

Bradford District and Craven CCGs Involve tracker

June 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.	Initial set up complete, data from April 18 is being imported to the system. Training with core staff team needed in July, with phased roll out of access to other teams over several months. Some delays to current Grass roots reporting during the transition.	July 2018 first phase go live	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. Assessment panels, survey and grading complete	The EDS summary report is now uploaded on the three CCG equality web pages. The NHS Equality Leads Partnership Group is currently identifying shared actions and reviewing the process for future EDS engagement.		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		This is ongoing work and complements the partnership work linked to EDS2. Some providers seem to not always		AWC, BC, BD	●

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	and diversity work and their progress implementing their equality objectives.		respond to our feedback.			
1.4	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. No update	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. There have been some challenges getting the right data within required timescales to go through the agreed governance processes before publication in August.	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.						
2.1	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 network) <ul style="list-style-type: none"> New Terms of References (for Patient Network and Steering Group) have been formally accepted. Head of Engagement has met individually with chair of network, practice managers, Lay Member for PPI in AWC to understand issues. 	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. The PN Steering Group to work with the Engagement Team and the Primary Care Team to look at how PPGs can be rebranded and work differently – working more		AWC, BC, BD	

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	<ul style="list-style-type: none"> • Steering Group now has 2 new members for City CCG – one is a PEL and one is a patient. • There 2 topics discussed at the April Patient Network meetings - <ul style="list-style-type: none"> ○ How PPGs and practices can engage with Young Carers – delivered by Barnardo’s – attendees were provided with materials to help their practice engage with Young carers. ○ Update on Access Plans – Karen Stothers delivered this session in a work shop style. • Working with Community Action Bradford & District to schedule delivery of the training for Patient Network members 		<p>closely with Practice Health Champions and other Practice volunteers so that we have a broader approach to engagement at practice level.</p> <p>Saeed, Marilyn and Karen Stothers to attend the GPQI meeting in August to talk about PPG self-assessment.</p> <p>AWC Network is particular is experiencing difficulties with key members standing down. Support to strengthen PPGs in AWC will become a priority for Engaging People partners in Q2&Q3. Training & development opportunities for PN and other patient reps will be delivered throughout 18/19.</p> <p>Task and Finish grow set up to look at the training materials and adjust/amend to make them suitable for Bradford.</p>			
2.3	<p>People’s Board</p> <ul style="list-style-type: none"> • People’s Board own website and social media accounts have been launched 	<p>Experienced and invaluable engagement Connections into communities Collective voice of local</p>	<p>Evaluation report and future plans for PB to be discussed at Governing Body July 18 Board to Board with JCB planned</p>	July 18	BC, BD	

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	<ul style="list-style-type: none"> People's Board have decided to withdraw from individual attendance at Programme Boards, as members did not feel was best route to influence. Members have decided to identify three key areas to focus on over next year: Mental Health, Self Care & Prevention, Children & Young People. 	<p>people built into commissioning process</p> <p>Easily accessible information about the work of the People's Board</p>	<p>for July to strengthen relationship with clinical leadership</p> <p>Some members have resigned from the PB over recent months – recruitment will take place over all 3 CCG areas.</p> <p>ToR and other documents need to be updated prior to recruitment.</p>			
2.4	<p>Engaging People is a VCS partnership project to reach into communities and engage on CCG priorities/workstreams.</p> <p>Self-care – Engagement with public 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 – report completed.</p> <p>OTC prescribing – Linked to national consultation, teams are engaging with local communities to understand their views on NHSE's guidance in order to enable CCGs to make local decision about implementation – presented to JCC 18 June.</p> <p>Women's Health Network – work underway to develop a logo for the WHN, being co-produced with members (initial draft currently being worked on).</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"> Support for the PPGs (starting in AWC) Mental Health (in partnership with People's Board) <p>INVOLVE group will carry out annual review of Engaging People grant in August 2018</p>	August 2018	All	

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	Plans to set up menopause cafes to enable women to talk and get peer support. Domestic and sexual violence – gathering views from individuals and groups to influence the commissioning of support services.					
2.5	Mental wellbeing strategy	Shared understanding of the implementation of the strategy	10 October: event to present the progress of the Mental wellbeing strategy. This will be a mixture of update on progress, reflections on learning, share and celebrate good practice and opportunity for people to get more involved in co-production. A working group is currently planning the event. The intended audience will be elected members, members of the public (including people accessing our services), staff from LA, NHS, VCS, our providers and system leaders.		AWC, BC, BD	
2.6	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. Objectives approved by joint Governing Body.	Equality objectives have been approved and will be discussed at the June INVOLVE meeting Agreed to produce an internal and external (website) update. Discussion taking place with comms to ensure website version		AWC, BC, BD	

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			is easy to understand and options of how to present information.			
2.7	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.	New content for website agreed, equality objectives report, workforce report and EDS reports now all uploaded on CCG websites. Equality objectives update report will be uploaded once new format for update has been agreed.	March 2018	AWC, BC, BD	
2.8	Carers Engagement CCG working jointly with CBMDC on stakeholder engagement ahead of procurement of Integrated Carers Service.	Recognising and valuing the role of unpaid carers, and vital role in ensuring sustainability of health & care system. Ensuring support offer funded by CCG is meeting needs of carers. Insight gained will also contribute to development of long term strategy for carers across the district – linking to WY&H strategic priority.	Initial timeline for procurement did not allow time for public engagement. Paper has gone through JCC highlighting issues and risk of extending timeline for procurement (beyond contract with current provider). ECB approved amended timeline in April. Carers engagement has gone live and the team are out doing focus groups across BD&C. Engagement ends July 2018.	July 2018	AWC, BC, BD	

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2.10	Talk Cancer programme City CCG working with Cancer Research UK to deliver a programme of Talk Cancer workshops throughout the year targeting groups such as community centres, faith groups, women's health network etc. Specialist sessions will be delivered for pharmacists, and some sessions also targeted at GP receptionists etc. as well as social prescribers. The workshops focus on the skills/tools to have sensitive conversations with people to raise awareness on importance of early diagnosis /screening.	Understanding and reducing barriers to uptake of cancer screening. Community and health/care workforce are able to have better conversations to raise awareness of cancer signs & symptoms. Workshops will be supported by comms campaign.	Dates scheduled throughout 2018. Two workshops have been delivered which have been well received More are scheduled, including focussed sessions for pharmacy staff and community connectors. Extend invitation to E&D		BC	
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. 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. Ongoing Patient Online, seen over 800,000 times on social media, nearly 6,000 website clicks to view more information.	National consultation on prescribing of over the counter medicines is being supported through local comms & engagement channels. Potential changes to prescribing of infant formula milk will require sensitive communications and engagement with local communities.		AWC, BC, BD	

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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		Equalities & Engagement team to plan review to check that this change has not impacted negatively on any groups of patients.	TBC	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 electronic referrals	Currently the patient record does not flag physical / mobility access needs. Cross sector Accessible Information Standard group re-established, led by CBMDC – CCG Engagement and Equalities leads attended. Grassroots has flagged issues for deaf patients accessing Primary Care – this will be discussed at JQC in June. VS working with BTM to develop actions and tools to help practices address concerns.	May 2018	AWC, BC, BD	
3.4	Equality Impact- Items that should not be routinely prescribed in primary care <ul style="list-style-type: none"> E&D advice given in how to implement national guidance at a 	National commissioning guidance to advise CCGs on items which should not be routinely prescribed in	There may be a disproportionate impact on low income households, who are unable to afford over the counter	NHSE Guidance expected April 2018	AWC, BC, BD	Completed

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	<p>local level</p> <ul style="list-style-type: none"> National consultation on prescribing of OTC medicines is being supported through local comms & engagement channels. 	<p>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>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> <p>Ongoing with Comms</p>			
3.5	LGBT+ 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.	<p>E&D review discussed the Lanyard Campaign. Pia picking up with Rachel McCafferty</p> <p>Link with Pride at the end of June.</p>	tba	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>	<p>Development of concise, clear and consistent messages and story to enable communications and engagement with stakeholders.</p> <p>Change HCP name</p>	<p>Storyboard in development, first film will go into production shortly.</p> <p>This project has been delayed by changes in the language used to describe accountable/integrated care.</p> <p>Need to ensure co-ordination of messages with provider alliances, and with communications being developed by WY&H partnership. Film will be ready for AGMs.</p>	Sept 2018	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 	<p>Public voices at the heart of refreshed plan for transformation of health & care</p>	<p>Work needed about how to embed the learning across the CCGs and partners and next steps. This should include identifying any variations across different population groups</p>		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). Outcome of consultation report 	<p>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>	<p>Consultation ended on 27 February 2018.</p> <p>Decision taken at Governing Body meeting on 08/05/18 to repair and re-open the hospital.</p> <p>Further support to a stakeholder working group looking at additional uses for unoccupied</p>		AWC	

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	<p>prepared, ready for final consideration by AWC governing body in May.</p> <ul style="list-style-type: none"> Governing Body meeting held in public booked for May in accessible building, hearing loop provided, promoted via media release (coverage already generated) and social media. Questions can be submitted ahead of the meeting via email or post. Video of event to be made available online afterwards. 		space in the building.			
4.4	GP extended access in Bradford	Design, promotion and feedback from GP extended access survey influences the phased development of the service in Bradford.	April (50%) and October (100%) roll outs. Sue to follow up on AWC involvement.	October 2018	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	<p>Engagement with young people</p> <p>Platform for further engagement</p> <p>Promotion of self-care messages</p> <p>Developing a movement</p>	<p>Engagement team will work with People's Board and local Healthwatch to develop actions to develop and widen engagement with YP.</p> <p>Planning ongoing for event in November</p>		AWC, BC, BD	
5.2	Self-care week	<ul style="list-style-type: none"> Collaborative 	<ul style="list-style-type: none"> Young People digital 	November	AWC,	

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	<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 one Change Challenge 	<ul style="list-style-type: none"> 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"> 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) 	2018	BC, BD	
5.3	Self-care and prevention programme communications plan – all CCGs	Plan agreed by programme board.	Branding, commissioned and agreed as part of work with the Healthy Living Board, due for completion during May with additional advertising campaign booked.		AWC, BC, BD	
5.4	Bradford Breathing Better - City and Districts	Key work streams to be agreed at workshop in November	Communications and engagement plan being updated. Work started on developing a website for the programme		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	Internal communications, media relations, digital/social media and engagement support done for National Diabetes Awareness Week (16-22 April 2018) and wider	Waiting on new content for BBD website from Kath Helliwell. Waiting on NDPP provider to provide pre-referral leaflets in multiple languages and Easy Read		BD, BC	

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	<p>care and promotion of Healthier You (NDPP) programme</p> <ul style="list-style-type: none"> • Planning currently underway to share diabetes management messages throughout Ramadan and support for practice community events. • E&D input into IIA 	<p>NDPP programme.</p> <p>Engagement with patient networks and practice engagement leads.</p> <p>Praised by NHS England for campaign.</p> <p>Outdoor advertising and promoted social media ongoing.</p> <p>Several media mentions including radio interviews secured.</p> <p>Increased participation in, and engagement with, the NDPP programme.</p>	<p>format (promised ahead of NDPW but not delivered).</p> <p>Working with Dr Waqas Tahir on support materials/media release ahead of Ramadan.</p> <p>Need to monitor who is using the service to ensure changes are resulting in the right people accessing the service.</p>			
5.6	<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"> • Update of website 	<p>Increased participation in, and engagement with, the BHH programme</p>	<p>Continued communications support to the development of the project.</p> <p>www.bradfordshealthyhearts.co.uk</p>		BD	
<p>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</p>						

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development of out of hospital services and underpins the delivery of key quality and performance objectives including constitutional standards.						
6	Cross-system winter planning: support to A&E Delivery Board with communications and engagement campaign	More appropriate use of services; improved health literacy	Update winter communications and engagement plan, detailing 2018/19 winter campaign		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	CCG website development – all CCGs New websites launched. Continuing management and development, including: <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 with stakeholders have developed since authorisation, informing the future development of the CCG.	Understanding of external views in order to develop action plan for improvement.	Stakeholder survey for completion by end Feb 2018. Report was shared with CCGs in March 2018. Action plan to be developed	August 2018	AWC, BC, BD	
7.3	CCG annual reports – produce three reports	Meet statutory requirements; supports transparency and engagement.	Three reports approved and published on websites; NHSE feedback “green” RAG rating in all areas.	September 2018	AWC, BC, BD	

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			Reports to be received at AGMs in September 2018. Producing “how to find” guide to the report.			
7.4	NHS70 events	Collaboration with partner organisations. Positive media coverage. Engagement with staff across system.	A range of events planned for w/c 2 July 2018, including picnic in the park, ParkRun and featuring of Bradford NHS on Look North and other media. Year to be concluded with NHS Carol Service on 14 December.	5 July 2018	AWC, BC, BD	
7.6	Communications and engagement strategy – all three CCGs	Clarity about CCGs’ communications and engagement approach.	Top level strategies being re-written. Structure devised. Internal audit deadline of November 2018 for completion.	Nov 2018	AWC, BC, BD	
7.7	MyCCG – website resources	Provide clear and transparent information about what, and how well, we are doing.	Website information being re-formatted into easy-to-ready, accessible information on CCG performance measures. Demonstration of new resource at Clinical Board w/c 25 June.	July 2018	AWC, BC, BD	