

## **Communication & Engagement Committee**

### **Exception and Progress Report**

April and May 2018

#### **Areas of significant Improvement/Progress in last two months.**

##### **Commissioning Maze**

A Commissioning Maze event was undertaken at the Scarborough University Technical College (UTC) to a 'young' participants group attending a 'citizenship' course. (Aged 14) on 18<sup>th</sup> April. A total of 27 attended. This was part of our ambition to fully utilise the Commissioning Maze as a regular consultation tool, and in particular consultation to a wider, diverse, and younger audience. The event was highly successful; the participants were very engaged with the process and good feedback obtained from both the event participants themselves. Feedback was also received from their tutors, who reported that the group enjoyed the process and the UTC would welcome further events to other age groups.

A further commissioning event was held to General GP Practice Staff on 17<sup>th</sup> May, as part of the PTL event, and an event is currently being planned for Malton Rugby Club on October 24<sup>th</sup>. This will be an evening meeting with Pie & peas, and reflect the successful event that took place last year at Scarborough, where a number of local organisations were invited to submit 'teams' and take part. It is hoped that we would have at least 6 groups, with the plan to invite local councillors from Ryedale and also a local MP. Members of the Governing Body will be invited to take part in the event and act as commissioning experts.

##### **Annual General Meeting**

The SRCCG AGM will be held 18.30 – 20.00 on 27<sup>th</sup> June at the Town Hall Council Chamber. The Coms & Engagement Team have recognised the feedback from last years meeting, in that the public interaction voting buttons should be used again as part of the presentation to encourage involvement and seek public insight into our current and proposed activities. The number of slides has been reduced, with more opportunity to discuss issues arising. The start time has also been modified to allow for people to take advantage of free parking from 18.00 and attend the beginning of the meeting.

##### **NHS 70**

The SRCCG is to join in the national celebration of 70 years of the NHS, by holding a local showcase prior to the AGM, from 17.00 – 18.30. The event will focus on healthcare developments in hospital, mental health, prevention and GP based care over the last 70 years, with poster and power point displays in the Mayoral Corridor of the Council Chambers. It provides an opportunity to celebrate the achievements of one of the nation's most loved institutions, to appreciate the vital role the service plays in our lives, and to recognise and thank the extraordinary NHS staff who are there to guide, support and care for the local population.

Refreshments and celebratory 'cake' will be available.

## **Urology Survey**

The C&E is currently undertaking face to face engagement with patients attending the One Stop Urology Service at Malton Hospital. The new one stop model service has been open for over a year and it was seen as an opportunity to gather patient feedback. Staff propose to spend a total of two days in the unit and at the time of writing this report, 60 patients have been interviewed so far; the early response showing that the service is well received and patients are accepting that they do have to travel for some services. A summary of the final feedback will be provided verbally at the meeting.

## **Customer Service Excellence**

The CSE assessment will take place in late October. This year will see a full re- assessment of all the 54 domains. All previous assessments have shown a path of 'continuous improvement' with a high number of 'compliance plus' scores, and only 3 'partial compliances'. It is important to retain and even improve on this outcome as part of the full re-assessment, and as such the C&E team are to begin the gathering and selecting of best evidence over the next few months in preparation.

## **Self Care**

The Comms & Engagement team have been progressing an extended campaign to encourage behaviour and culture change – encouraging self care, the use of over the counter remedies and pharmacy first. This has included extensive social media campaigning and pharmacy coverage on TV and the press. It has also included a campaign on Yorkshire Coast Radio, screens in Scarborough Hospital A&E and the fracture clinic and also an insert in council tax bills.

## **Internal Communications Survey**

As a result of the responses to the recent staff survey, the CCG recognises that it needs to improve internal communication between staff, between teams and between senior management and staff.

The following Action Plan is proposed.

Distribute the survey to staff at Kingswood House and Amy Johnson Way via SurveyMonkey to ascertain if their experience regarding internal communication is the same as that of the York House based staff

Produce a fortnightly staff bulletin incorporating information about teams and their work, CCG future plans, starters and leavers and SMT updates

Investigate making podcasts on the CCG YouTube channel to inform staff about the activities of team members

Each team to share a 5 minute update on their current activities and future plans with the rest of the staff

Revisit the survey in 8 – 9 months to see whether the actions taken have had an impact

## **Media dashboard**

The media activity dashboard is attached for information.

**Areas where standards/progress fall below the expected targets**

None

**Risks to SRCCG**

None

**Corrective actions**

Action on staff survey as described

**Recommendations to the Governing Body**

To note the report

**Other notes/comments that Governing Body should be aware of.**

None

Name: Andy Hudson

Title: Lay Member & Chair of the Communication & Engagement Committee

# Media dashboard



## Media Dashboard NHS Scarborough and Ryedale CCG April 2018



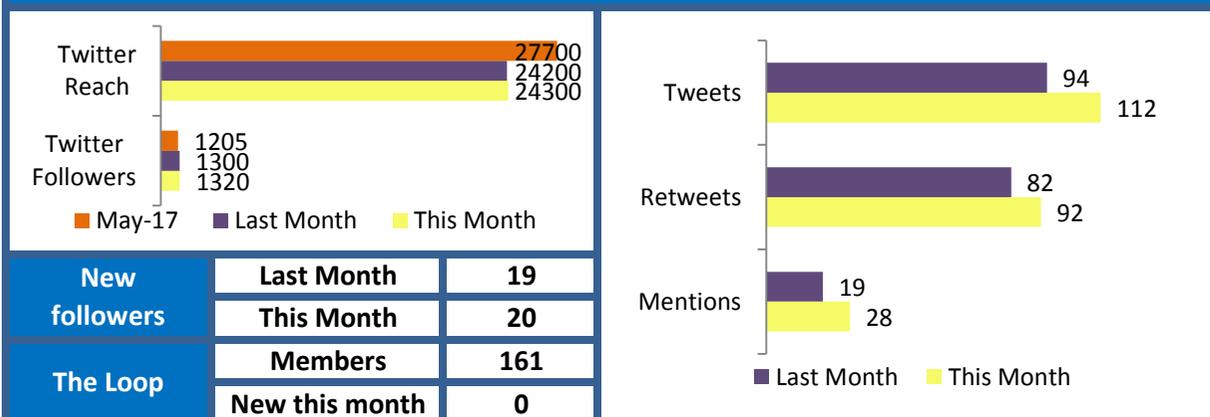
### Website Activity



### Key deliverables for this month

- Media releases
- Social media
- Self-care nudge campaign
- OTC meds / Pharmacy First
- Dermatology video
- SCRCCG Youtube
- Web scoping Stage 2
- HFT community services launch

### Twitter Analysis



### Key deliverables for next month

- Media releases
- Social media
- Self-care nudge campaign
- OTC meds / Pharmacy First
- Dermatology video
- Draft Annual Reporter
- Website

# Media dashboard



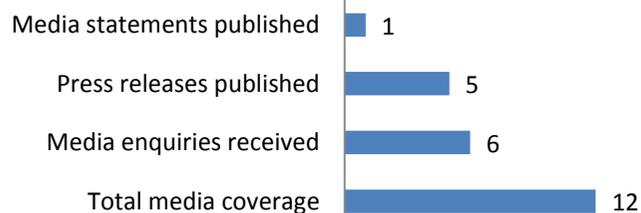
## Media Dashboard NHS Scarborough and Ryedale CCG April 2018



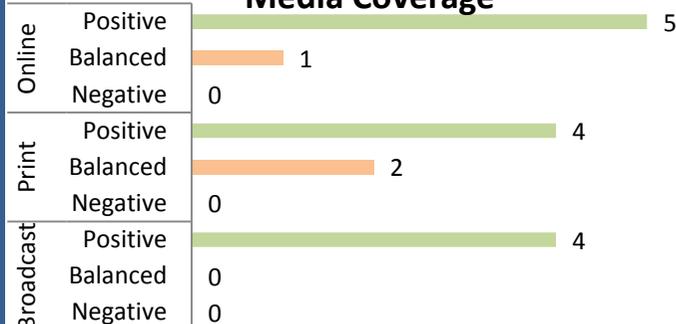
### Overall media activity and coverage

### MP & PQ's

#### Media activity



#### Media Coverage



2

0

MP Letters

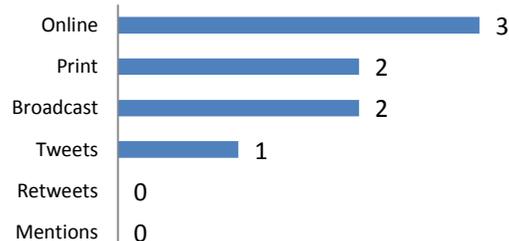
PQ's

#### Top MP Letter Themes

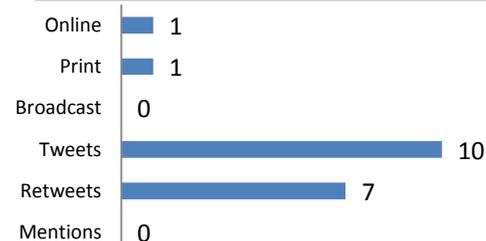
Kevin Hollinrake - Lynch syndrome  
Alec Shelbrooke - invoice query

### Top press releases

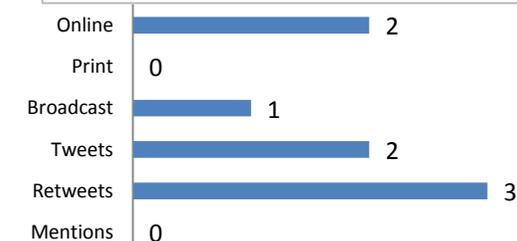
#### GP Practice Merger



#### Hay fever advice



#### New community contract



Four GP practices in Scarborough are set to merge on 9 April, benefiting around 30,000 patients.

NHS Scarborough and Ryedale Clinical Commissioning Group (CCG) says patients who suffer from hay fever should initially visit their local high street community pharmacy for help and advice,

Patients in the area covered by NHS Scarborough and Ryedale Clinical Commissioning Group (CCG) will be able to call a single telephone number to access round-the-clock care when a new improved model of adult community services launches next week.