



Improving Health

and Wellbeing for Walsall

Public Update

January 2020

This report is presented to Walsall CCG's Governing Body to keep members updated on important Communications and Engagement activities.

Introduction

The content within this report aims to strengthen the patient and public voice at Board meetings by including dedicated feedback and insights from the CCGs Patient Participation and Liaison Group (PPLG), and through other public engagement forums in Walsall.

Patient Story

"If only I had met you sooner" - Community Palliative Care Therapy Team

This month, the Board will hear the story of a young mother diagnosed with cervical cancer, who struggled with her mobility at home and was unable to use the stairs. The impact to both her and her son, prompted a crisis intervention from the Community Palliative Care Therapy Team who enabled the provision of a stair lift.

Whilst the intervention improved the quality of life, dignity and privacy of the young mother and her family, the story highlights the need for more education on the role of occupational therapy and physiotherapy in palliative care to enable patients to have access to timely care and support.

Paul Higgitt, Senior Engagement Lead for Walsall Together captured this story as part of understanding the delivery of palliative care services to patients in Walsall. The Walsall Together Programme are now working closely with health and care colleagues to improve education amongst professionals so that local people have access to the right service, at the right time.

This patient story has been captured in the format of a video, with Paul Higgitt sharing the experience and learning.

Patient Voice

Patient Participation and Liaison Group (PPLG) update

The PPLG is made up of local people who represent and Chair Patient Participation Groups (PPG) across Walsall's 52 GP practices. The PPLG reports to the CCG's Primary Care Commissioning Committee, ensuring that people's experiences of GP services are used to improve the health and care of people in Walsall.

On the 19 November, the PPLG held a PPG Chairs Event to reinvigorate attendance at the meetings and reinforce the commitments of the PPLG, highlighting the added value it provides to GP practices and most importantly local patients. The event attracted 19 attendees, representing 12 practices across the Walsall borough. New PPG members who had not previously attended PPLG meetings were in attendance and were encouraged to attend future PPLG meetings and bring along wider PPG representatives to enhance membership.

At the event, the PPLG Chair and Vice-Chair shared their vision for the group and encouraged Chairs to invite their PPG representatives to future meetings to enhance engagement. Following this, attendees received an update on the Walsall Together programme and what patient engagement is taking place to better understand how people in Walsall are managing their long term health conditions. The presentation was well received but members felt more information on the overall programme was needed in order for them to truly understand the impact to local people. An action was taken away to introduce a standing item on the PPLG agenda to ensure members are kept up to date. Lastly, attendees heard from local GP, Dr Teoh. Dr Teoh shared the work of Macmillan non-clinical cancer champions in Walsall who are enhancing cancer support in GP practices. As part of this work, some practices in Walsall have introduced Macmillan information stands in GP waiting rooms. PPLG members were encouraged by the number of practices participating in the programme and offered support to their practice managers in sharing this work with patients.

The PPLG met informally in December as part of a festive get-together. The get-together was well attended and was an opportunity for newer members to get to know their PPG peers. A number of information stands were set-up around the room, sharing updates on key topics that PPLG members wanted to hear about, such as – online consultations, primary care networks, personalised care and self-referral.

GP Board members and locality/PCN leads have been asked to promote the PPLG to their patient groups and encourage attendance.

The next meeting will take place on Tuesday 3 March 2020.

Patient Advisory Group (PAG) update

Historically, the Patient Advisory Group (PAG) has been in place to ensure that patient views and experiences are taken into account in the planning, development, and delivery of health services commissioned by the CCG. PAG has also been used as a mechanism to test engagement processes, providing assurance to the CCG and its partners when undertaking formal consultation with patients and the public.

During November, the Communications and Engagement Team worked alongside the PAG Chair, Rachel Barber to review the approach to effective patient and public engagement, including the usage of the CCG's Patient Voice Panel. The outcome of this has resulted in a re-focus of engagement priorities to re-establish mechanisms for effective patient and public involvement.

Phase one of the re-focus is to undertake a stakeholder mapping exercise to update the CCG's stakeholder list and database of contacts. The timing of this exercise is important given the anticipated transformation of commissioning in the Black Country and West Birmingham and the delivery of integrated health and care services through the work of Walsall Together. Phase two will be creating a robust action plan for patient and public engagement activities during 2020/21 which builds on engagement that has already taken place since April 2019. It was agreed that these actions will provide the Communications and Engagement Team with a clear focus for undertaking patient and public involvement during 2020/21, ensuring that the varied and vibrant communities in Walsall have opportunities to share their views and experiences with the CCG.

Work has already begun to complete these actions with a draft stakeholder list attached to this report (Appendix 1). Over the coming weeks this will be shared with colleagues to make sure this is reflective of the CCG's key audiences. Remaining actions will be completed before the end of the financial year (April 2020).

Whilst PAG has not met during 2019, members that sit on the group continue to be involved in engagement exercises and support the CCG to seek the views and experiences of local people. Several members of the group are also represented on the PPLG and some are embedded in the Walsall Together programme. Healthwatch Walsall are also a member on the CCG's Governing Body.

In the event the CCG undertakes a formal consultation, the Communications and Engagement Team will follow best practice and involve PAG members in reviewing plans and processes for consultation to enable effective involvement, ensuring patients and public that may be impacted have opportunities to have their say.

Whilst the Black Country and West Birmingham (BCWB) CCGs collectively consider their future commissioning priorities and governance arrangements, PAG meetings will be postponed in the interim. Once there is more clarity on the future arrangements, which PAG members will be involved in, the role of the advisory group will be discussed and options for future working alongside the CCG and Walsall Together identified and agreed. Future engagement with PAG members will also take place during 2020 as part of establishing a new Communications and Engagement Strategy.

Public Involvement and Insights

Harmonisation of clinical policies across the Black Country and West Birmingham

Previous work had taken place to harmonise a number of clinical policies across the Black Country and West Birmingham to ensure fair, consistent and equitable access to different treatments. Three draft clinical policies were engaged on:

- Subacromial pain
- Image guided therapeutic intra-articular joint injections with corticosteroids with/without local anaesthetic
- Image-guided high volume intra-articular injections (40mls+) of saline with or without corticosteroid and/or local anaesthetic

The draft policies have been through a period of patient and public engagement and have been shared widely with stakeholders including GP membership for views. Feedback has been obtained through a questionnaire and opportunities to attend public meetings.

The consultation ran from 2 September 2019 through to 13 October 2019 and the [Patient, Public, Stakeholder and Clinical Engagement Report](#) is available to download on the CCG website.

The recommendation based on feedback in the report, is for the three draft policies to be agreed. This recommendation went to the CCG's Policy and Commissioning Committee in December and was approved. It will now go to the Walsall CCG's Governing Body for final consideration on Tuesday 14 January 2020.

Black Country Voices

As part of enhancing local engagement and obtaining views from a representative demographic population, NHS England awarded the Black Country and West Birmingham Sustainability Transformation Partnership funding to set up an online citizens' panel. The citizens' panel will be known as 'Black Country Voices' and will be live by April 2020.

Members of this panel will represent demographic populations and communities. Black Country Voices will complement existing methods of engagement and provide additional views and feedback from those individuals who aren't normally engaged with or haven't taken part in health based engagement. Black Country Voices will be used as an engagement tool for the STP programme of work where consultation is required to influence the outcomes of service redesign or improvements.

The table overleaf, summarises the target for recruitment in each locality based on population data sourced from census data and how many panel members have been recruited to date.

Locality	Target	Actual
Dudley	349	427
Sandwell	360	523
Walsall	310	313
West Birmingham	194	127
Wolverhampton	286	297
Total	1,500	1,687

To widen demographics and representation, an online application form to join Black Country Voices is available. Individuals who join the panel online or through a form filled out at engagement events, will be coded differently. This will enable feedback from the demographically sourced members of the panel to be separated when analysing feedback data from a survey.

Black Country and West Birmingham CCGs: Future Form Listening Exercise, Engagement Feedback

Following on from the listening exercises undertaken by the four CCGs in the Black Country and West Birmingham, a detailed report on the engagement feedback has been shared.

The report explains the approach and methodology, feedback, findings, sample comments, conclusions, and next steps. It contains feedback from staff, members and stakeholders across the four CCGs. The report aims to provide transparency around the process and highlights next steps.

The engagement feedback represents the completion of phase one of the approach towards the transition of the four CCGs. A further listening period is planned for February 2020 in which discussions will be held with staff, members and stakeholders around the possible option(s) for moving towards a single commissioning voice, through shared governance arrangements.

The [Engagement Report](#) is available to download on the CCG website.

Walsall Together - Long Term Condition Survey

Walsall Together are continuing to undertake engagement with local people to understand how people manage their long term condition in Walsall. A long term condition survey has been created to facilitate this engagement, with the support of Healthwatch Walsall. Views will be sought from patients, carers, and relatives who may have/or support someone who has conditions such as diabetes, respiratory illness and heart conditions.

The survey can be accessed on the [Healthwatch Walsall website](#).

Communications and Engagement Activities

The notice for an election was made on Wednesday 6 November 2019. From that date, including polling day the CCG entered into a pre-election period (PURDAH). Therefore, our promotional activity was limited during this time.

Activities during this period have been focused on Winter Communications around flu, Norovirus and Choose Well. The CCG has also continued to promote messages from the Black Country and West Birmingham STP Urgent and Emergency Care Communications Plan in line with the national Help Us Help you campaign.

News and Digital Media

Social Media

For November/December, Walsall CCG sent a total of **149** social media posts. Topics of posts and their potential reach are detailed in the table below.

Platform	Number of posts	Topics	Potential Reach/Impressions <i>(the number of times a post shows up on somebody's timeline)</i>
Facebook	26	Flu, Norovirus, Festive Holiday Opening Times	13,057
Twitter	117	Norovirus, Flu, Festive GP/Extended Access/ Pharmacy Opening Times, Pharmacists, Mental Health	79,000
Instagram	6	Annual asthma review and Christmas Jumper Day.	779

Website

Throughout November and December, individual page views on our website amounted to 35,119, demonstrating the importance of the content we provide. These page views were divided up across 7,967 users, with nearly 6,600 of them being newly acquired through the period.

On average users spent 2 minutes, 31 seconds on the website, highlighting that people are staying on the site long enough to read the content on our pages. Furthermore, we can see that people are spending an average of 7 seconds on our homepage, meaning they're able to advance on their web 'journey' fairly quickly and confidently, in contrast to the 'Governing Body' webpage being viewed for an average of 1 minute and 39 seconds. This shows that the 524 users who accessed this page are taking the time to learn about our Decision Making process.

70.7% of users visit one page on the site and then leave. When linking this to the time users spend on the site and the individual page views, it can be viewed that people are getting to the content they need on the website at ease and are then able to leave once they've digested the information.

Our top most-visited pages are:

1. Homepage
2. Urgent Care Centre Information
3. Extended GP Access Information
4. Publication Scheme
5. Contact Us

Media

The table below provides a breakdown of CCG media activity for November/December.

Title	Activity	Date (2019)
Walsall needs more men to start donating blood	Website News	30 December
Check in on vulnerable people this Christmas	Website News	23 December
Black Country and West Birmingham CCGs: Future Form Listening Exercise, Engagement Feedback, October 2019	Website News	20 December
Public urged to act fast to avoid festive flu	Website News	18 December
GP and Healthcare Professional Appointments available over Christmas and New Year	Website News	13 December
Plan ahead for Christmas and New Year	CCG Press Release	13 December
Christmas and New Year pharmacy opening times in Walsall	CCG Press Release	11 December
NHS Warning as Winter Vomiting Bug Closes 1,000 Hospital Beds	Website News	05 December
Be aware of Norovirus	CCG Press Release	28 November
Think Self Care for Life: Think the right health service	CCG Press Release	22 November
Taking NHS111 to the next level	Website News	06 November

Appendix 1

Walsall CCG Stakeholder List