Communications and engagement report

January - February 2019
In January and February, we issued a number of seasonal media releases, including tips to help people with asthma and a reminder about the availability of extended GP opening hours.

We gave a big push for our Big Thank You campaign, which invited Leeds residents to say thank you to their winter heroes, whoever they may be. The campaign received support from individuals and organisations across the city, including Chris Pointon (Hello my name is..) and British Transport Police.

For mental health week (4-10 February), we featured our award-winning MindMate resources and spoke to a MindMate ambassador about her experience. We also promoted a new board game that’s been developed to help young people open up about mental health issues.

Also during this period, we promoted opportunities for local people to get involved in our work by applying to become a lay member.

We also encouraged people who live and / or work in Leeds to take part in our engagement on urgent treatment centres.
Communications team emails

- **8250 Followers** (Last month: ↑1%)
- **1424 Likes** (Last month: ↑4%)
- **21569 Page views** (Last month: ↑66%)
- **150 Tweets** (Last month: ↓33%)
- **64 Posts** (Last month: ↑16%)
- **8486 Sessions** (Last month: ↑66%)
- **345 Mentions** (Last month: ↑15%)
- **1930 Engagement** (Last month: ↑178%)
- **81% New visitor sessions** (Last month: ↑4%)

**1 min 46 secs Average time spent on site** (Last month: ↓2%)

**Most popular content**

This Facebook post encouraging people to join in the city wide Big Thank You campaign was promoted at a cost of £11.69 targeting men and women between the ages of 18-65 living in Leeds. It reached a total of 4,075 people resulting in 500 engagements.

This post accounts for a large proportion of the total engagements in January and highlights clearly why the engagement increase in January was at 178%.
Communications team emails

496 received
149 requiring action

Most popular content

The Big Thank You campaign once again provided the most popular content in February with this post that was boosted for £25 to men and women aged between 18-65 living in Leeds.

We had a 66% increase in page views on the CCG website in February compared to January. Most people clicked on the homepage, followed by the Urgent Care – Urgent Treatment Centres information page with users spending an average of 4m 24s on the page indicating that the website visitors are actively engaging with the information around urgent care.
Current campaigns and communications activity

**Alcohol** – we are currently evaluating the #NoRegrets campaign that we ran over the festive period with public health and Forward Leeds colleagues and looking at how we can keep the campaign momentum going.

**Big Thank You** - the Big Thank You campaign ([https://bigthankyouleeds.co.uk](https://bigthankyouleeds.co.uk)) continued to run throughout this period. To date, over 1200 people have taken part in the initiative, which encourages Leeds residents to thank their winter hero for this or previous winters. The winter hero could be anyone from all walks of life, such as unpaid carers and community groups supporting people every day.

The campaign is a partnership approach involving the city’s NHS organisations, Leeds City Council, West Yorkshire Police (Leeds District), British Transport Police and community and voluntary organisations who are recognising the dedication and hard work that staff do every year to help people through winter.

**Leeds GP Confederation** – we continued to provide communications and engagement support for the Confederation, including a new website - [https://www.leedsgpconfederation.org.uk/](https://www.leedsgpconfederation.org.uk/)

**Healthy hearts** – we’re also working with the West Yorkshire and Harrogate Health and Care partnership on a new programme aimed at reducing the incidence of cardiovascular disease in the region. A new website has been developed, which includes links to local information on the CCG website. This will be added to as the programme develops.

**Looking out for our neighbours** – the team has been working closely with colleagues in the West Yorkshire and Harrogate Health and Care partnership to develop a regional campaign encouraging people to connect with their neighbours and reduce loneliness and social isolation. The campaign will launch in March.

**Seriously Resistant** – we have started work on the 2019 campaign, which will focus on parents of young children and older people and on support for health care professionals and for a primary school education programme.

**Urgent treatment centre engagement** - in February, we launched a major campaign to encourage people to give their views on our proposals for urgent treatment centres. The campaign will run until the engagement ends on 15 April. If you would like to share your views, please visit [https://www.leedsccg.nhs.uk/get-involved/your-views/urgent-treatment-centres/](https://www.leedsccg.nhs.uk/get-involved/your-views/urgent-treatment-centres/)

**Winter resilience** - we continue to work together to see how all system partners can support communication activity that encourages people to self-care where appropriate, use alternatives to A&E and look out for vulnerable neighbours. We are following the principles of the national ‘Help us help you’ campaign with communication messages and activities based around preparedness, prevention and performance and the idea of developing a reciprocal relationship with people.
Internal communications activity

- Number of live consultations: 4
- Number of engagement events / activities: 22
- Number of people attending our events: 1397
- Number of people signed up to network: 539
- Number of parliamentary enquiries: 0
- Number of PQs responded to on time: N/A
Engagement activity

Urgent Treatment Centre (UTC) Engagement – 21 Jan 2019 – 15 April 2019
Our UTC engagement began on 21 Jan 2019. During January and February we have held the following activities and events:

• 2 Feb – drop-in - Kentmere Community Centre (spoke to 25 people)
• 5 Feb – drop-in - Leeds Society for Deaf and Blind (spoke to 30 people)
• 8 Feb – event - Leeds Society for Deaf and Blind (spoke to 15 people)
• 11 Feb – drop-in – Leeds Student Medical Practice (spoke to approx. 30 people)
• 13 Feb – drop-in - Merrion House (spoke to approx. 20 people)
• 18 Feb – drop-in - Seacroft Community Hub (spoke to three people)
• 25 Feb – event - Old Fire Station (nine people attended)
• 27 Feb – drop-in - Reginald Centre (spoke to approx. 20 people)

For more information please visit: [www.leedsccg.nhs.uk/get-involved/your-views/urgent-treatment-centres](http://www.leedsccg.nhs.uk/get-involved/your-views/urgent-treatment-centres)

Improvement and Assessment Framework (IAF) – Throughout January and February we have completed our annual engagement assessment submission to NHS England.

CCG volunteers
• We have spent time reflecting on our volunteer programme with four of our volunteers to help shape the programme for next year.
• Regular one to one mentoring sessions take place every two to three months.
• We email our volunteers a weekly newsletter to keep them up to date with any opportunities, news or other information relevant to their role - [www.leedsccg.nhs.uk/get-involved/ccg-volunteer/newsletter/](http://www.leedsccg.nhs.uk/get-involved/ccg-volunteer/newsletter/).

E-Ngage – following feedback from members, we have spent the last two months re-designing the monthly newsletter and sourcing a new method of communicating the newsletter with the network.

Big Leeds Chat – We are part of the working group which meets monthly to shape local services and to plan the next BLC event. [https://healthwatchleeds.co.uk/our-work/bigleedschat/](https://healthwatchleeds.co.uk/our-work/bigleedschat/)

Social prescribing procurement – The CCG is currently procuring a citywide social prescribing service. The patient steering group oversees the engagement for this project and an engagement at the end of last year received 601 responses. Three patients have been involved in the procurement exercise. They attended procurement training and supported the CCG in scoring bids for the new service. [https://www.leedsccg.nhs.uk/get-involved/your-views/social-prescribing/](https://www.leedsccg.nhs.uk/get-involved/your-views/social-prescribing/)

Leeds Cancer Programme engagement hub - the Engagement Team is supporting the new Macmillan Engagement Lead.

PPG funding – In February, volunteers and the CCG primary care team met to review the latest applications and decide which should be awarded the money. There were 16 applications, representing over 30 practices, with 12 of the applications being successful.
PPG network – At the end of January, the group met to set their objectives and took part in a PPG network development day. Updates and notes from the meetings can be found here: https://www.leedsccg.nhs.uk/get-involved/patient-participation-group/ppg-network/

CCG volunteer strategy workshop – NHS Leeds CCG Director of Strategy, Performance and Planning, Tim Ryley, hosted a strategy session for CCG volunteers to give an overview of current issues and future plans, and to answer questions from the volunteers, particularly about the lack of engagement projects coming to the Patient Assurance Group.

The Light Procurement – The Light GP Practice is being re-procured. A previous engagement exercise helped to shape the service specification. The Engagement Team was part of the procurement process to help evaluate bids in January/February 2019.
Annual reports and assessments – we will be starting to coordinate the CCG’s annual report and accounts and will also be contributing to the Improvement and Assessment Framework, in particular, the patient and community engagement indicator.

Involving You – We will be working with our volunteers and new designer to design the next Involving you report. We will write the 2018-2019 report in April 2019 and publish it in May 2019.

Looking out for our neighbours – this new regional campaign will launch on 15 March and currently has the support of 300+ organisations and community champions. The CCG is a key member of the project team and we will be actively promoting it over the next several months.

Patient participation groups – the team will be visiting PPGs to support them and their practice with engagement activities and will be holding regular network meetings.

Safe Haven service re-procurement – The Safe Haven provides GP services to patients who have been declined care by their own GP practice due to violent or aggressive behaviour. The service is being re-procured and the Engagement team will be carrying out an engagement to identify the needs and preferences of service users and staff. This engagement will be going to the patient assurance group in March.

Seriously Resistant – prior to the campaign starting in May, we will be working with key groups and individuals to test campaign messages and materials.

Supporting our providers with engagement activity – in March we are responding to a request from NHS Leeds and York Partnership NHS Foundation Trust to support them with developing an engagement framework. We will be attending LYPFT to outline our engagement duties and share our learning in developing mechanisms to support meaningful engagement.

Urgent Treatment Centre engagement – The UTC engagement will continue until 15 April.

Yorkshire and Humber Patient Experience Network – We have been asked to present at the Y&H PEN about our work on the Big Leeds Chat.
If you wish to contact us, please use the details below:

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If you have special communication needs or would like this information in another format or in a different language, please contact us or ask a carer or friend to contact us on 0113 8435457.