

Board Report – Corporate Services (communications, engagement, governance and general) – May 2019

Communications

Support for national campaigns	<p>The communications and engagement team has worked to raise awareness of national health and care issues and promoted them across a variety of channels. These campaigns have included:</p> <ul style="list-style-type: none"> • Bowel Cancer Awareness month • Active April – with video of the comms team being active on a lunch break • Children’s Mental Health Week <p>We will be focusing in the next couple of months on supporting awareness of the NHS App, Dying Matters week, mental health awareness and Carers week in June</p>
Website	<p>Following a review of the staff content by our short term contractor over 75 policies have been reviewed and removed from the members area of the website – removing staff content to the intranet and leaving the members area for GP practice information.</p> <p>We now want to talk with GPs, the public and our partners on how and why they use the site to get a real ‘user perspective’. We are also looking at ways to support the population and be clear about where they go for what information, eg primary care to the CCG, acute care to the PAH site. We are exploring a portal option, which will support the ICP work.</p>
Social media	<p>A regular stream of communications continues via Twitter and Facebook on a variety of prevention messages, such as signposting to <i>HealthHelpNow</i> and NHS 111 as well as where support can be found for awareness campaigns such as Bowel Cancer Awareness month. We have also shared information and updates on health and social care partners’ campaigns, e.g. LiveWellEssex.</p> <p>Current numbers of followers on Twitter is 7152 and Facebook 368. Our plans to boost these figures through the new comms and engagement strategy (see above) with a focus on local Facebook groups have seen a jump of nearly 100 followers on Facebook. We will continue to work with their administrators to target demographic groups in particular those we find it hard to engage and/or reach.</p>
Videos	<p>The comms team are working with internal teams and partners to identify subject matter and campaigns they are suitable for. Two members of the team have been trained on how to use smart phones and ipads to support the team in creating short videos for use on social media and to capture events where people can't attend (see the link in support for national campaigns for the first video they have made). They are working with the Meds Op team on a number of training videos for care home support staff and GP training on clinical pharmacists.</p>

	<p>We are also going to commission a video that will have a dual purpose for the ICP Assembly and AGM. This will demonstrate how we are working with our partners more closely and the impact this has had on residents. We intend to start filming some sound bites to accompany the larger videos for the ICP Assembly and AGM in July.</p>
<p>Annual Report</p>	<p>Production of the 2018/19 annual report is underway and on track, with the draft annual report submitted to NHS England through Sharepoint on 18 April 2019. The report will again be accompanied by a 'Key Achievements' booklet, aimed at stakeholders and the general public.</p> <p>Final amends are now being made ahead of taking to board for approval on 23 May, and official publication on 14 June.</p>
<p>Internal communications</p>	<p>The Staff Partnership Group meeting has now met twice and at its next meeting on 21 May will agree its terms of reference and how the meeting will be chaired and run.</p> <p>Topics already discussed are the staff survey, common HR questions, staff awards and the 12 months of healthiness campaign.</p> <p>As well as reviewing the intranet (see below) the new partnership group will continue to look at areas where we can improve, make suggestions and see these implemented.</p> <p>The intranet has achieved its aim to reduce the high number of all staff emails (we are now down to one to three all staff emails a month) Our contract post created a number of new sections, including IT support and there will soon be an improved HR section.</p> <p>We launched our 12 months of healthiness campaign for staff, with a different focus for each month. We began with Active April (encouraging staff to be more active, such as lunchtime walks, discounts for gym memberships) and then Mindful May (linking to online resources and hopefully, re-starting the lunchtime yoga sessions). June is going to be Junk Food June, focusing on healthy eating.</p>
<p>STP/ICP</p>	<p>The team remains in regular contact with the main leads from the STP, East and Norths Herts and Herts Valley and the comms manager attends the monthly comms meeting.</p> <p>The comms teams are continuing to explore ways of avoiding duplication of work, eg on media releases and social media work and met with the comms teams of Herts Valley and E&N Herts CCGs on 1 March.</p> <p>West Essex CCG has also supported the development of an ICP governance structure, overarching Alliance agreement, and instructing external legal advice that will be shared with ICP members. The latest draft of the ICP overarching agreement will be shared with the ICP Board in time for the March meeting. The first ICP Data Sharing Agreement has been signed by the majority of members, with an outstanding signature currently sitting with ECC. The West Essex CCG comms team is also leading on the</p>

	<p>development and delivery of a communications and engagement strategy for the local Integrated Care Partnership.</p> <p>The first Assembly meeting is planned for 17 June in Harlow at the Civic Centre, save the date – more details to follow.</p>
<p>Engagement</p>	
<p>Events</p>	<p>The team continues to support the GP Shutdown events and are working with the Primary Care team on a new way of approaching and organising these events. Changes will be made in time for the 4 June event where the focus will be diabetes.</p> <p>Following the work done with GPs and practices on communication preferences we are exploring how we can work with them to improve their digital presence, in line with the focus on digital outlines in the NHS Long Term Plan.</p> <p>We are also looking forward to the summer and booking in our presence at local events, to raise the profile of who we are and what we do. We are working with ACE Lifestyle and are next to their health check bus at the Epping Fair on 7 July. We are keen to ensure all parts of the CCG are shown so please let us know if there is something you would like included.</p>
<p>Urgent Care</p>	<p>The comms team continue to promote alternatives to A&E including images for Jayex Screens and social media messaging.</p> <p>We are soon to meet with the urgent care team to look at lessons learned from the winter just gone and how we can improve for 2019/20</p> <p>We are also working with the team following the Urgent Care procurement and are working closely with comms counterparts at HUC to plan and write communications now the contract is live. The focus is now moving to the public on the benefits of the new provider contract and what it means for them.</p>
<p>Medicines Optimisation</p>	<p>Team members have been supporting the team with letters to patients, focusing on clear messaging and support around changes to medications and the implications for them.</p> <p>They also attended the St John’s School careers day, introducing students to the variety of careers available within the NHS and plans are underway to attend a wider Loughton Careers Day.</p> <p>Two of the team are also part of the Health Ambassadors scheme and ran a workshop session on 19 March as they plan a campaign on mental health. We are now linking up with Jess Thom to look at implementing this campaign in Autumn 2019, relating a number of items back to dealing with exams stress.</p>
<p>Patient engagement</p>	<p>The team has continued to support the Harlow and Epping Forest patient forums and following a review of the patient forums a proposal has been put together which was discussed at a meeting on 18 January.</p>

	<p>The principal aim is to engage a wider and more representative group of local residents. Four wider sessions are planned through 2019 focusing on key topics such as social isolation, the ambulance service and prevention, particularly ahead of winter 2019. The first session is taking place on Monday 13 May with HUC and EEAST covering all things urgent care. Feedback from these will inform the next three sessions, particularly focusing on how we can get information from those attending on their experiences and how we can use them to spread our key messages.</p> <p>We are opening up new methods of engagement and moving away from relying on meetings, for example the work planned to engage with local Facebook group admins to get a wider pool of opinion and ideas and a virtual panel under the Let's Talk Health banner.</p>
Voluntary Sector	<p>The team continue to work with the sector and in April took part in an 'Empowering Community and Voluntary Services Through Digital' Smart Place Seminar with partners across west Essex and east Herts. Rehearsals are also underway with two local theatre groups and Harlow CSV for three plays to be part of the NHS Takeover workshops which will run at 4 schools across west Essex.</p>
Governance	
Governance	<p>Alongside the CCG's annual governance cycle, the terms of reference for each of the CCG decision making committees are currently being reviewed and updated as necessary.</p> <p>Following recommendations made by NHS England after the approved amendments to West Essex CCGs Constitution, the first paper has been submitted to November Audit Committee for noting and discussion, pending further governance steps being taken.</p> <p>In compliance with the CCGs governance process, and following close work with NHS England, supported by external legal advice - a revised draft CCG Constitution (version 7.7) adapted to the new NHS E template - will be shared with the March Board and then circulated to the membership for voting.</p> <p>The Governance team is also working closely with CCG colleagues, in triggering and supporting the start of an EDS2 at WECCG.</p>
Declarations of Interest	<p>A review of the CCG register has been successfully completed.</p>
Risk Management	<p>The planned review of the corporate operational risks was carried out by the executive directors in early March; as a result of this thorough exercise it was agreed some current risks are to be merged. Additionally process changes were identified which will now be implemented. Strategic risks are to be reviewed in line with the CCG's operational plan.</p>
Emergency Planning, Resilience and Response	<p>Much of the focus of current work in emergency planning remains on fine tuning the contingencies in place should there be a European Union exit with</p>

	<p>'no deal' scenario, particularly in relation to the director on call role during EU exit. EU exit business continuity exercise sessions were held on 11th March to support the CCG for the forthcoming role (week commencing 15th April) when we become the lead host for the Essex CCGs management of the exit.</p> <p>on</p>
Health & Safety	<p>As part of the exercise of the CCG looking into supplying suitable ergonomic seating across the organisation all staff have been invited to sample three different chair types and their feedback is currently being collected.</p> <p>On 14th February the CCG carried out a fire drill with the assistance of NHS Property Services. Whilst staff complied fully with the evacuation the exercise did identify some procedural elements which require adjustment.</p>
Sustainability	<p>The Executive Committee has recently approved the CCG's first Travel Plan and cycle to work scheme, both of which will now be implemented.</p> <p>Discussions have taken place with NHS Property Services who have agreed, in principle, to staff use of some of the green areas surrounding our buildings to provide and cultivate these for relaxation and enjoyment; there is already some staff interest in taking this forward.</p>
	Other
HR Service	<p><u>Training and development</u> Staff training and development continues to be a priority.</p> <p><u>Appraisals</u> Workshops to acquaint staff with the new appraisal scheme, in which annual pay increments will be performance-related rather than given automatically, are proving popular. The scheme, being introduced on April 1, will also provide better identification of training and development needs and talent mapping.</p> <p><u>Mandatory training</u> Most, if not all of the problems in accessing the ESR system to complete mandatory training have hopefully been fixed. All staff, including board members, are urged to complete any outstanding training as soon as possible. If any board members have any difficulties, please contact Ian Tompkins.</p> <p><u>HR policy workshops</u> A series of workshops to familiarise staff with the suite of HR policies introduced towards the end of last year was held throughout February and is ongoing.</p>