

PATIENT AND PUBLIC ENGAGEMENT COMMITTEE 2021/22

Date of Meeting:	10 June 2021
Agenda Item:	5.3
Subject:	Communications and Engagement Update
Reporting Officer:	Alison Mitchell
Aim of Paper	To update members

Governance route prior to PPEC	Meeting Date	Objective / Outcome
Governing Body - Statutory	N/A	N/A
Audit Committee - Statutory	N/A	N/A
Remuneration Committee - Statutory	N/A	N/A
Primary Care Commissioning Committee - Statutory	N/A	N/A
Clinical and Professional Advisory Panel	N/A	N/A
Information Governance Management Group	N/A	N/A
Locality Engagement Group	N/A	N/A
Patient and Public Engagement Committee	N/A	N/A
Quality and Safeguarding Committee / Group	N/A	N/A
Integrated Commissioning Board (RBC/HMR CCG)	N/A	N/A
Strategic Place Board (previous HWBB – RBC)	N/A	N/A
Other:		

**Patient and Public
Engagement Committee
Resolution Required:**

For Information Only

Recommendation: Note the contents of the report

Link to Strategic Objectives (SO):

SO1: To be a high performing CCG, deliver out statutory duties and use our available resources innovatively to deliver the best outcomes for our population	Yes
SO2: To deliver on the outcomes of the Locality Plan in respect of Prevention and Access (Prevention and Self Care)	Yes
SO3: To deliver on the outcomes of the Locality Plan in respect of Neighbourhoods & Primary Care (Getting help in the Community)	Yes
SO4: To deliver on the outcomes of the Locality Plan in respect of In Hospital - Planned (Getting more help)	Yes
SO5: To deliver on the outcomes of the Locality Plan in respect of In Hospital – Urgent Care (Getting more help)	Yes
SO6: To deliver on the outcomes of the Locality Plan in respect of Children, young people and families	Yes
SO7: To deliver on the outcomes of the Locality Plan in respect of Mental Health	Yes

RISK LEVEL (To be reviewed in line with the Risk Policy)**RAG Status:** Not applicable**Comments** (*Document should detail how the risk will be mitigated*): Not applicable**CONTENT APPROVAL / SIGN OFF****The contents of this paper have been reviewed and approved by:**
Director of Operations, Karen Hurley**Clinical Content signed off by:**
Not applicable**Financial content signed off by:**
Not applicable**Clinical Engagement taken place:** Not applicable**Patient and Public Involvement:** Not applicable**Patient Data Impact Assessment:** Not applicable**Equality Analysis / Human Rights Assessment Completed:** Not applicable

EXECUTIVE SUMMARY

Since March 2020 the work of the communications and engagement team has been dominated by the coronavirus pandemic and much of the work of the team continues to be focussed on supporting the borough and the NHS to cope with the crisis.

The team's work has largely focussed on;

- Promoting safety and precautionary messages
- Promoting new or changed services introduced as a result of the pandemic
- Amplifying national and regional campaigns including the NHS is open for business, Help us help you, GM Joining Together and Hands Face, Space
- Promoting the community and vaccination response to the pandemic in partnership with the council and provider partners
- Sharing information with the third sector, voluntary groups and Healthwatch Rochdale by attending online meetings throughout GM, NHSE, RBC and with third sector, voluntary groups to keep a close on eye on developments, initiatives and the constantly changing situation.
- Internal staff communications aligned with RBC messages to ensure staff are updated with the latest developments and offers of support available.
- Keeping primary care, local people, staff and stakeholders abreast of developments
- Monthly Crescent radio slots promoting key messages and myth busting
- Promotion of mental health services available and how services can be accessed for all ages

Other key areas of work

- Promoting and sharing opportunities to feed into the commissioning intentions of the CCG and council in the years to come
- Throughout the pandemic contact has been maintained with a group of older people to ensure they are coping with Covid-19 and to see if there is anything the CCG could do to help them
- Commissioning of engagement work to implement the next phase of the engage project aimed at understanding the health needs of refugees and asylum seekers
- Engaging with older people to ensure they are enduring the pandemic well
- Continuing to prepare key documents in easy read format, the Communication and Engagement Strategy is now on the website and the engagement toolkit will follow
- Building a generic service satisfaction survey to be used by Urgent Treatment / Care services
- The two-year plan for re energising patient and public engagement in the community was presented to Governing Body on the 21st May and approved. This will now form the work plan for the next two years.
- An easier read version of the CCG Engagement Toolkit is now complete and available for use.

There have been opportunities to promote the work of the CCG and local services over the last few months across the range of media, and recent work has surrounded;

- Preparation and dissemination of the Summer edition of Livin' it! through voluntary and third sector networks

- ongoing health promotion reminding people how to access health advice over the bank holiday period
- Monthly blog from Chair Dr Chris Duffy with a general update and guidance on how people can access services and offer support in the community
- Promotion of Covid-19 testing and vaccination
- Promotion of Rochdale's Safeguarding Children's week in June with partners
- Producing digital videos with GPs and senior colleagues to promote the Covid-19 vaccination programme and other milestones/events
- Promotion and reminders of isolation guidance
- Promotion of the national initiative of NHS 111 first
- Launch and promotion of the long covid service
- Planning and sharing of messages relating to the re-establishment of elective activity
- Ongoing promotion of the ORCHA platform that contains trusted self care apps
- Promotion of the learning disabilities annual health checks
- Continued to promote of dental services and how patients can access emergency dental support due to rising numbers at A&E
- Implementing the new accessibility standards relevant to public service websites