

## Bradford District and Craven CCGs Involve tracker

For reporting to January 2019 Governing Bodies

RAG rating key:

- Significant issues or risk
- Potential issues or risk
- Successful outcome/impact
- Activity is ongoing or scheduled for future

Strategic objective	Communications, engagement and equalities activity	Outcomes/impact/added value	Issues and next steps	Key dates	CCGs	RAG rating
<p><b>1. Closing the quality and care gap:</b> working collaboratively, we will develop and deliver targeted programmes to address the gaps in the quality and outcomes of our health and social care. We will reduce unwarranted variations in the quality and care provided for our patients and residents. We will improve outcomes and experience for our patients and residents.</p>						
1.1	Grass Roots (GR) reporting	GR influences our overall performance reporting. Themes and trends are fed into appropriate contract and performance discussions.	New style reporting including sentiment analysis is available through the new system. Reporting to JQC will include new features from January 2019 (delayed from Nov due to IT issues).	Jan 2019	AWC, BC, BD	
1.2	Equality Delivery System 2 (EDS) The CCGs are working collaboratively with the provider trusts and local stakeholders to assess progress against equality objectives and the EDS2 goals and outcomes.	Collaborative working will help identify areas for further improvement across the system.  Assessment panels, survey and grading complete	The EDS summary report is now uploaded on the three CCG equality web pages.  The NHS Equality Leads Partnership Group is currently identifying shared actions and reviewing the process for future EDS engagement. Awaiting guidance for EDS3 before		AWC, BC, BD	

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			planning next assessment process.			
1.3	Contract monitoring of providers Twice yearly CCGs receive and evaluate reports from our provider trusts which describe the impact of their equality and diversity work and their progress implementing their equality objectives.		This is ongoing work and complements the partnership work linked to EDS2. There has been a delay in receiving a report from Airedale Hospital – this has been followed up		AWC, BC, BD	
1.4	Workforce Race Equality Standard This is a national initiative to reduce the inequalities experienced by NHS BME staff and job applicants.	Reducing inequalities experienced by workforce aims to improve patient care for all patients. No update	The CCG published its WRES report and action plan to meet the 1 <sup>st</sup> August deadline.  To ensure the action plan is implemented columns showing who is responsible and deadline dates have been added. FJ, LC and MG will meet to oversee implementation 4 times a year.  The WRES indicator that	August 2018	AWC, BC, BD	

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			forms part of the IAF shows our providers in the lowest quartile nationally – but there are concerns over how helpful this measure is			
<b>2. Closing the health and wellbeing gap:</b> working collaboratively, we will develop and deliver targeted programmes to address the gaps in the levels of health and wellbeing experienced by our population.						
2.1	Young people's event – all CCGs <i>Your Health, Your Future</i>	Developing engagement with young people, delivering key messages. Platform for future engagement.	Further event being held October 2019. AWC area to increase participation with additional follow-up careers events	Ongoing	All CCGs	
2.2	Patient Network (PPG network) <ul style="list-style-type: none"> <li>Working with Community Action Bradford &amp; District training opportunities are being delivered to Patient Network members across the three CCGs.</li> <li>Engaging People are working on a project in AWC to support practices around involving patients, and explore options for the future of a patient network in AWC.</li> <li>The BC &amp; BD Patient Network Steering Group are</li> </ul>	Opportunity for PPGs to network and share good practice. Encourages and supports effective involvement at practice level.	BC & BD - Patient Network Celebration event 14 <sup>th</sup> November – linked to Self-Care week.  Practice Engagement rating started from Dec 2018. Primary Care Team will inform all practices of the new assessment criteria. Practices grouped by Community Partnerships will rated on a rolling programme each month - evaluation process will be		AWC, BC, BD	

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	<p>working with the Engagement Team and the Primary Care Team to look at how PPGs can be rebranded and work differently – working more closely with Practice Health Champions and other Practice volunteers so that we have a broader approach to engagement at practice level.</p> <ul style="list-style-type: none"> <li>• GPQIG have agreed new approach to rating practices' on engagement.</li> <li>• Had a Patient Network Celebration event on 14<sup>th</sup> November – very successful as approx. 80 people attended the event.</li> <li>• PN to discuss the refresh of the Primary Medical Care Strategy at the February meetings</li> </ul>		<p>live throughout the year making it easier to adjust the rating of practices as they make the recommended changes. – November RAG rating for City and Districts practice has been completed and forwarded on to the Primary Care Team to approve and forward to practices.</p> <p>Steering group decided that the next PN celebration will include less work for participants and be more of a celebration</p>			
2.3	<p>People's Board</p> <ul style="list-style-type: none"> <li>• New members have joined from Airedale, Craven, and</li> </ul>	Experienced and invaluable engagement Connections into	Board to Board with JCC to strengthen relationship with clinical leadership & ensure		AWC BC BD	

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	<p>Bradford – bringing in different perspectives and voices.</p> <ul style="list-style-type: none"> <li>• PB have discussed the refresh of the Primary Medical Care Strategy.</li> <li>• Terms of Reference have been updated and approved by Governing Body.</li> </ul>	<p>communities Collective voice of local people built into commissioning process Easily accessible information about the work of the People’s Board</p>	<p>shared vision. Need to ensure connections between PB and H&amp;C partnership development, and links to 13 communities. Recent recruitment did not identify suitable member from Wharfedale – this will be re-advertised.</p>			
2.4	<p>Engaging People is a VCS partnership project to reach into communities and engage on CCG priorities/workstreams.</p> <p><b>Women’s Health Network</b> – event with Positive Minds to explore women’s mental wellbeing</p> <p><b>Support for PPG network in AWC</b> – project to strengthen involvement in practices &amp; sharing ideas/resources between PPGs</p> <p><b>Ongoing self-care work</b></p> <p><b>Winter pressures &amp; health literacy</b> – EP team will be supporting system-wide C&amp;E plan for winter.</p>	<p>Engaging People team also collect feedback on other health and care services from people at these groups, which will increase the volume and depth of insight coming into grassroots via Healthwatch.</p> <p>Working with VCS partners to ensure oversight of projects and coordination with other Communications, Engagement and Equalities activity.</p> <p>Engagement through</p>	<p>Briefs being developed: End of Life care Community Partnerships</p> <p>Need to ensure feedback on the impact on insight that is being gathered through Engaging People. Important to make the work more visible within the CCG and with partners.</p>	Ongoing	All	

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	INVOLVE group reviewed Engaging People grant in October 2018	trusted VC partners ensures accessibility and wider reach.				
2.5	Mental wellbeing strategy	Shared understanding of the implementation of the strategy	<p>Promotion of, and event organisation for, the Healthy Minds Summit 2019 – Wednesday 30 January.</p> <p>The audience will be elected members, members of the public (including people accessing our services), staff from LA, NHS, VCS, our providers and system leaders.</p>		AWC, BC, BD	
2.6	Equality objectives Extensive engagement work has taken place with internal and external stakeholders to identify new equality objectives and promote ownership across the CCGs	Equality objectives identified. Compliance with statutory duties. Objectives approved by joint Governing Body.	As recommended by INVOLVE Group, agreed to produce an internal and external (website) update. Discussion taking place with comms to ensure website version is easy to understand and options of how to present information. At Involve meeting in October actions to support		AWC, BC, BD	

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			equality objectives were reviewed to ensure had measurable impact.			
2.7	Annual Public Sector Equality Duty (PSED) reporting	CCGs are required to report annually on how they are meeting their public sector equality duties. The publication date is 30 March.	New content for website agreed, equality objectives report, workforce report and EDS reports now all uploaded on CCG websites. Equality objectives update report will be uploaded once new format for update has been agreed.		AWC, BC, BD	
2.8	Carers Engagement CCG working jointly with CBMDC on stakeholder engagement ahead of procurement of Carers' Service. 450 carers reached across the district – good reach into different communities. Report published September and presented as part of market briefing to potential providers. Report presented to Council's Overview & Scrutiny Committee	Recognising and valuing the role of unpaid carers, and vital role in ensuring sustainability of health & care system. Ensuring support offer funded by CCG is meeting needs of carers. Insight gained will also contribute to development of long term strategy for carers across the district – linking to WY&H strategic	Need to ensure insight from engagement informs development of future strategy, in addition to informing procurement of Carers Service.  New Carers' Service to be in place from April 2019.	April 2019	AWC, BC, BD	

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	in October 2018. Engagement findings are embedded in the service specification and outcomes	priority.				
2.10	Talk Cancer programme City CCG working with Cancer Research UK to deliver a programme of Talk Cancer workshops throughout the year targeting groups such as community centres, faith groups, women's health network etc. Specialist sessions will be delivered for pharmacists, and some sessions also targeted at GP receptionists etc. as well as social prescribers. The workshops focus on the skills/tools to have sensitive conversations with people to raise awareness on importance of early diagnosis /screening.	Understanding and reducing barriers to uptake of cancer screening. Community and health/care workforce are able to have better conversations to raise awareness of cancer signs & symptoms. Workshops will be supported by comms campaign.	<p>Dates scheduled throughout 2018.</p> <p>10 workshops have been delivered to 127 participants, with very positive feedback.</p> <p>14 further dates scheduled.</p> <p>Evaluation session on 22 November invited people who have taken part to reflect on how they have used the learning and consider further actions needed.</p> <p>Communications and media activity will be planned to raise the profile of this project and ensure continued success.</p>		BC	



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2.11	GP Patient Survey – Increase response rate for City CCG practices – Planning to engage with City CCG practices and patients to look at how we can increase the response rate of the GP Patient Survey. As City CCG’s response rate is extremely low.		To map out and use with local resources such as local VCS organisations, PELs and share good practice across the City practices.			
<b>3. Closing the finance gap:</b> working collaboratively, we will maximise the value for money in the use of healthcare services to ensure we can deliver financial sustainability and service transformation.						
3.1	Implementation of Accessible Information Standard should reduce the numbers of patients who miss appointments because communication needs have not been met. Cross sector Accessible Information Standard group re-established, led by CBMDC – CCG Engagement and Equalities leads attend.	The patient record template that accompanies the e-referral template asks for accessible information & interpretation needs. AIS included in patient record for electronic referrals. Services have information and training on how to support patients with accessible information needs, improving patient and carers experience.	<p>Currently the patient record does not flag physical / mobility access needs. Information is not shared across health and care systems, so patients have to flag information multiple times.</p> <p>Challenging to set up training for practice staff at same time as other conflicting demands on practice time – no budget for backfill.</p>	Ongoing	AWC, BC, BD	

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			Engagement lead has contacted LHCRE team for WY&H to raise the issues of sharing information about patients access needs across system, and explore if this could be included in the work stream.			
3.2	LGBT+ Promotion of issues, events and services via staff and GP bulletins and social media.	Raise awareness of LGBT+ issues and services with staff, practices and local people.	Currently exploring the possibility of offering / promoting 'Pride in Practice' to support LGBT friendly practices.  Also clarifying CCGs position on Trans hormone prescribing by practices as this was raised in the EDS panel.	tba	AWC, BC, BD	
<p><b>4. Creating accountable care systems in Bradford and AWC:</b> working collaboratively, we will develop Health and Care Partnerships in Bradford and in Airedale, Wharfedale and Craven (AWC) to provide sustainable, effective, efficient and high quality health, care and support services to the local populations.</p>						

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4. 1	Working with Bradford Talking Media (BTM) to develop story board for accountable care in Bradford and AWC to be used as the basis for range of communications tools.	Development of concise, clear and consistent messages and story to enable communications and engagement with stakeholders.	<p>Need to ensure co-ordination of messages with provider alliances, and with communications being developed by WY&amp;H partnership.</p> <p>Film by BTM has been completed in September. Plans to publish and share the film and other materials are delayed due to October's IT issues.</p>	Nov 2018	AWC, BC, BD	
4.2	<p>Public conversations across Bradford District and Craven about the future of health services – City and District</p> <ul style="list-style-type: none"> <li>• Continuing to use messages in internal and public communications</li> <li>• Findings built in to refreshed place based plan for health and care transformation</li> </ul>	Public voices at the heart of refreshed plan for transformation of health & care	<p>Early discussions have taken place between local authority and CCG engagement leads about running a second phase of 'Big Conversations'.</p> <p>Nationally-led engagement on the NHS Long Term Plan is planned for Dec 18 – March 19.</p>		AWC, BC, BD	
<p><b>5. Self-care and prevention:</b> working collaboratively, we will improve the levels of self-care and ill health prevention to enable and empower people to better help themselves, live well and maintain their independence and dignity for as long as possible.</p>						

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5.1	<i>Self-care everywhere</i> event followed by Catalyst leadership course	Engagement with young people Platform for further engagement Promotion of self-care messages Developing a movement	Engagement team will work with People's Board and local Healthwatch to develop actions to develop and widen engagement with YP.		AWC, BC, BD	
5.2	Self-care and prevention programme – all CCGs	Communications and engagement plan agreed by programme board.	C&E plan approved. Dedicated communications manager appointed, based at Bradford Council.  Self-care week promotion.		AWC, BC, BD	
5.3	Bradford Breathing Better - City and Districts	Key work streams to be agreed at workshop in November	The communications and engagement plan is being updated. Work has started on developing a website for the programme. The lead clinician is also involved in the winter respiratory campaign.		BC, BD	
5.4	Care Navigation	When booking with general practices, patients are directed to the most appropriate service, first time.	Following the development and implementation of a communications plan, Care Navigation was launched successfully on 3 December 2018, and is being rolled out	Dec 2018	AWC, BC, BD	

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			by GP practices.			
<p><b>6. Acute provider collaboration:</b> working collaboratively, we will ensure that the acute collaboration programme being led by the local acute trusts and West Yorkshire mental health trusts improves the clinical and financial sustainability of acute physical and mental health services, complements the development of out of hospital services and underpins the delivery of key quality and performance objectives including constitutional standards.</p>						
6.1	Cross-system winter planning: support to A&E Delivery Board with communications and engagement campaign	More appropriate use of services; improved health literacy, particularly around respiratory illnesses.	Winter communications and engagement plan details 2018/19 winter campaign. Implementation of campaign in progress, including: radio advertising (respiratory), outdoor messaging; “poorly child” leaflet; development of collateral to support the respiratory aspects of the campaign.	Nov 2018 – March 2019	AWC, BC, BD	
<p><b>7. CCG development:</b> we will continue to review and develop our internal resources, structures and processes to ensure that we are able to achieve our strategic objectives and meet NHS constitutional standards.</p>						
7.1	CCG website - continuing development – all CCGs	CCG websites meet NHS corporate identity guidelines; website copy refreshed and reinvigorated; positive feedback from partners	Continuing management and further development taking place, including audit and development of engagement pages.		AWC, BC, BD	

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		and public.				
7.2	360 Stakeholder survey Every CCG is required to go through an annual assurance process which is led by NHS England. The stakeholder survey forms a central part of this assurance process, allowing both the CCG and NHS England to assess how our relationships with stakeholders have developed since authorisation, informing the future development of the CCG.	Understanding of external views in order to develop action plan for improvement.	Stakeholder lists updated; survey to be circulated early February 2019		AWC, BC, BD	
7.3	CCG annual reports – produce three reports	Meet statutory requirements; supports transparency and engagement.	Planning and timetable for production of three annual reports.	May 2019	AWC, BC, BD	
7.4	NHS70 events	Collaboration with partner organisations. Positive media coverage. Engagement with staff across system.	A range of events took place in July featuring of Bradford District & Craven NHS on BBC Look North and other media.  The year concluded with	Dec 2018	AWC, BC, BD	

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			successful Bradford district and Craven NHS Carol Service on 14 December, attended by 380 people.			
7.6	Communications and engagement strategy	Clarity about CCGs' communications and engagement approach.	<p>Top level strategies being re-written. Structure devised.</p> <p>Internal audit deadline of November 2018 will need to be adjusted due to competing workload priorities in light of IT issues.</p>	Nov 2018	AWC, BC, BD	
7.8	<p>Equality &amp; Diversity Training for CCG staff.</p> <p>New mandatory session focusing on challenging myths and stereotypes was delivered in Sept &amp; Oct 2018. October meeting of INVOLVE was updated on progress.</p>	Contribute to ensuring the CCG is an inclusive place to work	2 additional sessions focusing on commissioning and on workforce are being developed	Jan 2019	AWC, BC, BD	