

Bradford District and Craven CCGs Involve tracker

September 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 has been imported to the system. Training with core staff team in July. New style reporting including sentiment analysis will be available from September	Sept 2018	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 and diversity work and their progress		This is ongoing work and complements the partnership work linked to EDS2. There has been a delay in receiving a report from Airedale Hospital – this has		AWC, BC, BD	●

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	implementing their equality objectives.		been followed up			
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 published its WRES report and action plan to meet the 1 <sup>st</sup> August deadline.  To ensure the action plan is implemented columns showing who is responsible and deadline dates have been added. FJ, LC and MG will meet to oversee implementation 4 times a year.  The WRES indicator that forms part of the IAF shows our providers in the lowest quartile nationally – but there are concerns over how helpful this measure is	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"> <li>The September Patient Network meetings will be split in to two parts – the first part will be on Care Navigation and the second part will be on Evergreen/Health App &amp;</li> </ul>	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		AWC, BC, BD	

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	<p>Orcha.</p> <ul style="list-style-type: none"> <li>Working with Community Action Bradford &amp; District to schedule delivery of the training for Patient Network members. Meeting in August to finalise content and dates for the training</li> <li>Working with Engaging People to rejuvenate the AWC Patient Network and wider engagement – initial planning meeting in August to make a start on this.</li> <li>Task and Finish group set up to help with developing and organising the Patient Network Celebration event in November – theme of the event is Selfcare – Title of event - Our Health Service, Our Future.</li> </ul>		<p>the Primary Care Team to look at how PPGs can be rebranded and work differently – working more closely with Practice Health Champions and other Practice volunteers so that we have a broader approach to engagement at practice level.</p> <p>AWC Network in 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&amp;Q3.</p> <p>Training &amp; development opportunities for PN and other patient reps will be delivered throughout 18/19.</p> <p>Task and Finish group 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"> <li>Recruitment for new members is now live, including AWC</li> <li>Terms of Reference have been updated and approved by Governing</li> </ul>	<p>Experienced and invaluable engagement Connections into communities Collective voice of local people built into</p>	<p>Board to Board with JCC planned for July to strengthen relationship with clinical leadership &amp; ensure shared vision. Need to ensure connections</p>	July 18	BC, BD	

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	Body.	commissioning process Easily accessible information about the work of the People's Board	between PB and H&C partnership development, and links to 13 communities.			
2.4	Engaging People is a VCS partnership project to reach into communities and engage on CCG priorities/workstreams. <b>Women's Health Network</b> –menopause cafes launched to enable women to talk and get peer support. <b>Domestic and sexual violence</b> – gathered views from individuals and groups to influence the commissioning of support services. <b>Support for PPG network in AWC</b> – project to strengthen involvement in practices & sharing ideas/resources between PPG	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.  Working with VCS partners to ensure oversight of projects and coordination with other Communications, Engagement and Equalities activity.	Briefs being developed: <ul style="list-style-type: none"> <li>• Mental Health (in partnership with People's Board)</li> <li>• Ongoing self-care work</li> <li>• Winter pressures &amp; health literacy – EP team will be supporting system-wide C&amp;E plan for winter being developed for A&amp;E Delivery Board.</li> </ul> INVOLVE group will carry out annual review of Engaging People grant in October 2018 (delayed due to meeting clashes)	October 2018	All	
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		AWC, BC, BD	

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			the public (including people accessing our services), staff from LA, NHS, VCS, our providers and system leaders.			
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 is easy to understand and options of how to present information. <a href="#">New draft internal version shared with INVOLVE at August meeting</a>		AWC, BC, BD	
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	Recognising and valuing the role of unpaid carers, and vital role in ensuring sustainability of health & care system.	<a href="#">Need to ensure insight from engagement informs development of future strategy, in addition to informing</a>	Sept 2018	AWC, BC, BD	

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	Service. 450 carers reached across the district. Report will be published September and presented as part of market briefing to potential providers.	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.	procurement of Carers Service.			
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.  Six workshops have been delivered which have been well received. More are scheduled, including focussed sessions for pharmacy staff and community connectors.		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	National consultation on prescribing of over the counter medicines is being supported through local comms & engagement channels. Potential changes to prescribing		AWC, BC, BD	

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		information. Ongoing Patient Online, seen over 800,000 times on social media, nearly 6,000 website clicks to view more information.	of infant formula milk will require sensitive communications and engagement with local communities.			
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.  Cross sector Accessible Information Standard group re-established, led by CBMDC – CCG Engagement and Equalities leads attend.  Grassroots has flagged issues for deaf patients accessing Primary Care – this was discussed at JQC in June. VS	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.  Challenging to set up training for practice staff at same time as other conflicting demands on practice time – no budget for backfill.	May 2018	AWC, BC, BD	

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	working with BTM to develop actions and tools to help practices address concerns.					
3.4	<p>Equality Impact- Items that should not be routinely prescribed in primary care</p> <ul style="list-style-type: none"> <li>E&amp;D advice given in how to implement national guidance at a local level</li> <li>National consultation on prescribing of OTC medicines is being supported through local comms &amp; engagement channels.</li> </ul>	<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> <p>Ongoing with Comms</p>	NHSE Guidance expected April 2018	AWC, BC, BD	Completed
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&amp;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	

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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.						
4.1	Discussion at accountable care board Bradford 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.	Development of concise, clear and consistent messages and story to enable communications and engagement with stakeholders.  Change HCP name	Need to ensure co-ordination of messages with provider alliances, and with communications being developed by WY&H partnership. Film will be ready in September	Sept 2018	AWC, BC, BD	
4.2	Public conversations across Bradford District and Craven about the future of health services – City and District <ul style="list-style-type: none"> <li>Continuing to use messages in internal and public communications</li> <li>Findings 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	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		AWC, BC, BD	
4.3	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	Engagement with young	Engagement team will work with		AWC,	

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	Catalyst leadership course	people Platform for further engagement Promotion of self-care messages Developing a movement	People's Board and local Healthwatch to develop actions to develop and widen engagement with YP.		BC, BD	
5.2	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 organisations</li> <li>Events at various venues</li> <li>Working with diverse groups on the one Change Challenge</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 young people</li> <li>Effective use of free digital/social tools</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>	November 2018	AWC, 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		BC, BD	

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			programme			
5.5	<p>Bradford Beating Diabetes/National Diabetes Prevention Programme (NDPP) (the old Bradford Beating Diabetes) – all CCGs</p> <p>Continuing development of website to reflect work happening in accountable care and promotion of Healthier You (NDPP) programme</p> <ul style="list-style-type: none"> <li>• Planning currently underway to share diabetes management messages throughout Ramadan and support for practice community events.</li> <li>• E&amp;D input into IIA</li> </ul>	<p>Internal communications, media relations, digital/social media and engagement support done for National Diabetes Awareness Week (16-22 April 2018) and wider 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>Waiting on new content for BBD website from Kath Helliwell.</p> <p>Waiting on NDPP provider to provide pre-referral leaflets in multiple languages and Easy Read 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>		BD, BC	
5.6	Bradford's Healthy Hearts - Continuing support to the development of the programme (BD), including blood	Increased participation in, and engagement with, the BHH programme	Continued communications support to the development of the project.		BD	

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	pressure testing in workplaces <ul style="list-style-type: none"> <li>Update of website</li> </ul>		<a href="http://www.bradfordshealthyhearts.co.uk">www.bradfordshealthyhearts.co.uk</a>			
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	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"> <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.	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	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	

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	development of the CCG.					
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.  Reports to be received at AGMs in September 2018. Producing “how to find” guide to the report.	September 2018	AWC, BC, BD	
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-read, accessible information on CCG performance measures.  Demonstration of new resource	July 2018	AWC, BC, BD	

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			at Clinical Board w/c 25 June.			
7.8	Equality & Diversity Training for CCG staff	Contribute to ensuring the CCG is an inclusive place to work	A new mandatory session has been developed with feedback from 2 CCG staff members. Will be delivered for the first time on 4 <sup>th</sup> September. 2 additional sessions focusing on commissioning and on workforce are being developed	Jan 2019	AWC, BC, BD	