

Engagement report for QPEC - February 2021

Despite the restrictions of the latest national lockdown, the CCG has been continuing its programme of public and patient engagement. It is more important than ever to work in partnership to develop a community response and support our most vulnerable. Over the last two months there has been a concerted effort on population health – working with frail and elderly population in the North of the patch, supporting the vulnerable to get their vaccinations across the Vale, focusing on a community response to mental health and wellbeing within some of the most deprived wards of York, working with carers and adults with ADHD and autism to ensure that services hear their voice. This is strengthened by our communications and engagement through networks. Please find the round up below:

Parkinson's nurse engagement

The Parkinson Nurse Specialist (PNS) provides an essential care for people diagnosed with Parkinson's and their families and carers, covering South Hambleton and Ryedale (SHaR), Tadcaster and Rural Selby, and Selby Town areas. We have recently carried out an evaluation of Parkinson Nurse (PN) post between 12 December 2020 and 15 January 2021. This included:

- Survey to patients – 101 questionnaires distributed (including 37 online and the remaining hard copy)
- Survey to practices
- Telephone calls (18 patients successfully contacted)
- Feedback from consultations

A total of 47 responses were received representing a 46.5% response rate. Overall 82% of the responses have been completed by the person diagnosed with Parkinson's and 18% by a family member or a carer.

To supplement the survey, 21 patients have provided their telephone number and agreed to be contacted for further conversation to get a more meaningful understanding of their experience. 18 out of 21 patients have been successfully contacted.

Initial key themes:

The survey feedback and interviews show that Parkinson's patients, their friends, families and supporters are a resilient and resourceful group. As Parkinson's itself is a complicated, multi-faceted disease, so are the treatment(s) and the integrated services that are required. Not all Parkinson's patients are the same. They vary greatly in their requirements according to the progression of their condition and their social situation, complicated further by the fact that they are older and as such are more likely to have issues, social and clinical, beyond Parkinson's.

Patients have provided feedback on the Parkinson's Nurse support, including the benefits of the role and suggestions for improvement. It highlights how in this context, patients hold specialists such as Parkinson's Nurses in high regard.

This requires care to be patient centred. All of this requires careful thought when commissioning services for Parkinson's patients.

Northern Quarter Project (NQP) – Connecting our City

Over 100 people (including clinicians, patients, community activists, voluntary sector and partner organisations) joined a Northern Quarter Project (NQP) online event on 9 December 2020 focusing on a community approach to mental health and wellbeing.

The vision of the NQP is that when it is needed, the support for people with mental ill health will be:

- Easy to access
- Warm and welcoming
- Built on freedom and trust
- Tailored to individual needs and wishes
- Flexible and responsive
- Consistent and well coordinated

Within the event we heard several patient stories, which were used as the context for breakout rooms and discussions focusing on:

1. What makes a difference to people's lives:

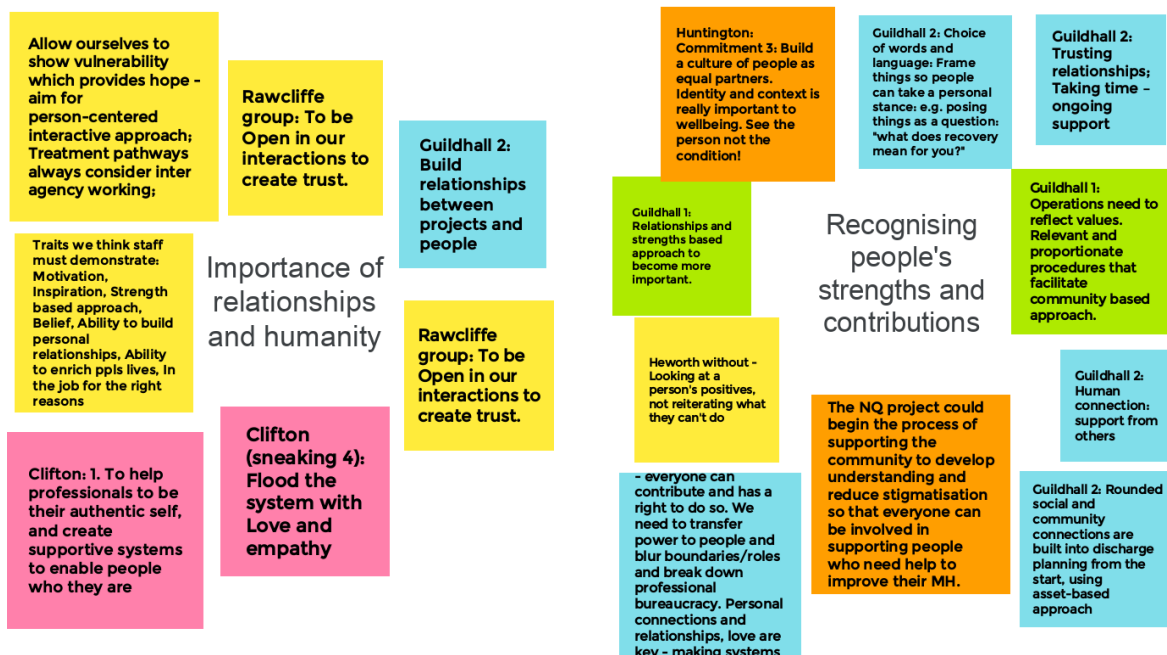


2. What would they like to see in 12 months:

What headline would you like to see 12 months from now about what the project has achieved?



3. What commitments they will make as a community:





This event was a whole system approach to mental health and wellbeing. It will feed in to the work streams including: Co-production, community conversations, data collection and analysis and developing a more integrated multi-disciplinary community MH service.

Other engagement work:

Carers

Regular meetings with carers groups (November 2020 and January 2021) – focus on impact of COVID-19, increasing the voice of carers, and the roll out of the vaccinations.

Maternity Voices Partnership (MVP)

We are pleased to announce the appointment of a new MVP Chair – Stacie Jackson-Ross. She started in December and has already begun to pick up the networks – attending focus groups and linking in with the Local maternity System (LMS) MVP group. She will be focusing on seldom heard communities.

SEND:

A survey has been sent out to families and young people and through York Inspirational Kids (YIC) to ask for their opinions on the quality and consistency of education, health and care plans EHCP and the 'ambition' statements. We want to make sure that they are easy to read, focused and are usable documents and have outcomes that are specific, measurable, achievable, relevant and time-bound for every child or young person. The piece of work will look to work with families and young people to improve the quality on plans, and to explore how they can be shorter but have greater impact and help to achieve the agreed outcomes.

Wheelchair Service User Forum

The next forum is scheduled for 23 February 2021. Following feedback from service users at the September 2020 forum that they were not receiving clinical reviews on a regular basis, there has been some significant improvement on the provision of reviews. This will be a feature of the next QPEC deep dive in March 2021.

Autism and ADHD

The latest engagement report based on feedback from adults with ADHD and Autism is available. This piece of work will feed into the procurement of the service. The document can be found here: <https://www.valeofyorkccg.nhs.uk/get-involved1/engagement-reports/engagement-and-consultation-reports/>

Urgent care

An urgent care briefing has been issued to the Overview and Scrutiny Committee, as a written update on the progress of the project. It can be found here: <https://www.valeofyorkccg.nhs.uk/get-involved1/engagement-surveys-and-consultations/current-surveys-and-consultations/>

Communications and Engagement dashboard:

The team now reports regularly on its communications and engagement activity. In January the team has been supporting PCNs with comms on key messages around vaccination roll out. There has been a variety of coverage online (York Press and York Mix), radio (BBC radio York) and in print.

The biggest swing we have seen is the increase across our social media – some of the stats are great, especially the video views with over 17,000 in a week. – all of this is without any paid for social media. Dr Nigel Wells has been producing regular videos about the roll out of the vaccinations, staying safe and how to look after mental health. <https://www.valeofyorkccg.nhs.uk/videos/>

Communications and Engagement Dashboard - vaccination response

15 January to 22 January 2021

Press releases

4 VOY press releases issued

Top stories:

- Opening of the Vaccine Centre at Askham Bar
- Roll out is underway in the Selby District
- Thank you to staff and volunteer

Media coverage

28 Pieces of press coverage
11 Media enquiries
5 Responses issued
4 Interviews completed

Top coverage:

- National and regional coverage of the Askham Bar site
- Key interviews on BBC Radio York
- Support from York Press and Yorkshire Post, Gazette and Herald and That's York TV

PCN support

- Dedicated comms support across all PCN areas
- Creation of press releases, media opportunities and media support
- Social media support provided
- Communications toolkit prepared and sent

Week ahead

- Joint PR with NYCCG - Vaccine complacency
- Roll out of campaign to ease the volume of people contacting GP practices
- Continuations of new social schedule to support key messages
- Issue Involve - stakeholder briefing



Communications activity

Daily

New daily update to named GP, nurses, prescribers and practice managers

Campaigns

Campaigns created and roll out started including: Vaccine delivery in VOY, Where will you receive your vaccine and Vaccine Fraud Awareness.
Ongoing Campaigns: LAMP Testing and Feel Real York.

New

Website area created for COVID-19 vaccinations, including FAQs.

Stakeholder Engagement

- New edition of Involve set for Monday.
- Inclusion in CYC weekly stakeholder update.

Key messages

- Don't call us we will call you - vaccine appts
- What to do if you receive an invite letter
- Beware of scams and fraud
- Roll out continues across the Vale of York

Social media

Twitter – 34 posts
39,100 impressions (+55%)
761 engagements (+137%)
(likes, replies, retweets, etc.)

Facebook – 15 posts
36,721 reach (+666%)
3,135 engagements (+694%)
(reactions, comments, shares)

Video views

17,294 views

Communications and Engagement Dashboard - vaccination response

15 December 2020 to 15 January 2021

Press releases

5 VOY press releases issued
1 Joint press release issued with North Yorkshire CCG

Top stories:

- Vaccine starts in Pickering
- Roll out is underway in the Selby District
- Call for patience as vaccine begins

Media coverage

18 Pieces of press coverage
7 Media enquiries
4 Responses issued

Top coverage:

- Key interviews on BBC Radio York
- Support from York Press and Yorkshire Post
- Lead story with Selby Times

PCN support

- Dedicated comms support across all PCN areas
- Creation of press releases, media opportunities and media support
- Social media support provided
- Communications toolkit prepared and sent

Week ahead

- Launch of the extended Askham Bar site
- Roll out of campaign to ease the volume of people contacting GP practices
- Start of new social schedule to support key messages
- Issue Involve - stakeholder briefing
- Update with PCNs on roll out so far
- Publication of public facing FAQs



Practice Comms / Internal comms

6

Editions of Practice Communication sent to all Primary Care staff.

2

Campaigns created and roll out started. Vaccine delivery in VOY, Your GP is Open.

6

Editions of Inform sent to all primary care with Vaccine and Covid-19 updates.

15

Urgent bespoke updates sent to Primary Care colleagues.

Stakeholder Engagement

3 editions of Involve, our stakeholder newsletter distributed to over 1,800 local and regional contacts.

Key messages

- Don't call us we will call you - vaccine appts
- What to do if you receive an invite letter
- Beware of scams and fraud
- Vaccine roll out is a huge undertaking - please bear with us

Social media

Twitter – 37 posts,
47,000 impressions,
599 engagements
(likes, replies, retweets, etc.)

Facebook – 22 posts, 14,488 reach, 758 engagements
(reactions, comments, shares)

Video views

Governing Body live stream – 90 views
Nigel Wells vaccine scam video – 193 views,
100% positive feedback

- **Pickering patients receive COVID-19 vaccinations:**
<https://www.valeofyorkccg.nhs.uk/pickering-patients-receive-covid-19-vaccinations/>
- **York based COVID vaccine service celebrates first week of successful rollout to priority patients:**<https://www.valeofyorkccg.nhs.uk/york-based-covid-vaccine-service-celebrates-first-week-of-successful-rollout-to-priority-patients/>
- **Selby patients receive COVID-19 vaccination:**
<https://www.valeofyorkccg.nhs.uk/selby-patients-receive-covid-19-vaccination/>
- **Health leaders call for patience as COVID-19 vaccine rollout accelerates:**
<https://www.valeofyorkccg.nhs.uk/health-leaders-call-for-patience-as-covid-19-vaccine-rollout-accelerates/>
- **Opening of the mass vaccination site at Askham bar:**
<https://www.valeofyorkccg.nhs.uk/more-people-to-get-vaccinated-in-york-as-city-site-extended-to-become-large-scale-nhs-vaccination-centre/>
- **SHAR PCN vaccination roll out:**
<https://www.valeofyorkccg.nhs.uk/community-covid-19-vaccination-programme-in-south-hambleton-and-ryedale-continues/>
- **Mental health wellbeing:** <https://www.valeofyorkccg.nhs.uk/top-tips-for-your-mental-wellbeing-this-winter/>
- **Selby PCN vaccination roll out:** <https://www.valeofyorkccg.nhs.uk/nhs-staff-and-volunteers-pull-together-to-vaccinate-selby-district-residents-against-covid-19/> **and new vaccination hub:**
<https://www.valeofyorkccg.nhs.uk/selbys-summit-indoor-adventure-centre-to-open-as-a-covid-19-vaccination-hub1/>
- **Keep on top of anxiety during the covid pandemic:**
<https://www.valeofyorkccg.nhs.uk/leading-gp-urges-people-to-keep-on-top-of-their-anxiety-about-covid-pandemic-during-lockdown/>
- **Vaccination FAQs:** <https://www.valeofyorkccg.nhs.uk/covid-19-vaccination-faqs/>