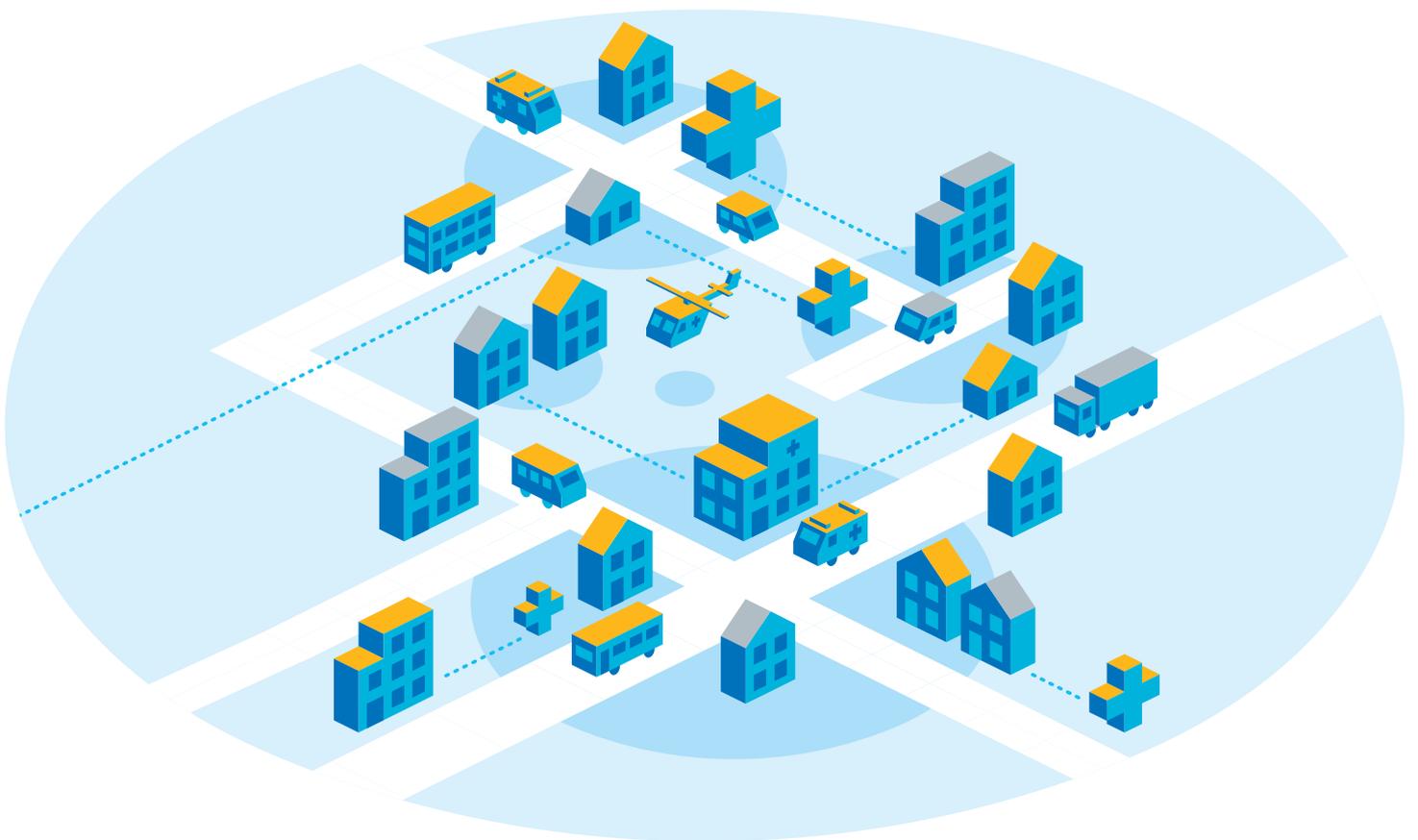


# Communications, engagement and equality and diversity



Quarterly review

**April to June 2018**

# 1 Introduction

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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 between April and June 2018 by the NHS Leeds Clinical Commissioning Group communications, engagement and equality and diversity teams.

We hope you find the review useful, if you feel we need to include anything else please do let us know: [leedsccg.comms@nhs.net](mailto:leedsccg.comms@nhs.net)

Our priority for the first quarter of 2018 was to produce our annual reports. Each year, CCGs are required to submit an honest and balanced assessment of its performance across a number of key areas, as outlined by the Department of Health and Social Care. In June, we submitted reports for each of the three Leeds CCGs for the year ending 31 March 2018.

This is the last year that we report as three separate entities, as we became a new, single organisation on 1 April, and over the past three months, staff have been relocating into one building. To welcome everyone to the new organisation, we held a successful staff engagement event in April and we've been supporting everyone through the transition with regular communications. To help keep everyone connected, we have begun to roll out Workplace by Facebook across the organisation, and will be doing more work on this in the next quarter.

As well as internal communications, we've continued to develop a number of high profile public campaigns and engagements, as well as create new ones. Our campaign to encourage more people to use the award-winning MindMate web resources for people under 25 has involved both traditional PR and extensive use of digital and social media, including a UK first, when we became the first public sector organisation to use targeted advertising on a virtual football game.

Improving outcomes for people with long term conditions is a priority across the region, and to help achieve this, we've worked with colleagues from Leeds Community Healthcare NHS Trust and Leeds Teaching Hospitals NHS Trust to develop information about and raise awareness of the importance of good foot care for people with diabetes. To help ensure we make the most of limited resources, we have also been finalising campaigns aimed at reducing the number of people who miss GP appointments and that reduce problem drinking among young people. These will be launched in the summer and autumn.

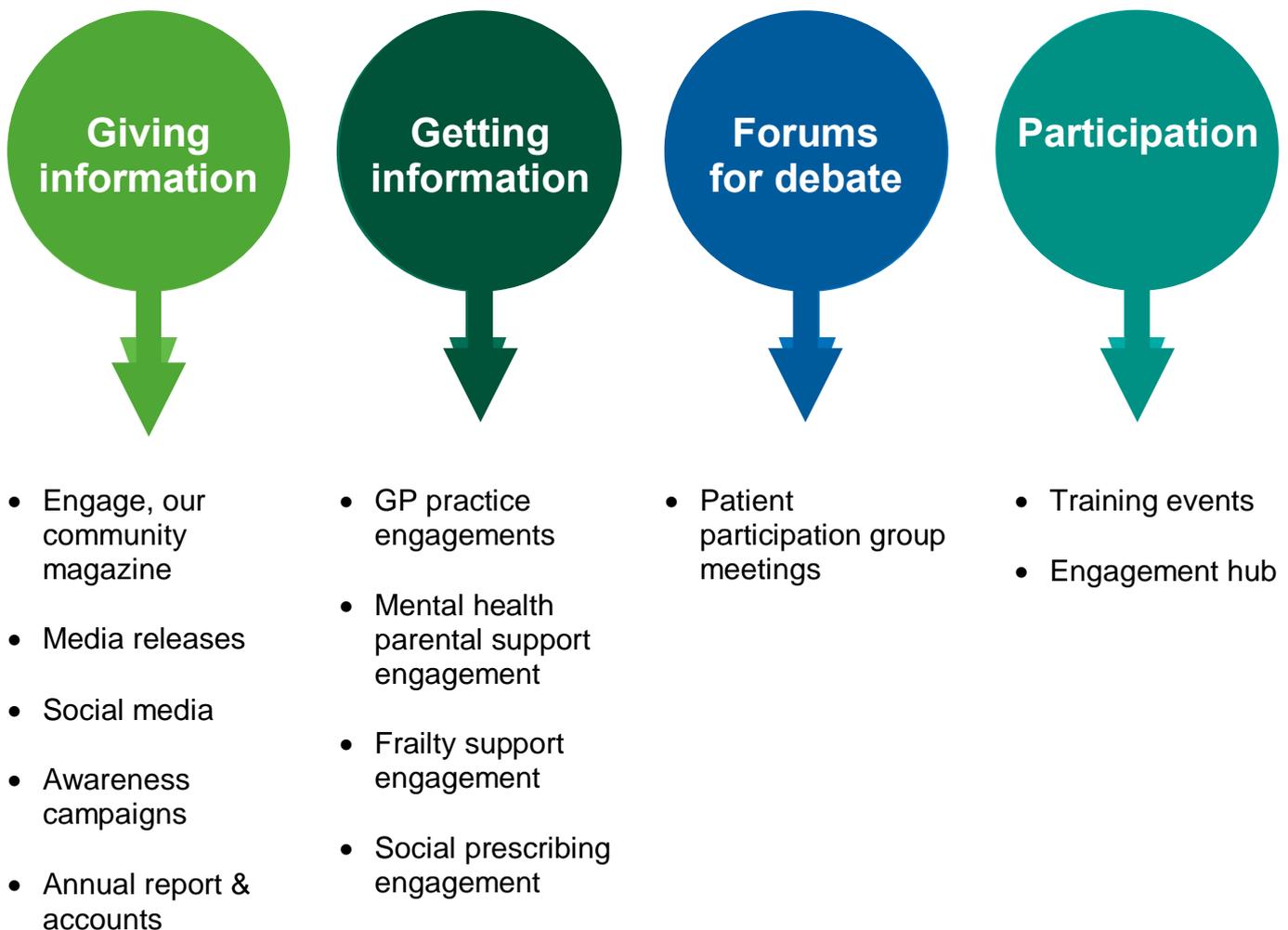
Following the implementation of the General Data Protection Regulation in May, we refreshed our database of volunteers and recruited new people to work with us; we also asked for people's views on social prescribing services, prior to preparing a specification for a new citywide service.

## 2 Highlights of the month

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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)



## 3 Media

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Total mentions:



Favourability:



Total number of media enquiries:



How many enquiries have been responded to on time:



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

In the last quarter, we received extensive positive coverage for the latest phase of our Seriously Resistant campaign, including national recognition in [Pharmacy Journal](#) for our red pharmacy bag initiative.

Our innovative use of Football Manager to raise awareness of mental health resources amongst young men in Leeds was covered widely in the mainstream [local and national press](#), as well as in technology and gaming media. On social media, the initiative was praised by the coach of David Beckham's football team in the USA.

Lisa Tindall, from Gibson Lane Practice in Kippax, was named [Practice Nurse Preceptor of the Year](#) at the recent Practice Nurse Awards organised by NHS England

Our fundraising efforts for local charity, Beyond Cancer, were also recognised in the press.

- You can find all our press releases on our website - <https://www.leedscg.nhs.uk/news/>

## 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.

- **Alcohol** – we are working with colleagues in public health and Forward Leeds to develop a new campaign aimed at reducing harmful drinking among 18-25 year olds
- **Diabetes** - a campaign to encourage people with diabetes to take care of their feet has continued this quarter. We supported the multidisciplinary footcare team by promoting interactive workshops, which were very popular. We have also provided communications and engagement support for the diabetes strategy group.
- **Did not attend**– we have been working with an agency to develop a new campaign aimed at encouraging people to cancel GP appointments if they no longer need them. The campaign will launch in July.
- **MindMate** – during this quarter, our greatest campaign activity has focused on raising awareness of young people’s mental health and the resources available on the MindMate website. We achieved a UK digital first as the first public sector organisation to promote a campaign on Football Manager 2018, targeting traditionally hard to reach young males.

The campaign was also supported by the Leeds Rhinos and by international and local rugby legend Jamie Peacock MBE, who was keen to promote positive mental health and wellbeing for young people in Leeds by encouraging people to sign up for a social media Thunderclap campaign (#MindMay8) in the lead up to Mental Health Awareness Week (14 – 20 May.)

- **NHS70** – in the build up to the 70<sup>th</sup> birthday of the NHS, we made a video where local people spoke about their experience of the NHS, organised a CCG celebration and produced a special edition of [Engage magazine](#)
- **Safeguarding Week** – we supported the annual week of learning events and activities organised by Leeds Safeguarding Adults Board, Leeds Safeguarding Children’s Partnership and the Safer Leeds Executive.
- **Seriously resistant** - to support the work of the citywide Antimicrobial Stewardship Group, we have continued to raise awareness of antibiotic resistance and encourage patients to always follow prescribing advice, most recently recruiting members of the Leeds Health and Wellbeing Board to help spread the campaign message. In addition, Shak Rafiq and Natasha Noor from the team were invited to speak about the campaign at the Antibiotics Guardian national conference in June.
- **Social prescribing** – we achieved widespread publicity and engagement for a survey on social prescribing services, which will be used to help shape a single service model for the city

- **System pressures** – ahead of the May bank holidays and Tour de Yorkshire, we issued health advice on repeat prescriptions, keeping a well-stocked medicine cabinet and where to seek medical advice if needed.
- **STOMP campaign** – we supported colleagues with a national initiative to stop the over medication of people with a learning disability, autism or both
- **Volunteer recruitment** - we held a successful recruitment for the new CCG volunteer programme and also secured funding for Patient Participation Groups to support the work they do.

## 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.



**Twitter  
followers:**

**7572**

**Last quarter's  
followers:**

**7296**



**Facebook  
likes:**

**968**

**Last quarter's  
likes:**

**915**

**From 1 April 2018, we started using a single Facebook page for the NHS Leeds CCG**

## Patient experience posts:

@[suppressed] May 22

11yrs ago staff at @LeedsHospital worked a miracle. Our baby girl collapsed & stopped breathing in my wife's car. She ran her into the LGI screaming for help. After 9mins working on her they got her breathing again. Superheroes every one of them #AandELive @ThisisDavina

@[suppressed] June 29

I've been trying to cancel my cardio appointment and I've called at least 63 times with no answer and there's no other way of doing so. This appointment will be missed and it's not my fault. What on earth is going on. Look into it please!!!

**NHS Leeds reply:** I'm sorry you've not been able to get through to cancel your appointment & appreciate your trying to. Could you please PM us details of where it was due to take place and I'll pass your message on to the right team? Thank you. ^Penny

**Reply:**

Thanks

@[suppressed] Jun 16

Massive thank you to all the staff on Ward L26 at the Leeds General Infirmary yesterday. Really looked after me following surgery and couldn't do enough to make me comfortable and at ease. Surgeon was first class Dr Vollens.

@[suppressed] May 23

The decisions made by LGI in Freya's treatment when she was diagnosed with #KawasakiDisease saved her life, I am sure of it, and I will always be grateful for that ❤️

## Top tweets:

 NHS in Leeds  
@nhsleeds

So proud of our colleagues @LeedsHospitals @YorksAmbulance who tonight showed us just a fraction of what they do all day, every day #AandELive @ThisisDavina



Impressions: 60,658  
Engagements: 485

 NHS in Leeds  
@nhsleeds

In lead up to #MentalHealthAwarenessWeek we need your help to raise awareness of the support available to young people in #Leeds for their #MentalHealth and wellbeing by visiting the @MindMateLeeds website [mindmate.org.uk](http://mindmate.org.uk) @PeopleofLeeds @LeedsMinds @StudentDweller

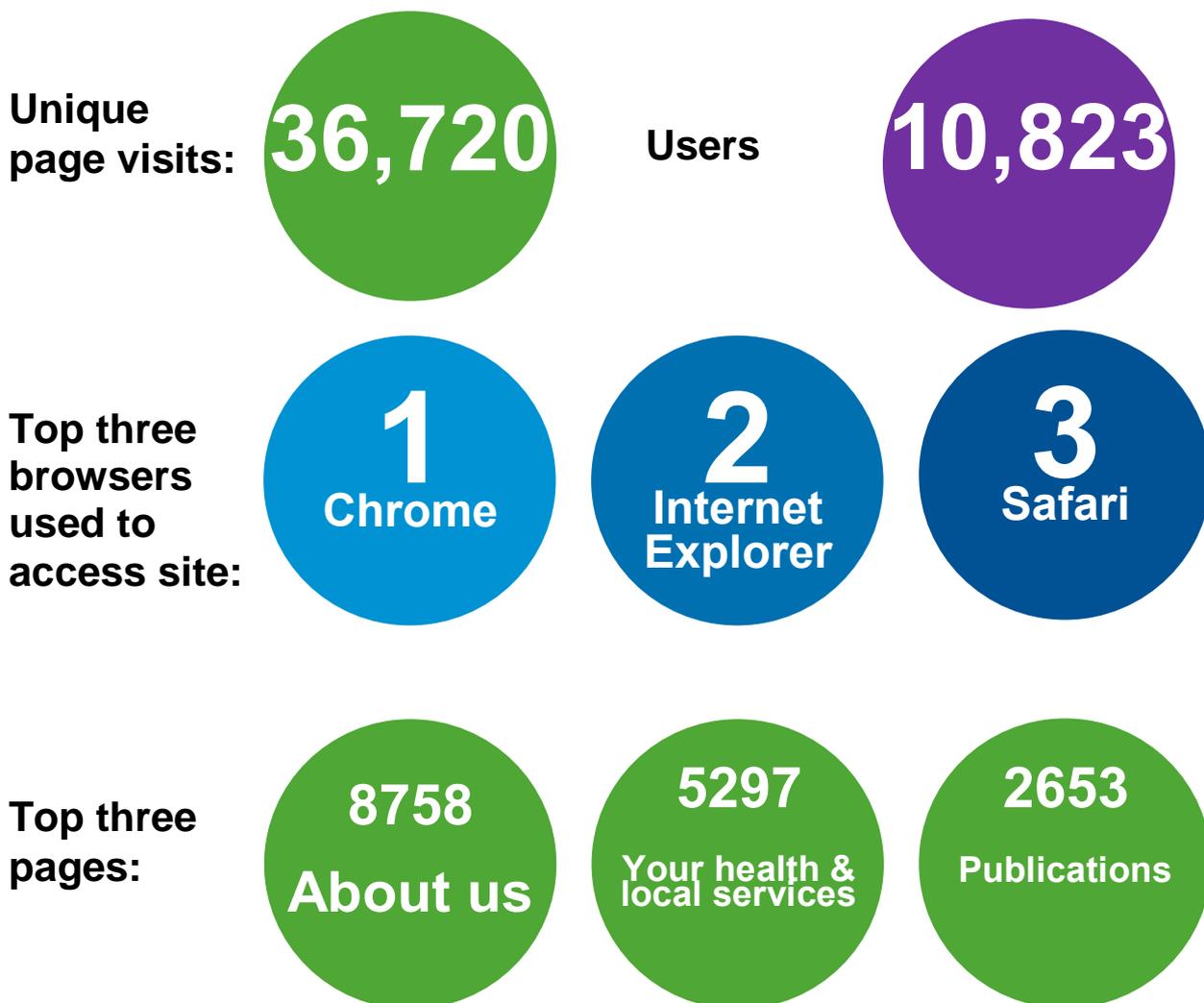


Impressions: 11,575  
Engagements: 166

## 6 Website

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A new website for NHS Leeds CCG was launched on 1 April 2018.



## 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.

**Number of  
new films:**



**Total  
viewing  
totals for  
films:**



### **Explanation of films:**

During the last quarter, we have added a number of films designed to make people more aware of key health issues in the city.

To celebrate NHS70 we spoke with the people of Leeds to tell us their memories and stories of NHS.

We also created a film with ITN Productions called 'Developing good communities of practice' to celebrate 70 years of the NHS. The short film highlighted a number of projects within Leeds that are using digital innovation to improve patient care including: Live Well Leeds learning café, Leeds care record, teledermatology technology within practices and the MindMate website. The film was premiered at Confed18, the annual NHS Confederation conference.

We also supported a number of different campaigns with short videos for social media. Including speaking with mothers for Celebrating Birth month.

## 8 Engagement

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**Number of live consultations:**



**Number of engagement events/ activities:**



**Number of people attending our events:**



**Number of leaflets sent to reader group:**



**Number of people signed up to network\*:**



\* This reflects a significant drop since the last quarter following a data cleansing exercise to ensure we were compliant with GDPR, which came into effect in May 2018

## Commentary on engagement activity:

### 1. Live engagements

#### a. frailty innovation test bed - May 2018

NHS Leeds CCG, Bradford City CCG and Bradford District CCG are working together to bid for money to 'test' interconnected devices as part of the NHS innovation 'test beds'. As part of the bid we have carried out engagement to understand the views of local people. **19** people with frailty and their carers attended our focus groups.

#### b. Frailty – what matters to people living with frailty? May 2018

We worked with voluntary sector organisations to design and deliver focus groups and interviews with **96** people living with frailty and **38** carers.

A full report highlighting the feedback we received and the CCG recommendations to the commissioning team can be found on our website: <https://www.leedsccg.nhs.uk/get-involved/your-views/frailty-what-matters/>

The CCG will use the recommendations to identify or develop a tool that helps them to measure the outcomes of care for people living with frailty and their carers.

#### c. Social prescribing re-procurement - May & June 2018

Social prescribing is a means of enabling health and care professionals to refer patients with social, emotional or practical needs to a range of local, non-clinical services, often provided by the voluntary and community sector.

We used a survey to gather the thoughts and experiences of service users, members of the public and professionals. We also organised three public events in community centres to promote the engagement and encourage people to complete the survey.

**603** people responded to the survey.

A report highlighting the feedback we received and the CCG recommendations to the commissioning team will be published at the end of July on our website:

<https://www.leedsccg.nhs.uk/get-involved/your-views/social-prescribing/>

#### d. Parenting support (future in mind). January – May 2018

We asked parents and parents of children with autism what support they would find useful if they found themselves in a situation where their child or young person needed mental health services, especially out of hours. Some initial themes emerged – for example, common experiences of caring for children and young people with mental health and autism; different definitions of 'crisis' and varied triggers of crisis; and a perceived lack of support. Further engagement is needed on this project and will take place later in the year

#### e. Maternity - young people – 3 May

We organised a workshop to discuss an appropriate format to share information regarding the pathway for young parents. Some professionals also attended and looked at the pathway from their point of view. More information is available at [www.leedsccg.nhs.uk/get-involved/your-views/young-parents-workshop/](http://www.leedsccg.nhs.uk/get-involved/your-views/young-parents-workshop/)

## 2. Patient participation groups (PPGs)

NHS Leeds CCG continues to facilitate a citywide PPG network. The group provides an opportunity for PPG members to meet and share best practice. You can find out more about how we support our PPGs here: <https://www.leedsccg.nhs.uk/get-involved/how/patient-participation-group/>

The PPG network met once in the last quarter and was attended by **11** people. The group discussed the following topics:

- Planning the 2018 citywide PPG event
- PPG funding – an opportunity for PPGs to apply to the CCG for funding for local engagement activities
- NHS 70 celebration activities
- PPG awareness week

## 3. CCG volunteer programme

The CCG patient champion programme has been replaced by a group of CCG volunteers. The change reflects the move to one CCG and provides the CCG with a small group of supervised CCG volunteers. Their role will be to support commissioners to develop meaningful engagement plans and will provide patient assurance throughout the commissioning cycle. You can find out more about our CCG volunteer programme here:

<https://www.leedsccg.nhs.uk/get-involved/how/ccg-volunteer/>

**26** people applied for the roles, and we have recruited **12** volunteers to the programme. The recruitment was supported by Healthwatch Leeds and we will be writing a short report to outline the recruitment process.

We will hold an induction day in the next quarter where volunteers will be able to meet commissioners and shape their role.

## 4. Patient assurance group (PAG)

The CCG PAG last met in March 2018, and in April, we recruited a new patient and public lay person to champion patient engagement and chair the PAG.

Over the last few months we have been developing and recruiting our new CCG volunteers, who will form the membership of the new NHS Leeds CCG PAG. It is expected that the PAG will meet for the first time in August 2018.

In the absence of the PAG we have been seeking patient assurance from other patient groups and voluntary sector organisations.

## 5. Engagement hub

NHS Leeds CCG continues to work in partnership with CCG volunteers, Leeds and York Partnership Foundation NHS Trust and Leeds Teaching Hospitals NHS Trust to provide opportunities for patients and staff to improve engagement in the city. The engagement hub currently provides 13 different training sessions and peer support groups. You can view upcoming engagement hub activities here: <https://www.leedsccg.nhs.uk/get-involved/how/ccg-volunteer/training/>

Over the last quarter we have held:

- **Five** training sessions
- **Two** peer support sessions
- **60** people have attended these activities in the last quarter

## 6. NHS Leeds CCG network

We have a network of patients, carers and members of the public who support our engagement activities. You can join our network here: <https://www.leedsccg.nhs.uk/get-involved/how/join/> We currently have **295** people on our network.

## 7. Reader group

We have a reader group which supports NHS and voluntary sector organisations to develop accessible patient literature. You can find out more about our reader group here: <https://www.leedsccg.nhs.uk/get-involved/how/patient-reader-group/> We have **109** people on our reader group. Over the last quarter our reader group have reviewed three documents.

## 8. Other activities

- a. **PPG funding opportunity** – We have secured funding to support engagement activities in PPGs across the city. Applications for the funding will be reviewed by the PPG network and money will be allocated to PPGs for activities which engage local people and improve patient experience in GP practices.
- b. **Primary care conference** – The communications and engagement team supported the first NHS Leeds CCG primary care conference in June, when over 700 primary care staff from across the city came together to learn about and celebrate successful collaboration projects.

## 9 Communications team email

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Total number of emails:



Total number requiring action:



## 10 Internal communications

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Total number of e-bulletins produced



Average number of opens for internal bulletin:



Total number of extranet users:



Top three most popular pages on the extranet:

HR & Workforce – policies (76)  
Corporate information – main page (40)  
HR – new starter form (19)

Total number of Workplace by Facebook accounts



Average weekly Workplace users



# 11 Coming up in the next quarter

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In the next quarter, we'll be focusing on internal communications to help make sure that our staff feel supported, engaged and informed now that we are a single organisation. Following a successful recruitment exercise, we'll be welcoming our new volunteers to the CCG; we'll also be carrying out a number of engagements to find out people's views on issues such as diabetes prevention and care and mental health services. We'll be reviewing and evaluating current campaigns that are coming to an end, including MindMate and Seriously Resistant as well as getting ready to launch new campaigns for missed GP appointments and problem drinking.



1

## **Internal communications**

Following our coming together as a single new organisation, we'll be asking staff for their views and developing a plan to make sure communication within the CCG is strong, clear and effective. This will also include developing a new online information resource for staff and further rolling out Workplace to enable staff to communicate informally and build strong relationships within and between teams.



2

## **Diabetes strategy engagement**

We're asking health and care professionals, patients, carers and voluntary sector organisations what they'd like to see in a new diabetes strategy for the city. The strategy will outline plans to reduce the number of people in Leeds who develop the condition and identify everyone who has it, while also looking at how we can support people with diabetes to live a fulfilling life.



3

## **CCG volunteers**

We now have 12 volunteers who will be giving their time and experience to help improve health and care services in Leeds. During the next quarter, we will be introducing them to the CCG, providing support, mentorship and training to make sure they are confident in their new roles and comfortable sharing their existing skills as well as developing new ones.

# 12 Equality and Diversity

## Equality Delivery System 2

The NHS Equality Delivery System 2 (EDS2) is a performance framework that aims to improve equality performance within the NHS and embed equality into mainstream business planning.

In Leeds, the large NHS organisations work together with trusted partners from the third sector to use EDS2 to assess and grade our equality performance, following a process agreed in 2016.

As reported last quarter, we agreed to review this process and the local NHS organisations will focus EDS2 work for 2018/21 on a small number of work streams linked to different EDS2 outcomes. This approach will mean that a higher proportion of effort can be spent on service / workplace improvement initiatives rather than in generating and assessing evidence.

The CCG's Quality and Performance Committee have agreed that linked to Goal One, Better Health Outcomes for All, the following workstreams will take place:

EDS2 Outcome	Work stream	Equality groups	Lead NHS organisation
1.1 Services are commissioned, procured, designed and delivered to meet the health needs of local communities	Maternity reconfiguration	All	CCG (with LTHT)
1.2 Individual people's health needs are assessed and met in appropriate and effective ways.	Development and implementation of an impact and outcomes framework for secondary mental health services	All	LYPFT
1.3 Transitions from one service to another, for people on care pathways, are made smoothly with everyone well informed.	Inpatient care for over 85 year olds  Transitions from hospital to community services	Older people	LTHT and LCH
1.4 When people use NHS services their safety is prioritised and they are free from mistakes, mistreatment and abuse.	Improve equalities data linked to incident reporting and complaints	All	All
1.5 Screening, vaccinations and other health promotion services reach and benefit all local communities	Reduce inequalities in uptake of children's immunisations	Race, socio-economic deprivation, sex, disability	LCH
	Ensure that diabetes prevention work reaches and benefits all relevant local communities		CCG

## **Assuring and improving the equality & diversity performance of the Leeds NHS provider trusts**

This quarter annual reports were received from Leeds and York Partnership Foundation Trust and from Leeds Teaching Hospitals Trust. These reports were reviewed by an equality and diversity manager who identified any key lines of enquiry requiring further clarification. The aim in future reports is to shift away from reporting in activity and towards reporting on measurable benefits for patients, staff members and communities with Equality Act protected characteristics.

### **Leeds Equality Network**

The E&D manager has reconvened this network after a gap of a few months. Its purpose is to bring together public sector organisations and third sector representation across the city, with the aim of working collectively and collaboratively to ensure a fair and inclusive society for people in Leeds. The aim is for the network to be more than the sum of its parts and through partnership working to achieve momentum and a genuine, positive impact on the city.

The network meets every two months and maintains contact between meetings via email. The next meeting will take place in mid-August and network members will evaluate different equalities measuring tools / standards, identify areas where we can do joint work including work to improve equality for all diverse women (our theme of the year), and begin making plans to contribute to National Inclusion Week, Islamophobia Awareness month and to a post Pride LGBT+ staff and allies engagement and networking event.

### **Information about equality and diversity**

Information for the period September 2018 to February 2019 about religious and cultural celebrations and equality related awareness days was shared with the CCG.

The next six monthly religious and cultural calendar will be produced and distributed in February 2019, covering the period March to August 2019.

### **Extended access & reducing inequalities in access to primary care services**

The E&D team have supported the primary care team with the proposed CCG audit to look at barriers to access to primary care. This included relevant local public health data including health needs assessments and the reducing inequalities in access in primary care guide to identify vulnerable groups who are less likely to access primary care or where there is a gap in knowledge to help inform engagement activity.

### **Accessible Information Standard**

The E&D Manager has reconvened the CCG Accessible Information Group. The initial meeting included a representative from the local authority and focused on reviewing where we were up to and what we needed to do to progress.

The discussion included how best to monitor the implementation of the standard across different providers. Suggestions were made on additional questions that could be incorporated into the contracting process. Primary care was identified as an area that required focus on, and it was suggested that we could work with a patient participation group (PPG) to help identify patient experience and barriers / challenges for primary care and how this could be shared.

The group agreed to continue to meet regularly.

### **Coming up in the next quarter:**

- Workforce Race Equality Standard work
- EDS2 update
- Review of equality and diversity report from Leeds Community Healthcare

# Communications, engagement and equality and diversity

Quarterly review

April to June 2018

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

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