

<b>Meeting: Governing Body (Meeting in Public)</b>			
<b>Meeting Date</b>	25 September 2019	<b>Action</b>	Approve
<b>Item No.</b>	5c	<b>Confidential</b>	No
<b>Title</b>	Communications and Engagement Strategy in response to financial challenges		
<b>Presented By</b>	Karen Johnston, Joint Head of Communications, Engagement and Marketing		
<b>Author</b>	Karen Johnston, Joint Head of Communications, Engagement and Marketing		
<b>Clinical Lead</b>	N/A		

<b>Executive Summary</b>
<p>The CCG has a savings target of £12.5m in 2019/20 which is part of a wider savings target of around £35m when including Bury Council and provider organisations.</p> <p>At the August 2019 Governing Body meeting, a number of schemes were considered to support the delivery of savings and recommendations were made for those to be taken forward and prioritised. The report outlined the overarching communications and engagement approach to support this.</p> <p>This report sets out a communications and engagement strategy that will support this by raising awareness of the current financial position, as well as patient choices for appropriate healthcare and the consequences of not utilising the services or support for self-care.</p>
<b>Recommendations</b>
<p>It is recommended that the Governing Body:</p> <ul style="list-style-type: none"> <li>• Review, comment on and approve the Communications and Engagement Strategy in response to financial challenges.</li> <li>• Approve a budget of £30k to develop the public information website and associated digital and printed collateral.</li> <li>• Approve a timely approvals process to agree campaign content.</li> </ul>

<b>Links to CCG Strategic Objectives</b>	
<p><b>SO1 People and Place</b> To enable the people of Bury to live in a place where they can co-create their own good health and well-being and to provide good quality care when it is needed to help people return to the best possible quality of life</p>	☑

Links to CCG Strategic Objectives	
<b>SO2 Inclusive Growth</b> To increase the productivity of Bury's economy by enabling all Bury people to contribute to and benefit from growth by accessing good jobs with good career prospects and through commissioning for social value	<input type="checkbox"/>
<b>SO3 Budget</b> To deliver a balanced budget for 2019/20	<input checked="" type="checkbox"/>
<b>SO4 Staff Wellbeing</b> To increase the involvement and wellbeing of all staff in scope of the OCO.	<input type="checkbox"/>
Does this report seek to address any of the risks included on the Governing Body Assurance Framework? If yes, state which risk below:	No
GBAF <i>[Insert Risk Number and Detail Here]</i>	

Implications						
Are there any quality, safeguarding or patient experience implications?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Has any engagement (clinical, stakeholder or public/patient) been undertaken in relation to this report?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Have any departments/organisations who will be affected been consulted ?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Are there any conflicts of interest arising from the proposal or decision being requested?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Are there any financial Implications?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
<i>There will be a cost associated with delivering a public facing campaign.</i>						
Has a Equality, Privacy or Quality Impact Assessment been completed?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Is a Equality, Privacy or Quality Impact Assessment required?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Are there any associated risks including Conflicts of Interest?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Are the risks on the CCG's risk register?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>

Governance and Reporting		
Meeting	Date	Outcome
Name of meeting		These boxes are for recording where the report has also been considered and what the outcome was. This will include internal meetings like SMT.
		If the report has not been discussed at any other meeting, these boxes can remain empty.

## **Communications and Engagement Strategy in response to financial challenges**

### **1. Introduction**

- 1.1. The CCG has a savings target of £12.5m in 2019/20 which is part of a wider savings target of around £35m when including Bury Council and provider organisations.
- 1.2. At the August 2019 Governing Body, a number of schemes were considered to support the delivery of savings and recommendations were made for those to be taken forward and prioritised. The report outlined the overarching communications and engagement approach to support this.
- 1.3. This report sets out a communications and engagement strategy that will support this by raising awareness of the current financial position, as well as patient choices for appropriate healthcare and the consequences of not utilising the services or support for self-care.

### **2. Background**

- 2.1. While austerity and its effects on services are well-recognised by the public, the feeling is that people may not be aware of the scale of the financial challenge localities like Bury are facing.
- 2.2. Recognition is needed that Bury continues to be a great place to live and our public bodies are playing a big role in that. However, to meet the challenges we all face, our patients will have an increasingly important part to play, whether in the way they use services or by helping themselves and communities more.
- 2.3. Pressures in urgent care have become a year-round phenomenon. There is an opportunity to consider the role of communications in the management and surge plans to see if there are any actions and approaches that have not yet been considered that could be part of this plan.
- 2.4. Bury also supports national and regional campaigns and is beginning to work collaboratively with the North East Sector (NES) to develop a shared approach across Bury, Oldham and Heywood, Middleton and Rochdale (HMR).
- 2.5. Therefore, this report sets out a proposed public information campaign to raise awareness of the financial challenges and relay messages about patient choices and the appropriate use of NHS services.

### **3. Communications objectives**

- 3.1 The overarching objectives for the communications task are to:

- Increase local knowledge about the range of health, care and other services available in the borough and when to use them.
- Increase local knowledge about the consequences of using the wrong services, including costs incurred.
- Myth busting and breaking down misconceptions about service availability and finances e.g. availability of GP appointments.
- Reduce the number of attendances at Fairfield General Hospital A&E in favour of self-care, GP and primary care services, community services, a community pharmacy or the walk-in centres.
- Target different audiences with different calls to action to help relieve winter and urgent care pressures.

#### 4 Proposed activities

4.1 **Insight** – We will use our business intelligence data / insight about low acuity attendances by Bury residents at different hospital A&E departments across GM and vice versa, to identify any trends. Knowledge gathered from patients via recent engagement including the review of walk-in centres earlier in the year and will also provide insight to inform the communications and engagement campaign. Healthwatch Bury may also have useable insight from their engagement. Activities A desk top analysis of those presenting at urgent care settings over the last 12 months will also be carried out to help inform communications activities going forward. This will include figures about those who attend Fairfield General Hospital A&E from out of the borough.

An audit of all public information for health services will be undertaken to make sure that patients can access the right information from the right channels.

4.2 **Developing a narrative** – We will develop a series of talking head videos about the financial situation and based on the principle of reciprocity, aim to increase peoples' understanding of the actions they can take to help protect the NHS and reduce avoidable costs.

4.3 **Public information campaign** – A public information campaign specific to the healthcare choices for Bury will be delivered. Two phases are proposed for this aspect of the communications and engagement.

Phase one: We will create a new overarching brand called 'choose well Bury' to inform patients about different kinds of care and when and how to use them. It will present the patient with all the information they need to take early, appropriate and timely action to look after themselves whilst reassuring that the NHS as a team of experts are there when needed.

Information will be grouped into three categories using a traffic light system:

- GREEN - Self care – look after yourself
- AMBER – Health and care services in the local area
- RED - In an emergency

Each of the above themes would be broken down into a number of topics e.g. Green

(self care) would include treating minor injuries and illnesses at home and looking For opportunities in your local community to improve your wellbeing. Amber would include promotion of GP and other primary care services, the NHSUK website and and NHS 111 service.

A micro-site will be created that the user can click through to reveal more Information. A wireframe diagram of the proposed content and structure is included at Appendix one. Graphics created for the microsite will also be used across other channels, for example as stills for social or as content for printed leaflets. Plus we would work to create other clear, simple graphic assets to hit home key points.

Phase two: Will promote specific parts of the system including NHS 111, NHS 111 online, Extended GP access and pharmacy. Given the seasonal aspect to the timing of this campaign, flu vaccination and stay well this winter will also be included. Key message are included at Appendix two.

- 4.4 For both phases we would use social media as the primary channel to signpost people to this information. We will also explore opportunities to work with a media partner.
- 4.5 Insight and information from the engagement events will be used to create myth-busting messages for this phase e.g. did you know that under 12s can access an urgent GP appointment that day. We will create a series of short videos, of people from the engagement events to highlight these facts.
- 4.6 **Engagement with the public** – Five engagement events, one for each neighbourhood, will be held during the campaign period to give local people information about the range of health and social care services available and when to use them. We will also find out what their current knowledge and perceptions are and use this information to tailor further messages.
- 4.7 **System wide approach** – Through the North East Sector (NES) communications group, reporting to the NES Executive Group, a joint communications plan will be delivered around signposting patients, a public narrative around protecting our NHS and ensuring people use healthcare correctly. This will amplify our own activity whilst also ensuring a shared approach across Bury, Oldham and HMR. Producing joint materials will make the most of limited resources and build up brand recognition and each area will be able to use their local channels to get to the right audiences.
- 4.8 We are actively supporting a number of urgent care communications activities across GM that will complement our activities. Campaign materials for flu vaccinations and Home Truths, to reduce the length of stay in hospital, are both in development.

## 5 Communications channels

- 5.1 We have a range of communications delivery mechanisms at our disposal which are free for use, or inexpensive. These would include:
- Council and CCG social media channels
  - Other partner social channels

- Local media – PR and paid for including considering a media partner
- Websites
- Photography and videos
- Screens in GP surgeries and Council venues
- The Bury Directory
- Networks through the VCFA to cascade information
- Community engagement
- Staff engagement

## **6 Timeline**

- The individual elements/themes of the campaign would be rolled out on a month-by-month basis starting in November.
- Where possible, delivery would be tied in to national or regional awareness days and campaigns e.g. Self Care week is scheduled to take place from 18 – 24 November
- Content for the microsite will be developed in parallel and as a priority to support winter pressures and service reviews.
- Engagement with the public via the five events will be completed by the end of Dec.

## **7 Dependencies**

7.1 Delivery of the campaign elements is dependent on:

- Budget – full costs will be developed, but are likely to be in the region of £20k for the public information website and a further £10k for other digital and printed materials
- Resources - to lead the communications and engagement activity would need to be considered
- Time – production of the information is likely to be the most time consuming aspect of the activities. A quick approvals process for any content would be beneficial.

## **8 Associated risks**

8.1 Set out the recommendation(s) based on the collective analysis of all previous information presented.

## **9 Actions Required**

9.1 It is recommended that the Governing Body:

- Review, comment on and approve the Communications and Engagement Strategy in response to financial challenges.
- Approve a budget of £30k to develop the public information website and associated digital and printed collateral.
- Approve a timely approvals process to agree campaign content.

**Karen Johnston**

Joint Head of Communications, Engagement and Marketing

## **Appendix One: Microsite wireframe**

### **Home**

Self-care

Self-care Information for Adults

Self-care Information About Children

NHS 111 Service

What Everyone Should Have in their Medicine Cabinet

First aid courses

Useful numbers card

Living with pain

Living with mental health illness

Social prescribing

### **In Your Area**

What Your Pharmacy Does

What Your GP Does

GP Services - Extended Opening Hours

How to Register With a GP

Seeing a dentist

Find your nearest GP/Pharmacy/Dentist

Pharmacy Services

Social care – the Bury Directory, Bury LCO

Problems at Home

Help and Support

NHS 111

### **In an Emergency**

Find other urgent care services

What is A&E for?

What it costs

Hospital info



## Appendix Two: Key messages

- The NHS is here to help you when you are poorly, but there are things you can do to get the best out of your NHS.
- Everyone has a role to play in keeping themselves healthy, and 'Choose well Bury' can provide the information and advice you need to stay well.
- By following the expert advice of health and care staff, you can help the NHS help you stay well; prevent an illness getting worse; take the best course of action; and get well again sooner.
- The new 'Choose well Bury' campaign has launched to make it easier for the public to understand the actions they can take, to care for themselves and help protect the NHS.
- For example, you can ask a pharmacist for advice on minor ailments and illnesses to help prevent them getting worse. Or if you've been putting off going to the GP because you're too busy, you can now book an evening or weekend appointment.
- Making sure you get a flu vaccine, if you are over 65, pregnant, a child aged 2-10, or have a long-term health condition, can also help you stay well over the winter months.
- Knowing to call NHS 111 if you think you need medical attention urgently but it's not an emergency, can make sure you get the best NHS service for your health need.
- Did you know that children under 12 will be assessed on the same day if you call your GP for an appointment?
- Each GP practice appointment costs an average of £30. If you don't need a pre-booked appointment, please cancel it so that it can be offered to another patient.
- A single visit to A&E can cost £124 just to be seen, there are a range of services in Bury and many can be accessed without an appointment, please choose the best one to meet your needs.
- We hear that patients can't always get a GP appointment, but did you know that evening and weekend appointments are available at three sites in Bury? Ask your GP practice about extended hours appointments.