
Our engagement activity 2019/20



Involving our communities

INTRODUCTION

Led by local GPs and other clinicians who treat patients every day, it's our job to plan and fund (commission) healthcare services for the Vale of York.

Your support, feedback and ideas are essential to help us understand the needs of our communities and the impact that local services have on your health. This report is about how we've involved and engaged with our local population between 2019 and 2020.

NHS Vale of York Clinical Commissioning Group (CCG) is responsible for commissioning healthcare services including:

- planned hospital care
- urgent and emergency care
- community health services
- mental health and learning disability services
- services that tackle inequality, including children's health and wellbeing

Our area covers York, Selby, Easingwold, Tadcaster, Pickering and Pocklington and has a population of more than 357,000 people. Our vision is to achieve the best in health and wellbeing for everyone in our community and we work closely with a range of partners and population to achieve our goal.

During 2019 we went into our local communities to ask what was important to them about how we involve our population in improving health and wellbeing. This allowed us to develop a set of principles that underpin the communications and engagement work we carry out within our communities.

While in the Vale of York we are considered to have the healthiest population in the North of England, there are still inequalities and we have growing numbers of older people. Although age does not cause ill health, as we age we accumulate disease. Chronic illness combined with mental health problems increases the need for health and care services.

To meet the challenges of an ageing population and an increasing number of people living with multiple conditions, we have focused on working in partnership with our communities, partners and stakeholders. Successful engagement is vital to help us achieve our goal of the best health and wellbeing for everyone in our community.



Putting patients, families, carers and staff first is our priority within the Vale of York CCG. Active listening and engagement with patients, carers, staff, voluntary and community sector, the local authority and Healthwatch enable us to do this. In essence we rely on each of you and continued partnership working to enable us to evolve, grow and innovate services that meet the needs of our diverse population.

Before I began to write this, I reflected on the pledges in our previous report, the reasons behind them, whether we achieved them? To remind you they were: to grow the CCG Network, engage more patients than ever before and to improve how we feed back to people. I believe with your help, interaction, patient stories and feedback, we have done that and more!

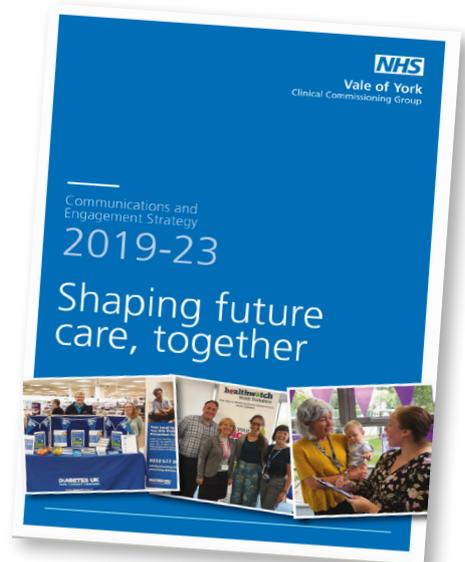
I then explored the benefits of good communication which I believe builds trust, provides clarity of and increases engagement whilst promoting a sense of community. Engagement is key to enable us to effectively communicate in a way that suits the needs of the individual.

My message to each of you is, that going forward, engagement and communication is pivotal to ensure that the changes that are made are honest, have objectivity, are meaningful, and we are all accountable for the positive outcomes.

Julie Hastings, Lay Chair for Public and Patient Involvement, NHS Vale of York CCG

WORKING WITH YOU

For our engagement strategy *Shaping future care, together: 2019-23*, we worked with our communities to find out what was important to them about how we involve them in our work to improve their health and wellbeing. Together, we developed a set of principles for how we communicate and engage with our communities:



Co-produce with our population

Ensure engagement is core to our planning, prioritisation and commissioning activities. Involve people who use health and care services, carers and communities in equal partnership. Engage with our communities at the earliest stages of service design, development and evaluation.

Listen

Seek and listen to views of our partners, patients, carers and other local citizens.

Honesty and transparency

Hold honest, open and collaborative conversations from the start, so that people know what to expect.

Collaboration

Develop and strengthen relationships within the local community and across organisations.

Inclusivity and accessibility

Ensure accessible language and format, which is diverse and easy to understand for all communities. Ensure that those who may not always have the chance to have their say, such as seldom heard.

WORKING WITH YOU: HOW WE ENGAGE

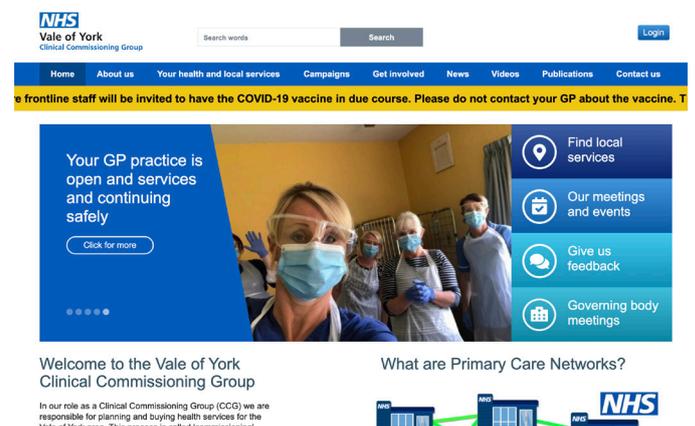
We create a range of engagement opportunities to gather your views and enable you to get involved and have your say. What you tell us is always rich in personal experience and helps to shape the decisions we make about commissioning, how services work and our improvement programmes. We talk to our communities and gather feedback in a variety of ways including:

- Focus groups
- Informal discussions
- Formal consultations
- Stalls and stands
- Public meetings
- Regular stakeholder newsletters
- Social media – Twitter, Facebook, Instagram, LinkedIn
- Surveys
- Press and media
- Meetings with voluntary groups and stakeholders



In January 2020 we launched a new website (www.valeofyorkccg.nhs.uk) after you said you wanted a site that was accessible and easy to use. The 'Get Involved' section was created to enable you to voice your views and contribute to decisions about healthcare services.

Our newsletters and social media channels are key communications tools. We have more than 5,000 followers on Twitter including key stakeholders such as providers, partners, local MPs, councils and voluntary-sector partners as well as members of the public.



WORKING WITH YOU: REDUCING HEALTH INEQUALITIES

We have looked at how we can try different approaches to reach diverse communities and ensure all voices are heard. It is critical that we understand our population, as this helps us to deliver services that meet their needs and make a real difference to their health and wellbeing.

We are committed to addressing health inequalities across the Vale of York. We know that some groups, including people with protected characteristics, have differing experiences and outcomes when accessing NHS services.

We use the Joint Strategic Needs Assessment to help identify the health and wellbeing needs of our local population, and to plan engagement and develop services to reduce health inequalities.

In the last year we have been able to engage new audiences and get more of your views about where services are most needed, using the Equality Delivery System to help us to review and improve our equality and engagement performance for people with characteristics protected by the Equality Act 2010. Examples include:



In October 2019 we organised for Yorkshire MESMAC to run a number of training sessions around LGBT+ awareness which covered how we can ensure that we are an inclusive organisation when we commission services. The session was opened up to external partners, Healthwatch and voluntary organisations.

- Our work hearing the voice of the young person – children with a disability and mental health condition.
- **Service user engagement through the Maternity Voices Partnership (MVP). We received more than 500 responses to a survey about care needs, which has been shared with the maternity service to help make improvements in care.**
- Training and awareness around the

barriers to healthcare for LGBT+ people.

- **Meeting with students and health forums to improve access to mental health services.**

- Working with community midwives in some of the most deprived areas of the city, with the highest smoking-while-pregnant rates, to ask mums what would help them to quit smoking. This will help inform the Public Health Team's approach to stop-

smoking services for pregnant women.

- **The launch of the joint City of York Learning Disability strategy.**

- Partnership working with North Yorkshire Public Health team and Age UK to create ageing and dementia-friendly communities.

- **Improving experience for wheelchair service users through the reinstatement of the Wheelchair Service User forum.**

A YEAR OF ENGAGEMENT PART ONE

APRIL 2019

- ✓ Diabetes prevention with major York employers - we organised a roadshow to support staff at a number of local companies including Portakabin, Nestle and Tesco
- ✓ Local response to the NHS Long Term Plan with York Healthwatch Assembly

MAY 2019

- ✓ Meeting with university student mental health forum; increased Improving Access to Psychological Therapies (IAPT) services on campus
- ✓ Speaking at Haxby patient group
- ✓ Selby Ageing Friendly event with residents and voluntary groups

JUNE 2019

- ✓ We were part of a session with the experts by experience steering group of York Safe Haven to identify an expansion to crisis pathways. As a result of a successful bid for NHSE transformation funds, the opening hours of the York safe haven at weekends will be expanded

JULY 2019

- ✓ Young Minds Combined: bringing together young people, commissioners and providers to discuss key issues
- ✓ Family and carer engagement event in Ricall
- ✓ Training session on continuing healthcare with Age UK York

AUGUST 2019

- ✓ More 90 patients, public and partners joined our Accountable Officer and York and North Yorkshire colleagues to talk about the NHS Long Term Plan
- ✓ We spoke to 103 people who attended A&E to understand why patients have chosen to attend the Emergency Department to help inform pathways and health campaigns

SEPTEMBER 2019

- ✓ We visited East Riding and York carers groups to update on the changes to the way people can order repeat prescriptions and listened to their views about services
- ✓ The York and District Maternity Voices Partnership (MVP) held its first session in a family-friendly location, and service users were encouraged to come along with their children

A YEAR OF ENGAGEMENT PART TWO

OCTOBER 2019

- ✓ Yorkshire MESMAC ran training sessions around LGBT+ awareness, covering how we can ensure we are inclusive when we commission services
- ✓ Launch of our new communications and engagement strategy 2019-23, which has a huge focus on partnership working and community health

NOVEMBER 2019

- ✓ Wheelchair providers, commissioners, clinicians and service users came together to share feedback and experience at our bi-annual forum. Topics included personal health budgets, user experience and eligibility criteria.

DECEMBER 2019

- ✓ We held a stall at York College as part of their winter health and wellbeing day; we will be using this feedback to deliver some targeted campaigns
- ✓ We supported our local mental health provider at an event about Early Intervention In Psychosis service model. Feedback formed the basis of the new model and service expansion

JANUARY 2020

- ✓ In partnership with the local authority, Healthwatch and voluntary sector advocacy groups, we reviewed feedback around the barriers to accessing services for deaf and hard-of-hearing people
- ✓ Protected Learning Time for primary care: This session focused on art and creativity for improving health and wellbeing

FEBRUARY 2020

- ✓ Regular catch-ups with Healthwatch York and North Yorkshire to discuss our community engagement work
- ✓ Working in partnership on the northern quarter mental health project
- ✓ Workshop on needs of patients with dementia

MARCH 2020

- ✓ Supporting suicide prevention: We supported the suicide alliance training run by the Humber Coast and Vale Partnership at York Explore Library

CLINICAL ENGAGEMENT

Our CCG Governing Body's engagement with member GP practices has grown and strengthened, and this has led to more discussion about services and the specific needs of patients across our patch.

In 2019, in partnership with Hull and York Medical School, we introduced quarterly Protected Learning Time (PLT).

These quarterly peer-led sessions set aside dedicated time for primary care colleagues to learn and share best practice, away from their busy day-to-day primary care work.

In January 2020, we held our first themed PLT. The session focused on understanding more about patients' needs and how community-based resources might help to meet them and improve their care outcomes. More than 30 community organisations helped run table-top discussions about connecting patients with their community.

Protected Learning Time In numbers

5 events

1,380 attendees

3,784 learning opportunities

87% positive feedback across all sessions

43 important topics covered

These events will be the key to forging relationships and building clinical networks over the coming years. Some of the changes that GP practices have made as a result of PLT include:

- Asking about adverse childhood experiences
- Back pain management
- Directing patients to use social prescribers
- Looking at the bigger picture and asking 'what matters to you?'
- Menopause
- Sexual health
- Understanding what happens during IVF

Colleagues in our GP practices said...

Very engaging and gave lots of areas for thought and improvement in care

Inspiring presentations and great networking opportunities

Hearing from the CCG makes me much more aware of the role I and our service plays into the local area. Our last workshops helped me change the way I asked questions to children and parents

Successfully demonstrated the power of creativity and benefits to health and wellbeing

Definitely helps me to assess patients with mastalgia and knowing whether to refer them or not

WORKING WITH YOU: YOU SAID, WE DID

Your feedback and the feedback of patients from across the Vale of York on healthcare services is crucial to us. We believe that the most important part of our role is ensuring that the feedback we get results in real change and improved patient care.

Healthwatch York produced a report about LGBT+ experience of accessing health and social care and the barriers they face. There were several recommendations linked to increased training and awareness.

We brought in Yorkshire MESMAC to run awareness sessions. We adopted the Rainbow Badges, which show we are open, non-judgemental and inclusive towards colleagues, partners and our population who may identify as LGBT+. We are working with a local GP to review the transgender pathway.

We want a website that is accessible and easy to use.

In January 2020 we launched a new website, which was designed in response to user feedback and forums.

Trust, integrity and transparency are important. Work collaboratively with other organisations so stakeholders only have to engage once. Allow enough time for people to feed back. Start with people first, and engage from the beginning.

We made sure this feedback was reflected in our new communications and engagement strategy *Shaping future care, together: 2019-23*. Your comments were the foundation of the CCG's new engagement principles

More than 130 people joined the conversation about the local response to the NHS Long Term Plan

All comments have fed directly into the local Humber, Coast and Vale Partnership Long-Term Plan.

University students and colleagues told us that significant numbers of students who would benefit from better access to Improving Access to Psychological Therapies (IAPT).

We are working with Open Door to change services. There are now two professionals from IAPT services co-located on campus two days per week offering appointments. A six-week stress control course for students was launched.

Members of the York District Maternity Voices Partnership felt meetings were at inconvenient times and not in child-friendly locations.

The sessions are now held in family-friendly locations.

The local Age UK branch contacted the CCG to find out more about applying for funding through the continuing healthcare (CHC) process. Many of the clients they help were confused about the process.

We arranged with the CHC team for the manager and nurses to meet with volunteers from Age UK York in August 2019 to deliver a training session on continuing healthcare (CHC).

A local carer highlighted that her GP practice didn't have enough information and support advice available

Two carers went to the GP practice to deliver training sessions about what it means to be a carer.

CONTACT US

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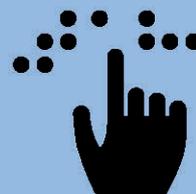
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