

Report of NHS South Reading CCG Governing Body – 7 March 2018

Title	Patient and Public Engagement Activity Update
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Purpose	This report provides an update on engagement activities by the CCG.
Previously considered by	None
Risk and Assurance	Effective engagement helps underpin the commissioning of safe, high quality services for the local population.
Links to the Board Assurance Framework	The CCG has legal responsibilities under the 2012 Health and Social Care Act to involve the public in the planning, development and consideration of proposals for change and decisions affecting the operation of commissioning arrangement
Legal implications/regulatory requirements	The CCG needs to encourage people with certain protected characteristics to participate in public engagement where their participation may be disproportionately low.
Public Sector Equality Duty	Principle 4 of the Constitution states that the patient will be at the heart of everything the NHS does. This principle makes clear that the NHS will encourage and welcome feedback from Patients and the public.
Links to the NHS Constitution (relevant patient/staff rights) <i>All NHS organisations are required by law to take account of the NHS Constitution in performing their NHS functions</i>	In line with the Constitution, the CCG needs to work across organisational boundaries and in partnership with other organisations to promote engagement with patients, local communities and the wider population.
Consultation, public engagement & partnership working implications/impact	Effective engagement helps underpin the commissioning of safe, high quality services for the local population.

Recommendation:

That the Governing Body receives the report and notes the updates provided

Patient and Public Engagement Activity Update

1. Winter Pressures

The Berkshire West CCGs, RBFT and Berkshire Healthcare Foundation Trust (BHFT) continue to collaborate on the provision of winter pressures communications using the same resources across all channels as part of a joint communications strategy. The strategy was approved by the A&E Delivery Board at their meeting on 23rd November 2017. The main focus for the campaign is flu vaccination and Dial 111. From mid-February the campaign focus will shift to advising people to see pharmacists for advice if feeling unwell. Communications content has been shared with all partners including local authorities.

2. Medicines Management

On 1st February 2018 the Department of Health and Social Care (DOHSC) published its formal consultation on the availability of gluten free foods on NHS prescriptions. This concluded that only gluten free flour and bread could be made available on NHS prescriptions. This was at the discretion of CCGs. Berkshire West CCGs have confirmed that they will continue their policy of not prescribing gluten free food following their consultation in 2017 and subsequent report.

3. Accountable Care System (ACS)

This has been renamed nationally as **Integrated Care System (ICS)** as it is felt this is more meaningful to all stakeholders. In terms of engagement it should be noted that:

- There was an inaugural meeting of the ICS partner communications and engagement leads on 21st February 2018.
- Advertisement for a Director of Communications and Engagement to head up the cross partner communications and engagement function has been advertised.
- An ICS website currently in development.
- The Project Board continue to seek an ICS Healthwatch Officer.

4. Long Term Conditions (LTCs)

The Berkshire West CCGs protected time learning event on 30th January 2018 was on the integrated management of long term conditions. This was well attended by 240 GPs, practice nurses, managers, colleagues from RBFT and BHFT, and patient representatives.

The aim of the event was:

To continue to build and develop the vision for an integrated approach to the management of Long Term Conditions (LTCs) through on-going engagement with primary care staff and partners across the ICS:

- Focused on enabling patient centred integrated care.
- Focused on system integration (records, IT, administrative).
- Focused on health and well-being (including mental health).

- Optimising the use of specialist skills.

This programme is still in its initial phase and it has been identified that meaningful patient and carer involvement and engagement is needed. With that in mind, we are reviewing representation on all relevant groups. We are also developing a patient and carer survey across Berkshire West to develop a more accurate picture of issues and potential solutions which will contribute to the future development of the programme, including identifying appropriate representation to support on-going developments.

The LTC programme is very much a part of the Integrated Care System and as such we are:

- Working collaboratively with BHFT, RBFT, the voluntary sector and primary care to build on existing processes to ensure integration with other ICS programmes such as the outpatients programme which directly affect LTC programme delivery
- Identify a cohort of patients/carers to help us shape the work going forward as part of our commitment to involvement.

5. Digital Communications Channels

The new merged CCG website is under development and will be launched in time for 1st April 2018. We reduced the four CCG twitter channel to one from December 2017.

6. South Reading locality updates

Cancer project

South Reading CCG has received funding from Macmillan to educate its population in the signs and symptoms of cancer and as a consequence of this work, increase screening rates. The project has now been ongoing for nearly a year and is making good progress. Some highlights of this work to date are:

- Nearly 1,000 people from different community groups have been engaged by the team in the last year about the symptoms of cancer and accessibility issues
- Communities include: Nepalese, Polish, India, Sub-saharan African, Pakistani and LGBT

Some GP and practice staff groups have been engaged to increase awareness amongst GPs of cultural and religious barriers to UK healthcare. These case studies are being collected to inform commissioning in general with hard to reach populations.

Partners are working on the development of a patients 'story' for media release. As a result of the 'Cancer Champions' campaign, up to 40 Cancer Champions are starting their training in March 2018. It is intended that the cancer champions will continue to promote to their communities the signs and symptoms of cancer building in sustainability to the project once it finishes in March 2019.

Tuberculosis

In December, Slough and South Reading CCG held a joint workshop with partners across the system that supports TB and latent TB. The aim of the workshop was threefold: to understand what barriers there are to people taking up the opportunity for latent TB screening; to further raise awareness of

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the signs and symptoms of latent TB; and, reduce the 'did not attend' screening rate. The workshop was well represented with over 30 people attending along with the national team who were interested to hear about progress to date. Healthwatch Reading presented on a survey to evaluate the effectiveness of the two-year campaign the CCGs have run to date. Reading Healthwatch will be presenting the outcomes from this survey at the March Health and Wellbeing Board.

The outputs from the survey are being reviewed by the TB operational group which meets monthly and feeds into the TB strategic plan.