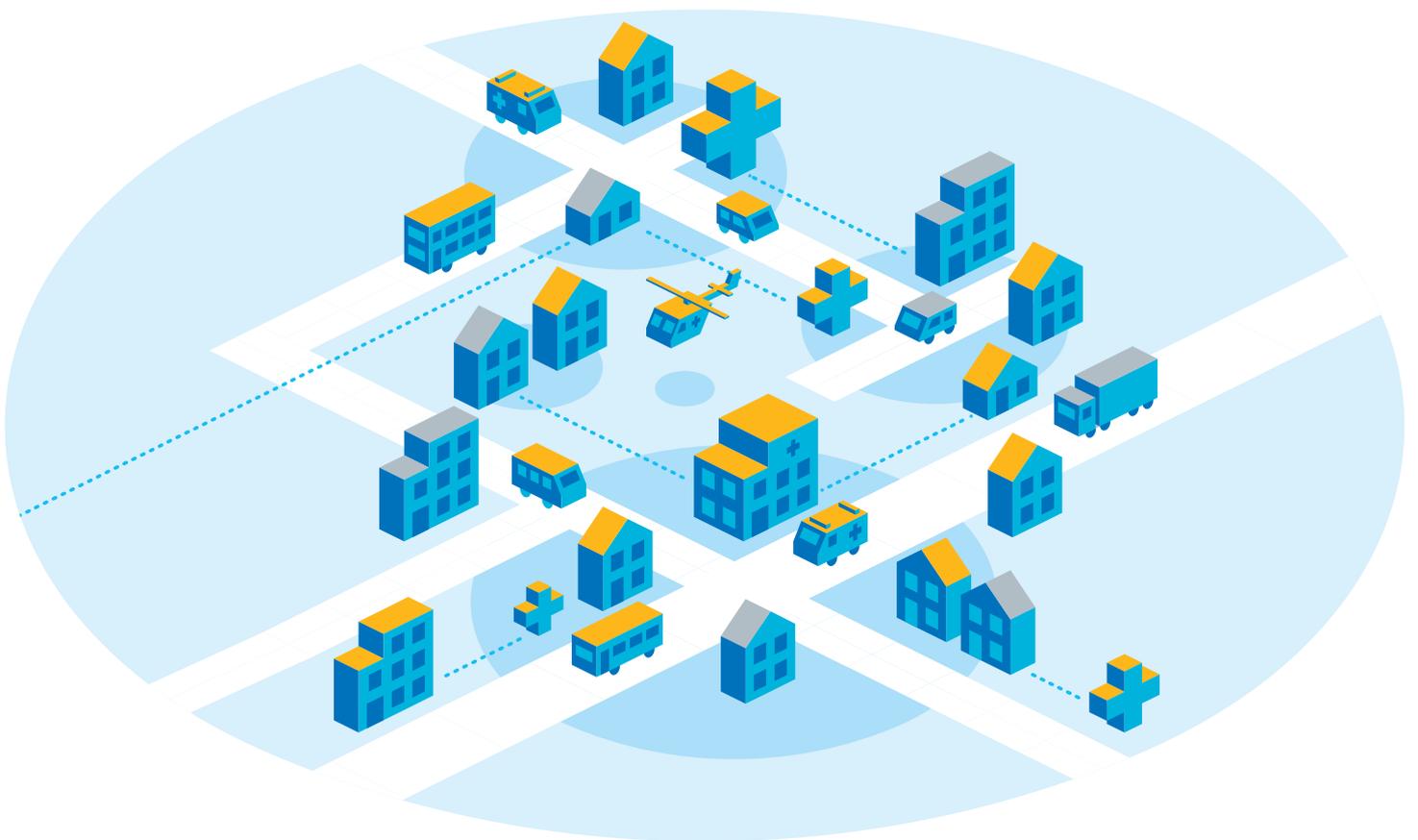


Communications, engagement and equality and diversity



Quarterly review

January to March 2018

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 between January and March 2018 by the NHS Leeds Clinical Commissioning Groups Partnership 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

During the past few months, we have been developing the communications and engagement team so we can support the extensive range of campaigns and engagements that will be required when we become a single citywide organisation in April 2018. During the quarter, we welcomed several new members to the team, who bring with them a wide range of skills, knowledge and experience; we're very pleased that our team has recruited the CCG's very first apprentice.

As part of the move to becoming a new organisation, we've consolidated all our social media accounts. We've also developed a new website for the CCG, as well as a new visual identity, in consultation with our staff. Our team have also been instrumental in a review of office accommodation and engaging with staff about moving to single premises.

As well as internal communications, we've continued to work on a number of high profile public campaigns and engagements, as well as develop new ones.

With the NHS experiencing one of the busiest winters – plus a prolonged cold snap in March - we've continued to educate local people on how to make the best use of local services, including a set of [new resources](#) for the Polish, Czech, Romanian and Lithuanian communities.

Antimicrobial resistance (AMR) could result in antibiotics that we currently use to treat infections no longer working in the future. To help Leeds lead the way in reducing antibiotic prescribing, this spring, we developed a new set of campaign activities, including advertising, pledge drives and work with schools.

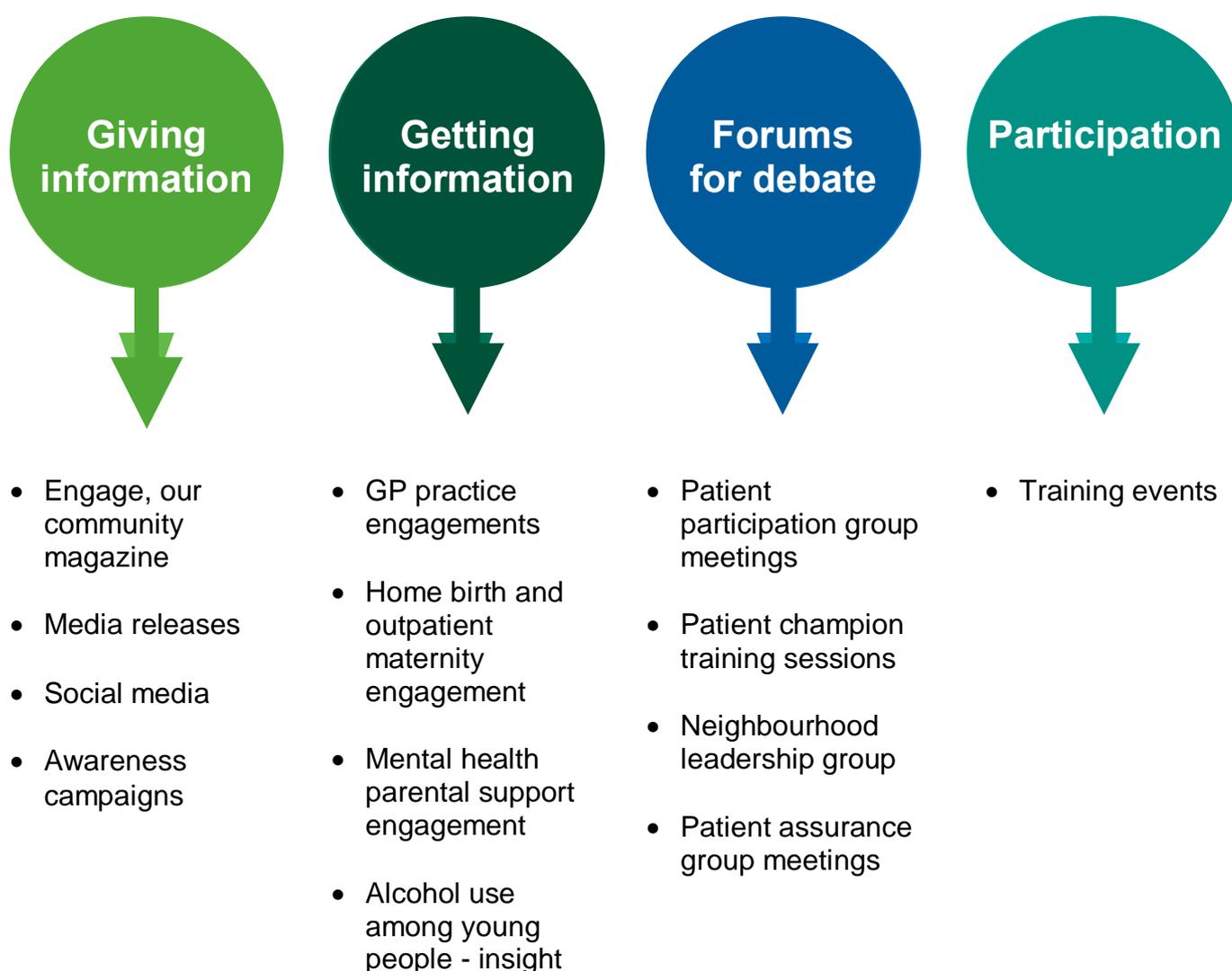
MindMate is a web resource (www.mindmate.org.uk) that provides information and advice for people aged under 25 around emotional and mental health. We have developed a campaign that looks to encourage more people to use the site and the resources contained within it.

We have carried out several public engagements during the quarter to help ensure that patient voices help shape decision making. These included consulting with patients about changes to their GP practices and a series of engagements relating to maternity and children's services.

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:



Favourability:

positive
20

Neutral
7

negative
5

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 a [hard-hitting new drama](#) that the CCG has commissioned to raise awareness of health and wellbeing issues among young people

Our call for nominations for [the General Practice Nursing Awards](#) received very positive coverage.

Thanks to positive coverage about new [diabetic foot care campaign](#), we received a number of bookings for our free interactive workshops for patients and carers.

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.

SmearForSmear campaign – we supported Cervical Cancer Prevention Week (22 – 28 January), by encouraging local people to get behind Jo’s Cervical Cancer Trust #SmearForSmear campaign to help raise awareness and reduce the risk of cervical cancer, as well as the importance of cervical screening (smear test). Dr Sarah Forbes, who is a GP in Leeds and our Clinical Lead for Cancer backed the awareness week, by taking a selfie with her lipstick smeared across her cheek

Flu vaccine reminder - Dr Gordon Sinclair, who is a GP in Leeds and the Chair of the CCG, reminded eligible Leeds residents to take up the offer of the free flu vaccine as part of the Stay Well This Winter campaign

Be blood pressure wise – a campaign called Leeds Blood Pressure Wise has been launched to help tackle undiagnosed blood pressure which affects up to 90,000 people in Leeds. The campaign is supported by the British Heart Foundation, Leeds City Council and the CCG, it encourages eligible people over 35 to visit participating pharmacies and ask for a free blood pressure check. View participating pharmacies <https://www.leedsccg.nhs.uk/health/services/lbpw/>

Diabetic footcare – a new campaign to encourage people with diabetes to take care of their feet was launched in the spring, with the development of new patient resources, advertising campaign and promotion of interactive workshops.

Seriously resistant – to support the work of the citywide Antimicrobial Stewardship Group, we have continued to work in six priority areas to raise awareness of antibiotic resistance and encourage patients to always follow prescribing advice. Activity included the creation of new videos, public engagement, work with schools and the development of pharmacy resources.

MindMate – we worked with partners to develop an extensive traditional and social media campaign to raise awareness of young people’s mental health issues and the MindMate website.

Bank holiday preparations – ahead of the long Easter bank holiday, health professionals from the CCG reminded local people to plan ahead and stay well. This included repeat prescriptions, keeping a well-stocked medicine cabinet and where to see medical advice if needed.

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.



**Twitter
followers:**

7296

**Last quarter's
followers:**

6963



**Facebook
likes:**

915

**Last quarter's
likes:**

N/A

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

Patient experience posts:

@LTHTrust Feb 23

The Shakespeare Walk-in Centre in Burmantofts, just next to St James's, can offer treatment and advice on a number of minor medical conditions. Here is Maree with more information.

[#StayWellThisWinter](#) [@nhsleeds](#)

Responses:

@[\[suppressed\]](#) Feb 23 – Brilliant service from an ooh gp a few weeks ago when my little boy had slapped cheek [#ilovethenhs](#) [#worriedmum](#)

Our response Feb 23 – Thanks for sharing this with us – hope your little boy is feeling better

@[\[suppressed\]](#) Feb 23 - He is indeed...I'm a doctor too but needed the reassurance of someone who knows rashes...the GP we saw was brilliant!

@[\[suppressed\]](#) Feb 24

Yet another day when my family is grateful to the [#NHS](#). Thank you [@nhsleeds](#), [@SheffieldHosp](#) and research enabling [#gammaknife](#) surgery.

@[\[suppressed\]](#) Feb 27

Lucky not to have had to use [@NHSEngland](#) too often but when we have the staff have been brilliant. Thanks to A+E / Paediatrics [@nhsleeds](#) last night ... [#NHS](#)

@[\[suppressed\]](#) Mar 12

A huge THANKS to all the staff [@nhsleeds](#) [@LTHTrust](#) [#LeedsRadiology](#) [#ChancellorWing](#) [#Jimmy'sHospital](#) Once again you made me feel very comfortable & relaxed when having my annual [#mammogram](#) Waiting room was packed. [#LoveTheNHS](#) [#thankyouNHS](#)

Most successful tweet:

Top media Tweet earned 6,621 impressions

Feeling rather cold outside, pls wrap up warm 🧤🧥 if you do go out and wear sensible footwear. Also, if you have elderly neighbours pls call in to make sure they're ok ie do they have enough food, is their house warm enough & do they have enough medication [nhs.uk/Livewell/winte...](#)
[pic.twitter.com/YZPwNznLoe](#)



↻ 22 ❤️ 22

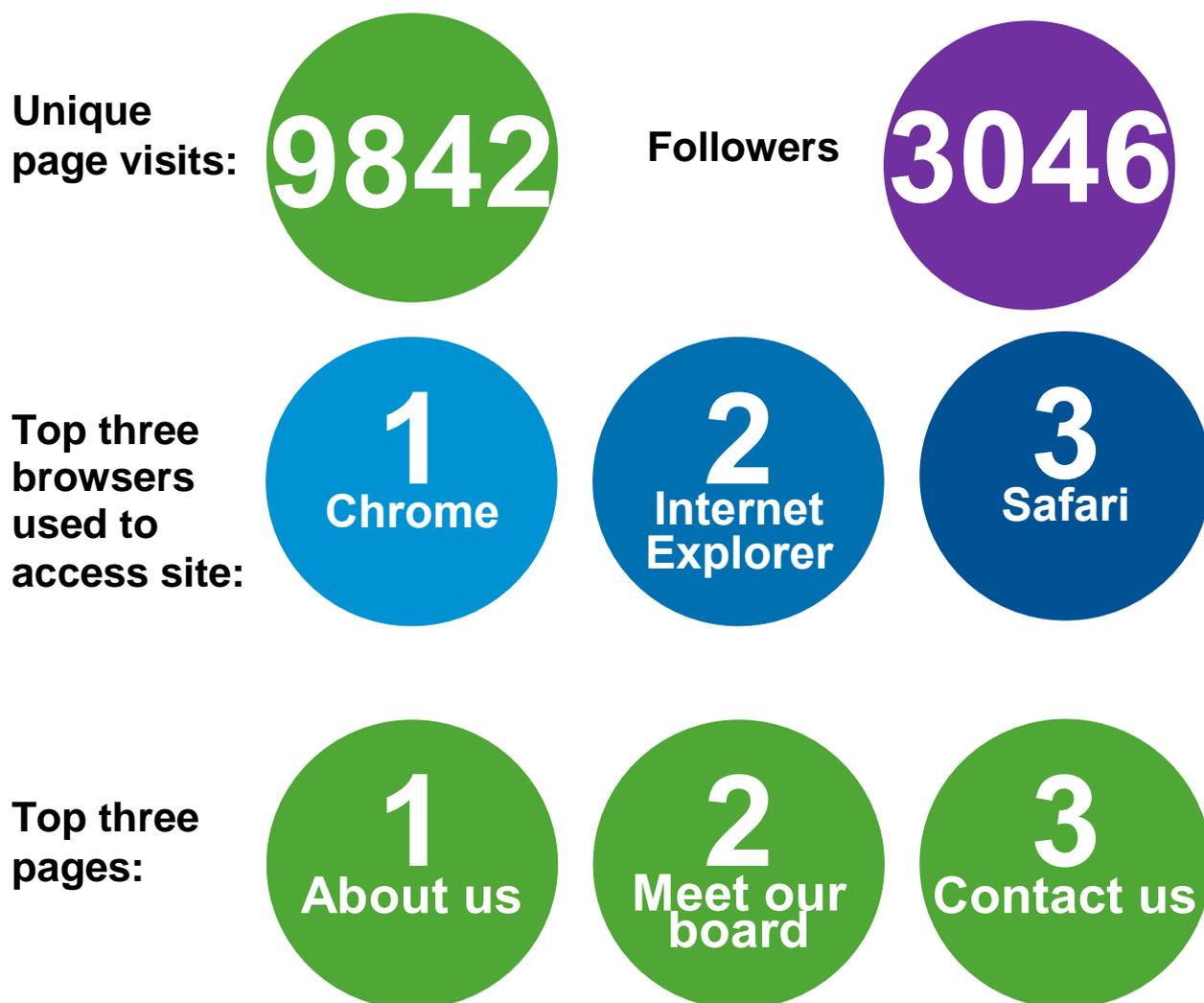
[View Tweet activity](#)

[View all Tweet activity](#)

6 Website

The statistics for this section of our report are broken down by the three existing sites for the three statutory CCGs. These were closed down on 31 March 2018 and replaced by a single site for the new NHS Leeds CCG

NHS Leeds North CCG



NHS Leeds South and East CCG

Unique
page visits:

13261

Followers

3859

Top three
browsers
used to
access site:

1

Chrome

2

Internet
Explorer

3

Safari

Top three
pages:

1

About us

2

Contact us

3

Your health

NHS Leeds West CCG

Unique
page visits:

33827

Followers

14550

Top three
browsers
used to
access site:

1

Chrome

2

Safari

3

Internet
Explorer

Top three
pages:

1

Do you have a
minor injury?

2

About us

3

Feeling
unwell

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.

**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 help ease winter pressures, and in collaboration with community ambassadors, we developed a series of education films aimed at members of the Polish, Czech, Romanian and Lithuanian communities to help them understand how to access the right care, at the right time and in the right place.

As part of our antimicrobial resistance campaign, Seriously Resistant, we have also commissioned a series of short films in which clinical experts answer common questions about antibiotics and address some common myths.

8 Engagement

Number of live consultations:



Number of engagement events/ activities:



Number of people attending our events:



Number of patients engaged through our patient involvement groups:



Number of leaflets sent to reader group:



Number of people signed up to network:



Commentary on engagement activity:

Neighbourhood Leader Group

The NLG group met at Thorpe Park in January. Ten neighbourhood leaders attended. The group received an updated on the following:

- “One Voice” - Phil Corrigan has been appointed as Chief Executive and Dr Gordon Sinclair as Chair. Other appointments will take place over the next few weeks with a complete board to start on the first of April 2018.
- Patient Participation Groups – the PPG network will have a remit to help individual groups to network and work consistently and will help to support PPGs city wide.
- The CCG listened to a number of issues raised by the members of the NLG

Interim patient assurance group (PAG)

The interim PAG was successfully established in August and there have been five meetings of the interim PAG so far; three formal, two informal.

- **Formal meeting** – 25 January 2018 – the interim PAG discussed:
 - Parenting
 - Mindmate
- **Formal meeting** – 22 February 2018 – the interim PAG discussed:
 - PAG tracker
- **Formal Meeting** – 21 March 2018 – the interim PAG discussed:
 - Social prescribing
 - Frailty
 - Maternity reconfiguration
 - Radshan GP Practice

Engagements projects

Radshan GP practice closure

Radshan Medical Centre is operated by The Practice PLC Group who took over the partnership and contract from a previous provider before 2012. The Practice applied to NHS Leeds South and East Clinical Commissioning Group (CCG) to resign from their contract.

The decision to accept the practice’s resignation was made by the CCG’s Primary Care Co-commissioning Committee at its meeting in January 2018. The Practice PLC will resign from the contract on 30 April 2018, leaving a registered list of approximately 1916 patients without a GP provider. There are approximately 900 patients registered with the practice residing in Kippax and there is sufficient capacity in the local practices with all practices open to new registrations. The committee made a decision to find other GP practices in the area - what’s described in NHS policy as ‘list dispersal’ - because it was felt to be the best option for the registered population.

This engagement sought to understand the needs and preferences of people registered with Radshan Medical Practice and outline some of the ways GP services could be provided in the future. It also sought to inform patients about local GP practices in the area that they can register with and inform them about registering with another practice. The engagement began in February 2018 and ended on 23 March 2018.

The CCG will use this feedback alongside other information to make inform future service models for GP services in Leeds.

Local Care Partnership – deliberative event

NHS Leeds CCG Partnership commissioned Qa Research (Qa) to hold a deliberative event to involve a representative cross-section of the Leeds population in continuing to develop its new strategy. 64 residents were invited to the event; 61 attended.

In consultation with the CCG, Qa developed a detailed schedule and designed a set of activities to engage the participants in constructive discussions about the CCG's proposed Local Care Partnership model, along with the topic of data protection and how patient information should be shared. The participatory appraisal activities were intended to be visual and engage a wide range of attendees, whilst ensuring that those who are typically most vocal were not able to dominate the discussions.

Summary conclusions:

- People generally agreed with the case for change and accepted with varying degrees of enthusiasm the proposed new model.
- The emphasis on local care was popular, and this was perceived to speed up waiting time for treatment and reduce pressure on medical staff.
- There were concerns a holistic approach would work for some people more so than others. Older people would miss the traditional patient-doctor relationship, whilst younger people would benefit from appointment flexibility.
- Residents were positive about the proposed partnership approach and were particularly enthusiastic for social prescribing.
- The incorporation of technology into the model is one idea to explore further, and could improve and speed up access to health care for many.
- Participants felt protective over the NHS and were cautious of the new model. Should the model be unsuccessful, this could have financial and practical implications for the NHS overall.
- Patients were happy to have the information shared within the NHS services; as long as it is done on a 'need to know' basis and patient consent is sought first.

Grange Medicare

Grange Medicare Limited is currently contracted to provide GP services New Cross Surgery, Middleton Park and Swillington Health Centre. They have held this contract since 1 November 2008. The CCG is now required to start a process to procure (pay for) a provider of GP services for the registered populations of New Cross, Middleton Park and Swillington. The contract with Grange Medicare Limited ends on 31 October 2018 meaning that NHS Leeds South and East Clinical Commissioning Group (CCG) need to look at future plans for the practices. Grange Medicare has indicated that they don't wish to be part of this procurement process. The engagement team has worked closely with primary care to ensure that all households registered with these practices have had a chance to provide their feedback on what they value in a GP and which of some proposed scenarios they would prefer.

Approximately 1243 patients and carers responded to the engagement through the survey, focus groups and events. People expressed concern at the current appointment system at the practices and suggested that future changes might make it even more difficult to make an appointment. Patients also told us that they value continuity of care and that they want more consistency with their clinicians. There was strong feeling that if Swillington Health Practice were to close it would have a negative impact on the elderly population, especially those with mobility issues and long term conditions.

The CCG Primary Care Operational Group (PCOG) recommended to the PCCC that Swillington be removed from the procurement process for Middleton and Rothwell. Work should then be undertaken to commission Swillington Health Practice as a second site of a local GP practice through a managed process. The two main sites at Rothwell and Middleton would be commissioned separately through the procurement process.

PCOG also made an additional recommendation that the funding of improvement works at Swillington Health Practice be prioritised to address the issues set out in the 6 facet survey to improve the building and consider short, medium and long-term options.

Maternity outpatients engagement

During January, February March , we attended a number of meetings with Leeds Teaching Hospitals NHS Trust to discuss their plans to look at what maternity and neonatal services across the city might look like in future. An engagement plan and survey about maternity outpatient services was drafted and engagement was carried out during February and part of March before purdah. Over 800 people have responded to the survey and an interim report has been created.

Bereavement in maternity services

In January we organised a large workshop for both professionals and service users using the “Whose Shoes” tool to look at bereavement care across the care pathway and identifying further improvements to be made. Over 60 people attended. ‘Whose Shoes’ is a board game which helps people work across boundaries and co-produce imaginative, local solutions that work together for excellence, always with the person in the centre. This tool enabled the players to use scenarios and topics to explore concerns, challenges and opportunities within the service in Leeds. The workshop was aimed at families who had experienced miscarriage or bereavement in pregnancy or postnatally and for professionals who support these pathways. We were keen to find out about people’s experiences and to have a safe space for people to share stories and have conversations. A feedback of the event has been completed and sent to commissioners. Next steps will then be decided.

Parenting support (future in mind)

During January through to March engagement took place with parents with children with autism asking 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. A report is currently being prepared with outcome of this engagement.

Home birth maternity

We met with commissioners to advise and create an engagement plan for homebirth. The project is to provide women and families with clear and simple information about homebirth in order for them to make an informed decision about where they choose to give birth and to increase the number of parents to give birth at home. In order to achieve this we need to find out people's perceptions of homebirth currently as well as staff members. The plan was signed off by PAG and the survey started in January and ran through to April. A report is due in May and the feedback will be analysed and then we will work with commissioners to work out the next steps and phase 2 of this engagement.

Continuing care

In February we met with the continuing care team to feedback the results of the engagement which took place 6 months before. The feedback was excellent and a number of actions can be taken forward. A further meeting is planned to ascertain exactly the "you said, we did".

Personalised care

As part of the Leeds Maternity Strategy 2015-20 there are nine priorities, one of which is personalised care. We attended a meeting in March which will focus on a new piece of work looking at ensuring women have continuity of care by either a midwife or a midwifery team. This is at the beginning of this project.

9 Communications team email

During this period, we used a single communications mailbox for the CCGs partnership

**Total
number
of emails:**

1120

**Total
number
requiring
action:**

264

10 Internal communications

**Total
number of
e-bulletins
sent out:**

13

**Average
number of
opens for
internal
bulletin:**

103

**Total
number of
extranet
users:**

607

**Top three most popular pages
on the extranet:**

HR & Workforce – policies (76)

Corporate information – main page (40)

HR – new starter form (19)

11 Coming up in the next quarter

In the next quarter, we'll be collating performance information from all three CCGs as part of our annual report submission to the Department of Health and Social Care. As part of the becoming a single organisation, we'll be holding an event to welcome all staff to the new CCG. Following the implementation of the General Data Protection Regulation in May, we'll be refreshing our database of volunteers and recruiting new people to work with us; we'll also be asking for people's views on social prescribing services, prior to preparing a specification for a new citywide service. Working with colleagues in primary care, we'll be developing a new campaign to reduce the number of people who don't attend their GP practice appointments.



1

Annual report & accounts

Each year, the CCG is 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. This year, we will be submitting reports for each of the three CCGs, which will be published on our website on 15 June.



2

Social prescribing

Social prescribing is a way of enabling health professionals to refer patients with social, emotional or practical needs to a range of local, non-medical services. We currently have three such services in the city but later this year will be commissioning a city wide scheme. To do this, we'll be engaging with patients, health care professionals and the general public during May and June to find out what they would like to see in such a service.



3

DNA campaign

As part of our efforts to improve access to primary care GP services we are keen to address the issue of patients who do not attend scheduled appointments and fail to provide any notice to say they are unable to attend. This ultimately has a knock on effect as these missed appointments cannot be offered to any other patients. This has a significant impact on the local healthcare system in terms of staff and budgetary resource and more importantly reducing the availability of GP/practice nurse appointments.

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. In February, we ran an engagement and assessment workshop focusing on the goal of inclusive leadership at all levels. Those attending considered evidence and examples of good practice before agreeing the following grades

- Green (achieving) for 2 outcomes
- Amber (developing) for 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”

The evidence and grades will be published on the CCG’s website.

We are proposing a review of our process so that the local NHS organisations agree with our trusted partners to focus EDS2 work for 2018/21 on a small number of work streams linked to different EDS2 outcomes. This approach will mean more effort can be spent on service / workplace improvement initiatives rather than in generating and assessing evidence.

Annual Public Sector Equality Duty Report

In line with the legislative requirement to publish an annual update on how we meet our equality Equality Act duties, we prepared a report which was considered by the Quality and Performance Committee in March 2018. The committee confirmed that the report provides good evidence of legal compliance and also requested that work in the coming year supports the reduction of inequalities experienced by people using primary care services. The equality and diversity team will therefore be involved in the CCG’s work to implement the new NHS England guidelines on improving access to primary care services for people with Equality Act protected characteristics. The report is available on the CCG website.

Annual Report

Summary descriptions of equality and diversity work were included in the three Leeds CCGs’ annual reports.

Any Qualified Provider process

The equality and diversity elements of bids received by the CCGs to provide ear nose and throat and adult hearing loss services were assessed by an equality and diversity manager.

Information about equality and diversity

Information for the period March to August 2018 about religious and cultural celebrations and equality related awareness days was shared with the CCG

Communications, engagement and equality and diversity

Quarterly review

January to March 2018

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

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