



*Doncaster
Clinical Commissioning Group*

**Patient and Public Engagement
Annual Statement of Involvement
April 2014 – March 2015**

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Introduction

NHS Doncaster Clinical Commissioning Group (CCG) is responsible for making sure that the, approximately, 300,000 people living in the borough have access to relevant health care. We achieve this by utilizing a £400+ million budget to organise, pay for and monitor the performance and quality of services in town.

We recognise that our decisions, policies, and services have a major impact on the lives and wellbeing of local people, and in response to this, we try to actively engage with all sectors of the community to ensure that everyone has an equal chance to have their say in the commissioning process.

The purpose of this report is to outline what work the CCG has undertaken over 2014/15 to engage local people, to gather feedback, which will help us develop health services in the future.

Why do we consult with patients, carers and the public?

We are committed to making evidence-based decisions that take into account the views and experiences of all those affected by them.

In 2006, patient involvement was strengthened by the NHS Act. Sections 242 and 244 of the Act place a duty on NHS organisations to involve and consult local people and stakeholders in the planning and development of services. It also included a duty to report on this activity in an annual 'statement of involvement (section 24A of the NHS Act 2006). The report should cover:

- Who we consulted
- What information we gave them
- What questions we asked
- What people told us
- What we did with the information they gave us.

Over the period from 1 April 2014 to 31 March 2015 we gathered direct feedback from 803 local people¹, heard 10 patient stories at our monthly Governing Body meeting, attended approximately 20 public events, 40 community group meetings and launched 13 surveys.

¹ This represents the total number of completed surveys, either digitally or physically – some individuals may have responded to more than one survey.

Our approach to consultation and engagement

During the year our Communications, Engagement, Experience and Equality Team has worked alongside both commissioners and service providers in order to ensure that we are actively talking to and listening to members of our local community, guided by our six key local priorities:

- Cancer
- Children's services
- Continuing healthcare
- Dementia
- Mental health
- Unplanned care and long-term conditions.

It is really important for us to hear people's comments, experiences, ideas and suggestions about ways in which we can make services better. In response to this, this year we actively engaged the public in the commissioning process, asking them their views on local services such as the out-of-hours GP service and long-term residential care.

In 2014/15 we also placed particular emphasis on scoping local people's perceptions on certain health issues such as:

- Cancer
- Dementia
- Asthma
- Urgent care services

We have achieved this engagement using the following methods:

- **Engagement and Experience Committee:** Our assurance group, which includes representatives of our senior management including our Chair, our dedicated GP lead for Patient Engagement and our CCG Lay Member for Patient Engagement and also local third sector organisations including Doncaster CVS and Heathwatch Doncaster. This committee oversees our communications and engagement activity, providing assurance to our Governing Body that we meet our statutory duty to engage.
- **Patient Stories:** A long-standing agenda item at our public Governing Body Meetings held each month. Local patients are invited to share their story and experience of local healthcare services in order for CCG leads to hear directly how services are working for local people. In 2014/15 the Governing Body heard 10 stories:
 - Experiences of A&E (April 2014)
 - ADHD Pathway (May 2014)
 - Cancer services (July 2014)
 - Rehab services (August 2014)
 - Pulmonary rehab service (September 2014)

- Deep vein thrombosis (October 2014)
 - Muscular dystrophy (November 2014)
 - Refugee health care access (December 2014)
 - Hidrantis suppurative (January 2015)
 - Prostate cancer (March 2015).
- **Local Practice Patient Participation Groups (PPGs):** These are the building blocks for engagement at practice level. A number of practices across Doncaster have a PPG in existence already. Each GP member practice of the CCG can set up a group of patients who are interested in engaging with its work.
 - **Doncaster PPG Network:** Established in early 2014, the network meets quarterly and acts as the link between local PPGs and the CCG. The group shares best practice from their own PPGs and also takes part in discussion regarding the CCG strategic priority theme areas e.g. dementia, cancer etc. The network met quarterly during this period.
 - **Healthwatch Doncaster:** An independent organisation that came into being from April 2013. Its role is to represent the views of local people in relation to health and social care. In Doncaster, the organisation responsible for overseeing the setting up and running of Healthwatch is the Carers Federation. Further information regarding your local Healthwatch can be found at www.healthwatchdoncaster.org.uk.
 - **Local providers (DBH and RDaSH):** The two main providers for secondary care in Doncaster, Doncaster and Bassetlaw Hospitals NHS Foundation Trust and Rotherham Doncaster and South Humber NHS Foundation Trust. The CCG works closely with both to ensure the best quality care in the town and get patient experience information for both organisations.
 - **Patient Opinion:** Members of the public are invited to record their experiences (good or bad) online via NHS Choices. Providers of the service are able to respond and as commissioners, the CCG records the experience so that themes and trends can be identified. Plans are in place to expand this by using our 'Talking Points' brand, which utilizes Survey Monkey. This year the CCG's patient opinion included:
 - 13 x surveys
 - Attending approx. 20 x public events
 - Attending approx 45 community groups.
 - **Patient Experience and complaints monitoring:** Providers engage with patients about their experience through the Friends and Family Test and patient surveys for CQUIN (Commissioning for Quality and Innovation) indicators, which feeds into the CCG's Quality & Safety Committee. The CCG also records direct patient experience from various sources including complaints, MP letters, surveys, patient stories, Patient Opinion and NHS Choices and enquiries emails. This data is used to identify themes and trends which feed into the commissioning cycle and the Engagement & Experience Committee. In 2014/15 the CCG received:

- 42 complaints
 - 70 MP letters
 - 297 Freedom of information requests.
- **Social Media:** Widely used to engage with members of the public on a wide range of health issues. Main platforms currently are Twitter with almost 7,000 followers and Facebook with almost 2,000 likes. Updated several times a day to reflect news stories and incoming health themes in the town.
 - **Doncaster Community and Voluntary Services (CVS):** Provide a vital link into our communities and hard to reach groups. All CCG engagement activities are promoted through CVS's extensive network via their E-newsletter and CVS engage with communities on specific health-related projects such as Dementia Friend Training, Choose Well and surveys.
 - **Staff engagement:** In 2014/15 a staff newsletter, 'The Reporter', was published on a quarterly basis. The CCG also took part in the NHS Staff Survey with a 70% return rate.

The CCG continues to build upon the existing structures, partnerships and relationships fostered across Doncaster and uses tried and tested methods in relation to engagement as well as looking towards new and more innovative ways in which to engage with different sectors of the local community as we are aware that a one size fits all approach does not work.

Major consultations and campaigns

Be Clear on Cancer in partnership with Doncaster Rovers Football Club

In 2013, the CCG ran a successful prostate cancer awareness campaign in partnership Doncaster Rovers. This led the CCG to continuing the partnership work into 2014/15 with three separate cancer campaigns, focusing on the three 'problem' cancers in the borough: lung, bowel and, a refreshed campaign for, prostate.

Keep a clean sheet: This campaign, fronted by local doctor Dr Marco Pieri, was focused on bowel cancer.

"If you've had blood in your poo or looser poo for the last three weeks, tell you doctor!"

The campaign, which was captured within a poster, was distributed via the CCG's digital platforms and also developed into a press release for local press. An engagement survey was sent out a few weeks after launch to gauge public reaction it found:

86% of 65 had seen the campaign.

48% of 68 didn't know the signs of bowel cancer before the campaign

100% of 66 said they are now confident they could spot the signs and symptoms and seek appropriate treatment.

Tackle lung cancer early and get extra time: This campaign, fronted by local doctor Dr Sam Feeney, was focused on lung cancer.

"Been coughing for 3 weeks or more? Tell you doctor!"

Like the aforementioned campaign, this was also distributed via the CCG's digital platforms and also developed into a press release for local publications. An engagement survey was also sent out a few weeks after launch to gauge public reaction it found:

- 94% of 59 saw the campaign.
- 32% of 61 didn't know the signs of lung cancer before engaging with the campaign.
- 100% of 33 would be confident in picking out signs and symptoms of lung cancer and seeking appropriate treatment.

Dribbling instead of shooting: This campaign, fronted by Dr Khaimraj Singh and Doncaster Rovers, was focused on prostate cancer.

Like the aforementioned campaigns, this was also distributed via the CCG's digital platforms and also developed into a press release for local publications. An engagement survey was also sent out a few weeks after launch to gauge public reaction it found:

- 91% of 13 who participated said they had seen the materials.

- 76% of 13 said before the campaign they were unaware of the symptoms of prostate cancer.
- 100% of 11 said since the campaign they could confidently spot the signs and symptoms and seek appropriate help and treatment.
- 91 of 12 said they found the information conveyed through the campaign was useful.

Why did we do it?

Based on local data, we found that Doncaster has four 'problem' cancers which present higher than in similar sized areas. The cancers are: lung, breast, bowel and prostate. All were developed into campaigns, with a breast cancer awareness campaign to run later in 2015 as well as targeted campaigns for specific communities in 2016.

All campaigns were worked up in partnership with local football club, Doncaster Rovers. This was done because of increased promotional activity and in evidence of a positive impact from other areas where commissioners have worked with local football clubs to raise awareness of the symptoms of prostate cancer.

Who was involved?

The CCG worked with ...

- Men affected by prostate cancer
- Colleagues in Public Health (DMBC)
- Doncaster Rovers Football Club
- Doncaster Rovers Foundation
- West and South Yorkshire & Bassetlaw Commissioning Support Unit
- Local media (Doncaster Free Press, The Star, Gazette, TraxFM, Sheffield Hallam FM, BBC Radio Sheffield).

Each campaign was also supported with a video published on YouTube. Average views for each short film were 250.

When we did it?

Dribble instead of shooting? (prostate cancer): August 2014

Keep a clean sheet (bowel cancer): October 2014

Tackle lung cancer early and get extra time (lung cancer): January 2015

Making Doncaster a 'Dementia Friendly Community'

Dementia affects around 800,000 people in the UK, with numbers expected to double by 2030. The current financial cost to the NHS is over £17 billion rising to over £23 billion when costs to the Local Authority and families who are acting as primary carers are included.

Within the Yorkshire & Humber region alone the financial cost of the estimated 65,000 people with dementia is over £20million each year and growing. Locally, the Dementia Health Needs Assessment reports a total estimated prevalence in Doncaster of 3697 which equates to 7% of all those > 65yrs. Within this total 83 have early onset dementia (aged <65).

In 2013, Dementia was identified as a priority for both the Doncaster Health and Wellbeing Board and the Doncaster CCG with 3 key objectives being identified as:

- Doncaster community will have increased awareness of dementia and there will be a reduction in stigma.
- More people will receive a diagnosis and that diagnosis will be made earlier.
- People with dementia and their carers will be supported to live well

In 2014/15 this work was continued, highlighting awareness of dementia within the borough.

Dementia video projects

Cantley Memory Café: In partnership with Public Health and Doncaster Council, the CCG created three videos In April, May and June around the disease. The first named 'Talking Points: Cantley Memory Café' was a snapshot of a locally run memory café interviewing those who attend and the importance of these weekly sessions.

With a little help from my friends: The second and third video tied into a joint-scheme of work with Public Health, DMBC and the CCG, which was developed from the Beatles song 'With a little help from my friends'.

Taking the popular song, members of CCG sung along to the song, creating a 'Doncaster' version of the campaign, which was running national. Over 40 members of staff took place and the video has accumulated 1,700 views on YouTube.

Flash mob: The third and final video was a culmination of the previous two, with a 'flash mob' coming together in Doncaster's French Gate Centre. With over 200 participants, the Beatles' song was performed in public with members of the CCG, Council, Public Health and dozens of local charities and schools playing their part.

The 'flash mob' video was viewed over 5,000 times and around 500 people ultimately saw the event take place in the Centre.

Thanks to the cumulative efforts of all organisations, Doncaster hit 4,000 Dementia Friends in the 2014/15 period.

Who was involved?

The CCG worked with ...

- People and families affected by dementia
- Colleagues in Public Health (DMBC)
- Colleagues from Doncaster Council
- Local dementia and elderly care charities
- Local media (Doncaster Free Press, The Star, Gazette, TraxFM, Sheffield Hallam FM, BBC Radio Sheffield).

When we did it?

Between May and October 2014.

Children's Sleep Clinic Survey

Children's services at the CCG commissioned a survey to ask local people if there was a need for a sleep clinic service within the town. The survey was aimed at both parents and professional children's services staff.

The questionnaire was just six questions long and asked about any problems with sleep and what provisions could be put in place to alleviate this.

<https://www.surveymonkey.com/r/ChildrensSleepService>

As a result of this work a children's sleep clinic was commissioned for 2015/16 with further engagement worked planned.

Doncaster GP Out-of-Hours Survey

In March we launched a survey asking people's experiences of the GP out-of-hours service in Doncaster. At five questions, the engagement asked wider questions around urgent and primary care as well as gathering opinion data for the service. 51 people completed the survey.

An urgent care review is due in 2015/16 with the out-of-hours service going back out to tender.

Translated Clear on Cancer materials

Translated materials for the national 'Clear on Cancer' campaign were made available in Doncaster in Urdu, Arabic and Somali. Initially created by Sheffield CCG in partnership with Shallam University, the materials contain information on the signs and symptoms of cancer, as well as passages of scripture from the Quran addressing cultural taboos around health checks.

Projects planned for 2015/16

Below is a summary of the currently known engagement and experience projects that we aim to undertake during 2014-15.

Launch of 'Talking Points'

'Talking Points' is the umbrella term for NHS Doncaster CCG's Communications and Engagement Strategy and Activity for 2014 -17.

This will extend to branding of certain surveys from 2015/16 onwards. Each survey will have individualised Talking Point brand, with communications plan to back up for greatest consultation.

Relaunch of CCG publications

Plans to relaunch and increase CCG publications to indirectly influence more engagement and openness from the organisation.

InTouch newsletter: External publication for public to increase to one issue a month and to cover stories from CCG and partner organisations.

Reporter newsletter: Internal publication for staff to move to bi-monthly format.

The Bulletin, GP and practice newsletter: For practice staff only, to move to monthly format with locality and CCG round-ups.

The Table, pharmacist newsletter: For primary care colleagues, to move to a monthly format with prescribing updates from medicines management team at the CCG.

Redesign of urgent care services

In 2015/16, a review and redesign of urgent care services in Doncaster will take place. Engagement work will take place to understand views and wishes from local people around services such as 8am to 8pm unregistered centre.

Intermediate Care Review

In 2015/16 an audit of intermediate care in the borough will take place. Plans in place to review the needs of over 1,000 patients who have experience of intermediate care.

Autism Pathway Family Experience Diary

The project involves parents/carers keeping a brief diary from referral (from a community paediatrician) to the Autism Patient Pathway until the post-diagnosis follow-up meeting. All of the comments received whether good or bad will be valued and considered. This will help us to understand what is working well and what we need to improve.

Doncaster Patient Participation Group (PPG) Network Pilot Project

This is a forum for GP PPG members to come together to share good practice and engage with the CCG regarding strategic priority areas. The pilot project is currently scheduled to come to an end in 2015 and is then to be evaluated.

Doncaster Health Ambassador Scheme

Plans to pilot a 'Health Ambassador' scheme in Doncaster. Volunteers from communities of interest to come forward to provide health and service feedback. To work up in partnership with Doncaster CVS.

Website redesign

The CCG's website will be redeveloped and designed in 2015/16. Website Editorial Board to be created to take into account organisational views and also consultation projects planned to capture patient feedback. Once launched another consultation will take place to gain final feedback.

NHS Doncaster CCG Contact Details

If you are interested in finding out more about getting involved in the work of NHS Doncaster CCG or would like to share your views on local health services, please contact us via the following contact details;

Address:

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Sovereign House
Heavens Walk
Doncaster, South Yorkshire
DN4 5HZ

Telephone: 01302 566300

Email: enquiries@doncasterccg.nhs.uk

Facebook:

NHS Doncaster CCG

Twitter:

@doncasterccg

YouTube:

NHS Doncaster CCG

Website:

You can find out more about us and have your say about local health services on our website; www.doncasterccg.nhs.uk

Appendix 1 – Legal duties in relation to Patient and Public Engagement

Summary overview of the Legal Duties for CCGs in relation to Patient and Public Engagement (PPE)

In 2006, Patient Involvement was strengthened by the NHS Act. Sections 242 and 244 of the Act place a duty on NHS organisations to involve and consult local people and stakeholders in the planning and development of services. Also included was a duty for Primary Care Trusts (PCTs) to report on this activity in an annual ‘statement of involvement’.

The Health and Social Care Act 2012 introduced significant amendments to the NHS Act 2006, especially with regard to how NHS commissioners will function. These amendments included two complementary duties for Clinical Commissioning Groups (CCGs) (the organisations who replaced PCTs from 1 April 2013) with respect to patient and public participation and also a duty to promote the NHS Constitution which was refreshed in 2013.

In relation to the requirement for CCGs to report on any consultation / engagement activities carried out during the period between 1 April 2013 and 31 March 2014, NHS England has committed to developing guidance for CCGs about how to report their engagement activities in time for reporting on 2015/16 activity but not until then. This is partly to give CCGs the freedom to report on activity in the way that best suits their needs and NHS England will then produce guidance that reflects emerging best practice.

Until this time, each CCG is required to report on the duty to involve within their annual report and they are free to choose the most appropriate form for this.

Section 14P -Duty to promote NHS Constitution

(1) Each clinical commissioning group must, in the exercise of its functions—

(a) Act with a view to securing that health services are provided in a way which promotes the NHS Constitution

Section 14U - Duty to promote involvement of each patient

(1) Each clinical commissioning group must, in the exercise of its functions, promote the involvement of patients, and their carers and representatives (if any), in decisions which relate to—

(a) The prevention or diagnosis of illness in the patients, or

(b) Their care or treatment.

Section 14Z2 - Public involvement and consultation by clinical commissioning groups

(1) This section applies in relation to any health services which are, or are to be, provided pursuant to arrangements made by a clinical commissioning group in the exercise of its functions (“commissioning arrangements”).

(2) The clinical commissioning group must make arrangements to secure that individuals to whom the services are being or may be provided are involved (whether by being consulted or provided with information or in other ways)—

(a) In the planning of the commissioning arrangements by the group,

(b) In the development and consideration of proposals by the group for changes in the commissioning arrangements where the implementation of the proposals would have an impact on the manner in which the services are delivered to the individuals or the range of health services available to them, and

(c) In decisions of the group affecting the operation of the commissioning arrangements where the implementation of the decisions would (if made) have such an impact.

NHS Constitution (Refreshed March 2013)

The NHS Constitution produced by the Department of Health establishes the principles and values of the NHS in England. It sets out rights to which patients, public and staff are entitled, and pledges which the NHS is committed to achieve, together with responsibilities, which the public, patients and staff owe to one another to ensure that the NHS operates fairly and effectively. The Secretary of State for Health, all NHS bodies, private and voluntary sector providers supplying NHS services, and local authorities in the exercise of their public health functions are required by law to take account of this Constitution in their decisions and actions.

A copy of the refreshed NHS Constitution and supporting handbook can be accessed via the following link;

<https://www.gov.uk/government/publications/the-nhs-constitution-for-england>

Seven key principles guide the NHS in all it does. They are underpinned by core NHS values which have been derived from extensive discussions with staff, patients and the public. Principle Four focuses around patient engagement and involvement and is emphasised through the Patient’s Rights Section.

Principle Four

The NHS aspires to put patients at the heart of everything it does. It should support individuals to promote and manage their own health. NHS services must reflect, and should be coordinated around and tailored to, the needs and preferences of patients,

their families and their carers. Patients, with their families and carers, where appropriate, will be involved in and consulted on all decisions about their care and treatment. The NHS will actively encourage feedback from the public, patients and staff, welcome it and use it to improve its services

Patient Rights - Involvement in your healthcare and in the NHS:

You have the right to be involved, directly or through representatives, in the planning of healthcare services commissioned by NHS bodies, the development and consideration of proposals for changes in the way those services are provided, and in decisions to be made affecting the operation of those services.

The NHS also commits:

- To provide you with the information and support you need to influence and scrutinise the planning and delivery of NHS services (pledge);
- To work in partnership with you, your family, carers and representatives (pledge);
- To involve you in discussions about planning your care and to offer you a written record of what is agreed if you want one (pledge); and
- To encourage and welcome feedback on your health and care experiences and use this to improve services (pledge).

Appendix 2

The NHS Equality Delivery System (EDS)

Equality and Diversity is central to the work of the CCG to ensure there is equality of access and treatment within the services that we commission. The promotion of equality, diversity and human rights is central to the NHS Constitution and other national drives to reduce health inequalities and increase the health and well-being of the population. We are committed to embedding equality and diversity values into our policies, procedures, employment and commissioning processes that secure health and social care for our population.

Our equality objectives are central to the CCGs core business and to our aim to improve our use of patient experience data. The Engagement & Experience Committee approved the following Equality Objectives at its meeting in October 2013 and a full action plan has been developed to ensure delivery of these objectives. This is monitored by the CCG Equality & Engagement Officer.

Our Equality Objectives are as follows:

- *Equality Objective 1:* Make effective use of equality data within the commissioning cycle to prioritise commissioning of services and embed equality within Provider contracts.
- *Equality Objective 2:* Ensure appropriate and accessible targeted communication with local communities to empower patients.

The Equality Delivery System 2 (EDS2) was published in November 2013. This will be used moving forwards to re self-assess in 2015/16.

