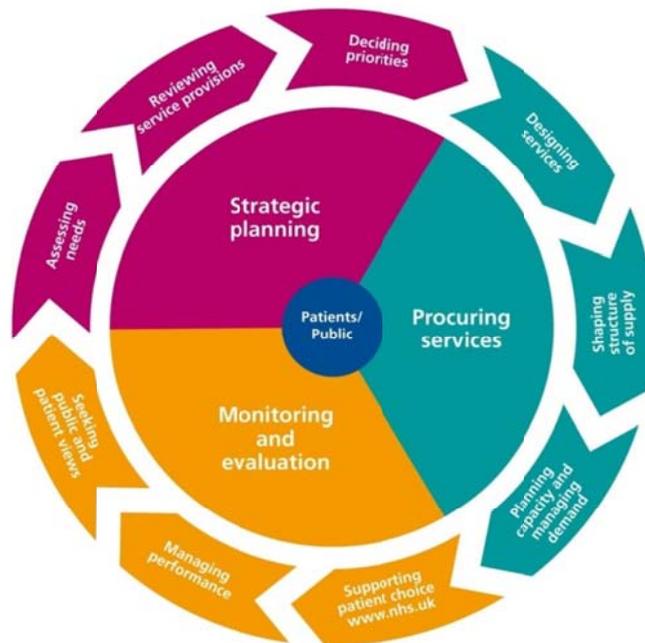


Engagement in CCG Delivery Plans Template

This template is designed to help you take into account all the elements of the commissioning cycle, as captured in the diagram below:



Courtesy of The NHS Information Centre for health and social care. Full diagram available at: www.ic.nhs.uk/commissioning

Name of Delivery Plan:	
CCG Lead Officer:	Ailsa Leighton
Date of EEC Review:	4 th April 2019
Please give of summary of the engagement which has already been undertaken¹	
<p>The NHS is always under considerable pressure over the winter period as demand for services tends to increase significantly with the onset of cold weather and flu. Winter pressures and planning are a key issue for Clinical Commissioning Groups, the acute, mental health, community and ambulance service trusts.</p> <p>As part of the planning process for Winter 2018/2019, Doncaster CCG launched a Winter Communications campaign with a key aim of helping patients to feel empowered to choose the right service and stay safe during the Winter months.</p> <p>Key activities and themes for the Winter campaign were;</p>	

¹ This can be with staff, members of the public, service users, patients, carers or any other group of stakeholders

- Focus on supporting elderly and vulnerable people
- Choosing the right service – providing an overview of all services available during the winter
- Focus on avoiding the need for emergency repeat prescriptions
- Stay safe in the cold winter months
- It's not too late to get your flu jab

The Winter messages were communicated to the Doncaster population via social media, the CCG website, local press and radio stations.

What has been the impact of this engagement?

The Winter messages reached more members of the public than previous years and initial analysis of the data shows that the communications have had a positive impact on patients being seen by the right service at the right time. In particular the communications worked really well on significantly reducing in the requests for repeat medication over the Christmas period compared with last year and this enabled Clinician capacity to be used more effectively in triage and seeing patients in the Same Day Health Centre and GP OOH; we also saw an increase in Same Day Health Centre Usage and GP OOH.

The winter campaign was borough wide and many organisations were sharing messages across their networks – more than 2,000,000 messages were seen using the #doncasterwinter18 hashtag. Just under 700,000 people engaged with our winter messages on Facebook.

Below are the statistics on the number of people that the campaign reached;

Web site figures (19 November 2018 to 25 February 2019)

Web page	Page views	Unique page views
Winter campaign web pages (inc winter packs)	4,320	3,796
Same Day Health Centre	7,825	6,689
GP out of hours service	3,291	2,758
Choosing the right service blog	356	312

Social media (1 January to 17 January 2019)

	Number of posts	Reach (people)	Engagements	Points to note
Twitter (Doncaster CCG account only)	269	297,600	n/a	Increase in 200 new followers
Facebook (general)	42	695,000	175,100	Increase of 504 people liking the NHS Doncaster CCG Facebook page

Twitter hashtags – Hashtag highlights and conversations (10 January to 18 January 2019)

	Number of posts	Total reach (people)*	Points to note
#doncasterwinter18	121	2,154,601	Main hashtag for Doncaster winter campaign

What, if anything, has changed as a result?

Since the communication campaign we have seen an increase in the number of people attending the Same Day Health Centre. This is a very positive outcome as feedback from a patient survey earlier in 2018 showed that a significant number of people were not aware of this service and work has been underway to promote this service.

How have these changes been communicated back to stakeholders?

The purpose of the Winter campaign was to communicate with stakeholders on services already available therefore there were no changes to communicate back. We know that the communications have reached a significant number of the Doncaster population from the data detailed above and the increase in people attending the Same Day Health Centre.

What further engagement is planned and when?

A similar communications campaign to the one ran during Winter will be run prior to Easter; this will be revised based on the feedback/analysis on the outcomes of the Winter campaign.

A Winter communications campaign will also be run for Winter 2019/20.

Do you have any further comments regarding your approach to engagement and involvement or how this can be improved?

The learning from the 2018/19 Winter campaign is to;

- Continue same approach as 2018/19 but more focus on Minor Injuries Unit in relation to choosing the right service
- Continue to use Facebook and Twitter, particularly targeted/paid for advertising on Facebook
- Liaise with GP practices to encourage more sharing of messages with their patients
- Primary care team to work with GP practices to ensure they are all promoting the same message – sending people to Same Day Health Centre, Minor Injuries, Extended Access before considering A&E.
- Early promotion encouraging people to have the flu vaccination

However, although the Winter Campaign reached more members of the public than previous years, consideration needs to be given on how this can be built on. There have been initial discussions on whether communications through local schools would be beneficial and enable a broader reach to the Doncaster population.