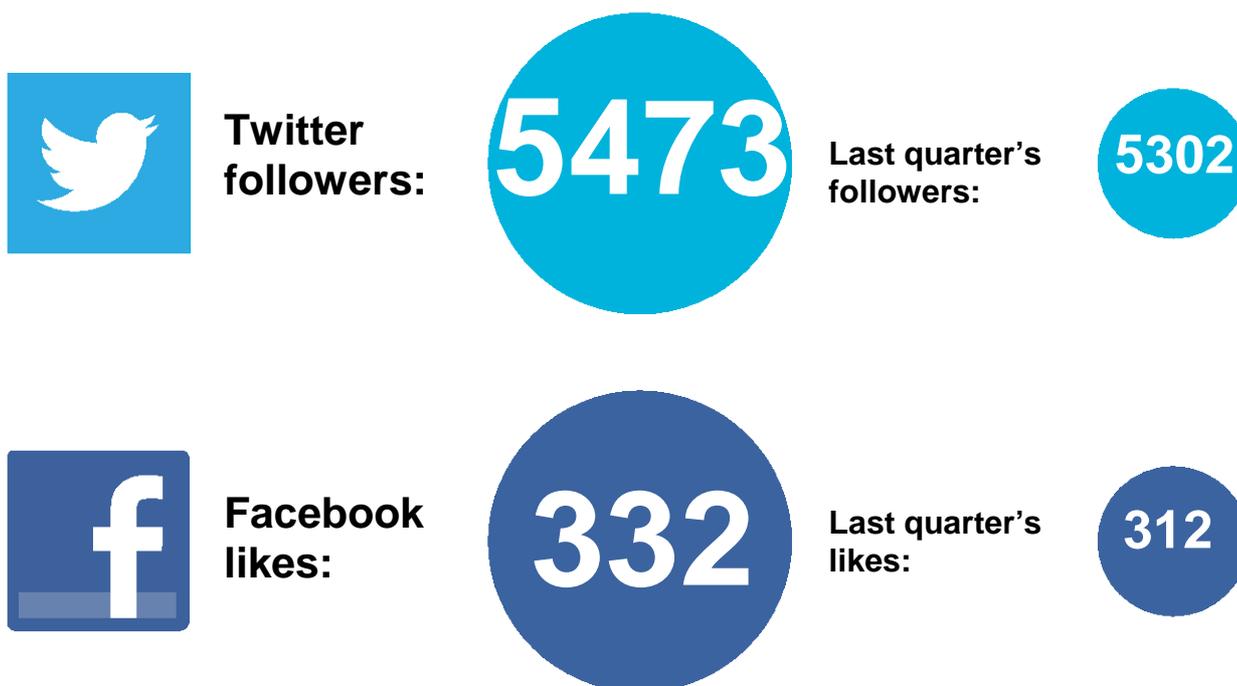
## 5 Social media

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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 West CCG



From 1 August 2017 we will be 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

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### NHS Leeds South and East CCG



Twitter  
followers:

3513

Last quarter's  
followers:

3374



Facebook  
likes:

833

Last quarter's  
likes:

833

## 5 Social media

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NHS Leeds North CCG



**Twitter  
followers:**



**Last quarter's  
followers:**



**Facebook  
likes:**



**Last quarter's  
likes:**



## Selection of patient experience posts (from Twitter):

@[SUPRESSED]

Help us understand what the residents of [#Leeds](#) think about [#antibiotics](#) [#SeriouslyResistant](#) <https://www.surveymonkey.co.uk/r/XLKQN5Q>

@[SUPRESSED]

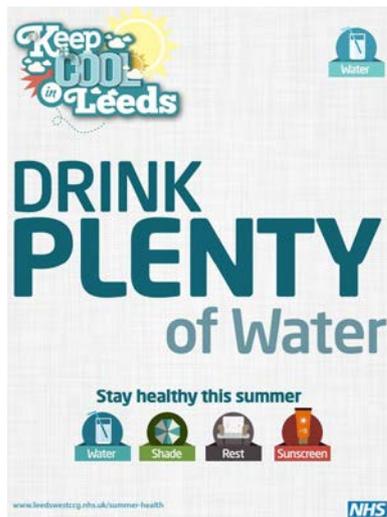
Well done to the trauma team at LGI for saving my husband's finger... He cannot play his guitar yet [#greatjob](#) [#PositiveVibes](#) [#gratitude](#)

@[SUPRESSED]

THANK YOU to the entire team at Leeds Gynae. 5 [@NHS](#) service the [#Leedsway](#) [@LTHTrust](#) [@NHSImprovement](#) [@nhs](#) [@OncologyLeedsTH](#) [@LTHT\\_People](#)

## Most successful tweets:

Hot weather can cause symptoms of dehydration like dizziness & headaches - keep hydrated by drinking plenty of water <https://www.leedswestccg.nhs.uk/health/healthy-living/summer-health/> ...



Children and young people in Leeds suffering from anxiety or stress or looking for advice around mindfulness visit: <https://www.mindmate.org.uk/>

# MindMate<sup>©</sup>

## Additional Twitter statistics

### Total engagements NHS Leeds West CCG:

 **3,816**  
Total Engagements

This is the number of times a user interacted with a tweet. This includes retweets, replies, follows, likes, links, hashtags and embedded media. **This is a decrease on the previous quarter which was 10,076.**

The number of mentions and direct messages we received decreased by 8.6%, in comparison to last quarter's where the number of messages we received had decreased by 26.1%.

#### Audience engagement

The number of engagements decreased by 63.0%, in comparison to last quarter's, the number of engagements had decreased by 50.4%.

### Total engagements NHS Leeds South and East CCG:

 **2,448**  
Total Engagements

This is the number of times a user interacted with a tweet. This includes retweets, replies, follows, likes, links, hashtags and embedded media. **This is a decrease on the previous quarter which was 2,914.**

The number of mentions and direct messages we received decreased by 42.2%, in comparison to last quarter's where the number of messages we received had increased by 18.2%.

#### Audience engagement

The number of engagements decreased by 16.1%, in comparison to last quarter's, the number of engagements had increased by 77.9%.

### Total engagements NHS Leeds North CCG:

 **666**  
Total Engagements

This is the number of times a user interacted with a tweet. This includes retweets, replies, follows, likes, links, hashtags and embedded media. **This is a decrease on the previous quarter which was 1,258.**

The number of mentions and direct messages we received decreased by 21.4%, in comparison to last quarter's where the number of messages we received had decreased by 11.7%.

#### Audience engagement

The number of engagements decreased by 49.2%, in comparison to last quarter's, the number of engagements had increased by 14.1%.

## 6 Website

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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:

4,018

Top three  
operating  
systems  
used to  
access site:

Windows

Safari

Mac

Top three  
pages:

1  
About

2  
Board

3  
Home

Top three  
searches:

1  
Leeds  
North CCG

2  
Leeds CCG

3  
Leaffield  
House

## 6 Website

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### NHS Leeds South and East CCG website stats

Unique page visits:



Top three operating systems used to access site:



Top three pages:



\*One voice links available to staff only

Top three searches:



## 6 Website

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### NHS Leeds West CCG website stats

Unique page visits:

13,781

Top three operating systems used to access site:

Windows

Safari

Android

Top three pages:

1  
Minor injury

2  
Feeling unwell

3  
Home

Top three searches:

1  
Leeds West CCG

2  
NHS Leeds West CCG

3  
IFR

## 7 Films

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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. Let's Celebrate - Practice Nurse Experience - Practice nurses conference - Headingley Campus (148 views)
2. Becky Bishop reminds children to take their brown inhaler twice a day (112 views)
3. Billy Bawler reminds children to carry their blue inhaler with them at all times (93 views)

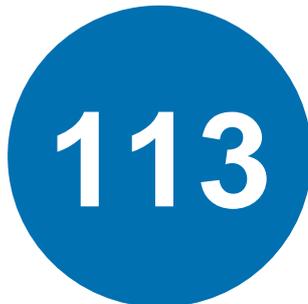
## 8 Engagement

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**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

### a) Changing the way we prescribe in Leeds

The prescribing engagement closed in June and we are currently in the process of writing up the findings in an engagement report. 3,254 people shared their view during this three month engagement. The engagement team worked with Leeds Involving People (LIP) and Engaging Voices to ensure that feedback was representative of all the communities in Leeds. As part of this work LIP spoke to patients in a variety of community settings and Engaging Voices held focus groups with 'seldom heard' communities:

- Young dads group
- Adults with learning disabilities
- African Caribbean adults with diabetes
- Asian adults with diabetes
- Adults in recovery

The final engagement report will be available in August.

### b) York Road Practice

Following the retirement of the GP for York Road practice, and with no other GP available to take on the running of the practice, a decision was made to close the surgery. As a result NHS Leeds Clinical Commissioning Groups Partnership, as co-commissioners of primary care, have advised the practice on how to engage with their registered patients to ensure they can make an informed decision when registering with a new GP.

### c) Crisis care for young people

We are reviewing the crisis offer (mental health) for young people across the whole system as well as the autistic community. A short piece of engagement work with professionals has already been carried out to examine the specific issue relating to the young people who have autism and consultation with parents was recommended by this group. An ongoing task and finish group is overseeing the action plan for this work and this group meets monthly. It has agreed that the engagement of young people and families is a key first step in improving the service offer we make to young people experiencing a crisis. This work is planned to run until August 2017 with a new service up and running in December 2017.

### d) Night sitting service

Leeds Community Healthcare NHS Trust currently delivers the end of life night sitting service and subcontract to a number of other providers. A recent service review carried out on the neighbourhood nights service (the nursing team who visit patients overnight if near the end of life) has revealed the need to look at how these services are contracted in order to simplify things and improve the patient experience and contract arrangements. We sought the views of our families and carers, GPs and service providers to gain an insight into the experiences of the service and ideas for improvement. An engagement report is now being produced.

### e) NHS Continuing Care

NHS continuing healthcare is an individual package of care that is arranged and funded solely by the NHS. NHS funded nursing care is an NHS contribution towards the cost of an individual's registered nursing care. The first phase of the engagement project is to find out people's experience of their initial assessment. There is no change planned to the service. The aim of the engagement is to ensure that the assessment process (not the decision) is meeting the needs of the individuals. There are parts of the assessment process which we cannot change, such as the form that is used and the Decision Support Tool, because these are nationally mandated resources that have to be used. The engagement started in April and is ongoing.

## **Patient assurance group (PAG) – information for west Leeds (covering the NHS Leeds West CCG area)**

The PAG meets monthly and in the last quarter its membership has remained at **13 (+/-0)**. Our group represents **eight** GP practices in west Leeds as well as Healthwatch Leeds and Hospital Alert. Over the last three months **six** main agenda items have been discussed over two meetings. There was **one** formal meeting of the PAG in April with a subsequent final gathering in **May**. The three PAGs in Leeds are coming together to form a citywide PAG going forward. Meetings of the three local PAGs have ceased.

In the last formal meeting of the PAG, the group discussed the following:

**Citywide governance structure** – Laura Parsons, Head of Business and Corporate Services, came to the PAG to deliver a presentation to explain the various committees within the CCG in a citywide structure, how they might work together and what groups they will feed into. This was requested due to the fact that the three CCGs are coming together to form a CCG Partnership under the ‘One Voice’ work.

**Citywide PAG terms of reference review** – As the CCGs are coming together to work under ‘One Voice’, so too are the PAGs. Moving forward there will be one citywide PAG. Members of the NHS Leeds West CCG PAG have requested an opportunity to discuss the draft terms of reference that had been sent out to existing PAG members.

### **Reader group**

We’ve worked with our reader group to seek guidance on patient information including:

- **Patient Reader Group Guidance** - a document to help staff and patients involved in the reader group better think about how best to feedback and be involved as part of the reader group.
- **Cancer care review survey** - a survey for patients being supported through a pilot cancer care review project as part of their treatment.
- **NHS Leeds acronym buster** – a list of commonly used acronyms in Leeds to help patients and staff have a better understanding of some of the acronyms that care used in the NHS.
- **CCG’s quality team animation** - a YouTube video of an animation to provide an understanding of the CCG quality team.

**31** members of the reader group were involved in feeding back on these documents. All feedback for each item is placed into a report which is fed back to the team who requested support from the reader group.

You can read about our engagement with the reader group here:

[www.leedswestccg.nhs.uk/get-involved/your-views/](http://www.leedswestccg.nhs.uk/get-involved/your-views/)

## **Neighbourhood leader group (NLG) - information for south and east Leeds (covering the NHS Leeds South and East CCG area)**

The NLG are a group of patients and the public from the south and east area of our city. The purpose of the group is to allow us to stay in touch regularly with the community on a grass roots level. The group are experts within their own community offering us advice on different engagement methods which work within their own area.

Our neighbourhood leaders met in June. Items on the agenda included an update on CCG developments and work on the STPs as well as plans for a citywide patient assurance group (PAG). Feedback from the neighbourhood leaders covered Pharmacy First, with a feeling it was not being well publicised in the community. People wanted to know what was out there in order to encourage people to self manage and a question was raised around how population health management data was used. The group was also asked to think about what good citywide engagement should look like. Their comments were:

- Patient participation groups (PPGs) need to be at the heart
- Starting point should be what we have now
- Ensure that the public are invited to professional meetings
- Use local communication methods such as village newsletters, not everyone goes to their GP practice
- Keep engagement specific, focus on what people can influence
- Be flexible with venues and access, assistance with travel, meeting buddies, virtual meetings
- Involve Healthwatch and Youthwatch
- Parish councils to be linked into health education and promotion.

Three members of the NLG sit on the steering group for a social prescribing project called Connect for Health. The following updates were provided by one of Connect for Health's health and wellbeing co-ordinators:

- Co-ordinators now have packs to hand out details about what people can access
- Clients issues are generally isolation
- Now offer evening appointments and staff will also see people at weekends
- Venues are still a problem for the groups
- Referrals are very good
- It is felt that the service has impacted on GP appointments – number of GP appointments probably haven't dropped but the appropriateness has
- Co-ordinators have been working in partnership with other organisation for example, Garforth library
- Relationships with GP practices is improving
- GP practices need to be linked into the community more
- Aim of Connect for Health is to make sure that the service integrates people into the community
- Winter wellbeing befriending service has been a very good project with a quick turnaround – this will be ending soon as it was funded with winter monies
- A lot of time is being spent with clients helping them with welfare issues which is a concern as the service is being funded with health money.

## Peer Support Group

Over the last three months we have continued to hold our peer support meetings for our patient champions. This meeting gives our patient champions an opportunity to share ideas and best practice. We held three meetings this quarter attended by a total of 28 (-12) patient champions and two staff. You can read the notes from our meetings here: [www.leedswestccg.nhs.uk/get-involved/how/patient-champion-programme/patient-champion-support/](http://www.leedswestccg.nhs.uk/get-involved/how/patient-champion-programme/patient-champion-support/) Themes at the peer support group included:

- Developing meaningful patient participation groups (PPGs)
- The role of the peer support group
- PPG awareness week
- National Association for Patient Participation (NAPP) membership
- Communication between the CCG and the PPGs
- Social prescribing
- #3thingsnhs asking people what three things they can do to help the NHS

### 1. Patient Champion Training

In the last three months we had **eight (+1)** patient champions training sessions. **60 (+10)** patients and **five** staff have attended our training between April and June 2017:

- 'Social media – Theory'. **5** patients and **1** staff (4 cancelled)
- 'Social Media – Practical'. **3** patients and **2** staff (3 cancelled)
- 'Being an effective patient champion' – **cancelled due to low numbers**
- 'PPGs'. **11** patients and **1** staff (**1** cancelled. 1 did not attend)
- 'Co-production' – **cancelled due to low numbers**
- 'Knowing your community' – **8** patients and **1** staff (3 cancelled. 2 did not attend)
- 'Leeds Hospital – Structure and Governance' – **6** patients. (2 cancelled)
- 'Introducing the NHS' - **10** patients
- 'Co-production' – **8** patients
- 'Co-production' – **8** patients

You can read evaluations of the sessions here: [www.leedswestccg.nhs.uk/get-involved/how/patient-champion-programme/patient-champion-training/](http://www.leedswestccg.nhs.uk/get-involved/how/patient-champion-programme/patient-champion-training/)

The training is available to patient champions and staff across the city:

- Attendees from the NHS Leeds West CCG area **19**
- Attendees from the NHS Leeds North CCG area **19**
- Attendees from the NHS South and East CCG area **11**
- No information **11**
- Staff **5**

We have now delivered **33** engagement hub training sessions to patients and the public. **287** patients and staff have now attended training sessions and **100%** have said they would recommend the training to other patients.

At the end of December 2016 we released our **latest training calendar** which can be viewed here: [www.leedswestccg.nhs.uk/get-involved/how/patient-champion/patient-champion-training/](http://www.leedswestccg.nhs.uk/get-involved/how/patient-champion/patient-champion-training/). Our training is now delivered by NHS organisations across the city and this year features five new training sessions.

## Working with our patient champions

We want to involve our patients throughout the commissioning process. In order to do this we recruit patient champions to our commissioning steering groups to provide an objective viewpoint. These volunteers make sure that we engage in the right ways and with the right people and help ensure that feedback is used at each stage of the commissioning process. More information is available on our patient champion page here:

[www.leedswestccg.nhs.uk/get-involved/how/patient-champion-programme/](http://www.leedswestccg.nhs.uk/get-involved/how/patient-champion-programme/)

The success of the programme depends on the level of support given to our volunteers. Given the popularity of the programme we have had to restrict the number of patient champions being recruited to new projects. However, we encourage people to attend our peer support and training sessions even if they are not currently patient champions.

We currently have **44 (+0)** patient champions on the programme, **16 (+4)** of whom are actively involved in **15 (+3)** different projects

- Patient empowerment project – one patient champion
- Chronic pain service redesign – two patient champions
- Breast diagnostics – one patient champion
- Care homes – one patient champion
- Community gynaecology – two patient champions
- Supported self-management – one patient champion
- Primary care – one patient champion
- ACE (accelerate, co-ordinate, evaluate) cancer programme – two patient champions
- Community beds – two patient champions
- Co-production patient training – one patient champion
- Active Signposting project – two patient champions
- Engagement procurement – two patient champions
- Learning lunch – three patient champions
- Healthcare Transformation Awards – one patient champion
- Patient assurance group – 13 patient champions

## PPG support

The engagement team is keen to improve links between GP practice patient participation groups (PPGs) and the PAG. We provide a range of tools and resources to support PPG members and attend PPGs as required to provide support and guidance. Over the last three months we have attended 3 (-5) PPG meetings.

- Burley Park Medical Centre
- Priory View Medical Centre
- Hillfoot Surgery

We continue to provide ongoing support to Manor Park PPG. This has involved recruiting an independent facilitator to support the development of the group.

## PPG leaflet

Following feedback from PPG members we co-produced a citywide PPG leaflet to support the promotion and understanding of PPGs. 26 people supported the development of the leaflet including two members of staff. Copies of the leaflet have been shared with all GP practices in the city and it is available online here:

[www.leedswestccg.nhs.uk/content/uploads/2014/07/PPG-leaflet-FINAL.pdf](http://www.leedswestccg.nhs.uk/content/uploads/2014/07/PPG-leaflet-FINAL.pdf)

## Community network

Over the last three months we have pulled together the community networks at the three CCGs into one community network. This reflects our 'one voice' approach in Leeds.

As part of this process we have written to all the people on the network to:

- Make sure they still want to be included on the network
- To update their details
- To understand their personal interests and activities.

We now have **1348** people on our patient, carer and public network - a decrease of 470 people. 175 people only want to receive the Engage magazine.

Over the last three months we have shared a number of items of interest with our network members including:

- Engage Magazine (posted)
- Various opportunities to get involved as a patient champion (email)
- Invites to activities and events such as the Leeds Cancer Strategy Event (email)
- Opportunities to review patient facing literature (email)
- Three e-engage electronic newsletters (email)
- Information about PPG awareness week (email)
- Patient champion training and peer support sessions

## Other meetings and activities

- a) We continue to attend the Healthwatch Leeds **People Voices** group. The meeting is a strategic partnership group of involvement and engagement leads across the city.
- b) We attend a Leeds and West Yorkshire wide **engagement meeting**.
- c) We attend an **Engaging Voices** steering group to support the project.
- d) We attend the **Engagement Hub** steering group to support the citywide NHS engagement work.
- e) In May we were contacted by a researcher in Canada about our work using **patient personas**. We shared some of our work around patient personas which will now be used to develop patient engagement in Canada.

As we start to work closer together we will share some examples of how we are working as a single team

- Worked with our colleagues at our NHS provider organisations to develop a citywide 'engagement hub' including training and peer support
- Shared patient participation group (PPG) tools with colleagues working to improve engagement within GP practices
- We've developed a citywide engagement planning tool.
- Started developing a single strategy for working with PPGs
- Developing a patient assurance group engagement event
- Developing a PPG leaflet

## Commissioning support

- a. Over the last three months we have been supporting the Leeds Cancer Strategy to develop its engagement plan. In July 2017 we will hold a citywide engagement event to launch the project. The event will seek to raise awareness of the Leeds Cancer Strategy, understand local peoples' priorities and explore ways that people want to get involved in the development of our cancer work.
- b. Over the last three months we have been supporting the development of a citywide patient assurance group. This work involved recruiting an external facilitator, planning an event for patients and staff and supporting the development of an agenda. The event will run in July 2017 and we will use feedback to shape our approach to patient engagement and assurance across the city.
- c. In May we supported the equality team to develop goal one in the Equality Delivery System
- d. Over the last two months we have been working with eMBED to integrate the Equality Impact Assessment into the patient assurance process in the CCG.
- e. Over the last two months we have been supporting the primary care commissioning team to develop their engagement plan for the active signposting project. This has involved providing advice and guidance about meeting their statutory duty to involve and recruiting two patient champions to support the project through their procurement and beyond.
- f. In May we developed an engagement plan for the primary care 'extended access' project for practices based in north Leeds.
- g. In June we supported our colleagues as part of a patient engagement exercise following the retirement of the GP for York Road practice. We attended two drop-in groups in east Leeds.
- h. In June we supported the Leeds Care Record project team to develop a patient steering group.

We continue to support the following projects through engagement support and/or supervision of patient champions:

- Patient empowerment project – one patient champion
- Chronic pain service redesign – two patient champions
- Breast diagnostics – one patient champion
- Care homes – one patient champion
- Community gynaecology – two patient champions
- Supported self-management – one patient champion
- Primary care – one patient champion
- ACE (accelerate, co-ordinate, evaluate) cancer programme – two patient champions
- Community beds – two patient champions
- Co-production patient training – one patient champion

## Engage magazine

In June we produced our tenth edition of our quarterly magazine, Engage. The magazine featured three articles written by local people and organisations:

- Co-production co-written with a patient champion
- Allotments article co-written with a PPG member
- Recipe page written by The Real Junk Food Project

A printed copy has been posted to all our network members. You can read the latest Engage magazine on our website here: [www.leedswestccg.nhs.uk/engage](http://www.leedswestccg.nhs.uk/engage)

### **New models of care**

We've had the results back from engagement into health and social care provision in Armley. Over a three month period we spoke to over 1,000 patients through face to face surveying and a series of focus groups with specific communities/hard to reach groups. This is now playing an important role in shaping priorities for the community wellbeing programme to work on with other agencies in the locality.

We are about to begin patient engagement/user testing around the new GP standardised websites, that are currently being rolled out to practices. This will be centred around three pilot practices with engagement carried out with patients in the surgery waiting rooms over the coming weeks.

### **Learning Lunches**

Working with patient champions we have delivered two learning lunches recently. The learning lunches were co-produced with patient champions to ensure the content presented is appropriate and delivers the right message. The aim of the learning lunches was two provide members of staff with knowledge and awareness of patient champions, the value of patient involvement and how patients can be involved.

The sessions were co-delivered with staff from the engagement team and three patient champions who brought examples, shared experiences of being a patient champion and helped facilitate discussion.

The sessions were well attended with 13 members of staff coming along.

The aim is to plan and host more regular learning lunches moving forward.

## 9 Communications team email

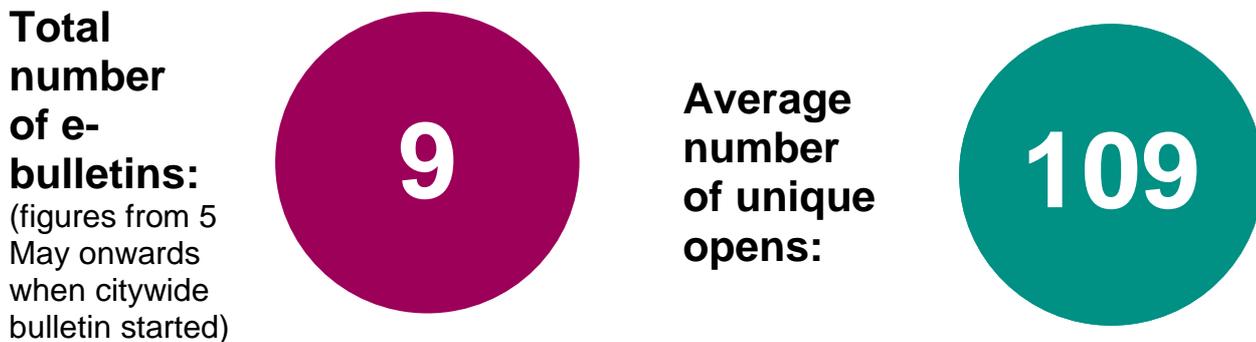
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The figures on this page are combined for all three CCG accounts.



## 10 Internal communications

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# 11 Coming up in the next quarter

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In the next quarter, we'll be gearing up to start conversations with citizens in Leeds on the Leeds Plan. We'll be working with our partners to continue work we're doing in the Armley area as part of the new models of care programme. Finally we'll be supporting communications and engagement activity on a new initiative called active signposting.



1

## **Leeds Plan**

We'll be finalising the public facing document for the Leeds Plan which is the city's place-based description of the future of health and care in the Leeds. Once finalised the Leeds Plan summary document will then be used as the basis for other, more tailored communication tools to help reach a wide range of stakeholders across the city. This will include video, internal comms and many others.



2

## **New models of care**

We'll be analysing the feedback we've had from people in Armley to develop a 'you said, we did' document. This will outline how we're responding to the feedback they've provided us to help them improve their health and wellbeing. In addition we're looking to standardise GP practice websites, in the west of the city initially, and will be asking for people's views on three pilot sites we've developed.



3

## **Active signposting**

Active signposting involves GP practice staff, such as receptionists, getting additional information off patients looking to book an appointment with a GP. Their role is to ensure patients have access to the most suitable service. For example this could mean being seen by a different healthcare professional or being referred to community based services. Active signposting is being funded nationally as part of the GP Five Year Forward View. We will be providing communications and engagement support prior to, and during its roll out.

## 12 Equality and Diversity

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### **NHS Equality Delivery System (EDS) Leeds CCGs evidence 2016/17**

Evidence for 2016/17 for the three CCGs for all four goals of the EDS was collated during April . This was then presented, together with the agreed grades for each of the 18 outcomes, to Governing Bodies/ Boards at each of the Leeds CCGs in May, prior to being published on our websites.

The grades were agreed, following the three NHS citywide engagement and assessment workshops that were held during 2016/17 attended by our panel of “trusted partners”. Overall, the three Leeds CCGs were graded as achieving organisations (green) for 15 out of the 18 outcomes. The three outcomes graded as developing (amber) were:

- Goal One – Outcome 1.3: “Transitions from one service to another, for people on care pathways, are made smoothly with everyone well informed”
- Goal Two – Outcome 2.3: “People report positive experiences of the NHS”
- Goal Four – Outcome 4.2: “Papers that come before the Board and other major committees identify equality-related impacts, including risks, and say how these risks will be managed”

Key areas for development/improvement identified during the workshops include:

- Outcomes for activities and projects presented as evidence needs to include more measurable information. For example, how the activity/project has improved health outcomes/ experience/ access and for whom.
- Meaningful milestones also need to be included in the evidence for each activity/project.
- More emphasis needs to be placed on the characteristics protected by the Equality Act 2010 in relation to health inequalities.
- In relation to complaints and patient experience more analysis needs to take place of the demographic information. This will enable us to understand the different experience different communities have, identify trends etc.
- The collection of equality monitoring data, that includes all protected characteristics, needs to be improved across all providers of healthcare to help understand who is and is not accessing services.
- Workforce evidence needs to include more detail/data in relation to the actual or anticipated outcome.

### **NHS EDS 2017/18 - Revision of evidence and engagement and assessment workshop**

Working with colleagues across all three CCGs the evidence for Goal One “Better Health Outcomes for all” was revised and refreshed during April and May. The EDS Engagement and Assessment Workshop was held in June 2017. It provided the opportunity for each NHS organisation to present/discuss an example of a showcase project that contributes to the outcomes within Goal One “Better Health Outcomes for all”.

The showcase projects for the Leeds CCGs included: the Mindwell project; the mental health crisis service provided by Sign for Health for Deaf people; the patient empowerment project; bowel cancer screening and bowel cancer champions project.

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

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

### **Equality impact assessment and engagement plan and update templates**

Having finalised the equality analysis and engagement plan template we have agreed that the assessment of equality impact and action plan will be integrated within the engagement report. This is completed following the engagement exercises and also includes any recommendations. Any identified issues/ negative impacts, actions required and recommendations identified contribute to the commissioning programme/project. In addition, we have agreed the final stage in this process will be the engagement and equality update report/template. This will include an update on the equality action plan and recommendations identified by the assessment of equality impact and engagement report. The engagement and equality update report will be produced after an agreed period in time.

### **Patient Champion Training**

We delivered another successful training session in May on ‘knowing your communities.’ The aim of the training it to help patient leaders promote the voice of our diverse communities and seldom heard groups.

### **Any qualified provider (AQP) assessments**

During April and May assessments were carried out on all the tender submissions for gastro and dermatology and basal cell carcinoma (BCC – a type of skin cancer) services (second window), and contracts awarded following the consensus meetings.

### **NHS Provider Trust Equality Performance**

Our equality lead continues to work closely with the CCGs’ quality manager in relation to provider trust equality performance. Equality and Diversity performance reports submitted by Leeds Teaching Hospitals NHS Trust and Leeds and York Partnership Foundation NHS Trust were assessed by our equality lead. Feedback was provided including identifying any areas for improvement.

### **Leeds CCGs equality and diversity steering group**

The Leeds CCGs equality and diversity steering group meetings continue to be held bi-monthly. They provide an opportunity to share current knowledge of the equality agenda; discuss ideas for sharing good practice; consider future development opportunities and potential challenges relating to equality.

Key discussions and areas of work include; the NHS Workforce Race Equality Standard; Accessible Information Standard; NHS EDS; collection of equality monitoring data; and the membership of the steering group in light of the NHS Leeds CCGs Partnership.

### **Leeds NHS equality leads forum**

As members of the Leeds NHS equality forum, we continue to work in partnership with all NHS organisations in Leeds. We want 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 April to June was the planning and hosting of the engagement and assessment workshop for Goal One 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; the 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.

### **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 sustainability and transformation partnerships (STPs); NHS Workforce Disability Equality Standard; planning for the workforce equality showcase event; Accessible Information Standard; reducing bullying and harassment in the workplace; employing people with learning disabilities; and the sexual orientation monitoring standard.

### **Leeds CCGs Accessible Information Standard working group**

The Leeds CCGs Accessible Information Standard (AIS) group continues to meet bi-monthly to ensure that we have a consistent approach to the implementation of 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.

Having incorporated the good practice checklist for the AIS within the annual performance reports the NHS provider trusts submit each year to the CCGs, work is currently taking place to develop and agree a process for implementation of the checklist across all GP practices and other commissioned healthcare.

### **Patient insight working group**

Our equality lead continues to be an active member of the patient insight working group to ensure that improvements are made on the collection and analysis of equality monitoring data in relation to patient experience.

# Communications, engagement and equality and diversity

Quarterly review

Published August 2017

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

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