



Vale of York
Clinical Commissioning Group

Communications and
Engagement Strategy

2019-23

Shaping future care, together



Putting people first

‘Our vision is to achieve the best in health and wellbeing for everyone in our community, putting them at the heart of our work.’

Delivering the best health and wellbeing

Engagement is a vital part of achieving our strategic initiatives and delivering the best health and wellbeing within the Vale of York.

To ensure that we reflect our population we aim to have effective patient, carer and public involvement embedded in our work and in our planning processes.

We have built strong foundations in public engagement. Here we set out our ambitions for communication and patient and public involvement within the Vale of York until 2023.

Thank you to everyone that has contributed, your input was vital.

Collaboration and partnership working

To meet the challenges of an ageing population and increasing number of people living with multiple conditions we need to work collaboratively with our communities, partners and stakeholders.

You have told us that the coordination of services and keeping people healthy and well in their own communities is really important. So planning health and care based on what our population needs and facilitating closer working between care organisations and the community is vital to achieving this.



Julie Hastings is the CCG’s lay member of the Governing Body responsible for championing community engagement and ensuring that the views of our population are heard through all levels of our work.

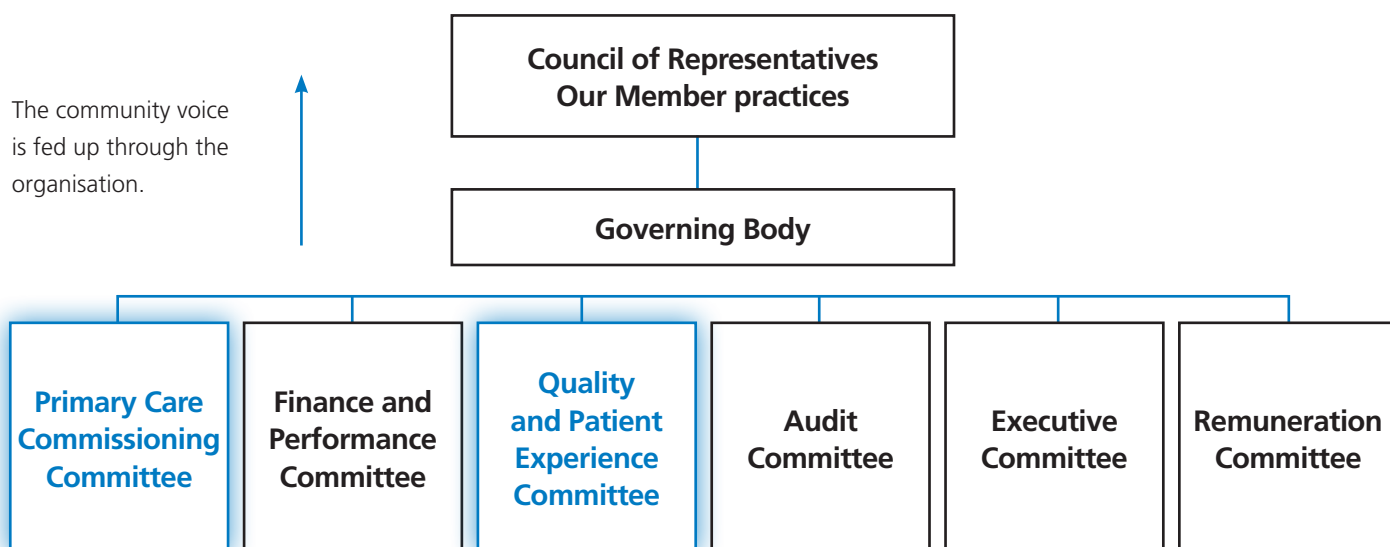


Victoria Binks is the CCG’s Head of Engagement and organises all of our engagement activity. She focuses on training, sharing best practice and developing partnerships with our community.

Our legal duties and responsibilities

‘Public involvement in commissioning is about enabling people to voice their views, needs and wishes and to contribute to plans, proposals and decisions about services.’ (NHS England, 2018)

How public engagement and our community’s voice is heard



The Lay Chair of our Quality and Patient Experience and Primary Care Commissioning Committees is also the Governing Body’s Lay Member responsible for patient involvement and engagement.

We are answerable to the public, our communities and patients. We must always consider the benefits of involving the public in our work, and seek feedback about services we commission. To make sure that that we respond to the needs of our population.

The Health and Social Care Act 2012 also places specific duties on CCGs to reduce inequalities in respect of planning and commissioning, service change proposals and in decisions affecting commissioning arrangements.

By focusing on the needs of those that experience the worst health outcomes, we can work together to tackle health inequalities in our communities.

We follow a set of guidance issued by NHS England which outlines best practice for patient and public involvement. This can be found here: <https://www.england.nhs.uk/participation/involvementguidance/>

Listening to our population

Throughout 2018-19 we went into our local communities to ask what was important to them about how we involve our population in our work to improve their health and wellbeing. This allowed us to develop a set of principles that underpin the communications and engagement work that we carry out within our communities.

Our engagement principles

Principle	Description
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 local citizens.
Honest and transparency	Hold honest, open and collaborative conversations from the start, so that people know what to expect.
Co-produce with our population	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 communities are represented.
Feedback and inform	Ensure that those who have given their contribution understand what a positive difference it has made. Make sure that that feedback is provided in a timely manner.

Feedback – include ‘you said, we didn’t’ as well as ‘you said, we did’.

Work collaboratively with other organisations so stakeholders only have to engage once.

Start with people first, and engage from the beginning.

Allow enough time for people to feedback.

Continually check in and engage through the process.

Trust, integrity and transparency.
Accessibility and inclusion.

Equality and inclusion

Focusing on population

We know that people in more deprived areas have a shorter life expectancy than those who live in less deprived areas. Inequalities also exist between population groups with other characteristics such as gender, ethnic background, disability and sexual orientation.

Our commitment to working in partnership helps ensure that different groups should not experience barriers to accessing services or, have less opportunity to live a longer healthier life due to factors beyond their control, specifically the nine protected characteristics.

Primary Care Networks, based on populations of 30-50,000 people, are being established. There is a clear objective to support and empower people to live a healthy life for as long as possible through joining up health, care and community support for communities and the people who live within them.

Inclusive engagement

We work hard to broaden the range of people that we actively engage with. From working with local learning disability and carers forums, to taking a bus into rural and deprived communities to reach locations where we have not historically had a presence. We will continue to be innovative in the way we connect with diverse communities.

By carrying out an equality and health inequality analysis we can identify people who experience the greatest health needs, those who face barriers to accessing services and to participation, who may be affected by a particular plan, proposal or decision.

We will further develop relationships with diverse communities, especially with 'seldom heard' groups, by planning involvement proactively, identifying resources and sources of support.



Achieving our vision

What we do well:

- day to day practice
- networks
- feeding back to our community
- governance
- embedding engagement and communications in our work

What we need to do more of:

- focus on seldom heard groups
- hear the voice of our young people
- joint engagement with partners
- bespoke communications and engagement
- help our population to improve the health and wellbeing of their communities

Opportunities for whole population involvement

Everyone within the Vale of York is given the opportunity to be involved and have their say no matter their age, disability, gender status, married / civil partnership status, pregnancy and maternity status, race, religion and belief, sex or sexual orientation.

Continuing to use our strong links with our networks, we will ensure lived experiences are involved in developing the plans and services of the future, as they are invaluable in advising on the support or services that will make a difference.

How we will communicate with and involve our community:

- face to-face: public meetings, focus groups, informal discussions, events.
- through networks: voluntary sector, community and social enterprise organisations, and Healthwatch
- voluntary and community forums
- printed literature
- traditional media
- online campaigns and website
- social media, digital and videos
- sms text involvement
- surveys
- staff engagement

The engagement process

Insight	What do we already know? Patient experience, data, feedback compliments and complaints, engagement.
Listen, analyse and co-design	Work with our stakeholders and communities to understand their needs and involve them in developing and care and support and being part of the solution.
Influence – behaviours and perceptions	Develop and manage relationships, build trust, communicate in the right places at the right time.
Leadership and sustainability	Monitor and feedback – close the loop and tell people how their feedback has made a difference. Create community resilience and support.

Contact us

For more information or to request this document in a different language or format.

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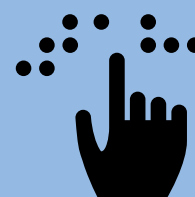
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A big thank you to:

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