

## October 2018 – December 2018 (Quarter3)

Below are some of the areas where we have engaged with local patient groups and our local communities during the last Quarter and the outcomes as a result.

| <i><b>We asked...</b></i>  | <i><b>You said...</b></i>   | <i><b>We did/next steps</b></i>   | <i><b>Outcome</b></i>  |
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| <p><b>569 Million Reasons campaign</b><br/> In early 2018 NHS England carried out a public consultation on reducing prescribing of over the counter (OTC) medicines for minor, short-term health concerns which could save the NHS high costs and encourage more people to self-care. The NHS is taking this action to make the policy clear and fair across the country – no postcode lottery for over the counter medications.</p> <p>Medicines optimisation is a 'person-centred approach to safe and effective medicines use to ensure people obtain the best possible outcomes from their medicines'.</p> | <p>More than 14,000 people took part in the patient and public engagement survey and shared their views on purchasing over the counter medicines for minor conditions. The responses were in the most part collected via a digital platform. The remaining hard copy format responses were collected via GP practices and face to face conversations in communities.</p> <p>The following comments are a representative sample of comments made by people who engaged with the campaign.</p> <p><b>Q, Did you pay for your last prescription?</b><br/> 58% of respondents didn't pay for their last prescription.</p> <p><b>Q, If you saw your GP about a minor condition and were advised to purchase medication instead of them prescribing it, would you be happy to</b></p> | <p>People understood the rationale and liked the fact that they could make a difference to the NHS as individuals and would be happy to share the information gained with family and friends. People were particularly receptive to 'saves the NHS money'. This gives a clear indication that 'direct messages' mixed with 'what's in it for me' will be well received as opposed to giving people a softer message that suggests people should choose to buy over the counter medications.</p> <p>The roll out of the campaign will be delivered across three key focus areas:</p> <ul style="list-style-type: none"> <li>• Patients and Public</li> <li>• Prescribing staff</li> <li>• Community Pharmacy</li> </ul> <p>A regional follow up campaign will be launched in the spring and be led by the ICS. Doncaster CCG will ensure that key messages from this campaign will be communicated effectively and a</p> | <p>The CCG will work with the wider ICS to monitor the impacts of implementing the outcomes from the campaign and make reasonable adjustments to local policy guidance to address any significant issues if felt necessary to do so.</p> |

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| <p>The CCG worked in partnership with the South Yorkshire and Bassetlaw Integrated Care System (ICS) to ask people across the region what they think about encouraging more people to self-care and also, where possible, purchasing some medicines that can be bought over the counter as opposed to receiving items via a GP or other prescriber.</p> <p>The ICS collectively liaised with an agency called 'Standout media' who delivered the consultation on our behalf.</p> <p>The consultation outcomes will enable us to review how we spend NHS money in the future, ensuring everyone can get the prescription medicines they need, when they need them.</p> | <p><b>do this?</b></p> <p>'Depends how much.'</p> <p>'This had happened already and was fine as it was a small item, but if the item was expensive I do have a prepayment certificate so this needs a balanced approach.'</p> <p>'Yes if cheaper for me to do so.'</p> <p>'I would be happy to buy what was advised.'</p> <p>'Not everyone has money seven days a week. So on some occasions it would be impossible if you have no money. But they should be a discussion to see if you're financially able to do so or not'</p> <p>'In fact, I have in the past asked the pharmacist to ignore the prescription and give me the medicine in the OTC format. It was cheaper for me to pay for the OTC medicine than pay the prescription fee.'</p> | <p>range of engagement activities will be planned to ensure local people are fully aware of next steps.</p>   |   |
| <p><b>System Perfect</b></p> <p>'System Perfect' brings partners from across health and social care organisations to improve and develop urgent and emergency care across</p>   | <p>The consultation exercise was far reaching with a variety of target audiences identified. Examples include:</p> <ul style="list-style-type: none"> <li>• The Health bus visited local town centres in Doncaster, Thorne,</li> </ul>   | <p>As a direct consequence of the wider feedback received, a number of additional actions were identified which were felt would help to inform local people about their access to other offers /aspects of the local service provision.</p> | <p>The CCG will work with partners across Doncaster and Bassetlaw to address the outcomes and</p> |

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| <p>Doncaster and Bassetlaw. This partnership approach has been undertaken a number of times before.</p> <p>System Perfect can be described as a review or evaluation of processes for how health and social care pathways work/ function when all hands are on deck and everything is working exactly as it should.</p> <p>Partners across health and social care provisions in Doncaster took part in a review of the pathways.</p> <p>The roll out of System Perfect took place during October, 2018, over a period of one week. The aim of this work was to capture feedback from service users and wider patient &amp; public members.</p> <p>In order to capture this, a survey was produced to support the consultations with public members. As a result form delivering this, over 1,500 local residents completed the survey</p> | <p>Mexborough and Worksop</p> <ul style="list-style-type: none"> <li>• The team undertook visits to local large employers with teams</li> <li>• Engagement sessions within DMBC, NEXT distribution centres and Greencore</li> <li>• The team spoke with staff and patients within our Doncaster and Bassetlaw sites</li> </ul> <p>Reasons given for patients attending ED:</p> <ul style="list-style-type: none"> <li>• lack of GP capacity, difficulty in making an appointment or an individual not being registered with a GP</li> <li>• ED is sometimes viewed as an instantaneous service which is available 24/7</li> <li>• A visit to ED acts to reassure that there is nothing serious</li> <li>• A visit to the ED is dramatic, an event to post on Facebook, to attract likes, comments and attention.</li> </ul> <p>Awareness of Local Services:<br/>The feedback received also helped partners to broaden their understanding about people's behavior and highlight and to highlight other aspects of peoples knowledge about the wider provision,</p> | <p>Maintain the on-going link with local businesses and organisations regarding health promotion and educational opportunities.</p> <p>Explore ways to engage with minority groups including those for whom English is not their first language.</p> <p>Future system perfect to potentially focus on Mental Health and Patient Choice.</p> <p>Involve patients in the design of new models of care.</p> <p>A local marketing &amp; promotional campaign was rolled out to support people make the most appropriate choices as /when they require health services.</p> <p>Increase awareness of services available to support patients at home for all health and social care professionals: through the on-line winter information packs and inform the 2018 winter campaign</p>  <p>The graphic shows a row of service icons: Self Care, NHS 111, Pharmacist, GP, Mental Health, Minor Injuries, and A&amp;E or 999. Below the icons is the text: 'HELP US HELP YOU THIS WINTER', 'There's a service for all your health and care needs over winter - choose services responsibly.', and 'For more information visit www.doncastercg.nhs.uk/winter'. A photo of a woman in a blue NHS uniform is on the right.</p> | <p>recommendations which will help design the future urgent and emergency care service.</p> |

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| <p>which asked why people use the NHS Doncaster Infirmary, Emergency Department.</p> <p>The remit and scope of the survey aimed to focus upon the following key areas and assist the partnership to:</p> <ul style="list-style-type: none"> <li>• Gain a better understand peoples' health and social care needs and behaviours</li> <li>• Raise awareness about local services available in the area</li> <li>• Understand why people choose to go to our A+E departments.</li> </ul> <p>Primarily, the target audience identified for completing the survey was focused upon people aged 20-35 years. However, information received from wider than the target group was also used to inform the outcomes from the evaluation of the feedback/ responses.</p> <p>The survey results from the feedback received will be used by the partnership to contribute</p> | <p>which included:</p> <ul style="list-style-type: none"> <li>• 99% are aware of GP practices</li> <li>• 97% are aware of the Emergency Department</li> <li>• 97% have heard of pharmacies and chemists</li> <li>• 91% have heard of NHS 111</li> <li>• 85% have heard of GP Out of Hours (people weren't always sure how to access this service)</li> <li>• 72% have heard of the Minor Injuries Unit ( some people thought this was at DRI)</li> <li>• 62% have heard of the Doncaster Same Day Health Centre</li> <li>• 56% have heard of NHS Choices (some people heard of it but unsure what it was)</li> </ul> | <p>The impact from utilising social media has also influenced our approach toward the delivery of the local winter campaign to help support people stay as well as possible during the winter months.</p> <p>For more detail, click on the link here: <a href="#">national NHS winter campaign</a></p> |                |

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| towards making improvements to local services.   |   |  |  |
| <p><b>BAME Advisory Group</b></p> <p>Based on the outcomes from the BAME (Black, Asian, Minority Ethnic) Health Needs assessment (HNA), conducted in February 2018, Doncaster Council, Public Health formulated an action plan. The action plan was formally endorsed under the oversight of the Health Inequalities Working Group and senior representatives from NHS DCCG. The purpose of the HNA is to highlight areas of inequality for BAME in Doncaster and identify a series of actions that will assist to address health inequalities across the Borough.</p> | <p>Within the process of formulating the BAME HNA, BAME community members identified the areas of health &amp; social care, access and equity as pertinent issues for them.</p> <p>It became evident within the ensuing consultations/ discussions, the provision areas of health &amp; social care were highlighted as areas where some difficulties were faced with regard to their access experience and outcomes form service provision. Participants spoke about very specific issues which impacted upon each particular group. However, within this they also highlighted and recognised the cross cutting themes for the significant majority of BAME groups as a collective cohort of the community.</p> <p>In strategic terms- members recognised the importance of a more formal structure where they able to air their concerns. Members expressed, they felt it was necessary to establish a BAME meeting arena / forum within Doncaster to enable them to come together to relay their concerns. Within this, key</p> | <p><b><u>Vision for BAME Group</u></b></p> <p><b>Building community capacity</b><br/>Group members share their ideas, experiences and learning with each other about how they can make a difference in their communities<br/>Expertise held by the council or its partners is shared with the group to empower community actions</p> <p><b>Building Trust</b><br/>Through regular connection and sharing of experiences, trust is built between members of ethnic minority communities within Doncaster.</p> <p>Through on-going connection and commitment, trust is built between BAME communities, Doncaster Council and DCCG.</p> <p><b>Building Communication Networks</b><br/>A multi-way information sharing hub where the community feed information up through group members, group members share information and networks together, the council and partners input and receive information,</p> | <p>This engagement is ongoing and early outcomes will be included in the Quarter 4 report.</p> |

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|                    | <p>representatives from across local health and social care organisations would be required to contribute / provide feedback within meetings.</p> <p>Participants spoke about simple concepts such as 'Luncheon club provisions' as a proven method for Doncaster that can assist/ support communities to mobilise/ establish themselves. They also highlighted the need to understand how to access wider opportunities and support around acquiring / utilising local community assets and resources as a means to assist them as individual groups mobilise themselves.</p> | <p>and key information is fed back to the wider community.</p> <p>Community Development approach – supporting communities to thrive – Supporting community events &amp; activities.</p> |                |

## What we are likely to be asking you next . . .

Reporting Period; Q4, January – March 2019

- NHS Doncaster CCG and Doncaster Council have both agreed to make a formal commitment to produce a **joint health and social care commissioning strategy for Doncaster**. The joint commissioning Strategy, which is the first of its kind for Doncaster will focus on the key health and wellbeing priorities for local people. The plan will be produced over the coming months during this year, 2019. We have launched a public facing consultation on the joint commissioning strategy to communicate with people in order to better understand their view points and feedback about the content and detail of the strategy. Within this, as a partnership, responsibility will be shared around the delivery of specific engagement events and activities with a variety of different groups and target audiences located within Doncaster.

- **Gypsy and Traveller community engagement.** There are an estimated 4,000 - 6,000 Gypsies living in the Doncaster area and life expectancy for this group is significantly lower than life expectancy for members of other communities. NHS Doncaster CCG is keen to listen to Gypsies and Travellers to find out why this is so and to understand how their health needs can be better met. Using film, two community journalists are reaching out to members of their community to make short films to highlight what the problems are and how these communities can improve their health and well-being. This innovative project stems from joint working between specialist Sheffield-based engagement company, Co:Create and NHS Doncaster CCG and following successful recruitment of three community journalists from the Gypsy Traveller community, the group has been meeting to take forward the project and make a film. The following questions will be asked:
  1. What stops you from accessing healthcare?
  2. What would you not be comfortable talking to a healthcare professional about?
  3. What do you think is the biggest healthcare issue for Gypsies and Travellers?
  4. What would make healthcare services better for you?
  5. What do you think the settled community can learn from the GT community?