

Engagement Plan Call to Action Events – September - December 2013

Project sponsors:

Andy Layzell Chief Officer
Helen Dillistone Director Corporate Development

Project lead/s:

SJ Sandra Johal (Communications)
CH Claire Haynes (Engagement)

Communications lead:

DJ Debbie Jackson
SJ Sandra Johal

Project team:

DB Dita Bukovacova (Internal Comms/Engagement)
RH Rob Hill (Press & media)
CW Charles Walker (Press & media)
CD Caroline Dyas (External Comms)
DP Debbie Parker (Event management)
BE Bob Ellis (Website)

CCG Overview

Southern Derbyshire CCG brings together the combined expertise of 57 local GP practices, acting on behalf of over 500,000 patients covering Southern Derbyshire. The CCG serves a large and complex population with both urban and rural geography / demographics, containing a wide spectrum of social deprivation and health needs. Because of the wide geographical area and complex demographics 4 localities have been identified which allows for greater understanding of communities and a locality focus.

Large Scale Engagement already Undertaken

Consultations across Derbyshire have already been held to give members of the public the opportunity to join the debate on finding better ways of delivering healthcare whilst at the same time meeting new and increasing demands for services and managing costs. The first stage was to develop a set of principles on which difficult decisions could be based in the future. The consultations involved 6 public meetings across Derbyshire and a survey. Over 1000 people participated across the City and County

This was a whole health and social care community approach which included: Health commissioners, Health providers, Adult Care, Voluntary Sector and the public where a range of consultation events took place and Questionnaires completed.

Paper H

The Principles that were agreed are:

1. All services will be person-centred and will meet the needs of the person and their families or carers rather than meeting the needs of the system
 2. We will provide care flexibly across all health and social care organisations by listening to, and understanding the person's complete needs and meeting them by using all services and resources available.
 3. We will challenge assumptions about the way we work and have the courage to make changes for the better that will improve the patient experience and obtain the best value for money.
 4. We respect and value the people who use and work in health and social care services in Derbyshire and we will invest resources to support the health and well-being of our communities.
 5. We will actively seek and listen to the views of people who use and work in health and social care in Derbyshire so that we can plan and deliver services in partnership and be accountable to them.
 6. We will support people to help them to make an informed choice about lifestyle and services and identify and provide extra support for those who need and want to make positive lifestyle changes.
- 

Event Planning – Call to Action

Target group	Methodology	Date
CCG Membership		
CCG Practice Engagement Events (all practices represented)		19/09/2013 05/12/2013
Locality Meetings (every month)		Sep - Dec
Via CCG News Bulletin and website		Sep - Dec
Governing Body and CCG Staff		
Governing Body Meetings Public		Aug 2013, Oct 2013, Dec 2013
Governing Body Development session		Sept 2013, Nov 2013
Staff Engagement Event (Staff Timeout Sessions)		02/10/2013
Staff Briefing		fortnightly
Newsletter / CCG Bulletin		Sep – Dec (monthly)
Website / Intranet		Ongoing
Public		
CCG Health Panel/Public/Stakeholders		Planned for November
57 PPGs		ongoing
PPG Network for each locality		Sep- Dec
CCG Lay Reference Group		Meets bi-monthly
CVS and other voluntary sector contacts		November (via Health Panel and CVS representation on Locality Committees)
Community Engagement Event (focused specifically at Asian, Afro-Caribbean and Eastern European communities)		31/10/2013

Paper H

Public Newsletter	Nov 2013
Website	Oct 2013
Press and Media	Sep – Dec 2013
Link with Local Authority Engagement Forums	Nov 2013
Poster Campaigns	Nov 2013
Patient story/film to be produced	Sept-Nov 2013
Providers	
Agreement needed by CCG contract leads on who is going to lead communications with each provider to avoid multiple requests	Sep 2013
Invitation to Health Panel/Public/Stakeholders event	Nov 2013
Board of Governors at main providers	Sep – Dec 2013
Explore access to FT membership	Sep 2013
Poster Campaign	Oct/Nov 2013
Explore use of provider engagement routes, i.e. websites, newsletters, their stakeholder groups	Sep – Dec 2013
Healthwatch	
Both Healthwatch's already members of CCG Health Panel and CCG Lay Reference Group.	Nov 2013
Healthwatch members to be invited to Health Panel/Public/Stakeholders event	Nov 2013
Attendance at HealthWatch Board meetings	TBC
Healthwatch website, news bulletins, e-bulletins	Sep – Dec 2013
Health and Wellbeing Board	
Presentation at both Derby City and Derbyshire County meetings	Derby City: 12 th September 14 th November Derbyshire County: 26 th September 28 th November

Issues:

- Need to build on feedback from this years plan to avoid duplication
- What is the focus – themes of the engagement, needs a clear focus
- Information packs including publicity material, guidance. Will this be available from the centre
- Outcomes – meaningful dialogue / conversation, not just tick box
- Comparison of feedback with other areas (how will the range of views across England be represented and translated into priorities for NHS)
- Capacity of staff to plan and undertake events in short timescales
- Cost of holding large scale public events
- Analysis of the feedback particularly if survey bases (qualitative + quantitative feedback)