



# Improving Health

and Wellbeing for Walsall

## Public Update

### September 2019

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 voice at Board meetings by including dedicated feedback from the CCGs Patient Participation and Liaison Group (PPLG) and the Patient Advisory Group (PAG).

## Patient Voice

#### Patient Participation and Liaison Group (PPLG) update

Dianne Beddows, Walsall resident and Chair of All Saints Surgery's Patient Participation Group (PPG) has begun her tenure as the PPLG Chair. Les Woolridge will undertake the role as Vice-Chair, alongside his PPG Chair role at Dr Vaid's Surgery. The PPLG is made up of local people who represent and Chair Patient Participation Groups across Walsall's 52 GP practices. The PPLG meets quarterly to support Patient Participation Groups to represent the views of their local communities and influence effective patient and public engagement within GP practices. With the support of Rachel Barber, (Lay Member for Patient and Public Involvement) and the CCG's Communications and Engagement Team, the PPLG will be creating a work plan for the 2019/20 period which will focus on enhancing the membership and representation of PPGs in the local area, encouraging PPGs to share best practice. 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. The next PPLG meeting takes place on Tuesday 17 September 2019 (1:30-3pm at Beechdale Lifelong Community Centre) where the CCG will be discussing engagement on the Black Country and West Birmingham Long Term Plan. This plan will be discussed with Board members later on in the agenda.

### **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. During the Autumn, the Communications and Engagement Team will work 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.

## **Public Involvement**

### **TV Spotlight for Walsall Pharmacist and CCG Prescribing Adviser**

Davinder Dhahan, Community Pharmacist, and Jyoti Saini, Prescribing Adviser at Walsall CCG, recently promoted the national self-care agenda to an audience of 190,000 on Birmingham TV. The television feature available to view on [Facebook](#), highlighted changes to the types of medicines available on prescription for minor illnesses and ailments and explained how local people could help the NHS by self-caring and buying certain items over the counter. Davinder and Jyoti were approached to do the filming following a Walsall CCG social media campaign on self-care. The social media campaign has been extremely successful, reaching around 16,500 Facebook users and gaining over 8,500 video views.

### **Walsall CCG Annual General Meeting**

In July, Walsall CCG invited members of the public to attend their Annual General Meeting to reflect on progress during the last year and discuss challenges and opportunities for 2019/20. Achievements highlighted during the meeting included:

- improvements to Care Quality Commission (CQC) ratings, with 93.6% of GP practices in Walsall rated 'good' or 'outstanding'
- the introduction of four GP extended access hubs providing evening, weekend and bank holiday appointments to people in Walsall
- Prescription Ordering Direct pilot which is helping to reduce medicine waste, is increasing productivity at local GP practices and is improving patient experience
- 90% more people attended structured education sessions for diabetes in Walsall than two years previously
- a new physiotherapy led triage process for GP referrals into orthopaedics, pain management and rheumatology, helping to reduce waiting times for consultant appointments.

## **Transforming Care Partnership, Children and Young People's Feedback Event** (25 July 2019)



Supported by the CGG, The Black Country Transforming Care Partnership (TCP) held a public event for families, service users, professionals and members of the local community to hear how their feedback is being used to improve services for children and young people with learning disabilities and/or autism. This event was held in Walsall and concluded a series of listening events that had taken place across the Black Country to encourage children and young people, including their parents and carers to share their experiences of learning disabilities and autism services. This item will be discussed with Board members later on in the agenda.

### **Seeking experiences on Assisted Conception Services**

So that Clinical Commissioning Groups (CCGs) in the Black Country, Birmingham and Solihull, offer the most effective IVF services, they have been seeking people's experiences of assisted conception services. An online survey was developed to capture the views of people who have accessed assisted conception services in the last five years. Feedback was also welcomed from GPs, clinicians who work within assisted conception services and members of the public. During August, the survey was promoted on Walsall CCG's get involved webpage, social media channels and through corporate newsletters to health and care staff. The experiences captured in the survey will be used to inform the future provision of IVF services in the Black Country.

### **Changes to Sexual Health Services in Walsall**

From Monday 2 September 2019, all sexual health services in Walsall will be centralised at one site. Walsall Integrated Sexual Health Services (WiSH) will be concentrated at the Walsall Sexual Health Clinic on Pleck Road and will no longer operate from the Navigation Street clinic after Friday 30 August 2019 following a revision of Public Health investment in the service by Walsall Council. Last year, Public Health worked with Walsall Healthcare NHS Trust, which provides the service, to seek the views of local service users. Walsall Healthcare Trust has issued a press release informing local people about the change and the CCG Communications Team will support colleagues to share this message with local people and staff.

## Future Public Involvement

### Evidence-Based Intervention policies

A piece of work to seek the public views on three policies (Arthroscopic sub-acromial decompression, image-guided therapeutic intra-articular joint injections with corticosteroids with/without local anaesthetic and image-guided high volume intra-articular injections (40mls+) of saline with or without corticosteroid and/or local anaesthetic) is underway. The public engagement period will run from Monday 2 September for 6 weeks. A public meeting will take place during that period and feedback will be presented to the CCG before any commissioning decisions being made.

## Communications and Engagement Activities

### CCG Public Website Developments

Following the launch of the CCG's new public website in June 2019, the Communications and Engagement Team have been working with colleagues from across the local health and care sector to ensure relevant and timely information updates to the website.

Throughout August, the following webpages were developed/updated:

- [Walsall Stop Smoking Campaign Resources](#)  
Available for GPs to access and share information with patients, this campaign area contains; A4 and A3 posters, digital screen graphics, patient leaflets, information booklets and social media posts. The resources are part of a collaborative campaign with Walsall Council's Public Health Team for Stoptober (a 28-day stop smoking challenge in October).
- [GP Practice Did Not Attend Resources](#)  
Available for GPs to access and share information with patients, this campaign area contains; A4 posters and digital screen graphics reminding people to cancel their GP appointments if they no longer need it. These resources were requested by local Patient Participation Group (PPG) Chairs.
- [Primary Care Networks \(PCNs\)](#)  
Public information page to explain what PCNs are, the key features of practices coming together and information on the seven networks that exist in Walsall. Details on each of the Walsall PCNs include population size, an area map, which practices are part of the network and the name of the Clinical Director. The promotion of this webpage has been circulated to staff and will be highlighted to patient groups during the coming weeks.

- [Patient Participation Liaison Group \(PPLG\)](#)  
 Public information page to explain what the PPLG is, how local Patient Participation Group Chairs can join and details of upcoming meetings for 2019/20. Over time, this page will be developed further to include minutes and agendas of meetings, as well as a dedicated page for PPGs to share best practice.
- [Self-Care Button Board](#)  
 The Self-Care Button Board provides guidance on how to treat minor illnesses and ailments at home. The Button Board acts as an easy to follow guide, with condition-specific information pages to help people manage their condition effectively. Resources are also available for GPs to utilise, supporting them to signpost and offer enhanced self-care guidance to local people.

## News and Digital Media

### Social Media

For July/August, Walsall CCG sent a total of **131** social media posts. Topics of posts and their potential reach are detailed in the table below.

Platform	Number of posts	Topics	Potential Reach ( <i>the number of times a post shows up on somebody's timeline</i> )
Facebook	48	Self-Care, Heat Dangers, A-Level NHS Recruitment, Bank Holiday pharmacy opening times.	7,052
Twitter	79	Self-Care, Heat Dangers, A Level NHS Recruitment, Bank Holiday pharmacy opening times, Suicide Prevention, Live Tweets from TCP children's engagement event.	60,300
Instagram	2	Summer health advice.	200
YouTube	2	Flu myths and dementia carers training	10

### Website

Throughout July and August, **24,895** people visited our CCG website.

Individual page views amounted to **42,079**, demonstrating the power of social media in directing online audiences to specific content on the website.

On average users spent **3 minutes 15 seconds** on the website, highlighting that people are staying on the site long enough to read the content on our pages.

**68%** 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.

Over the Autumn, the CCG Communications and Engagement will enhance their website analytics to include the top pages which people visit and where website clicks originate from, for example through a google search or by social media.

## Media

The table below provides a breakdown of CCG media activity for July/August. The activity covers both reactive and proactive media.

Title	Activity	Date
BBC documentary 'Fraud Squad – NHS' raises awareness of NHS fraud	Proactive News Release	2 July 2019
Help Shape Learning Disability Services for Children & Young People (Black Country & West Birmingham)	Proactive News Release	3 July 2019
Walsall CCG rated 'good' in NHS England annual assessment	Proactive News Release	11 July 2019
New Partnership to Deliver Diabetes Prevention Programme (Black Country & West Birmingham)	Proactive News Release	19 July 2019
CCG funding to Acorns Childrens Hospice	Reactive Statement	19 July 2019
Walsall Healthcare Trust out of special measures	Proactive News Release	25 July 2019
TV Spotlight for Walsall Pharmacist and CCG Prescribing Adviser	Proactive News Release	26 July 2019
Transforming Care Partnership – Children and Young People's Feedback Event (Black Country & West Birmingham)	Proactive News Release	26 July 2019
NHS 'Heat Heroes' brave record temperatures to help patients keep cool	Proactive News Release	29 July 2019
Seeking your experiences on Assisted Conception Services (Black Country & West Birmingham)	Proactive News Release	14 August 2019
New estimates show 9000 five year olds in the West Midlands have yet to be fully immunised against MMR	Proactive News Release	19 August 2019
Summer Bank Holiday Pharmacy Opening Times	Proactive News Release	20 August 2019
Calling all Carers!" – New Carers Group in Walsall	Proactive News Release	21 August 2019
Changes to Sexual Health Services in Walsall	Proactive News Release	29 August 2019

