

North Yorkshire CCGs



Patient Involvement and Engagement



Hambleton, Richmondshire
and Whitby
Clinical Commissioning Group



Harrogate and Rural District
Clinical Commissioning Group



Scarborough and Ryedale
Clinical Commissioning Group

North Yorkshire Approach

The CCGs strongly believe that the population across North Yorkshire and within the local communities should be an integral part of shaping local health services, and in the roles of leaders of the health economy CCGs need to ensure that local people have the opportunity to get involved. To achieve this, the CCGs will continue to communicate and engage with the population in an open, transparent and proactive way with a real understanding of what matters to our patients, local communities and member practices.

Our aim is to:

- Ensure patient experience and insight help shape our commissioning intentions and effective feedback mechanisms are in place to demonstrate that we are a listening, learning organisation.
- Develop and maintain effective communication channels to ensure that the people of North Yorkshire have the information they need to enable them to access the right care at the right time, realise their own potential to self-care and improve their overall health and wellbeing.
- Continue to build meaningful engagement with our public, patients, carers and partners to influence the shaping of future services locally and across North Yorkshire.
- Increase the confidence of our patients, public, providers and partner organisations that the CCGs are an effective and responsive commissioning organisation.
- Develop a culture that promotes open engagement and communication within and outside the organisation.
- Ensure our behaviours and activities meet the standards expected of an NHS organisation and that it fulfils its commitments, as set out in national legislation and through locally published intentions.

Our commitment to engagement

The CCG strongly believes that the local population is an integral part of shaping local health services, and that local people have the opportunity to get involved.

All three CCGs has evidence to show their commitment through campaigns and events held where local patients and public have had the opportunity to influence the work, to seek the views of patients to ensure services meet their needs

As the organisation moves forward, it aims to continue and strengthen the communication and involvement with the local population in an open, transparent and proactive way with a real understanding of what matters to our patients, local communities and member practices.



Statutory Requirements

**Section 14Z2 of
the NHS Act 2016**

Involve patient
and the public in
the
commissioning of
services to
improve the
health and care
services

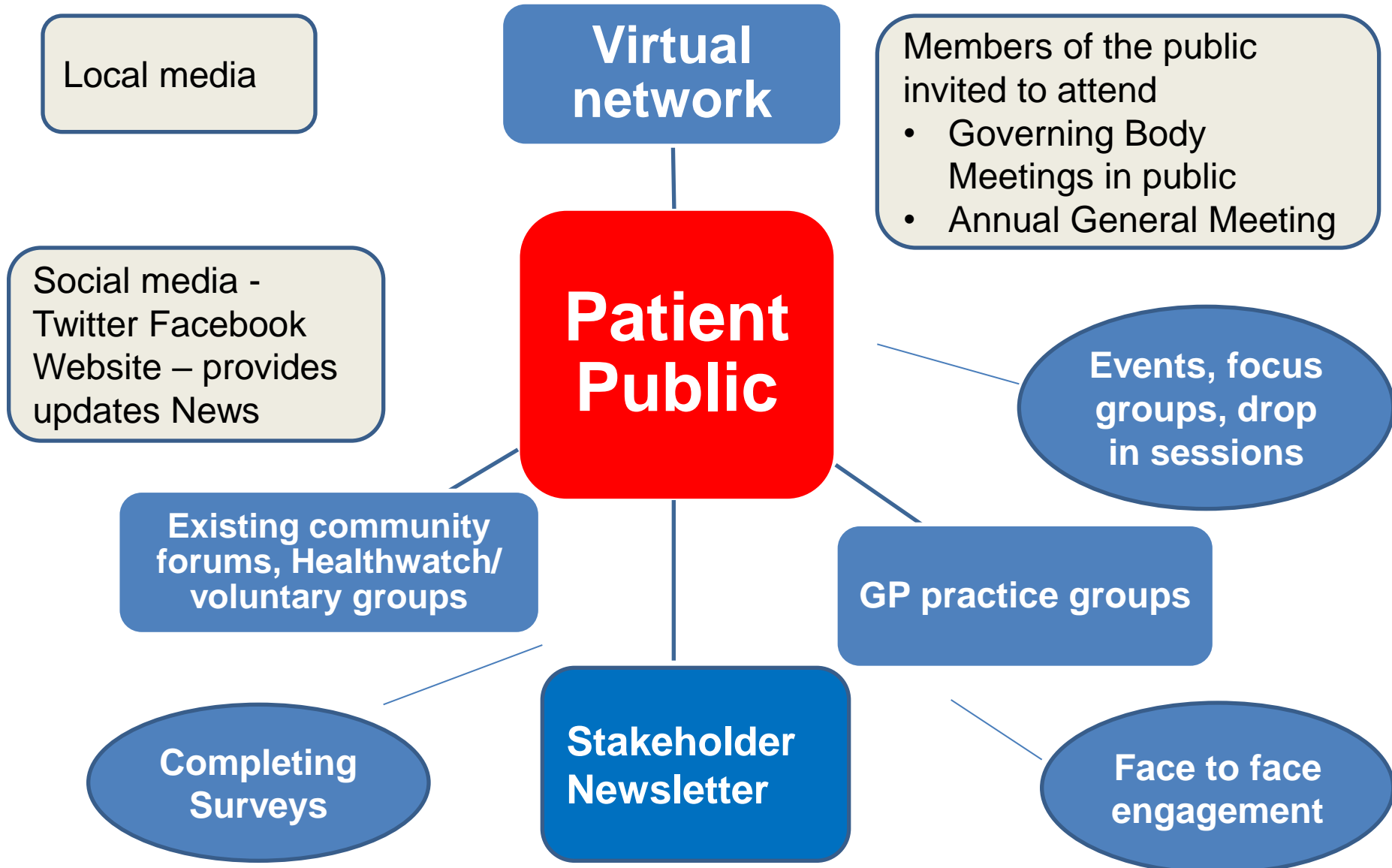
**Improvement
and Assessment
Framework (IAF)
Indicator 57**

Governance
Annual Reporting
Day to day practice
Feedback
Equality

Patient Involvement and Engagement the current model

	HaRD	HRW	SR
<ul style="list-style-type: none"> Virtual network <ul style="list-style-type: none"> Online 	<ul style="list-style-type: none"> HaRD Net ✓ 	<ul style="list-style-type: none"> HEN ✓ 	<ul style="list-style-type: none"> The Loop ✓
<ul style="list-style-type: none"> Health Engagement Representatives 	X	3 Reps on Governing Body	X
<ul style="list-style-type: none"> GP Patient Participation Groups 	✓	✓	✓
<ul style="list-style-type: none"> Patient Representative Group 	✓ Patient Partners Group (32 reps)		✓ Patient Representatives Group
<ul style="list-style-type: none"> Events 	✓ Nidderdale Show	X	✓ Commissioning Maze
<ul style="list-style-type: none"> Campaigns promoting key messages 	✓	✓	✓
<ul style="list-style-type: none"> Social Media 	✓	✓	✓
<ul style="list-style-type: none"> Stakeholder Newsletters 	✓	✓	✓
<ul style="list-style-type: none"> Target specific engagement – surveys/face to face 	✓	✓	✓

Engagement at first glance



What we want to achieve

- Align our approach to public engagement across North Yorkshire
- Adopt the best of each CCG's approaches which is consistent and strengthen the overall engagement model
- To ensure every person has an opportunity to have their say about decisions that are made
- Create a system that allows for everyone who has a stake in healthcare services the opportunity to have a voice.
- Need to make sure the CCG is as inclusive as possible - Increase engagement with groups of patients and the public who belong to protected groups (Equality and Diversity).
 - Easily overlooked groups (Full time working)
 - "We find it hard to get younger people involved"
 - Increase demographics but acknowledge that representation is difficult to achieve

Patient Involvement and Engagement the current model

	HaRD	HRW	SR
<ul style="list-style-type: none"> Virtual network <ul style="list-style-type: none"> Online 	<ul style="list-style-type: none"> HaRD Net ✓ 	<ul style="list-style-type: none"> HEN ✓ 	<ul style="list-style-type: none"> The Loop ✓
<ul style="list-style-type: none"> Health Engagement Representatives 	X	3 Reps on Governing Body	X
<ul style="list-style-type: none"> GP Patient Participation Groups 	✓	✓	✓
<ul style="list-style-type: none"> Patient Representative Group 	✓ Patient Partners Group (32 reps)		✓ Patient Representatives Group
<ul style="list-style-type: none"> Events 	✓ Nidderdale Show	X	✓ Commissioning Maze
<ul style="list-style-type: none"> Campaigns promoting key messages 	✓	✓	✓
<ul style="list-style-type: none"> Social Media 	✓	✓	✓
<ul style="list-style-type: none"> Stakeholder Newsletters 			
<ul style="list-style-type: none"> Target specific engagement – surveys/face to face 	✓	✓	✓

First phase

Virtual engagement network – increase the pool of patients

- Merge as one network across North Yorkshire – “The Loop”
- Refresh the purpose of the network
- Cleanse all existing networks
- Membership to reflect demographics and geography
- To be inclusive of all - available online
- Update the application form and specialist interest

Take stock of existing Community Forums

- Take stock of all local groups ie: Older Peoples Forums
- Maximising existing relationships with established community groups and the voluntary sector
- Update and refresh the stakeholder list across North Yorkshire
- Increase the reach of the stakeholder newsletter

Digital media

- Explore more innovative ways of communicating
- Use technology where possible to engage the whole of NY population
- Text Message
- Social Media – use Facebook to gathering feedback through one question survey
- TV “Video” – GP Screens – That’s Yorkshire TV

Second phase

GP Patient Participation Groups

- Work with members to capture views and ideas on going forward
- We have a blank canvas, an opportunity to reflect but with limitations
- “How do you see the engagement model”
- PPG are at the heart of our engagement approach
- Primary Care Networks in the infancy

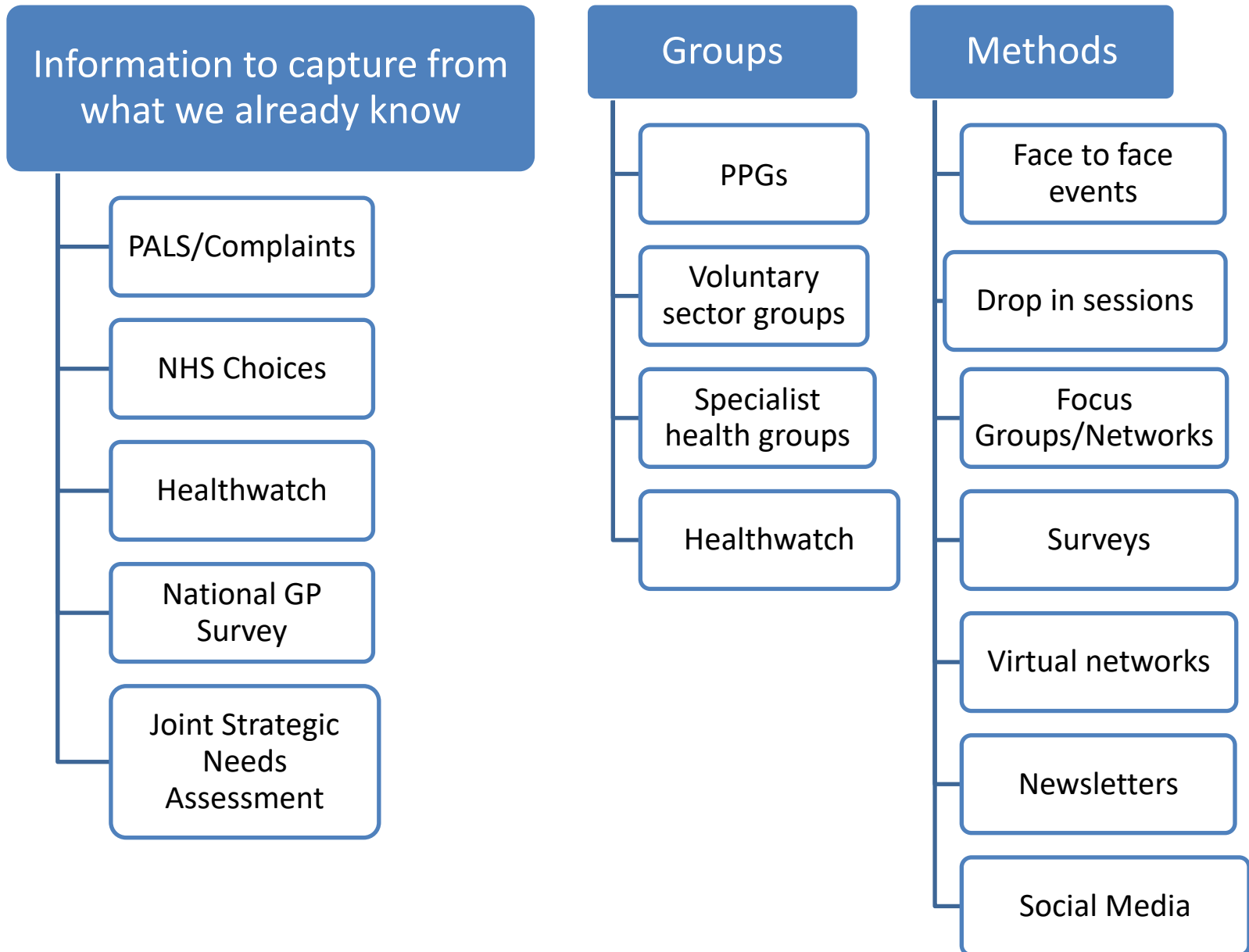
GP Patient Participation Groups – Open discussion

	Present
<ul style="list-style-type: none">• Meetings held 1/4ly<ul style="list-style-type: none">• Speakers attend on specialists topics• Briefings provided CCG updates• Members share good practice• Networking opportunity	✓
<ul style="list-style-type: none">• NHS England Training/conference available	✓
<ul style="list-style-type: none">• GP PPG members undertake specific engagement activities on behalf of the CCG	✓

SRCCG Patient Representative Group

The role	Advantages	Disadvantage
<p>PRG brings together local groups of PPGs across Scarborough and Ryedale on a quarterly basis.</p> <ul style="list-style-type: none">• Facilitated by the CCG Engagement Team• Standards for these meetings are in place including memorandum of understanding.• Lay member chairs the meeting and action notes are produced by the CCG and standard agenda items.	<ul style="list-style-type: none">• Groups are already in existence• Relationships with members in existence• Members of the groups have a better knowledge of health services than the general public• A forum to share good practice between PPGs• To keep members informed and engaged with national and local NHS developments• Members actively involved with engagement such as Extended hours in primary care	<ul style="list-style-type: none">• Feedback does not necessary represent the wider demographics• Members may use opportunity to voice personal issues• Requires in house management

Engagement – our assets



GP Patient Participation Groups – Open discussion

	Present
<ul style="list-style-type: none">• Meetings held 1/4ly<ul style="list-style-type: none">• Speakers attend on specialists topics• Briefings provided CCG updates• Members share good practice• Networking opportunity	✓
<ul style="list-style-type: none">• NHS England Training/conference available	✓
<ul style="list-style-type: none">• GP PPG members undertake specific engagement activities on behalf of the CCG	✓



START **THE**
CONVERSATION

The image features a graphic design with three speech bubbles. The top-left bubble is blue and contains the word 'START' in white, bold, uppercase letters. The top-middle bubble is dark blue and contains the word 'THE' in white, bold, uppercase letters. The bottom bubble is orange and contains the word 'CONVERSATION' in white, bold, uppercase letters. The bubbles are arranged to form the sentence 'START THE CONVERSATION'.

What works well?

What not so well?

START

THE

CONVERSATION

What do you want to see more of?

How can we improve?

GP Participation Groups – Options to consider

	Present	Future Ideas
<ul style="list-style-type: none"> • Meetings held 1/4ly <ul style="list-style-type: none"> • Speakers attend on specialists topics • Briefings provided CCG updates • Members share good practice • Networking opportunity 	✓	Hold local meetings in HRW, HaRD and SRCCG - April & December
<ul style="list-style-type: none"> • NHS England Training/conference available 	✓	✓
<ul style="list-style-type: none"> • Undertake specific engagement activities 	✓	✓
<ul style="list-style-type: none"> • Annual Event – for the whole of North Yorkshire – to be held in central location and co-produced 		Hold annual meeting – September
<ul style="list-style-type: none"> • CCG to develop training package and toolkits for PPG to access and use 		✓

GP Patient Participation Groups across North Yorkshire

HRW GP Patient Participation Group (22)

HaRD GP Patient Partner Group (17)

SR GP Patient Representative Group (12)

HRW Primary Care Networks (4)

HaRD Primary Care Networks (4)

SR Primary Care Networks (3)

HRW GP Patient Participation Group

HaRD GP Patient Participation Group

SR GP Patient Participation Group

- **Newsletters distributed regularly – updates across North Yorkshire**
- **Two meeting to be held in each locality April and December**
- **Annual GP Patient Representative Event - held September**
- **Training to be made available for GP PPG**
- **GP PPG Quality Indicator to be available to help guide groups**
- **North Yorkshire Annual General Meeting**

