

## **Patient insight and patient and public engagement report January – March 2015**

### 1. Introduction

The following report provides an outline of the key patient insight information that has been fed back to NHS Southampton City Clinical Commissioning Group (CCG) from January - March 2015. The report is categorised into “Sources of Information” in order to provide clarity as to the mechanism that has been used to gather the information

It should be noted that a wide variety of information has been gained throughout the period, with positive feedback being provided, as well as information regarding potential areas for development.

The report also provides a summary of all the patient and public engagement activity undertaken.

### 2. Sources of Information

The following sources of information have been used to produce this report:

- Freedom of Information Requests
- Better Care programme
- People’s Panel
- Local health services survey
- Winter roadshow
- Patients Forum meetings
- Equality and Diversity Reference Group
- Communications and Engagement Group
- Consult and Challenge
- CCG mailbox
- Healthwatch Southampton
- Stakeholder events
- Patient and public engagement activities
- Patient Experience Service
- Social media (Twitter and Facebook)

Using the information sources identified above, the report informs the Clinical Governance Group and the Governing Body on:

- trends
- learning
- actions taken
- improvements.

It is understood that each method of feedback has its strengths and weaknesses. Using all methods of information available enables the CCG to better understand the patient’s experience of the services offered and delivered, and is beneficial to help prioritise where to focus efforts on action planning.

## **NHS Southampton City Clinical Commissioning Group mailbox**

We have received 142 enquiries via the CCG general mail box during the last three months.

Individual concerns raised included poor experience of local dental services and NHS 111. Each of these cases has been taken up with our complaints department.

We also had feedback that there was growing concern in the city about the increased number of shisha lounges in Southampton. We gave this feedback to our colleagues in Public Health and they responded as follows:

*Thank you very much for alerting us to this issue. I have forwarded your email to the public health team at the City Council, who have recognised this trend and share your concerns. Whether it is tobacco or other herbal products that are being smoked this way, it is harmful to health and is covered by smoke free legislation. Where tobacco products are involved there is other legislation that applies. The public health team are already working with trading standards and environmental health colleagues to investigate this further and to ensure that appropriate actions are taken. They are also looking at how awareness of the harmful effects can be raised and a how number of myths around the use of waterpipes can be dispelled.*

### **Outcome**

Public Health Southampton are working with trading standards and environmental health to address these concerns.

We continue to receive enquiries about the criteria for IVF funding, especially in view of the latest guidance issued by NICE. We have recently published our latest policy on our website.

A number of enquiries were seeking advice and signposting to services, e.g. where to find an emergency dentist, and we had some positive feedback about our new look website.

## **Southampton City Patients Forum**

The Patients Forum meets on a monthly basis and is kept up to date with the developments in the CCG. The forum is a consultative group and our senior commissioners attend the meetings to discuss their various programmes of work to seek feedback and ensure service user involvement in planning and improving services.

During the last quarter the Patients Forum members have been involved in discussions and given feedback about:

- The Southampton Treatment Centre procurement
- ear nose and throat (ENT) Procurement
- Patient Experience Service/complaints
- co-commissioning.

All feedback has been recorded for consideration by commissioners.

### **Outcomes**

Patient Forum members contributed to questions for the tenders for the ENT procurement.

The Patient Experience Service is currently undertaking an evaluation to ensure that our patients are satisfied with the service and find it easy to raise a concern or complaint.

## **Healthwatch Southampton Annual General Meeting**

In February, Healthwatch Southampton held their first annual general meeting. The event was titled 'The Future of Health and Care: inform, question, contribute' and focused on exploring some of the changes we can expect over the coming years if the NHS, and the wider care system, are going to thrive and flourish. **James Rimmer, our Chief Finance Officer** gave an overview of the Five Year Forward View and invited questions from the audience.

There was also an interactive session where people were invited to give their views on a number of topics. The full report on the event can be found on the Healthwatch website at [www.healthwatchsouthampton.co.uk](http://www.healthwatchsouthampton.co.uk).

Some examples of the feedback are given below:

- How important is public involvement in the issues raised this evening?
- 82% of the audience felt that it was extremely important.
- How engaged do you feel in the health debate?
- 34% of voters felt "somewhat" involved
- 30% felt "very" involved
- 11% did not feel involved at all
- Do you feel things change because of your input?
- 62% of people felt that things sometimes changed because of their input
- 19% felt that nothing had changed
- Where would you like to see us put our energies (relating to the 5 year view)?
- 53% of people voted for prevention whilst the rest of the audience was divided between integration and new models of care and resource allocation

### **Priorities now**

Mental health services were voted the top priority for 36% of the audience followed by social care services at 30%.

## **Communications and Engagement Group**

The CCG's Communications and Engagement Group is chaired by Dr. Mark Kelsey. Representation is wide and varied and includes our lay advisors, providers, PPG Chair, young people, users of diabetes services, carers, people with learning disabilities, people with physical disabilities, older people, BME communities etc.

During the last three months the group have given their views and discussed a number of topics including:

- procurement processes
- Quality Framework for NHS Southampton City CCG
- winter campaign materials
- urgent care
- priority setting and making difficult decisions.

The group has also been actively involved in the procurement process for the Southampton Treatment Centre and ENT service.

The group influenced the design and messaging for the winter campaign which was launched in January 2015 along with the CCG's new website. The impact of the winter campaign is currently being evaluated.

The group were consulted on the development of our Quality Framework and their feedback was taken into account in the final version of the framework document.

The group will be exploring preventative health over the coming months.

## **Procurements**

Recent procurements in which engagement has been embedded throughout the process include the Southampton Treatment Centre and ENT service. The engagement and involvement included:

- ensuring that innovation and patient experience is key in delivery of the new service
- setting performance indicators
- invitation to tender questions
- participating in the scoring and assessment of tenders
- attendance at moderation meetings
- attendance at tender presentations
- ensuring ongoing monitoring and evaluation of the service.

## **Outcomes**

Procurement and evaluation training provided for service users.

Minor injuries procurement identified as model of good practice for training.

## **Equality and Human Rights Reference Group**

This group was set up through the request of the CCG Board as a 'critical friend' to ensure that the CCG provides equality and fairness in access to and use of services and that the impact and outcomes are positive for all.

The Equality Reference Group provides advice, support, assurance and feedback to the CCG to ensure the organisation meets its equality commitments.

During the last six months the group have discussed patient experiences from various members of the group. Issues have been raised which have been passed to the CCG.

Discussion and feedback has been given about:

- complaints and patient experience
- Better Care Southampton programme.

The group also had a discussion and debate about priorities and making difficult decisions in challenging financial times. Below are the most common themes which emerged from the discussion:

- important to look at risk
- important to consider quality of life factors
- decisions should be based on clinical need
- consider ethics
- more emphasis on prevention
- educate and increase knowledge of the general public in innovative ways
- work in partnership with education, Southampton Connect etc.
- community engagement is the best way of sharing information.

**Actions:** The next meeting will be a workshop to monitor progress against the equality objectives.

## **Patient and public engagement activity**

The CCG has demonstrated a strong commitment to support the role of patients and the public in influencing local services by implementing a comprehensive programme of continuous engagement activity.

## **Stroke Health Promotion and Engagement**

This reporting period saw the Health Promotion and Engagement (HPE) Coordinator explore a number of different avenues for promoting Know Your Blood Pressure events and stroke prevention and awareness presentations within the Southampton community.

In order to encourage more people to join the user involvement group the recruitment leaflet has been redesigned to include information on a number of ways to participate in giving feedback on stroke care and services in Southampton. It was also decided to trial a more general purpose Stroke Association information stand at Sainsbury's on a quarterly basis rather than a monthly UIG meeting, with increased visibility to the public.

### **Community Engagement**

- Gurdwara Health checks event
- Mosque health event

### **Engagement on the Better Care Fund**

We have a continuous programme of engagement in developing our plans for the Better Care Fund. One key element in implementing the Better Care programme is community development and engagement.

### **Community Liaison**

Our community engagement officer regularly visits groups and small organisations across the city to promote local health services and to listen to any concerns and feedback.

Appendix 1 shows some of the groups and organisations with whom we have regular contact.

### **The “Peoples Panel”**

In December the “People's Panel” was launched. This is a joint project between the CCG and Southampton City Council.

The panel is a group of residents who are interested in taking part in consultations and other opportunities to express their views on council services, health services and living in city. The results of which will be used to inform future decisions.

For more information please see [www.southampton.gov.uk/peoples-panel](http://www.southampton.gov.uk/peoples-panel)

### **Social media report: January – May 2015**

*Please note all information correct as of 12<sup>th</sup> May 2015*

#### **Twitter**

We remain committed to continuing with our strategy to approach Twitter in a more friendly and reactive way – with an aim to Tweet at least twice daily during the week. We now have over 7,000 Twitter followers, having gained 345 followers between January and May 2015, bringing the total number to **7,099**.

Some of the areas we have been tweeting about recently include:

### **TARGET training events**

Twitter is used in the lead up to TARGET training days, to help ensure local people are aware that city GP practices will be closed for one afternoon and promoting the alternative services available such as NHS 111 and the local Minor Injuries Unit. We also engaged with attendees at our TARGET events in January and March, receiving images and feedback from local stakeholders including Carers in Southampton, the Alzheimer's Society and the Wessex Academic Health Science Network.

### **Surveys**

In the past quarter, we invited our followers to have their say in the following surveys:

- Review of local sexual health services – a joint survey with Southampton City Council
- Local health services survey – following feedback received at the Winter Health Roadshows, the online survey was updated and ran from 16 March – 1 May, receiving over 300 responses
- Feedback on our Think First campaign – we asked followers for feedback on our Think First campaign materials from the winter.

### **Raising Awareness**

We have supported various awareness days/weeks and provided information on relevant local information and events taking place. These have included:

- Dementia Awareness Day
- Time to Talk Day
- No Smoking Day
- Depression Awareness Week
- Mental Health Awareness Week.

### **The People's Panel**

Working together with Southampton City Council, we introduced the People's Panel to our followers and invited them to sign up to the panel.

### **Seasonal health advice**

We continue to provide topical health advice through Twitter and promoting of the relevant local health services that can help, such as local pharmacies, the Minor Injuries Unit and NHS 111.

In the lead up to the Easter bank holiday, we also tweeted reminders about ordering repeat prescriptions, bank holiday pharmacy opening times and the services available over the bank holiday.

We are now sharing advice on treating common spring and summer ailments.

### **#hellomynameis**

In February local GPs and staff across the CCG showed their support for the [#hellomynameis](#) campaign. The campaign was started by Kate Granger, a doctor who is also a terminally ill cancer patient. The idea is to encourage healthcare professionals to introduce themselves to their patients as the first step to providing compassionate care and putting patients at ease in a healthcare setting.

CCG staff and members of our Board showed their support throughout the launch week by sharing their introductions with our followers.

These pictures were shared by our followers, with the photo of Dr Sue Robinson being retweeted by Kate Granger.



### **Dementia services in the city**

We promoted information about the community dementia support services available in the city <http://www.southamptoncityccg.nhs.uk/news/working-together-for-a-dementia-friendly-city-678> and also shared information from partners at the Alzheimer's Society, Age Concern and the Down to Earth Farm.

### **NHS Sustainability Day**

We showed our support for NHS Sustainability Day on 26 March by sharing photos of our staff making pledges as part of our sustainability commitment.

### **Open up about medicines**

Our new medicines waste campaign, [Open up about medicines](#), launched in March and we shared information, images and video to encourage local people to *open up* about the medicines they use to healthcare professionals.

### **Healthy spring**

We have been sharing information from partners about getting active over half term, local healthy events and supporting Walk to Work Week with our staff taking part and tracking their miles.

### **Patient Experience**

We continue to receive comments, complaints and compliments about local health services through our Twitter accounts and respond to these. We have had conversations with followers, and encouraged them to get in touch with our Patient Experience Team who can help them further.

## **Facebook**

We are continuing to reintroduce our presence on Facebook after successfully using Facebook advertising as part of our winter campaign from December 2014 – January 2015.

The two adverts reached a total of 89,776 people with 1,897 clicks through to our website to find out about the NHS 111 service and local pharmacies.

These adverts also encouraged discussions with local people about the NHS 111 service, which we were able to respond to and share with our Patient Experience Team.

Over the next quarter we will be looking at how we can use the Facebook page more frequently to engage with local Facebook users, sharing information about services in the city and encouraging discussions.