



Vale of York  
Clinical Commissioning Group

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CLINICAL COMMISSIONING GROUP

AN ANNUAL REPORT ON  
CCG ENGAGEMENT ACTIVITY

2018/19

Involving our  
communities

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## INTRODUCTION

As your local commissioning group it's our job to plan and fund (commission) healthcare services for the Vale of York.

It's work we couldn't do without your support, feedback and ideas that help bring a fresh perspective to the way we work. This report is about how we've involved and engaged with our local population between 2018 and 2019.

Led by local GPs and other clinicians that treat patients every day, and understand the needs of the community and the impact that local services have on patients' health, 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 over 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.

2018 was an extremely special year for the NHS as we celebrated the 70th anniversary. There have been considerable changes since it was first established in 1948, resulting in better outcomes for patients.

We have been focussing our attention on the needs of the local population. During 2018-19 we held thousands of conversations with our communities and facilitated hundreds of events and meetings with partners and the public to help gather views about what is important to them to keep them healthy and well.

This feedback has not only formed the foundations of the CCG's priorities, but proved an essential tool in raising awareness of health prevention messages and involving patients and the public in the review of services and providing feedback to improve services.



Our local Patient Participation Groups and community groups have played a very important role in feeding back views on our plans.

I'd like to thank them and every other patient and member of the public that has taken the time to talk to us.

I promise that we will continue with our work to seek the views of our stakeholders from across the Vale of York.

**Phil Mettam,**  
Accountable Officer, NHS Vale of York CCG

## WORKING WITH YOU:

Here are just some of our engagement activities from 2018-19



Involvement is not just the role of an individual, or one team;  
but the responsibility of everyone in the organisation.

### HOW WE DID IT

During 2018-19 we used a range of methods to gather your views including:

- Focus groups
- Informal discussions
- Public meetings and events
- Drop-in sessions
- Regular stakeholder newsletters
- Social media: Twitter and Instagram
- Surveys – online and hard copy
- Press and media
- Meetings with voluntary groups
- Through our links with networks
- Healthwatch

### OUR ENGAGEMENT PRINCIPLES

We have a set of engagement principles based on our core values where we strive to:

- Hold open, clear informed and collaborative conversations.
- Ensure engagement is core to planning, prioritising and commissioning activities.
- Develop innovative and interactive approaches to engagement conversations.
- Seek and listen to views of partners, patients, carers and local citizens.
- Be honest and transparent in offering opportunities and discussing constraints and challenges to the delivery of services.

## THE NHS TURNS 70 – HAPPY BIRTHDAY

The National Health Service turned 70 on 5 July 2018. The CCG embraced the celebrations not only as a CCG, but across the Vale of York community to reflect on the history and achievements of one of the nation's most loved institutions.

Throughout June and July 2018 the CCG organised over 20 events in collaboration with local communities, health partners, local authorities, businesses, libraries and the voluntary sector. These events focused on acknowledging the good work of the NHS and its staff, whilst raising awareness around key priorities of self-care, mental health and tackling loneliness and isolation.



## 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.

### 'Cancer services are important.'

We have created cancer champions across the patch to help increase awareness about the top ten cancers. We are speeding up diagnosis times and improving diagnostic testing.

### 'Timely access to mental health services is needed.'

We invested £220k to improve access to ADHD diagnosis services and Child and Adolescent Mental Health Services. Mental Health remains one of our top priorities

### 'Carers are vital to our community.' 'We want to increase awareness of carers and the support they may need within important and need to be supported.'

We made a commitment to hearing the voice of the carer and their families and attended regular carer advisory groups and forums.

We helped feed into the City of York's Carers' Strategy, provided free training for GP surgeries around recognition and support, supported the hospital Trust to convene a focus group with carers and patients about changes to continence products, and worked with parents of children with autism to improve communication tools.

### 'We want better access to GP services.'

We invested over £6.5million to improve access to primary care services in the evenings, weekends and bank holidays.

### 'We want you to engage with more diverse communities.'

We have been more proactive in the way that we reach diverse groups of people.

We worked with a learning disability forum to understand any barriers they may experience to accessing healthcare. We involved the Parent Carer Forum to review the autism pathway, spoke to students about how they access health services and took a bus into some of our most rural and deprived communities to reach people in locations where the CCG has not historically had a presence.

### 'We want to stay healthy and well.' 'We want more information and advice about supporting ourselves and our families with keeping well and looking after long-term health conditions.'

We are focusing on social prescribing - designing better personalised and preventative care to help people to feel well.

We launched a self-care campaign to encourage our community to use NHS services wisely and treat many common illnesses and ailments. Local GPs helped us to create a number of self-care videos to advise people how to self-treat common illnesses such as cold and flu at home using over the counter medicines.

## HEARING THE PATIENT STORY

### Jenny Brandom, Deputy Chief Nurse, NHS Vale of York CCG

Patient stories are integral to influencing the decisions Vale of York CCG make in commissioning. They help identify population needs and where to commission services that will be most beneficial.

Listening to patient experience not only empowers the patient but strengthens the relationship the public have with healthcare services. In direct response to patient stories in 2018 – 2019 Vale of York CCG has:

Jenny Brandom, Deputy Chief Nurse said

**“Through patient stories, we are able to improve commissioning activities and develop a positive relationship with our population.”**

- Worked more collaboratively with providers, local authorities and education.
- Developed an integrated policy and care pathway with social care to reduce duplicity and improve communications.
- Developed targeted transition (from child to adult services) work.
- Developed targeted Special Educational Needs and Disability (SEND) work to address reforms required and quality of Education, Health and Care plan.
- Worked on a smoother transition from child to adult services.

## HELPING VULNERABLE PEOPLE

### Sarah Fiori, Senior Quality Lead for Care Homes, NHS Vale of York CCG

Through engagement with care home staff we participated in NHS England’s ‘React to Red initiative’ which aims to reduce the number of elderly people experiencing pressure ulcers primarily in care settings.

The CCG’s quality team trained 1,736 staff across 66 care providers in the Vale of York. Successful delivery relied upon on-going engagement with care home staff to build relationships, trust and credibility. This dedicated engagement stimulated enthusiasm for further work benefitting staff, informal carers and residents.



“React to Red” has been a success across the Vale of York in reducing pressure ulcer incidence and severity by 75%, an example of collaborative working between health, social care and the wider community.

On-going engagement work with care home staff continues in a new initiative which will follow an approach to reducing the risk of falls.

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## CONTACT US

For more information or to request this document in a different language or format, or for any more information please contact us:

**Phone:** 01904 555870

**Email:** [voyccg.engagement@nhs.net](mailto:voyccg.engagement@nhs.net)

**Post:** NHS Vale of York CCG, West Offices, Station Rise, York

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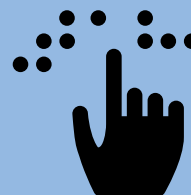
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