

## Bradford District and Craven CCGs Involve tracker

January 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.	Grass Roots (GR) reporting	GR influences our overall performance reporting. Themes and trends are fed into appropriate contract and performance discussions.	Further development of GR to enable broader ownership and use across the CCGs. MES (system supplier) working on set up of system, aiming to go live Feb 2018 (later than initially hoped).	TBC	AWC, BC, BD	●
1.	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.	3 of the 4 panels have been held. One has had to be postponed till Jan 15 due to a burst water main at the venue. Results will be shared with INVOLVE group and relevant issues raised and actions identified.	December 2017	AWC, BC, BD	●
1.	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.		AWC, BC, BD	

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1.	Workforce Race Equality Standard This is a national initiative to reduce the inequalities experienced by NHS BME staff and job applicants.	Reducing inequalities experienced by workforce aims to improve patient care for all patients.	The CCG publishes its data and an action plan every year. The CCG reviews providers' WRES reports through the contract monitoring route. In both CCGs and provider trusts there are significant inequalities to be addressed	August 2018	AWC, BC, BD	
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.	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 explored for AWC area to increase participation (planned for Summer 2018) with additional follow-up careers events	Summer 2018 – follow up event	AWC	
2.	Patient Network (PPG) Bradford City and Districts CCGs <ul style="list-style-type: none"> <li>Involvement in the Extending Access engagement</li> <li>Task &amp; finish group established to develop training programme for PPG members.</li> </ul>	Opportunity for PPGs to network and share good practice	Need to review Patient Network to ensure engagement with wider group of people across 3 CCGs. Need to consider future relationship between network and provider alliances.		AWC, BC, BD	
2.	People's Board <ul style="list-style-type: none"> <li>Info online updated as part of redevelopment of CCG sites</li> <li>Development session held in Nov with the People's Board and further away day planned for Jan.</li> <li>Working with BTM to ensure accessibility of information about People's Board</li> </ul>	Experienced and invaluable engagement Connections into communities Collective voice of local people built into commissioning process Easily accessible information about the work of the People's Board	Evaluation report to be discussed at future Governing Body Organisational support – awareness and ownership among wider CCG staff Expanding PB into AWC Websites updated at re-launch; continued content development needed	Development Day 12 Jan 18	BC, BD	

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2.	<p>Engaging People is a VCS partnership project to reach into communities and engage on CCG priorities/workstreams.</p> <p><b>Smoking in pregnancy</b> - Delivered focus group sessions and surveys with Slovakian women, exploring in depth the lives of women who continue to smoke during pregnancy.</p> <p><b>Out of Hospitals project</b> - Report completed Dec 17. Findings discussed at Out of Hospital Engine Room, and Out of Hospital Programme Board. CCG will be using the feedback to develop Primary Care Home Communities and other community based services.</p> <p><b>Community care in Craven</b> - Engaging people teams are working with CCG teams on outreach sessions to encourage and support people to take part in the consultation.</p> <p><b>Self-care</b> - Brief developed for work to support SC&amp;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>The 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>New head of Engagement is working with VCS partners to ensure oversight of projects and coordination with other Communications, Engagement and Equalities activity.</p>		All	

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2.	Primary medical care commissioning strategy engagement Communications, engagement and social media support	Outcome of engagement will influence the further development of the strategy.	Technical issue discovered with online survey which required engagement period to be extended to January 2018.	January 2018	AWC	
2.	Mental wellbeing strategy: the development of the strategy involved extensive communications and engagement, and consideration of the needs of protected groups.  Mental wellbeing strategy implementation (including digital plan) Communications, engagement and social media support	Initial digital communications strategy developed and agreed.	Budget to be agreed and MYMUP (Making Your Mind Up) to start development. An early draft of the implementation plan will be shared with the Bradford District and Craven NHS Equality Partnership Group to help inform initial priorities, good practice and quick wins and this will include feedback from the EDS2 panels relating to mental health and wellbeing		AWC, BC, BD	
2.	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.		AWC, BC, BD	
2.	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.	Proposed equality objectives to go to JCB and GB. 6 monthly updates will be provided to Involve Group.		AWC, BC, BD	

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2.	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 will be shared with Involve group.	March 2018	AWC, BC, BD	
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.	Quality, Innovation, Productivity and Prevention (QIPP) programme: Prescribing and medicines waste – all CCGs <ul style="list-style-type: none"> <li>Communications and social media support</li> </ul>	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.	Campaigns to be pushed again via social media in January 2018.	January 2018 for social media push	AWC, BC, BD	
3.	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		In March 2018 we will review the outcomes of patient and staff surveys to check that this change has not impacted negatively on any groups of patients	March 2018	AWC	

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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 electronic referrals	Currently the patient record does not flag physical / mobility access needs.			
3.	<p>Manningham GP surgeries - City Work to establish future arrangements for patients at three GP surgeries whose contracts end in March 2018.</p> <ul style="list-style-type: none"> <li>• Consultation with patients in three practices and feedback to decision-makers</li> <li>• Communications, media, marketing (direct mail to patients) and stakeholder comms.</li> <li>• Advice given by E&amp;D team</li> <li>• Media release following decision at September Primary Care Commissioning Committee (PCCC) and ongoing briefings to media as appropriate.</li> <li>• Mailing to all affected patients.</li> <li>• Ongoing communications with Health Overview and Scrutiny Committee (HOSC).</li> <li>• MPs briefed.</li> <li>• Additional reactive media relations</li> </ul>	Consultation completed and feedback provided to PCCC; views received influenced the direction of travel.	Letters to patients about the PCCC's decision have been sent.		BC	

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3.	Equality Impact- Items that should not be routinely prescribed in primary care <ul style="list-style-type: none"> <li>E&amp;D advice given in how to implement national guidance at a local level</li> </ul>	National commissioning guidance to advise CCGs on items which should not be routinely prescribed in primary care: Items of low clinical effectiveness, where there is a lack of robust evidence of clinical effectiveness or there are significant safety concerns. Items which are clinically effective but where more cost-effective products are available, this includes products that have been subject to excessive price inflation. Items which are clinically effective but due to the nature of the product, are deemed a low priority for NHS funding.	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.  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.  Communication plan will need to be appropriate for target audience and should consider Easy Read options			
3.	Equality Impact Assessment of the awarding of a contract for the provision of Advocacy Services	Good value effective advocacy services for people with learning disabilities and with mental health problems	Different versions of the EIA are being produced at different stages of contract award with a focus on making sure they are written in Plain English		AWC, BC, BD	

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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.						
4.	Discussion at accountable care board Bradford Initial working group meeting held 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.	Development of concise, clear and consistent messages and story to enable communications and engagement with stakeholders.	Draft storyboard in development, further meeting Jan 2018 Need to ensure coordination of messages with provider alliances, and with communications being developed by WY&H partnership.	Jan 2018	AWC, BC, BD	
4.	Public conversations across Bradford District and Craven about the future of health services – City and District <ul style="list-style-type: none"> <li>Presented at HWB in December</li> <li>Internal and public communications</li> <li>Finding built in to refreshed place based plan for health and care transformation</li> </ul>	Public voices at the heart of refreshed plan for transformation of health & care	Need to ensure ongoing engagement and communication with people who took part.		AWC, BC, BD	
4.	Consultation on community care services in Craven (including the future of Castleberg hospital) <ul style="list-style-type: none"> <li>Communications, engagement, events management, media and digital/social media support.</li> <li>Initial Integrated Impact Assessment completed (Equality, Quality and Privacy).</li> </ul>	Output of prior engagement influenced the development of the consultation process. Consultation options are based on pre-consultation engagement feedback and other stakeholder views.	Consultation underway ending on 27 February 2018.	27 Feb 2018	AWC	



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4.	GP extended access in Bradford	Design, promotion and feedback from GP extended access survey influences the phased development of the service in Bradford.	Continuing communications and engagement support to the further roll-out of the service.		BC, BD	
4.	Learning and innovation event 2018 planning <ul style="list-style-type: none"> <li>Communications, engagement, events management, media and digital/social media support.</li> </ul>	Opportunity for support, networking and innovation amongst NHS and partner organisations	Planning for next event in January 2018	19 Jan 2018	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.	<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	Presentation at Innovation event in January	January	AWC, BC, BD	
5.	Self-care week <ul style="list-style-type: none"> <li>Development of branding aimed at young people</li> <li>Collaborative development of event agenda with young public</li> <li>Multi-organisational planning (Local Authority, NHS England, Barnardo's)</li> <li>Heavy Social Media reliance for promotion</li> <li>Diverse stalls from partner</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative organisation, will increase turnout</li> <li>Relationship instigated with young public of Bradford</li> <li>Creation of a brand that could become synonymous with our communications with</li> </ul>	<ul style="list-style-type: none"> <li>Young People digital communication requires full time maintenance</li> <li>Develop further sessions for young people involvement with the CCG</li> <li>Further development of modern social network presence (Instagram and Snapchat)</li> </ul>		AWC, BC, BD	

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	<p>organisations</p> <ul style="list-style-type: none"> <li>• Events at various venues</li> <li>• Working with diverse groups on the one Change Challenge</li> </ul>	<p>young people</p> <ul style="list-style-type: none"> <li>• Effective use of free digital/social tools</li> </ul>				
5.	Self-care and prevention programme communications plan – all CCGs	Plan agreed by programme board	Brief to be sent to design agency for concepts. To run from February 2018		AWC, BC, BD	
5.	Bradford Breathing Better – City and Districts	Key workstreams to be agreed at workshop in November	Communications and engagement plan to be updated		BC, BD	
5.	<p>Bradford Beating Diabetes – all CCGs</p> <p>Continuing development of website to reflect work happening in accountable care and promotion of Healthier You programme (NHS diabetes prevention programme – AWC).</p> <ul style="list-style-type: none"> <li>• Communications, media, digital/social media and engagement support.</li> <li>• E&amp;D input into IIA</li> </ul>	<p>Budget to be agreed, changes to the website in discussion.</p> <p>Media release for Healthier You sessions for those at-risk of type 2 diabetes.</p>	Changes to be communicated and promoted to public.		AWC, BD, BC	
5.	<p>Bradford's Healthy Hearts - Continuing support to the development of the programme (BD), including blood pressure testing in workplaces</p> <ul style="list-style-type: none"> <li>• Update of website</li> <li>• Blood pressure campaign on social media</li> <li>• E&amp;D input into EIA</li> </ul>	Increased participation in, and engagement with, the BHH programme	Continued communications support to the development of the project.		BD	

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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 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"> <li>Communications, media, digital/social media, engagement support.</li> </ul>	<p>Plan will influence ways of working between NHS and local authority communications around winter issues.</p> <p>Plan drafted as a working document and presented at A&amp;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.		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.	<p>CCG website development – all CCGs New websites launched. Continuing management and development, including:</p> <ul style="list-style-type: none"> <li>Project management, communications, digital support.</li> </ul>	CCG websites meet NHS corporate identity guidelines; website copy refreshed and reinvigorated; positive feedback from partners and public.	Websites launched on 15 December. Continuing management and further development taking place.		AWC, BC, BD	
7.	360 Stakeholder survey Every CCG is required to go through an annual assurance process which is led	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	March 2018	AWC, BC, BD	

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	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 with stakeholders have developed since authorisation, informing the future development of the CCG.		in March 2018			
7.	CCG annual reports – produce three reports and summary documents.	Meet statutory requirements; supports transparency and engagement.	Planning to commence in January	January 2018	AWC, BC, BD	
7.	Annual NHS Carol concert organised by CCG communications team. Attended by over 150 people.	Collaboration with partner organisations. Positive media coverage. Engagement with staff across system.	Planning for bigger event next year tied to NHS70.		AWC, BC, BD	