

2017-18 Communications and Engagement

Summary Plan



- Camden CCG is a clinically-focused, member-led organisation with a clear vision: “Working with the people of Camden to achieve the best health for all”
- The successful delivery of our vision – in financially challenging times – will be underpinned by the CCG listening to and working effectively with members (Camden practices), providers, partners, patients, service users and residents on decision making and planning*
- By working in partnership – around the Local Care Strategy – we can commission services that meet the diverse needs in Camden, and can promote awareness and best use of local services, to deliver improved outcomes (and required efficiencies)
- Communications and engagement has an important role to play in the CCG achieving this

**In this presentation we use ‘stakeholders’ as an abbreviation for ‘members (Camden practices), providers, partners, patients, service users and residents’*

- This presentation summarises our 2017-18 communications and engagement objectives, and strategic approach to delivering key workstreams
- We will align communications and engagement resource to 2017-18 CCG priorities (e.g. Local Care Strategy) – which will require reducing support in other areas
- As the Local Care Strategy and STP progress, we anticipate working increasingly closely with Camden and North Central London (NCL) comms and engagement colleagues on delivery
- Given the significant, rapid change ongoing in NCL, we will keep plans under review and evolve them as needed throughout the year

Communications and Engagement Objectives

In 2017-18, we will remain focused on delivering Business Plan objectives E and F:

- Working jointly with the people and patients of Camden to shape the services we commission (- and linked to this, the new CCG Improvement and Assessment Framework patient and public engagement metric)
- Involving member practices and partners in key commissioning decisions

Our strategic priorities will be:

- Communicating on, and involving stakeholders in, meeting the Camden financial challenge
- Camden Local Care Strategy communications and engagement
- Delivering STP comms locally and capturing Camden stakeholder views to inform NCL decisions
- Engaging member practices, and wider stakeholders, effectively on primary care matters
- Continuing high quality member relations and patient and public engagement
- Building staff awareness of comms and engagement requirements & skilled use of channels, tools etc.

Communications and Engagement Priority Workstreams



Our statutory duty to engage

We have a statutory duty to ensure that stakeholders are informed about and involved in the planning of service provision; the development and consideration of change proposals; and decisions affecting services.

In 2017-18, communications and engagement activity should be considered for:

- Change proposals e.g. new service specifications, new services, reconfiguration, transformation
- Decommissioning of services
- Quality, Innovation, Productivity and Prevention (QIPP) initiatives
- Instances where a full Equality Impact Assessment should be undertaken
- Referrals made to / from Camden & Joint Health Overview & Scrutiny Committee

Financial challenge

We face a significant financial challenge this year. It is key that stakeholders – both internal and external – are aware of the challenge, supportive of our clinically-led plans to deliver savings (while remaining focused on quality and outcomes), and involved in decision-making around necessary local changes.

In 2017-18, to support this, the communications and engagement team will:

- Develop a financial narrative, kept up to date throughout the year and tailored for audiences
- Communicate re: the challenge, and our progress, regularly through existing CCG channels
- Use membership meetings to involve practices in financial decisions and delivering savings
- Consider bespoke public events, mailings etc. to raise awareness amongst / engage residents
- Evidence how member, partner and public feedback has informed CCG financial decisions

Camden Local Care Strategy (1)

A significant proportion of team resource will be focused on delivering “Effective and Aligned Communications” in 2017-18, defined at a Rapid Team Results event as:

- We continually reinforce our ‘end goals’ as a constant reference point
- We agree key messages about the purpose, priorities, goals and outcomes of the transformation
- We share these with all stakeholders using a variety of approaches suitable to the audience
- We take every opportunity to share agreed messages as part of our everyday work
- We provide frequent, concise and simple to understand communications in a collaborative manner
- We get feedback from all stakeholders and use this to inform regular updates and key messages
- As a result, all stakeholders feel fully informed about the transformation and the progress
- They know where to go for further information and to discuss any questions they may have

Camden Local Care Strategy (2)

In 2017-18, the comms and engagement team will:

- Set up a LCS communications group to support coordinated partner activity
- Produce a LCS comms & eng toolkit to support widespread Camden activity
- Develop comms and engagement plans for all Yr. 1 priorities, for LCS comms group delivery
- Provide regular updates on progress delivery & service changes to key audiences, including via:
 - Presentations at public, member, staff meetings
 - Web content, social media promotion and newsletter content
 - Media, MP, Councillor engagement
- Support bespoke consultation activity required for proposed service change
- Ensure stakeholder feedback fed back to LCS Board / Leads, to evidence influence

North Central London Sustainability and Transformation Plan (NCL STP)

The requirement for local communications and engagement re: the STP will increase through the year – which must be carefully aligned with (or delivered through) our Local Care Strategy activity.

In 2017-18, the Camden comms and engagement team will:

- Feed into the development of NCL STP communications plan, messaging and materials
- Participate in the NCL STP communications group – incl. regular telecons & meetings
- Ensure STP updates are communicated via CCG channels, events, platforms etc.
- Provide Camden-led STP workstreams with tailored comms and eng support
- Deliver STP engagement activity in Camden, linked into / through LCS work
- Ensure Camden stakeholder feedback on proposals captured and fed back to STP Board / PMO
- Participate in NHSE Comms events throughout the year

There will be significant change in primary care in 2017-18, with activity shifting out of the acute setting and a growing focus on building community networks around GP 'hubs'. It will be vital the CCG engages member practices, and wider stakeholders, effectively on primary care matters - providing clear, compelling information and evidencing that feedback is informing local plans.

In 2017-18, the comms and engagement team will work closely with primary care team around:

- Neighbourhoods development (CHINS, QISTS etc.)
- Local primary care service redesign (Integrated care teams, etc.)
- Universal Offer / Planned Care LES communications
- PMS Review activity
- Delegated commissioning responsibilities (e.g. CQC reports, practice closures etc.)

Member Relations

The CCG must demonstrate two way accountability with the membership, and be able to evidence how member input influences CCG decision making. In 2017-18 we must also look at finding new ways of engaging 'new faces' / wider practice staff.

In 2017-18, team resource will focus mainly on engaging practices in:

- Addressing the Camden financial challenge
- LCS & NCL STP priorities (including decisions around decommissioning services)

Key activity will include:

- Delivering effective membership meetings – managing the transition from localities to neighbourhoods
- Launching a commissioning bulletin for members, and providing website news content
- Supporting Governing Body member visits to practices

Patient and public engagement

In 2017-18, our focus will be ensuring high quality engagement around LCS (and STP) transformation, and the Camden financial challenge. We will look to:

- Build PPE to reach 'new faces', including protected characteristic groups
- Support consultation on de/commission plans / prioritisation decisions
- Involve patients in CCG procurement processes / co-production of plans.

Core engagement activity will include:

- Camden Patient and Public Engagement Group events (operational and open)
- CPPEG representation on CCG committees
- Biannual PPG Forums & monthly public newsletter
- Local voluntary and patient group meetings
- Staff support on PPE – toolkits, templates, inductions, events etc.

In 2017-18, the Comms and Engagement team will continue to manage the following:

- Camden Eye newsletter
- CCG Twitter and Facebook
- CCG website and intranet
- Annual General Meeting
- Annual Report and Accounts 2017-18
- Key Achievements 2017-18 document
- Media enquiries / FOI enquiries from media enquiries
- Governing Body and Executive Team information dissemination to staff
- Producing CCG style and language guide (to reduce use of jargon/acronyms etc.)
- Championing use of interactive / digital formats to present key CCG information/ data