

Report of Wokingham CCG Governing Body – 13 June 2017

Title	Public and Patient Engagement Update
Sponsoring Director	Katie Summers, Director of Operations
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Purpose	To update the Governing Body on patient and public engagement.
Previously considered by	None
Risk and Assurance	Effective engagement helps underpin the commissioning of safe, high quality services for the local population.
Legal implications/regulatory requirements	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
Public Sector Equality Duty	The CCG needs to encourage people with certain protected characteristics to participate in public engagement where their participation may be disproportionately low.
Links to the NHS Constitution	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.
Consultation, public engagement & partnership working implications/impact	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.

Recommendation

That the Governing Body:

- Receives the report and notes the updates provided

This report provides a summary of the CCG's public and patient activities across Wokingham since the last update to Governing Body in March 2017.

1. Patient Participation Group Forum

A meeting of the Wokingham Patient Participation Group Forum was held on 27th April 2017 at Woodley Centre Surgery, and attended by Dr Debbie Milligan and Andrew Price from the CCG.

The CCG provided the meeting with updates on:

- (a) Accountable Care System and Sustainability and Transformation Plan;
- (b) CCG finance;
- (c) 7 day per week access to GP services;
- (d) A&E target;
- (e) Urgent care;
- (f) Feedback from other CCG public meetings in Newbury and Reading;
- (g) Wokingham CCG's social media communication trial;
- (h) CCG prescription changes consultation;
- (i) Patient choice and waiting times;
- (j) Delayed transfers of care.

2. Consultation on the supply of medicines

The CCGs in Berkshire West are operating within tight financial restraints and the cost of healthcare is increasing. With this in mind, the four CCGs in Berkshire West recently consulted on proposals for changes to the supply of certain medicines and products, including:

- Stop prescribing medicines, such as painkillers, cold remedies, vitamins, and sunscreen, which are available over the counter;
- A new process for repeat prescribing;
- Stop prescribing gluten free foods because there is a much wider range of foods easily available in supermarkets now and there are a number of naturally gluten-free foods that can be eaten as part of a healthy diet;
- No longer fund travel vaccines.

Over 600 responses were received, which are being analysed. A decision on the proposals will be made in due course, and we will publish our response to the feedback we have received.

3. Trial of Twitter-based engagement

The Berkshire West CCG's shared details of their operational plans during March and April 2017. Two meeting-based engagement events were held on March, one in Reading and the other in Newbury. In the past, meetings in Wokingham have typically been attended by around 50 people. So we decided to try a "virtual" event using social media to see if we could engage with a larger and broader audience.

The CCG has a Twitter account with 3,250 followers, and the key characteristics of this audience are:

- age profile:

13 to 17	10%
18 to 24	9%
25 to 34	31%
35 to 44	24%
45 to 54	21%
55 to 64	2%
over 65	2%
- 57% female;
- 23% located in the South East of England, reflecting the national and international nature of the social media audience.

Six short films were prepared looking at different aspects of the Operational Plan:

- Introduction and financial challenges – Sam Burrows
- Changes in Primary Care – Dr Will Beecham
- The new model of Urgent Care – Dr Debbie Milligan (2 mins)
- Changes in dealing with Mental Health – Dr Angus Tallini
- Connected Care - the digital way forward – Dr Dan Alton
- ACS and conclusions – Sam Burrows

The event was publicised through Twitter, the Wokingham Patient Participation Group Forum and with a media release. Dr Zylstra appeared on BBC Radio Berkshire and there

were features in the local Wokingham newspaper (“Local healthcare – the movie”) and Health Tech Newspaper. We also asked key local organisations to retweet our tweets.

Each film was tweeted over the course of a week in April, and combined together into a single film and loaded onto YouTube. The activity resulting from these Tweets is shown in the table below:

Tweet	Impressions Number of times users saw tweet on Twitter	Engagements Interactions such as replies, re-tweets, likes etc.
Promotional tweet #1	575	1
Promotional tweet #2	562	4
Promotional tweet #3	477	1
Promotional tweet #4	496	2
Promotional tweet #5	501	2
Introduction and financial challenges	847	38
Changes in Primary Care	618	15
Changes in dealing with Mental Health	824	10
The new model of Urgent Care	648	6
Connected Care	882	10
ACS and conclusions	884	11
Link to YouTube film	583	4
Thanks	595	3
Total	8492	107

On YouTube there have been 51 views.

There were a small number of replies, which were supportive and constructive.

Overall, the number of “Impressions” shows the potential for the use of social media. We have learnt that messages and films might need to be more specific in their requests for feedback to encourage greater engagement. Twitter also provides a service whereby campaigns can be targeted to a particular locality, which may benefit the CCG’s local focus. The CCG will continue to explore the potential of social media as part of a range of traditional and non-traditional engagement techniques.

4. Lay Member

David Cook resigned his position as Lay Member for Patient and Public Involvement and is no longer a member of the Governing Body. Consideration is being given as to how best to fill this vacancy.