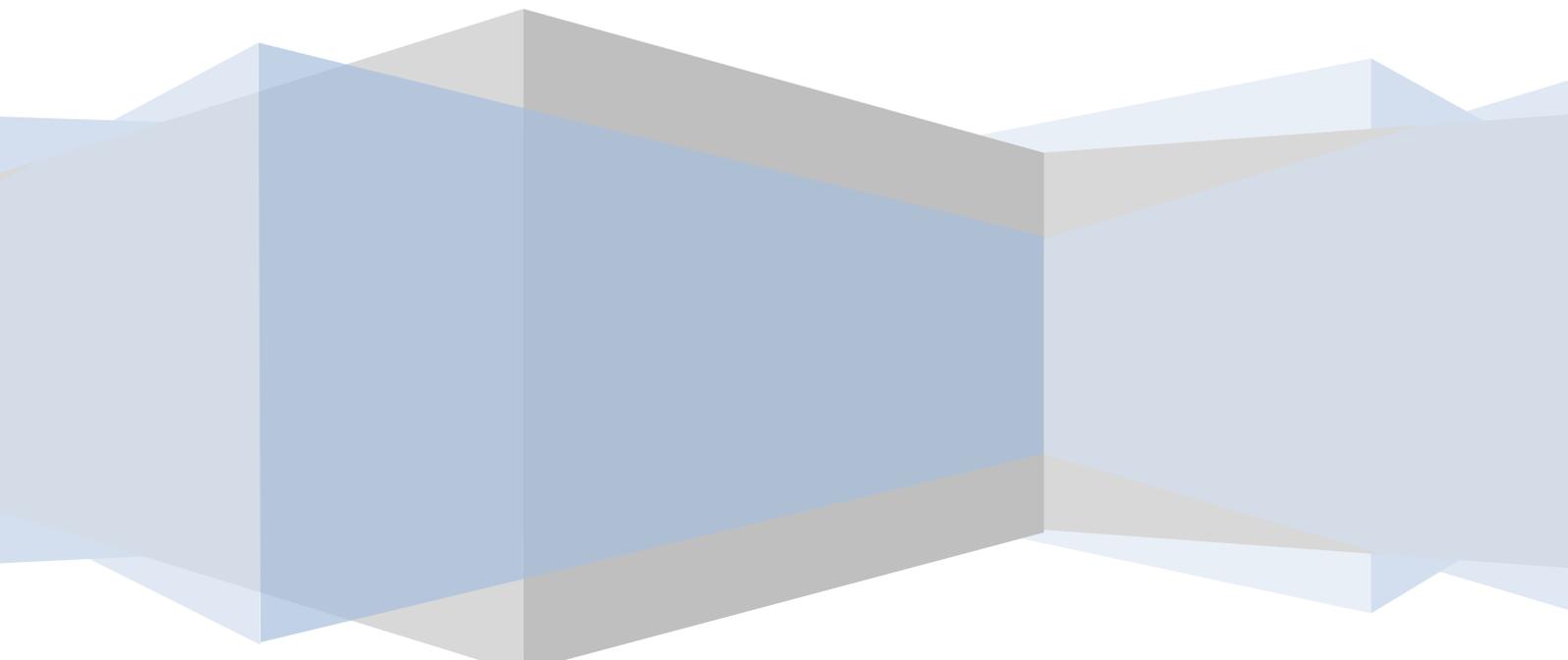


SWINDON CLINICAL COMMISSIONING GROUP

Communications and Engagement Strategy 2015-20

January 2015



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0.2	6/11/14	<ul style="list-style-type: none"> Layout changes made Grammatical mistakes corrected Moving 'reporting our work' to later in the document Further info provided about: <ul style="list-style-type: none"> PPI forum Internal communications External communications Stakeholder map 	Robin Butcher <i>Carole Sales, Paul Bearman, Michael Barnes</i>
0.3	11/11/14	<ul style="list-style-type: none"> Clarifications regarding terms and meanings Additions to stakeholder table Grammatical changes including capitalisation of terms Additional guiding principles including alignment, listening and open to change The addition of an annual staff survey in the list of internal communications channels Including a refresh date period of two years. 	Robin Butcher <i>Ruth Atkins</i>
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1. Introduction and what has influenced our thinking

This document details the 2015-20 Communications and Engagement Strategy for Swindon Clinical Commissioning Group (CCG). It sets out an agreed approach to communications and engagement that will guide and coordinate the work of the CCG as a whole, the Communications and Engagement team within the CCG and the on-going communications support received from Central Southern Commissioning Support Unit (CSU).

It brings together the communications and engagement activity under a single umbrella, so it can be easily coordinated, overseen and shared amongst colleagues. It will be continually delivered to a high standard that provides all stakeholders with the information in a timely and meaningful way, so that they are encouraged to feedback and incrementally increase their involvement in the work of the CCG.

The details set out in Section 3 - How we will achieve our objectives (page 11) section sets out some of the short term and medium term steps which will be taken to achieve the long term aims of the organisation. Where appropriate, more detailed communications project plans will follow from the main Communications and Engagement Strategy, such as winter communication campaign plans and CCG patient engagement plans to support the commissioning of specific services.

This strategy also provides longer term planning for communication and engagement activity with all Swindon and Shrivenham CCG stakeholders, including the five P's (public, patients, providers, partners and practices) who require detailed engagement and who will set many of the future priorities of the CCG. The role of the communications and engagement team is to support and develop this work and this document set out how this will be achieved in the future.

Swindon CCG's vision

Swindon CCG's vision is 'Living in Swindon and Shrivenham in 2019 will mean that you can expect to live longer than the English average, with less risk of avoidable death, in greater health and with the support of your neighbourhood and community. More of your care will be planned in advance as part of a life-long health plan and place a greater emphasis on providing preventative services.'

Guiding principles

Swindon CCG's communications and engagement activity will be guided by a number of key principles to ensure it demonstrates that the CCG is working in the following ways:

- **Respectful:** showing respect for our local population, avoiding unfair stereotypes, acknowledging the different needs of individuals and populations
- **Developed in partnership:** our work will be shared openly to ensure we get the widest possible feedback and create the strongest possible plans
- **Clear and professional:** demonstrating pride and authority in what we do
- **Modern:** portraying Swindon CCG and the NHS in a way that is up-to-date and current

- **Proactive:** we recognise the CCG needs to be proactive in its approach and wherever possible will attend existing meetings and go to where people are, rather than expect people to come to the CCG
- **Accessible:** understood by the target audience, easily obtainable and available in other languages, symbols or formats, and abbreviations will always be explained
- **Honest:** avoiding misleading information or false promises, being honest even where the message is difficult
- **Cost-effective:** showing that budgets have been used wisely
- **Alignment:** communications will be aligned to the organisation's vision and values, and the principles and aims of the NHS as a whole
- **Listening:** mechanisms for feedback, review and evaluation; and communication and engagement will evolve to reflect that feedback
- **Open to change:** we will apologise and change if we get something wrong
- **Responsive:** ensuring that the CCG reacts quickly and fully to its partner, provider, GP practice, patient and public queries and questions.

Key related legislation

A number of key pieces of legislation have been taken into account in the development of this strategy, and as a result will guide the work of the communications and engagement team.

The Equality Act 2010

The Equality Act 2010 promotes fair treatment of people regardless of any protected characteristic they may have. To support development of commissioning plans and decision making, it is essential that particular engagement and communication methods take into account the needs of people with a protected characteristic and enables them to fully participate. This Communication and Engagement Strategy encourages the use of a wide range of communication methods to promote access to information and will ensure the engagement process is open and accessible to all.

NHS Constitution

The NHS Constitution came into force in January 2010 following the Health Act 2009. The constitution places a statutory duty on NHS bodies and explains a number of rights and responsibilities which are a legal entitlement protected by law.

One of these rights is the right to be involved directly or through representatives:

- In the planning of healthcare services
- The development and consideration of proposals for changes in the way those services are provided
- In the decisions to be made affecting the operation of those services.

Health and Social Care Act 2012

The White Paper, 'Equity and Excellence: Liberating the NHS', and the subsequent Health and Social Care Act 2012, sets out the Government's long term plans for the future of the NHS. The Act places a specific duty on CCGs to ensure health services are provided in a way which promotes and raises awareness of the NHS Constitution. Specifically, CCGs must involve and consult patients and the public:

- In their planning of commissioning arrangements
- In the development and consideration of proposals for changes in the commissioning arrangements, where the implementation of the proposals would have an impact on the manner in which the services are delivered to the individual, or the range of health services available to them
- In decisions affecting the operation of the commissioning arrangements where the implementation of the decisions would (if made) have such an impact.

The Act also updates Section 244 of the consolidated NHS Act 2006 which requires NHS organisations to consult relevant Overview and Scrutiny Committees on any proposals for a substantial development of the health service in the area of the local authority, or a substantial variation in the provision of the services.

Associated Swindon CCG strategies

There are a number of Swindon CCG strategies that the Communications and Engagement Strategy interacts closely with:

Quality Strategy

This document sets out how quality NHS services will be developed and maintained by working hand in hand with our provider services. It outlines a helpful framework for understanding what quality can mean to an individual patient, noting that the term "quality" is formed of key three parts:

- Clinical effectiveness
- Safety
- Patient experience.

Capturing, reviewing and acting upon patient experience will be a key responsibility of the Communications and Engagement team. To ensure any patient experience is captured in its entirety, the three E's, (event, experience, and emotion) help the CCG to consider the entire impact of an 'experience' on the individual. This framework will be drawn upon whenever carrying out patient engagement activities.

Equality and Diversity Strategy

This strategy outlines how NHS Swindon CCG will meet its statutory obligations under the Equality Act 2010. Communications and patient and public engagement are key enablers of this strategy, and the Communications and Engagement team will continue to support this strategy.

Five Year Strategic Plan (2014-19)

The strategic plan outlines the overall vision for Swindon CCG, and clearly lays out how the critical plans for improvement in health and wellbeing of the people of Swindon will be achieved over the next five years.

Organisational Development Plan

The Communications and Engagement Strategy will support the ongoing development of the Organisational Development Plan by providing a strategic and effective communications support function to the organisation to help deliver effective staff, GP membership and external stakeholder communications.

Building on our first public and patient involvement strategy

During the first eighteen months of the CCG, the Communications and Engagement team delivered a number of key pieces of work against the previous Patient and Public Involvement Strategy (One Swindon, One Voice) including:

- Public engagement for the 2013 and 2014 commissioning intentions, including two public events and a third sector event
- Patient and public involvement in a total of over 20 service redesign workshops and on-going programmes of work
- Development of a new website for the public and an intranet for staff
- Development of a strong working relationship with key media outlets including the Swindon Advertiser, community and local radio
- Delivery of a number of communications campaigns, predominantly to support the winter period
- Assurance and coordination of provider communications campaigns to support the launch of new services including GP/Nurse Urgent Care Clinic and the Children's Clinic
- Production of the CCG's 2013-14 Annual Report, Commissioning Intentions documents, Strategy for Care (both full and easy-read version) and Health Overview Scrutiny Committee papers on a bi-monthly basis
- Development and regular review of the effectiveness of the Patient and Public Involvement (PPI) forum and associated work programme. By receiving progress updates, draft work plans and strategies, this forum assures the work of the communications and engagement team and identifies opportunities for improvement
- Supporting the production of the GP membership e-newsletter that is relevant and timely
- Provision of a staff handbook, newsletter and staff briefings providing regular communications to support staff in their roles
- Establishing strong working relationships with key stakeholders including Healthwatch Swindon, Voluntary Action Swindon, public health and localities team at Swindon Borough Council (SBC).

2. An updated Communications and Engagement Strategy for Swindon CCG

Aim of the Communications and Engagement Strategy

To ensure our patients, public, stakeholders and partners are meaningfully engaged in our decision making at all levels in order to achieve improved patient access, experience and health outcomes for the people of Swindon and Shrivenham.

Objectives for communications and engagement

To achieve the overall aim of effectively communicating and engaging with the CCG's stakeholders, the CCG's Communications and Engagement team will work towards the following objectives:

1. External communications

- a) To develop excellent relationships with key partners and stakeholders, ensuring they have access to the information they need
- b) To ensure the CCG and its activities are fairly and accurately represented by the media and other external agencies
- c) To promote our successes, achievements and activities proactively both inside and outside the organisation, inspiring confidence in local NHS services.
- d) To fulfil our statutory communications responsibilities, for instance in responding to Freedom of Information requests.

2. Internal communications

- a) To support our staff and GP membership in their role through proactive communication of achievements of both the organisation and individuals
- b) To develop a shared culture and understanding amongst teams within the organisation
- c) To actively encourage two-way communication between staff, teams and senior leaders.

3. Public and patient engagement and involvement

- a) To enable all stakeholders to have a voice and encourage them to use it in terms of influencing the decisions of the CCG
- b) To ensure the PPI Forum operates effectively to achieve its three key functions:
 - i. To provide the Governing Body with assurance its strategy for public and patient engagement and involvement is being implemented

- ii. To provide advice to the CCG on how better to engage with, involve and consult with the public and patients
 - iii. To provide the CCG with a means of engaging with key stakeholders such as Healthwatch Swindon.
- c) To build continuous and meaningful engagement with the public, patients and carers to influence the shaping of services and improve the health of people in Swindon and Shrivenham through each stage of the commissioning cycle:
 - i. Planning and designing pathways
 - ii. Procuring services
 - iii. Monitoring and evaluating services.
- d) Utilise patient experience and opinion and close working with our provider organisations to improve quality and responsiveness of local services. This patient experience data can be used at any point in the three stages of the commissioning cycle:
 - i. Planning and designing pathways
 - ii. Procuring services
 - iii. Monitoring and evaluating services.

3. How we will achieve our objectives

To achieve the above objectives, we will focus on four areas of work:

1. External communications
2. Internal communications
3. Patient and public engagement
4. Work to support Swindon CCG's key interventions

1. External communications

In order to achieve the three objectives, the communications and engagement team will take the following actions:

- a) Identify opportunities to develop media releases and work with partners to share these stories
- b) Target local, smaller media outlets, where strong, two-way relationships can be built such as Swindon Community Radio 105.5 and Swindon LINK magazine
- c) Ensure the website is kept up-to-date on a weekly basis, and draws upon a wide range of content to make it an interesting and relevant source of information for the population of Swindon and Shrivenham
- d) Work with partner organisations such as SBC's Public Health team to agree and deliver health promotion campaigns that contribute to the clinical priorities of the CCG
- e) Produce a bi-monthly PPI e-newsletter, celebrating the successes and deliverables of the CCG's work
- f) Produce and submit Health, Adults, and Children's services Overview and Scrutiny Committee (HACS OSC) papers and external briefings for stakeholders to provide accurate and targeted information for our key groups
- g) Closely monitor social media, and to scope the potential for increasing the use of social media
- h) Support the emergency resilience planning process through effective communications with stakeholders
- i) Running relevant local demand management campaigns to encourage the local population to use the most appropriate services at the right time.

2. Internal communications

Membership communications

Communication is a two-way process between Swindon and Shrivenham practices and the CCG, designed to promote ownership and clinical engagement.

The accountability of the CCG to member practices is vital and this is formally enshrined in the CCG's Constitution and reinforced in this strategy. The CCG has worked closely with member practices, welcoming and encouraging their input in establishing the CCG's Constitution, actively seeking feedback in the development of the CCG's commissioning plans through the use of an annual survey.

Meaningful membership engagement is critical to the success of Swindon CCG's Five Year Strategic Plan and longer term success as an effective commissioner of health services. Whilst the clinical leadership arrangements, with three locality chairs, a clinical chair, a salaried GP and two practice manager representatives on the Governing Body and the associate director for primary care, will engage and support the extension of clinical engagement, we have additional mechanisms by which we ensure maximum clinical engagement. In order to support key work streams, involvement is sought from GP clinical subject matters to ensure that the membership is properly represented in the CCG's work.

Membership communication will be delivered in five main ways:

- a) **Swindon and Shrivenham Forum:** a quarterly meeting of all 26 GP practice representatives that make up Swindon CCG where important developments can be reviewed, feedback received and queries shared
- b) **GP and practice manager e-newsletter:** a fortnightly newsletter provides a range of relevant and timely updates to the membership with articles marked for either information or action, with named leads provided for each subject
- c) **GP and practice manager intranet:** Swindon CCG has invested in technology to allow all 26 practices to access a secure shared intranet, which provides a central resource for all documentation to be held and shared as appropriate – this is in development
- d) **Locality meetings:** a structured programme of locality meetings are held, taking place regularly throughout the year and reporting to the CCG's Clinical Leadership Group with CCG representatives present
- e) **Practice manager meetings:** Through these meetings the CCG is able to provide support and information to practice-specific issues and support resolution.

Staff communications

Swindon CCG relies on its staff to uphold its values and achieve the highest possible standards throughout their work in order to contribute to the realisation of the CCG's vision. Therefore it is critical the CCG support its staff and regularly communicates with them and staff are actively encouraged to feedback to senior management.

Swindon CCG will communicate with its staff in the following ways:

- a) **Monthly staff briefing:** staff will hear directly from each of the directors regarding recent developments in performance, finance and quality of services. Staff will be given the opportunity to feedback their thoughts and concerns
- b) **Team meetings:** team meetings will be held, where appropriate, allowing each director to brief their teams on developments as required
- c) **Monthly staff e-newsletter:** staff will be communicated to by email with more informal updates, around new staff, and personal achievements. The e-newsletter offers the opportunity to share a more human side of the organisation and learn things about fellow members of staff, which others may otherwise not know

- d) **Intranet:** The staff and GP membership intranet will be a shared resource, but a great deal of information for staff will be held on a central repository. This resource will ensure staff have access to a timely news feed and the most up to date documents
- e) **Annual staff survey:** by working closely with the CSU HR team, the communications and engagement team will carry out an annual staff survey, capturing feedback regarding recent and future developments.

3. Public and patient involvement and engagement

Patient and public involvement and engagement in the design and delivery of our local health services is essential to improving the quality of health services for the 219,000 people living in and around Swindon for the coming years.

Health services are at their very best when planned for and developed as a continuous dialogue between public, patients and local clinicians. This includes capturing the wide range of aspirations and experiences of our local communities, as well as the ambitions of our local clinicians to deliver healthcare of which Swindon and Shrivenham can be proud.

By a continuous programme of engagement with the CCG's public and patients, regarding their thoughts, feelings and experiences of the services we commission, across different stages of the commissioning cycle (planning and designing pathways, procuring services, and monitoring and evaluating services) Swindon CCG will deliver tangible improvements in the quality of healthcare in Swindon.

Swindon CCG will achieve its involvement and engagement objectives in the following ways:

- a. To improve the quality and quantity of public engagement events the CCG takes part in to ensure it has the greatest number of opportunities to access and learn from members of the public who have important input into how health services are developed in the future.
- b. To work with key partners, and maximise the opportunity of existing engagement opportunities. This includes working more closely with Swindon Borough Council localities team. The CCG will support such events through human, financial or organisational commitment so that it can maximise upon all local opportunities to engage through existing networks. An example would be Swindon Carers Centre Rights Day where Swindon CCG facilitated discussions with carers and took part in a Carers' Questions and Answers session.
- c. To take a similar approach to the service redesign workshops where we have successfully achieved partnership working with patients and representative groups. We will organise representative groups where appropriate to begin the process of co-production of future work plans around our specific clinical priorities. These could include (listed from the Five Year Strategic Plan):

- i. Urgent care
- ii. Children
- iii. Self-care
- iv. Long term conditions
- v. Cancer
- vi. Planned care
- vii. End-of-life care
- viii. Mental health and learning disabilities (including dementia)
- ix. Better care fund

d. To raise the awareness of the CCG's consultations and engagement opportunities and receive more feedback on its plans, the CCG will:

- i. Advertise with local media, such as Swindon Link and Swindon Advertiser, learning from the experiences of the Swindon Travel Choices team, who saw a large-increase in the number of visits to the website
- ii. Identify further opportunities for increasing the number of visitors to the website such as making improvements a number of improvements to the 'get involved' pages and website in general.

Levels of engagement

There are three levels of engagement set out below which all contain different methods of involving the public. It is important to select the level of public involvement and engagement, and the method which is most appropriate for the task. Wherever appropriate and possible, the highest of the three levels of involvement will be aimed for, although it is important to recognise the resource and time implications of using each of the three levels, and to consider the expected benefit for the outlay.

Level 1 – Informing

Keeping our patients, public and stakeholders regularly up to date on proposed changes, current plans and any future developments.

Example: Newsletter and website updates about a new or improved service.

Level 2 – Engaging and formal consultation

Gaining the views of our patients, public and stakeholder on specific pieces of work, through the use of focus groups, questionnaires.

Example: Carrying out local engagement events regarding a new strategic approach (Five Year Plan) to seek feedback on new and current plans from the patients by the way of public engagement events and consultations. Each consultation reports how plans have been adapted and improved through meaningful local engagement with all stakeholders.

Level 3 – Working in partnership

Ensuring people who use, or are potential future users of a specific health service are involved in the planning and development of those services.

Example: Running a service redesign workshop, with patients and members of public, who are able to influence the proceedings on the day's agenda to ensure it meets their needs. These are covered in more detail below. The production of 'you said, we did' reports to evidence this work.

Improved targeting of the hard to reach population

The PPI Forum has tasked the CCG with ensuring that it successfully interacts with hard to reach groups. We know the groups of people traditionally harder to reach or communicate with include:

- Gypsy and traveller communities
- Homeless people, especially in and around Swindon town centre
- Carers, including young carers
- Eastern European populations
- Older people and disabled people who are isolated at home
- Adults with learning difficulties.

We have made progress with these communities by strengthening our work with different partner organisations who have direct links with many of these communities including, SEQOL community leads, the Public Health team, Healthwatch Swindon, different localities, and community and voluntary sector providers.

Service redesign workshops

Throughout the year, Swindon CCG holds a series of service redesign workshops where stakeholder representatives from Swindon and Shrivenham's health services, including members of the public, service users and patients attend to discuss services relating to specific conditions affecting the people of Swindon and Shrivenham.

The CCG reports on a yearly basis on the progress of different clinical workstreams, and through a 'you said, we did' format, clearly identifies how we are co-designing future services. We welcome contributions from all patients and carers, even if they are unable to attend our workshops. We regularly plan a patient question and answers session into the day's agenda, during which we openly discuss issues faced with services and welcome everyone's involvement in this.

Patient experience

The patient experience information we gather will be used to help us understand how patients feel about the services we commission, what may need to change and any improvements proposed by patients and service users. This information can be used as an evidence base to support and inform future commissioning decisions and service redesign. In addition to this there are a number of national drivers evidencing the need for obtaining this information.

The PPI Forum of the CCG has challenged the CCG to understand the complexity and personal journey that is determined by the quality of NHS services. The CCG is therefore using the three E's as a method for capturing, translating and learning from each individual patient experience, the three E's are:

- **Event:** what happened
- **Experience:** my journey through the system
- **Emotion:** how it made me feel

This will allow the CCG to identify key themes which will be shared and raised with the CCG's providers to carry out joint learning exercises.

Following on from the publication of the key reports such as Francis, Berwick and Keogh, it is critical that the Governing Body receive regular and timely updates about how the CCG is incorporating the public voice into its commissioning work, what it is hearing and capture how this makes the individuals of the Governing Body feel. As part of the Governing Body quarterly Quality Report, a Public Voice paper will focus on what the CCG is hearing in its service redesign workshops and other engagement events, alongside one or two patient stories in detail. These patient stories will be sourced from each of Swindon CCG's main providers in turn to form a complete picture of patient experience.

We will work closely with our providers to continually review their measures of patient experiences and CCG ensures that our local services successfully provide safe services that meet the expectations of patients. The CCG believes experience of care must be embedded within all aspects and types of service delivery and we work with our providers to share best practice between providers for opportunities to improve patient care by listening and responding to patients experiences.

4. Communications and engagement work to support Swindon CCG's key interventions

Drawing upon the three work streams (internal communications, external communications, public and patient engagement), the team will develop and deliver effective project based communications to meet the needs of the interventions programme. This will entail identifying the upcoming interventions and relevant projects, supporting project leads to draft communications and engagement plans, then to work with the providers to oversee and monitor the outcomes of the plans. Examples of this work so far are:

- The Urgent Care GP/Nurse centre at Great Western Hospital
- The Children's Clinic at Carfax Centre
- The SUCCESS programme

Depending on the circumstances of each project, communications and engagement can form a key work stream within a project, and can be the factor that ultimately decides on the success of a project.

4. Key communication tools and other considerations

Understanding our population

Population profiling has an important role in helping us to understand the needs, wants, expectations and behaviours of our local population. By working closely with GWH and SBC, we have renewed insight into the behaviours and traits of our local population through 'Mosaic Public Sector', a consumer insights tool designed by Experian, to profile our residents. It provides location, demographic, lifestyle and behavioural data on the individuals living within the Swindon area. This data is known collectively as Mosaic Group Types.

A breakdown of Swindon's Mosaic population profile has been shared amongst GWH, SBC and the CCG. This information will be used to inform new and innovative channels of engagement. We are also able to identify information around communication preferences using population profiling. Whilst we would not use this information in isolation, as direct feedback from our communities is also highly valuable, it provides a useful starting point for considering the channels we use to communicate and engage with our local communities.

A breakdown of Mosaic Group Types is available at practice and ward level and we could use this to help design and deliver services that better meet the needs of our diverse population. These tools are also useful in the tailoring of targeted communications and engagement campaigns, for example the use of social media to reduce inappropriate A&E attendances, and will be used to ensure population need is a core consideration in all decision-making.

Channels

In order to achieve the objectives of this strategy, many different channels of communications and engagement will be employed, always ensuring this is targeted and relevant. Such tools include:

External tools:

- Website
- Proactive press releases (case study driven and people-focussed wherever possible)
- Reactive media responses as opportunities to promote the CCG's work
- Newsletters
- Paid media and advertising campaigns
- Partner organisation publications (LINK magazine)
- Leaflets and posters (e.g. in GP surgeries)
- Public Governing Body papers
- Annual Report.
- Overview and Scrutiny Committee reporting

Internal tools:

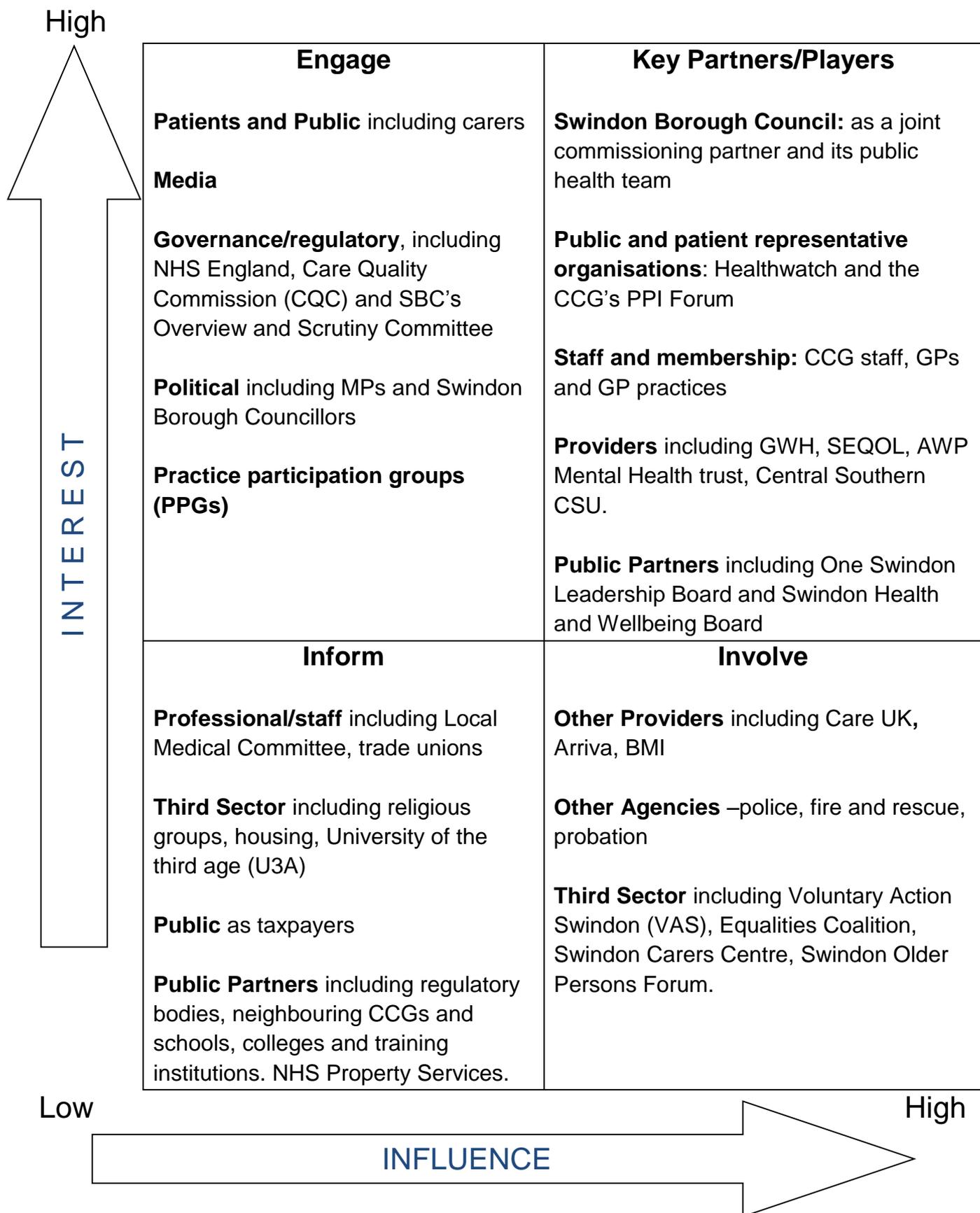
- Staff intranet
- Staff briefing
- Staff e-newsletter
- Team/directorate meetings.

Engagement tools:

- Face to face events and meetings
- Suggestion cards
- Questionnaires and surveys, (on paper, or online)
- Patient reference groups (steering groups)
- Patient focus groups (Question and answer panels)
- Patient stories
- Public engagement events
- SBC locality community meetings.

Our list of stakeholders, partners and other audiences

The table below records the CCG's key stakeholders and categorises them according to their level of interest in and influence over the CCG's activities. This will help to guide the work of the CCG.



Resources

A budget has been agreed for the communications and engagement work stream, this will allow for the full and measured delivery of key pieces of work discussed in this strategy including:

- Winter demand management communications campaign
- Advertisement of CCG programmes and events on partner websites
- Supporting local strategic partner events
- The production of CCG public engagement materials e.g. feedback and get involved postcards.

5. Evaluating and reporting our work

Our communication and engagement activities will be evaluated and reported to ensure the work we are doing is effective and efficient. This will ensure that we can continually adapt our ways of working to ensure that we are successfully achieving the aims of a particular programme of work.

Evaluation and review

Evaluations will be carried out as part of the individual reports for each of the above pieces of work, whenever these are submitted to the PPI Forum, where appropriate for assurance.

Evaluation can be carried out in any of the following ways:

- Email surveys: carried out with the help of our partners
- Feedback from service redesign workshops and engagement events
- Feedback from staff (briefings, events, use of stakeholder analysis, informal and verbal feedback etc)
- Flow of positive stories about Swindon CCG and its work in the media
- Attendance at events, and numbers of requests for further information
- Feedback from key stakeholders through their regular contact with the communications and engagement team – including VAS, Healthwatch Swindon and SBC.

Measures of success

In order to ensure that the Communications and Engagement Strategy delivers on its key objectives, the CCG will closely monitor progress against the following measures of success:

External communications

- Improved media representation so that coverage is balanced, fair and accurate. To be measured through a quarterly media report, the organisation should see both positive proactive and reactive CCG press releases being covered in a fair and balanced way.
- Swindon CCG will be involved in and contribute to a greater number of local partner health campaigns, this will be measured through a yearly review of local campaign opportunities.
- An improved relationship with key local stakeholders including Healthwatch Swindon, VAS, Swindon Carers' Centre and the Swindon Health, Adults and Children's Services Overview and Scrutiny Committee. This will be measured through feedback from the organisations and the corresponding Swindon CCG lead.
- The timely publication of the bi-monthly PPI e-newsletter, feedback to be taken from the PPI Forum.
- The timely and relevant updating of the Swindon CCG website. This will be measured through the quarterly website report submitted to the PPI Forum, drawing on tools such as Google Analytics.

Internal communications

- The regular and timely organisation of staff briefings, along with the production of the corresponding notes within two working days
- The regular and timely production of a monthly staff e-newsletter, we will seek feedback from staff on a yearly basis through a staff survey on the relevance of content of these newsletters
- Regular and accurate updates made to the staff intranet, this will be measured through a staff survey
- Timely and accurate responses by CCG staff to member GP practice enquiries, this will be measured by feedback from the Associate Director for Primary Care.

Public and patient engagement

- To receive an increased number of attendances at and responses to our public engagement events, and formal consultations year on year. This will be monitored through a yearly review process
- To measure that number of patient attendances, and record their level of involvement at each service redesign workshop. This will be measured through the workshop evaluation forms and in the annual 'you said, we did' report
- A written report to be published within one month of each public engagement event being held
- Recording the PPI Forum's support and approval of our communication and engagement activities, this will be reviewed as part of the annual PPI report to Governing Body.

Communications and engagement work to support key interventions

- Relevant patients and stakeholders are aware of any service developments, this will be measured through the use of press releases, stakeholder emails
- An agreed communications and engagement plan for each major intervention
- An evaluation carried out for each communications and engagement plan which will review the level of participation from partner organisations in these communications and engagement plans.

PPI Forum

Swindon CCG PPI Forum brings together members of the public, patients and voluntary organisations to hold the CCG to account for how it involves local people in the planning, designing, commissioning and monitoring of health services.

[Please note that this section is based upon the agreement of the governance review]

The Forum is a formal committee of the CCG, reporting directly to the Governing Body, it has the following responsibilities:

- To provide the Governing Body with assurance that its strategy for communications and public and patient engagement and involvement is being implemented

- To provide advice to the CCG on how better to engage with, involve and consult with the public and patients
- To provide the CCG with a means of engaging with key stakeholders such as Healthwatch Swindon.

Swindon CCG reports its progress against this strategy to the PPI Forum. Topics and issues addressed by the Forum during 2013-14 included engagement activities on the CCG's commissioning intentions, developing material for the CCG website, agreeing the content and distribution of public and patient involvement posters and reviewing the CCG's service redesign programme.

The forum facilitates regular and effective liaison with representatives from organisations such as SBC, Healthwatch Swindon, VAS, the Swindon Carers Centre, GP Practice Participation Groups and a number of health related voluntary bodies.

Other reporting methods

Other ways in which we will report our work will include:

- Weekly communications and engagement team meeting, this will ensure we manage the current workload and identify upcoming projects
- Demonstrating the outcomes from any high visibility, noteworthy or public facing pieces of project work delivered by producing specific progress reports for the PPI Forum to review and assure
- Monthly team meeting with the Executive Nurse to review the work programme and forward plan for upcoming projects
- Quarterly engagement reports to the PPI Forum which reviews and evaluates the different engagement opportunities attended by CCG leads
- Annual service redesign workshop summaries ("you said, we did")
- Public voice report: this paper is presented to the Governing Body and PPI Forum on a quarterly basis, it carries out an in-depth look at recent patient experience data from each of our main providers
- Quarterly media reports which record and evaluate the media coverage by Swindon CCG.

6. Conclusion

Swindon CCG has been recognised for the level of effective patient and public engagement it has achieved since its inception in March 2013, although as this strategy lays out, there is still much more to do. By working closely with partner organisations, and maintaining its value driven approach to communications and engagement, Swindon CCG will ensure our patients, public, stakeholders and partners are meaningfully engaged in our decision making at all levels in order to achieve improved patient access, experience and health outcomes for the people of Swindon and Shrivenham.

This strategy will be reviewed on a yearly basis and updated as required in response to local feedback and to meet any new legal requirements and duties and national and local guidance.

Next review: April 2016