

Engagement report for the Quality and Patient Experience Committee

May 2020

Communications and engagement during coronavirus (COVID-19)

During the coronavirus outbreak the communication and engagement team has been focusing on working with the Vale of York population, partners, PCNs and voluntary and community sector. The CCG has been joining in the national conversation on Covid-19 with a mix of local and national messages, as well as health service updates, messages from primary care clinicians and health and wellbeing top tips.

Engagement work:

Survey: How have the coronavirus (COVID-19) restrictions affected your mental health and wellbeing?

- Working with the public health team to rapidly assess the impacts, risks and unintended consequences of the COVID response, to feed into the Vale of York recovery plan. The survey aimed at the public asks how the coronavirus restrictions are affecting mental and physical wellbeing. For example this might be in the way they get medical help or are able to carry out everyday activities for themselves or someone they care for.
- 612 responses in one week – online and via phone calls and email.
- Working with the third sector to find out their worries, and gather feedback about what they are hearing from the most vulnerable service users. Interviewed voluntary sector advocates and service users – including The Carers Centre, Mind, Dementia Forward, the deaf community, carers and service users with a disability.

Other engagement:

- Regular catch ups/keeping in touch with Healthwatch – York and NY and the carers centre via phone, video and email.
- Regular emails to stakeholder list with key CCG messages – messages then cascade through networks. Feature in the Healthwatch quarterly magazine.
- Working with MVP chair to share and develop messages for parents, using the Mumbler platform to reach large audience.
- First online session of the Wheelchair Service User forum on 5 May 2020 to ask for feedback on eligibility criteria updates, personal wheelchair budgets and new communications tools.

Comms and Media

The team has been working closely with local media and have had some good coverage on the BBC radio and Minster FM, York Mix, That's York TV, and in the York Press. Dr Andrew Lee and Dr Nigel Wells have been used as spokespeople for the CCG.

Comms updates

- Working closely with our providers at YTHFT and TEWV
- Liaising with council partners – Head of comms dials into calls regularly and liaises with them on proactive comms opportunities
- PCNs / practices: The team has been working with PCNs on regional news stories and comms support. The team sends out the daily COVID-19 update to practices.
- Comms around temporary changes to the treatment and care of hyper acute stroke patients in the Scarborough and Bridlington area. LMC, GB, Primary Care and stakeholder briefing went out w/c 30 April.

In the news

- Dan Cottingham talked to BBC Radio York about the 70% drop in Vale of York Cancer referrals and urges people to visit their GP. GP appointments are still available for patients to talk through any concerns over the phone or via an online video consultation, and are working closely with cancer specialist teams at York and Scarborough hospitals to ensure urgent cases continue to be seen promptly **Listen to the interview from 31:03m -** <https://www.bbc.co.uk/sounds/play/p08b5g4n>
- The opening times of GPs and Pharmacies in the Vale of York was featured in **The Press** <https://www.yorkpress.co.uk/news/18372375.nhs-services-vale-york-easter-bank-holiday/>
- **The Press** alongside **Minster FM**, **That's York TV** and **BBC Radio York** featured the call for parents to be aware of illness in young children during the Covid-19 outbreak and the best way to seek NHS care.
 - <https://www.minsterfm.com/news/local/3084922/coronavirus---dont-put-off--consulting-the-doctor-over-other-illness/>
 - That's York TV - Nigel's interview: <https://youtu.be/PrKwz23qx44>

- BBC Radio York – Andrew's interview: <https://www.bbc.co.uk/sounds/play/p088brwd>
- The NHS is still open for patients was featured on **Minster FM** and in **York Mix**. Ensuring patients still seek medical help and advice where possible was the message behind the key call to action after a reduction in GP, Hospital and A&E admissions during the Covid-19 outbreak.
 - <https://www.minsterfm.com/news/local/3084922/coronavirus---dont-put-off-consulting-the-doctor-over-other-illness/>
 - <https://www.yorkmix.com/york-health-bosses-fear-patients-are-putting-themselves-in-danger-by-not-seeking-nhs-treatment/>
- The CCG's health and wellbeing social media messages were included in **The Press** daily round Up <https://www.yorkpress.co.uk/news/18349411.coronavirus-live-updates-york-north-east-yorkshire/>
- The possibility of a drive through testing centre for York was highlighted by York MP Julian Sturdy in **The Press**.
 - <https://www.yorkpress.co.uk/news/18393874.new-drive-through-testing-facility-nhs-staff-open-york-mp-says/>
- The Jorvik Gillygate Practice is taking part in The Principle Trial - in partnership with Oxford University - which looks at trialling the drug hydroxychloroquine to help reduce the need for hospitalisation and the length of stay required. This was featured in **The Press** <https://www.yorkpress.co.uk/news/18391588.coronavirus-york-gp-practices-join-fight-treat-covid-19/>
- Dr Helena Ebbs from Pickering Medical Practice, featured on **BBC Radio York**, to talk about the pace of change in Primary Care since the start of Covid-19. The article was also published in the **York Press** <https://www.yorkpress.co.uk/news/18403190.coronavirus-pickering-gp---pace-change-unprecedented/>
- York has recorded a sharp drop in Cancer referrals, which has sparked concern from GPs. The CCG's Cancer Lead Dr Dan Cottingham spoke to **The Press** and **BBC Radio York** <https://www.yorkpress.co.uk/news/18418510.doctors-extremely-worried-70-drop-york-cancer-referrals/>

- **The Harrogate Informer** featured the CCG's work with Care Homes throughout Covid-19 and the work being done to support them, <https://www.harrogate-news.co.uk/2020/04/30/york-and-north-yorkshire-support-care-homes-coping-with-covid-19/>
- Joint press release with TEWV about the opening of the Foss Park, the new mental health hospital. <https://www.valeofyorkccg.nhs.uk/foss-park-the-new-mental-health-facility-opens-in-york/>

Social media:

The CCG social media channels including Facebook, Twitter and Instagram continue to be strong platforms for us to communicate with the public, patients, staff and wider NHS community. They enable the CCG to deliver bespoke content that is relevant to the audience quickly, which is really helpful during the Covid-19 outbreak. Content is shared and cascaded by stakeholders and voluntary sector colleagues.

Work has gone into the launch of the CCG Facebook page and thanks to timely and relevant content the page is growing at a rapid rate. As an example during one week in April The CCG Facebook page reached over 44,000 people, created over 8,000 engagement opportunities (likes, shares, comments) and the videos received over 1,700 views.

RSS website and COVID-19 emails

- Full time effort has been injected into RSS, ensuring it serves as an up-to-date database for primary care staff for local and national updates
- Keeping the public covid-19 post updated with relevant links
- Creating new pages and content which can be linked to social media and press releases, as well as updating relevant pages with covid-19 information