



Cambridgeshire and
Peterborough
Clinical Commissioning Group

Communications
and Engagement
Annual Report
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Introduction

Cambridgeshire and Peterborough Clinical Commissioning Group (CCG) is pleased to present the annual report on patient and public participation.

Cambridgeshire and Peterborough CCG continues to strive to put patients and the public at the heart of our commissioning decisions so that we can improve access to services and reduce inequalities in health.

This report provides an overview of the consultation and engagement activities that have taken place over the past year (April 2017–March 2018). A summary of the patient and public engagement activity is included in the CCG's Annual Report and Accounts for 2017-18. This report describes how we approach patient and public engagement and provides more details of activity, summaries of what people have told us, and what the outcomes were.

We would like to thank all those who have taken the time and trouble to express their views on our proposals over the year.



We serve a population of over

967,000

people



We are made up of

102

member practices



We have a budget of

£1.16bn

Overview

NHS commissioning organisations have a legal duty under the National Health Service Act 2006 (as amended) to 'make arrangements' to involve the public in the commissioning of services for NHS patients ('the public involvement duty').

For CCGs this duty is outlined in Section 14Z2 of the Act. To fulfil the public involvement duty, the arrangements must provide for the public to be involved in (a) the planning of services, (b) the development and consideration of proposals for changes which, if implemented, would have an impact on services and (c) decisions which, when implemented, would have an impact on services. As part of their governance arrangements, CCGs are required to prepare annual reports which must explain how the public involvement duty in the previous financial year has been fulfilled.

As a CCG we have a robust structure in place to ensure that the patient and public voice is represented in our work. We have a Patient Reference Group which is a sub-committee of our Governing Body. Its role is to represent, gather views from, and share information with, the Patient Participation Groups across our area. The minutes of Patient Reference Group meetings are included in the papers for each of our Governing Body meetings.

We seek patient representatives to be involved in our work by sitting on project groups. We promote engagement opportunities through our social media channels. We have developed a form for project leads to complete in order to give prospective patient representatives a realistic idea of the time, commitment and input required of them.

The following report gives an overview of our patient and public engagement activity during 2017-18.

What is public involvement in commissioning?

Public involvement in commissioning is about enabling people to voice their views, needs, and wishes, and enabling them to contribute to plans, proposals, and decisions about services. Our use of the term 'patients and the public' includes everyone who uses services, or who may do so in the future, including carers and families.

There are many different ways to involve patients and the public and different approaches will be appropriate, depending on the nature of the commissioning activity and the needs of different local people.

In order to ensure that everyone has an opportunity to participate we use a range of approaches enabling different groups and individuals to be engaged. The Government has made it clear in the Cabinet Office guidance on consultation that involvement should be appropriate and proportionate to the issue under discussion, therefore we offer a range of engagement techniques. In addition, there is a move to provide a greater range of electronic/digital opportunities for involvement than has been the case in the past. For example, the CCG uses Twitter to promote involvement activities. There is an additional advantage in making involvement material web-based because it is then much easier for participants to view and interact with the material in a language or format that suits them. We do however, recognise that not everyone is comfortable using web-based materials so we will continue to provide alternative methods.

Opportunities to get involved in local health services and share views and experiences during 2017-18 include the following:

Patient Reference Group

The Patient Reference Group (PRG) is a formal sub-committee of the CCG Governing Body. It is a vital mechanism for gaining patient feedback and it is chaired by the Governing Body Lay Member, Patient and Public Participation.

The focus of the PRG is on providing an independent view of the work of the CCG. It helps to ensure that, in all aspects of the CCG's business, the public voice of the local population is heard.

The PRG meets with representatives from the CCG on a monthly basis, to give feedback and receive current updates on programmes to share with their local patient forums and Patient Participation Groups. PRG members share feedback on services from their local areas, such as diabetes events, and they have early sight of the CCG's end of consultation reports, before they are made public, to make sure that they reflect consultation responses we have received.

We produce an email bulletin for PRG members which includes relevant information from our partners. Some of this information, such as draft patient leaflets, is confidential and is for PRG members to feedback on. Other information, including details of our consultations and those of our partner or stakeholder organisations, is for wider circulation and we ask PRG members to share this information within their networks.

Patient forums

Currently there are four patient forums across the Cambridgeshire and Peterborough area, as follows:

- Hunts Patients Congress
- Isle of Ely Patients Forum
- Cambridge Area Patient Group
- Greater Peterborough Patient Forum.

These are groups of people interested in health and healthcare issues who usually meet at least every two months. Membership is varied with some groups open to anyone and for others membership is made up of direct patient representatives from GP surgeries.

Patient forums discuss a range of issues relevant to their local area and they have guest speakers on a range of topics – for example, the Chief Executive of North West Anglia NHS Foundation Trust gave an update on Hinchingsbrooke Hospital at Hunts Patients Congress.

Healthwatch Cambridgeshire and Peterborough

Healthwatch Cambridgeshire and Peterborough has an important part to play in promoting the patient voice. We have a good working relationship with them and we value their input into all areas of our work in order to improve the patient journey and services.

Sandie Smith, Chief Executive Officer of Healthwatch Cambridgeshire and Peterborough, said:

“Healthwatch Cambridgeshire and Peterborough is pleased to have a good working relationship with Cambridgeshire and Peterborough Clinical Commissioning Group. We are kept informed of engagement plans for all service changes, consultations, and, in some instances, tenders. We have the opportunity to comment and are pleased to support the CCG’s engagement activities.

“We are members of a number of CCG groups including the CCG Patient Reference Group. This group has the opportunity to discuss and comment on engagement plans and policy changes, and reports directly to the CCG Governing Body. Healthwatch is keen to make sure that this group works effectively for local people. In the future we look forward to working with both the CCG and Sustainability and Transformation Partnership colleagues on an integrated approach to engagement.”

We also share information with Healthwatch Hertfordshire and Healthwatch Northamptonshire and we encourage them to share details of our consultations as relevant with their local communities.

Governing Body meetings

The CCG Governing Body meetings are meetings held in public and they take place eight times a year. The papers are made available on our website prior to the meeting. A PRG report is taken to the Governing Body at each meeting and highlights areas of improvements and concerns. Members of the public are welcome to attend Governing Body meetings and to ask questions at the end of the public session.

Health and wellbeing strategy

Health and Wellbeing Boards are groups of key leaders representing health and care organisations who come together to improve the health and wellbeing of their local population. Board members work together to understand what their local communities need from health and care services, agree priorities, and encourage commissioners to work in a more united way.

There are four Health and Wellbeing Boards that cover Cambridgeshire and Peterborough CCG’s area: Cambridgeshire, Peterborough, Hertfordshire, and Northamptonshire. Each has a Health and Wellbeing Strategy for its population.

The CCG is a full member of Cambridgeshire Health and Wellbeing Board and Peterborough Health Wellbeing Board and a CCG representative is vice-chair of each of these two boards.

We attend Hertfordshire Health and Wellbeing Board and Northamptonshire Health and Wellbeing Board when we are requested to do. We also send regular updates to these Boards.

The CCG ensures that all our commission plans are seen by the Health and Wellbeing Boards' membership in order to ensure that they are contributing to the overall health and wellbeing of our population.

We update the boards on our Better Care Fund programmes and commissioning plans and contribute to the development and delivery of each Boards' Health and Wellbeing Strategy.

Annual stakeholder survey

Ipsos Mori undertakes an annual 360 degree stakeholder survey on behalf of the CCG. As part of this a range of our partners and stakeholders are invited to take part – this includes our member practices, local councillors, patient representatives, and representatives from the voluntary sector amongst others. The results of the stakeholder survey are shared with CCGs after the end of the financial year. An action plan is developed for the CCG to address, improve, and monitor any areas of concern.

Website

The CCG website is a key method of keeping the public, our partners and our stakeholders abreast of our work. News releases and our quarterly newsletters are available to view on the website and the 'contact us' section includes a feedback form for the public.

Our website is the primary method for sharing information and raising awareness about public consultations and engagement. Full details of consultations, including ways in which people can respond, are published on our website at the start of the consultation and include details of public events being held across our area.

We have a dedicated section on 'how to get involved' which includes information on a variety of ways in which patients and the public can get involved in commissioning, including through patient forums. We welcome patient and public involvement in our work and we have developed a web page with information about how people can become patient representatives.

Our website was redeveloped in 2017 and as part of the process we asked the Patient Reference Group, which is a sub-committee of the CCG's Governing Body, its views on the design and user-friendliness of the new website. This feedback was taken into account in development of the new site.

An accessibility statement is included on our website and information about accessibility can be found at the end of the document.

MyHealth app

MyHealth is an app that allows people to find local health services by entering their postcode to search for services close to their location. Initial feedback from patients on the early version identified some technical issues and we used their feedback to develop the app to make it more user friendly.

Newsletters and patient leaflets

We have provided information to our stakeholders through our quarterly newsletters, updating them on any organisational changes, service updates, and promotional information such as self-care. Newsletters are sent out to our database and are published on our website so that they reach a wider audience.

We produce leaflets for patients on a range of issues such as Care Navigators and Stop or Switch. In these particular examples a draft leaflet was sent to the Patient Reference Group for input and feedback and we took their comments into account when designing and publishing the final versions of the leaflets.

Patient engagement in adult mental health

Our mental health team works with patient groups to shape commissioning and contracting decisions.

The team has commissioned the SUN Network as the main vehicle for its engagement programme. The SUN Network has also provided support with the patient voice. We have quarterly meetings with the SUN Network, Rethink Carers, and Healthwatch Cambridgeshire and Peterborough to discuss patient related themes in order to improve services. With the help of Cambridgeshire and Peterborough NHS Foundation Trust (CPFT) we have delivered two engagement events with local patients to shape our perinatal mental health services.

Keep Your Head website

We worked with Cambridgeshire County Council, Peterborough City Council, CPFT, and the SUN Network to develop the Keep Your Head website (www.keep-your-head.com), a

Social media

The CCG's social media accounts - Twitter, Facebook, and Instagram - have continued to grow and we have seen an increase in followers during 2017-18. We use these platforms to communicate with our local population and partners.



Our posts include a mix of providing information about local health services and events, raising awareness of different medical conditions, and sharing information from our local partners and about health campaigns.

We continue to try new and different ways to reach people such as scheduling Facebook advertising about local diabetes events in order to reach people with an interest in diabetes.



9800

We have over 9800 Twitter followers, up 6% from last year.



37%

Increase in page likes, taking us to 1184.



452

We've upped our Instagram followers, helping reach our younger population.

'one-stop shop' for information on wellbeing and mental health for people of all ages across Cambridgeshire and Peterborough.

The Keep Your Head website has expanded and now has dedicated areas providing information targeted at children and young people and at adults including older people. The information on the website is available to anyone who feels that they need some support with their mental health. We regularly schedule tweets to promote the use of the Keep Your Head website to adults as well as children.



Diabetes

Free diabetes education courses have been promoted across Cambridgeshire and Peterborough for people with Type 1 and Type 2 diabetes. These courses help people to understand how to manage their condition. Additional national funding has allowed the local provider to double the number of courses available from 52 to 104. This funding will also be used to help support people in the area with diabetes to improve outcomes relating to diabetes care.

We have been promoting our 'Healthier You' Diabetes Prevention Programme. More than 5,200 people across Cambridgeshire and Peterborough have been referred to free Healthier You classes that support people to reduce their risk of developing Type 2 diabetes.

Two diabetes public engagement events have also taken place, with two more planned to take place during April 2018. These are open to anyone in Cambridgeshire or Peterborough who lives with, or who is affected by, diabetes. People will be given the opportunity to have their say on local services and learn more about how to live well with diabetes.

Self-care

We have continued our work on self-care, mainly focusing on encouraging patients to buy their own over the counter medications if they can. We have provided information to patients to encourage them to find ways in which they can help to manage their own conditions. We have also used social media and we have provided information in a number of ways. We also introduced a GP communications toolkit which are full of useful resources for GP practices to use to support our campaigns. We include posters and online assets for GP practices to use to support self-care.

Chesterton OOH GP relocation to Cambridge University Hospitals NHS Foundation Trust (CUHFT)

Following public consultation in 2016, the Cambridge Out of Hours (OOH) GP service relocated from Chesterton Medical Centre to the Urgent Treatment Centre (UTC) at Cambridge University Hospitals NHS Foundation Trust (CUHFT) in August 2017.

During the consultation we encountered some opposition, primarily from the community close to Chesterton, both at public meetings and through responses to the consultation questionnaire.

Concerns raised included about accessibility to, and cost of, parking on the CUHFT site; congestion; quality of facilities; and the impact on health inequalities in the Chesterton area. The CCG considered the following mitigations to help address some of these concerns:

- Provision of disabled parking and drop-off bays, as well as clear signage, to enable patients to access and navigate to the OOH service.
- Patients needing home visits would continue to have access to home visits, and would experience no change as a result of the relocation of the service.
- Working to understand how the Healthcare Travel Costs Scheme could be extended to cover the travel costs for patients on low incomes travelling to the service at the Chesterton site.
- Working to implement evening and weekend routine GP appointments as part of the GP Forward view, including in the north Cambridge area.
- Work with patient groups, both within Chesterton and across Cambridgeshire, to improve equitable access to primary care and ensure that patients have the right information to access the most effective and timely service for their needs.
- Improve quality of facilities of proposed new OOH site at CUHFT.
- Explore opportunities for on-site pharmacy provision for OOH services at CUHFT.

During the transition of services, we continued to engage with key patients and stakeholders. Patient, Healthwatch, and local councillor representatives were all part of the steering group helping to provide valuable input and feedback on the relocation. This included a series of newsletters and patient information materials, such as posters and patient signage, which were developed to ensure a smooth transition of services.

Engaging patients in service design and improvement

The CCG encourages patient representatives to be part of our project teams when reviewing service design and improvements.

Consultations – IVF

The CCG held a 20-week public consultation to gather feedback on proposed changes to the future provision of specialist fertility treatment in Cambridgeshire and Peterborough. We held seven public meetings and received 1,254 responses to the consultation from individuals and organisations. The Governing Body considered the range of responses in depth before taking the decision to suspend the commissioning of this service, with a view to reviewing the decision in April 2019.

Accessibility

Our website has BrowseAloud software, which adds speech, reading, and translation support tools to online content, to enable people with a visual impairment to access information on our website. Our website also complies with World Wide Web Consortium's (W3C's) Level AA guidelines for accessibility. An accessibility statement is included on our website at the following link: <https://www.cambridgeshireandpeterboroughccg.nhs.uk/accessibility/>

We are happy to produce our public consultation materials in languages other than English, or in Easy Read format for people with a learning disability, on request – we state this explicitly in our consultation documents. The following is the standard text we use and is taken from the IVF consultation document:

“This document is available in other languages and formats on request.

To request alternative formats, or if you require the services of an interpreter, please contact us on:

- 01223 725304 or
- capccg.contact@nhs.net”

In addition, we make sure that we hold our public consultation meetings at accessible venues to enable attendance by anyone who is interested and so as not to exclude people with disabilities.

Equality and diversity

A key element of Cambridgeshire and Peterborough CCG’s commitment to the people we serve is to promote equality and value the diversity of our staff and service users. We are dedicated to developing an organisational culture that promotes inclusion and embraces diversity, ensuring that the focus on equality is maintained and strengthened across the local NHS. This includes addressing health inequalities and embedding equality values into all commissioning activity. Our aim is to provide equality of opportunity to all our patients, their families and carers, and to proactively eliminate direct or indirect discrimination of any kind.

The CCG’s Equality and Diversity Strategy demonstrates our commitment to promote equality and to value the diversity of our staff and service users. The revised Strategy and its Improvement Plan aim to improve the way the CCG commissions services from other NHS organisations. We work with service providers and other stakeholders to improve the health of our local community by assessing what the health needs are and providing and developing services that respond to those needs.

The Equality and Diversity Strategy 2017-2020 sets out how the CCG will meet our equality duties as set out in the Equality Act 2010. The Strategy has been revised to not only meet statutory requirements, but to achieve its aims to embed the principles of the Equality Act 2010 throughout the CCG and our services.

Year-on-year we aim to make progress towards achieving the long term objectives set out in the Strategy. Each year objectives and an improvement plan, supported by close monitoring, are set to support this progression. The Equality and Diversity Annual Report will outline the progress against 2017-18 objectives and will be published on our website: <https://www.cambridgeshireandpeterboroughccg.nhs.uk/about-us/how-we-meet-our-duties/equality-and-diversity/>

Get in touch

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