

Bradford District and Craven CCGs Involve tracker

March 2018

RAG rating key:

- Significant issues or risk
- Potential issues or risk
- Successful outcome/impact
- Activity is ongoing or scheduled for future

Strategic objective	Communications, engagement and equalities activity	Outcomes/impact/added value	Issues and next steps	Key dates	CCGs	RAG rating
1. Closing the quality and care gap: working collaboratively, we will develop and deliver targeted programmes to address the gaps in the quality and outcomes of our health and social care. We will reduce unwarranted variations in the quality and care provided for our patients and residents. We will improve outcomes and experience for our patients and residents.						
1.1	Grass Roots (GR) reporting	GR influences our overall performance reporting. Themes and trends are fed into appropriate contract and performance discussions.	Victoria to feedback to MES (system supplier) the requirements discussed by the INVOLVE members on 29 March. See attached notes.	TBC	AWC, BC, BD	●
1.2	Equality Delivery System 2 (EDS) The CCGs are working collaboratively with the provider trusts and local stakeholders to assess progress against equality objectives and the EDS2 goals and outcomes.	Collaborative working will help identify areas for further improvement across the system.	Lynne and Pia to provide an update.	December 2017	AWC, BC, BD	●
1.3	Contract monitoring of providers Twice yearly CCGs receive and evaluate reports from our provider trusts which describe the impact of their equality and diversity work and their progress implementing their equality objectives.		This is ongoing work and complements the partnership work linked to EDS2. Some providers seem to not always respond to our feedback.		AWC, BC, BD	●
1.4	Workforce Race Equality Standard This is a national initiative to reduce the	Reducing inequalities experienced by workforce	The CCG publishes its data and an action plan every year. The CCG	August 2018	AWC, BC, BD	●

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	inequalities experienced by NHS BME staff and job applicants.	aims to improve patient care for all patients.	reviews providers' WRES reports through the contract monitoring route. In both CCGs and provider trusts there are significant inequalities to be addressed .			
2. Closing the health and wellbeing gap: working collaboratively, we will develop and deliver targeted programmes to address the gaps in the levels of health and wellbeing experienced by our population.						
2.1	Young people's event – all CCGs <i>Your Health, Your Future</i>	Developing engagement with young people, delivering key messages. Platform for future engagement.	Further event being held October 2019. AWC area to increase participation with additional follow-up careers events	Ongoing	AWC	
2.2	Patient Network (PPG) Bradford City and Districts CCGs <ul style="list-style-type: none"> Task & finish group established to develop training programme for PPG members. Five topic areas decided on for training throughout 2018/19. February's PN meeting had a session on Primary Care Home & encouraged PPG attendees to work together on their PCH communities. New set of Terms of References (for Patient Network and Steering Group) have been put together. Will be formally accepted at the next steering group meeting. A request/invite has been sent out to City patient network participants and PELs to join the steering group. 	Opportunity for PPGs to network and share good practice. Encourages and supports effective involvement at practice level.	Need to review Patient Network to ensure engagement with wider group of people across 3 CCGs. AWC Network is particular is experiencing difficulties with key members standing down. Need to consider future relationship between network and provider alliances. Joint City & Districts Steering Group is struggling to get sufficient representation from City CCG participants.		AWC, BC, BD	

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2.3	<p>People's Board</p> <ul style="list-style-type: none"> Development day held in January 2018 to decide priorities & reflect on progress Working with BTM to ensure accessibility of information about People's Board People's Board own website being built to enable more direct communication with public 	<p>Experienced and invaluable engagement</p> <p>Connections into communities</p> <p>Collective voice of local people built into commissioning process</p> <p>Easily accessible information about the work of the People's Board</p>	<p>Evaluation report and future plans for PB to be discussed at Governing Body May18</p> <p>Organisational support – awareness and ownership among wider CCG staff</p> <p>Expanding PB into AWC</p>		BC, BD	
2.4	<p>Engaging People is a VCS partnership project to reach into communities and engage on CCG priorities/workstreams.</p> <p>Smoking in pregnancy -Report completed Feb 18.</p> <p>Out of Hospitals project - Report completed Dec 17.</p> <p>Community care in Craven - Engaging people teams worked with CCG teams to encourage people to take part in the consultation (closed 27 Feb).</p> <p>Self-care – Engagement taking place linked to SC&P programme exploring what enables people to take action to manage their own health and wellbeing, and identify the support and messages which will work best for particular communities.</p>	<p>Engaging People team have also started collecting feedback on other health and care services from people at these groups, which will increase the volume and depth of insight coming into grassroots via Healthwatch.</p> <p>Working with VCS partners to ensure oversight of projects and coordination with other Communications, Engagement and Equalities activity.</p>	<p>Briefs being developed:</p> <ul style="list-style-type: none"> Local engagement linked to national consultation on OTC medicines Cancer awareness/screening uptake Support for the Patient Network 		All	
2.5	<p>Mental wellbeing strategy: the development of the strategy involved extensive communications and</p>	<p>Initial digital communications strategy developed and agreed.</p>	<p>Budget to be agreed and MYMUP (Making Your Mind Up) to start development.</p>		AWC, BC, BD	

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	engagement, and consideration of the needs of protected groups. Mental wellbeing strategy implementation (including digital plan) Communications, engagement and social media support		Discussions are taking place between the commissioning lead and equality leads particularly around IAPT services and increasing access to mental health and wellbeing services for BME communities. Issues raised from the EDS2workshops have been feedback to the commissioning lead. Ask Sasha for input			
2.6	Future in Mind: consideration of how existing websites (four, from nine providers) can work together to create coherence for the programme.	Recognised branding and coherent communications offer will help people navigate and identify support.	Working group meeting to agree way forward. Ask Sasha for input		AWC, BC, BD	
2.7	Equality objectives Extensive engagement work has taken place with internal and external stakeholders to identify new equality objectives and promote ownership across the CCGs	Equality objectives identified. Compliance with statutory duties.	Equality objectives have been approved and Lynne and Pia to focus on action plan at the next INVOLVE meeting		AWC, BC, BD	
2.8	Annual Public Sector Equality Duty (PSED) reporting	CCGs are required to report annually on how they are meeting their public sector equality duties. The publication date is 30 March.	Currently we are looking at building this requirement into an updated E&D section on the CCGs' websites. Draft being finalised.	March 2018	AWC, BC, BD	

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3. Closing the finance gap: working collaboratively, we will maximise the value for money in the use of healthcare services to ensure we can deliver financial sustainability and service transformation.						
3.1	Quality, Innovation, Productivity and Prevention (QIPP) programme: Prescribing and medicines waste – all CCGs <ul style="list-style-type: none"> • Communications and social media support 	During the first wave of the campaign for medicines waste on social media, advert seen more than 500,000 times by people in Bradford, over 3,500 website clicks to read more information. Patient Online, seen over 800,000 times on social media, nearly 6,000 website clicks to view more information.	National consultation on prescribing of OTC medicines is being supported through local comms & engagement channels. Baby milk		AWC, BC, BD	
3.2	QIPP: Repeat prescription changes AWC Communications support provided. The E&D team have supported project managers on an ongoing basis to ensure reasonable adjustments are made for disabled and /or older patients		Lynne to work with someone in Comms to review the outcomes of patient and staff surveys to check that this change has not impacted negatively on any groups of patients.	tba	AWC	
3.3	Implementation of Accessible Information Standard should reduce the numbers of patients who miss appointments because communication needs have not been met.	The patient record template that accompanies the e-referral template asks for accessible information & interpretation needs. AIS included in patient record for	Currently the patient record does not flag physical / mobility access needs. Identify new person in the Council who is going to reconvene the group. Victoria trying to get dates together. Identify who in the Teaching Hospitals has	May 2018	AWC, BC, BD	

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		electronic referrals	ownership. Investigate if Aisla is a route in. Add to agenda for May for an update.			
3.4	<p>Equality Impact- Items that should not be routinely prescribed in primary care</p> <ul style="list-style-type: none"> • E&D advice given in how to implement national guidance at a local level • National consultation on prescribing of OTC medicines is being supported through local comms & engagement channels. 	<p>National commissioning guidance to advise CCGs on items which should not be routinely prescribed in primary care:</p> <p>Items of low clinical effectiveness, where there is a lack of robust evidence of clinical effectiveness or there are significant safety concerns.</p> <p>Items which are clinically effective but where more cost-effective products are available, this includes products that have been subject to excessive price inflation.</p> <p>Items which are clinically effective but due to the nature of the product, are deemed a low priority for NHS funding.</p>	<p>There may be a disproportionate impact on low income households, who are unable to afford over the counter alternatives to items no longer being routinely prescribed.</p> <p>NHSE EIA suggests that some of the medications included may have a higher use by older people and women. Local implementation will need to consider local demographics and prescribing data to identify and local inequalities.</p> <p>Communication plan will need to be appropriate for target audience and should consider Easy Read options</p>	NHSE Guidance expected April 2018	AWC, BC, BD	
<p>4. Creating accountable care systems in Bradford and AWC: working collaboratively, we will develop an accountable care system in Bradford and in Airedale, Wharfedale and Craven (AWC) to provide sustainable, effective, efficient and high quality health, care and support services to the local populations.</p>						

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4.1	<p>Discussion at accountable care board Bradford</p> <p>Working with Bradford Talking Media (BTM) to develop story board for accountable care in Bradford and AWC to be used as the basis for range of communications tools.</p>	Development of concise, clear and consistent messages and story to enable communications and engagement with stakeholders.	<p>Storyboard in development, first film will go into production shortly.</p> <p>National guidance calls for a further change in the language used to describe AC.</p> <p>Need to ensure coordination of messages with provider alliances, and with communications being developed by WY&H partnership.</p>	Ongoing	AWC, BC, BD	
4.2	<p>Public conversations across Bradford District and Craven about the future of health services – City and District</p> <ul style="list-style-type: none"> Continuing to use messages in internal and public communications Findings built in to refreshed place based plan for health and care transformation 	Public voices at the heart of refreshed plan for transformation of health & care	Work needed about how to embed the learning across the CCGs and partners and next steps.		AWC, BC, BD	
4.3	<p>Consultation on community care services in Craven (including the future of Castleberg hospital)</p> <ul style="list-style-type: none"> Communications, engagement, events management, media and digital/social media support. Initial Integrated Impact Assessment completed (Equality, Quality and Privacy). 	Output of prior engagement influenced the development of the consultation process. Consultation options are based on pre-consultation engagement feedback and other stakeholder views.	<p>Consultation ended on 27 February 2018.</p> <p>Outcome of consultation report being prepared, ready for final consideration by AWC governing body in May.</p> <p>Integrated impact assessment to be refreshed post-consultation.</p>	8 May 2018	AWC	
4.4	GP extended access in Bradford	Design, promotion and feedback from GP extended	April (50%)and October (100%) roll outs. Sue to follow up on	Ongoing	BC, BD	

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		access survey influences the phased development of the service in Bradford.	AWC. involvement.			
4.5	Learning and innovation event 2018 <ul style="list-style-type: none"> Communications, engagement, events management, media and digital/social media support. 	Opportunity for support, networking and innovation amongst NHS and partner organisations	Chase up evaluation.		AWC, BC, BD	
5. Self-care and prevention: working collaboratively, we will improve the levels of self-care and ill health prevention to enable and empower people to better help themselves, live well and maintain their independence and dignity for as long as possible.						
5.1	<i>Self-care everywhere</i> event followed by Catalyst leadership course	Engagement with young people Platform for further engagement Promotion of self-care messages Developing a movement	Need to look at how we move on with engaging with young people.		AWC, BC, BD	
5.2	Self-care week <ul style="list-style-type: none"> Development of branding aimed at young people Collaborative development of event agenda with young public Multi-organisational planning (Local Authority, NHS England, Barnardo's) Heavy Social Media reliance for promotion Diverse stalls from partner organisations Events at various venues Working with diverse groups on the 	<ul style="list-style-type: none"> Collaborative organisation, will increase turnout Relationship instigated with young public of Bradford Creation of a brand that could become synonymous with our communications with young people Effective use of free digital/social tools 	<ul style="list-style-type: none"> Young People digital communication requires full time maintenance Develop further sessions for young people involvement with the CCG Further development of modern social network presence (Instagram and Snapchat) 	November 2018	AWC, BC, BD	

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	one Change Challenge					
5.3	Self-care and prevention programme communications plan – all CCGs	Plan agreed by programme board	Advertising campaign booked.		AWC, BC, BD	
5.4	Bradford Breathing Better – City and Districts	Key workstreams to be agreed at workshop in November	Communications and engagement plan being updated		BC, BD	
5.5	Bradford Beating Diabetes/National Diabetes Prevention Programme (NDPP) (the old Bradford Beating Diabetes) – all CCGs Continuing development of website to reflect work happening in accountable care and promotion of Healthier You programme <ul style="list-style-type: none"> • Communications, media, digital/social media and engagement support. • E&D input into IIA 	Budget to be agreed, changes to the website in discussion.	Changes to be communicated and promoted to public.		AWC, BD, BC	
5.6	Bradford's Healthy Hearts - Continuing support to the development of the programme (BD), including blood pressure testing in workplaces <ul style="list-style-type: none"> • Update of website • Blood pressure campaign on social media • E&D input into EIA 	Increased participation in, and engagement with, the BHH programme	Continued communications support to the development of the project. Add link to website.		BD	
6. Acute provider collaboration: working collaboratively, we will ensure that the acute collaboration programme being led by the local acute trusts and West Yorkshire mental health trusts improves the clinical and financial sustainability of acute physical and mental health services, complements the						

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development of out of hospital services and underpins the delivery of key quality and performance objectives including constitutional standards.						
6.	<p>System-wide Winter communications – all CCGs and partners Includes all messaging from Stay Well This Winter (flu/appropriate use/self-care/antibiotic resistance) and all time-sensitive events from Oct-Feb.</p> <ul style="list-style-type: none"> Communications, media, digital/social media, engagement support. 	<p>Plan will influence ways of working between NHS and local authority communications around winter issues.</p> <p>Plan agreed by A&E Delivery Board (Sep, revised version discussed in Oct). Regular partner meetings (monthly) to continue development.</p> <p>Outdoor and internal bus adverts now in place.</p>	Continuation of support to the winter team.	Ongoing	AWC, BC, BD	
7. CCG development: we will continue to review and develop our internal resources, structures and processes to ensure that we are able to achieve our strategic objectives and meet NHS constitutional standards.						
7.1	<p>CCG website development – all CCGs New websites launched. Continuing management and development, including:</p> <ul style="list-style-type: none"> Project management, communications, digital support. 	CCG websites meet NHS corporate identity guidelines; website copy refreshed and reinvigorated; positive feedback from partners and public.	Continuing management and further development taking place, including audit and development of engagement pages.		AWC, BC, BD	
7.2	360 Stakeholder survey Every CCG is required to go through an annual assurance process which is led by NHS England. The stakeholder survey forms a central part of this assurance process, allowing both the CCG and NHS England to assess how our relationships	Understanding of external views in order to develop action plan for improvement.	Stakeholder survey for completion by end Feb 2018. Report will be shared with CCGs in March 2018.	March 2018	AWC, BC, BD	

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	with stakeholders have developed since authorisation, informing the future development of the CCG.					
7.3	CCG annual reports – produce three reports and summary documents.	Meet statutory requirements; supports transparency and engagement.	3 reports due and will be looked at A&G. Also need to look at Annual reviews across the 3 CCGs. All to consider if these should be web-based due to over-print. Ask Engaging Team if they would like to take them to events.	20 April 2018	AWC, BC, BD	
7.4	Annual NHS Carol concert organised by CCG communications team.	Collaboration with partner organisations. Positive media coverage. Engagement with staff across system.	Successful carol service held in December 2017 for NHS, partners and public. Planning for 2018 service tied to NHS70.		AWC, BC, BD	
7.5	LGBT+ History Month. Promotion of issues, events and services via Staff and GP bulletins and social media.	Raise awareness of LGBT+ issues and services with staff, practices and local people.	E&D review discussed the Lanyard Campaign. Pia picking up with Rachel McAfferty	tba	AWC, BC, BD	
7.6	Communications and engagement strategy – all three CCGs	Clarity about communications and engagement methods and plan in place for development	Internal Audit has picked up on not having current strategies. Look at high level principles and individual campaigns can sit under them	2018	AWC, BC, BD	
7.7	NHS70 promotion	Collaboration with partner organisations, positive media coverage, engagement with staff across the system	Louise Stordy leading on the campaign.	April 2018	AWC, BC, BD	