



Hull

Clinical Commissioning Group

2016-17

Communications and Engagement Annual Report



HULL 2017
UK City
of Culture



MAJOR
PARTNER

1. Introduction

NHS Hull Clinical Commissioning Group (CCG) is a clinically-led organisation, which brings together 40 local GP practices and other health professionals to plan and design services to meet local patients' needs. Our GP practices serve a registered population of 295,374 across 23 wards. As health commissioners we have a legal duty to involve local people in the decisions we make about their health services. We very much welcome the opportunity of working with our communities, aiming to be truly inclusive in our engagement and partnership working to reduce health inequalities, improve the quality and efficiency of services, and meet the health needs of people in Hull.

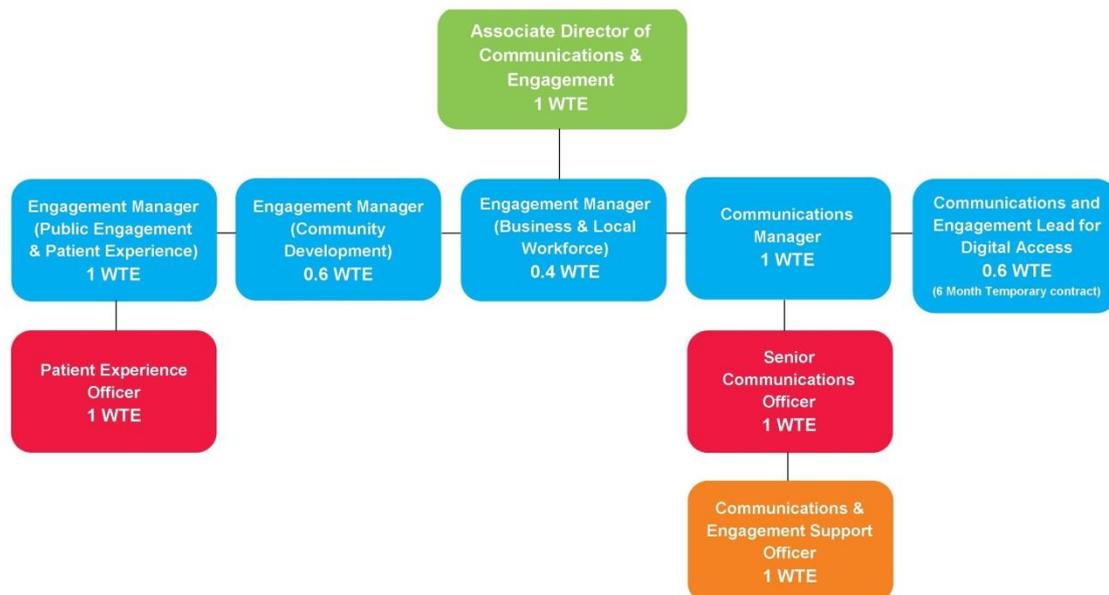
Throughout 2016-17 the CCG continued to build on its strong community links - communicating and engaging with patients, carers, clinicians, the voluntary and business sectors and other local stakeholders across the city.

This Communications and Engagement Annual Report outlines the key work that we have carried out during 2016 -17, along with a summary of findings from the major engagement and consultation exercises and how these have influenced commissioning decisions.

2. Governance and Assurance

2.1 Structure

NHS Hull CCG employs an in house communications and engagement team (see structure below), which delivers on all aspects of communication, press office management, patient public and stakeholder engagement, formal public consultation, patient experience monitoring and provides the patient relations service (PALs) including complaints.



The CCG's Governing Body includes a Lay Member who has responsibility for Patient and Public Engagement, and its Primary Care Commissioning Committee also includes senior level representation from Healthwatch Kingston upon Hull.

2.2 Processes

The Communications and Engagement Strategy 2014-17 is a document that sets out the CCG's approach to communications and engagement and an annual work plan is approved by the CCG's Planning and Commissioning Committee. This Communications and Engagement Annual Report details activity undertaken to meet our legal duty to involve patients and the public, and is presented to the CCG Board each year. A summary of participation activity is also included within

the organisation's Annual Report and Accounts which is also presented to the Governing Body and submitted to NHS England during May.

There are a number of established programmes and mechanisms that the CCG utilises as part of its ongoing approach to participation and engagement. These include:

- **Hull Ambassadors** - a group of local residents who have a particular interest in health and support the CCG in a voluntary capacity.
- **Hull People's Panel** – a quarterly survey programme with an active membership of around 3600 people.
- **Building Health Partnerships** – a group of local voluntary sector organisations who contribute towards planning and shaping health, prevention and wellbeing services in Hull.
- **Hull 2020 Health Champions** – groups and individuals who are supported to develop their ideas to improve health and wellbeing.
- **Healthier Hull Community Fund** – 99 local groups who have been funded by the CCG to deliver projects which help people to be healthier, more active or look after themselves better.
- **Specific networks and support groups** – including those which support people with long term condition and people with protected characteristics.
- **Working Voices** – a programme targeting local employers to ensure their workforce has opportunities to give their views

Further information about these initiatives is given later in this report.

2.3 Assurance

The CCG was provided with independent assurance on its Patient and Stakeholder Engagement during the summer of 2016. The audit undertaken by the East Coast Audit Consortium evaluated the mechanisms for promoting patient centred care and ensuring that patient feedback is sought, and that this feedback is appropriately examined and systematically acted upon in order for the CCG to commission the high levels of quality care that patients expect to receive. The audit also assessed the quality and effectiveness of the arrangements in place for engaging other key stakeholders, including how these arrangements are structured and governed but also how easy it is for stakeholders to engage with the CCG.

The audit report produced in September 2016 gave **significant assurance** that the processes in place are working effectively and the report concluded that “it is clear that the CCG uses a broad range of proactive communications and tailored patient, public and stakeholder engagement activities, which often involve working in partnership with other agencies and/or across geographical boundaries.”

In addition the CCG's Communications and Engagement Team received external recognition for their engagement work during 2016-17; overall winner in the Excellence in Patient and Public Consultation category for the Integrated Care Centre Consultation at the regional Health Expo Awards and Highly Commended for the Healthier Hull Community Fund in the national Association for Healthcare Communications and Marketing Awards.

Further testament to the CCG's commitment to fully engaging with our communities comes from Dave Edeson, founder of local charity Inspire Communities;

“I never realised before meeting the NHS Hull CCG team that you were so supportive of communities, because I believed the NHS to be a purely clinical entity, but the many ways in which you support local organisations and individuals to improve people's health in their localities and their homes has been a breath of fresh air. I've seen and experienced how your team is constantly looking to include people and communities in your work, and it is a pleasure working with you. Thank you.”

3 Working with partners

3.1 Joint working with Hull City Council

The CCG's Communications and Engagement Team works very closely with colleagues from Hull City Council, and in particular teams from Public Health, Adult Social Care, Customer Insight, Public Partnerships and the Corporate Marketing and Press Office. The teams work on a number of joint initiatives, for example the Hull 2020 Champions programme, the Hull People's Panel, the Better Care Fund and the joint procurement of social prescribing.

3.2 Health and Wellbeing Board

The CCG has two officers, three clinicians and a non-voting Lay Member on the membership of the Hull Health and Wellbeing Board which brings together the leaders of key partner bodies principally from health and social care, but also includes representatives of other public and voluntary sector services who have a role to play in improving the health and wellbeing of local residents.

3.3 Overview and Scrutiny and Area Committees

The CCG also routinely delivers a quarterly activity update report to the Health and Wellbeing Overview and Scrutiny Commission as well as presenting on specific programmes of work. The CCG enjoys good relationships with Area Committees and Area Partnerships and works closely around specific projects when they have a specific impact on a particular geographic location. For example, the development of the new Integrated Care Centre in the east of the city involved ward councillors at public consultation events and regular briefings on progress have been given along with presentations to the Area Committees in that locality.

3.4 Wider public sector partnerships

The CCG also enjoys excellent working relationships with Humberside Police and Humberside Fire and Rescue Service. An example of this is the joint commissioning of uniquely branded Fire Engines, the first of which was to raise awareness of Prostate Cancer and another, launched during Mental Health Awareness Week earlier in 2017, was a Five Ways to Wellbeing themed engine which promotes the simple steps everyone can take to feel healthier, happier and have better resilience to cope with the changing world we live in.

3.5 Healthwatch

The CCG works in close collaboration with its local Healthwatch and senior officers of the two organisations meet regularly to discuss priorities and share intelligence. Healthwatch is represented on the Primary Care Commissioning Committee, and is an active member of the associated communications and engagement sub-group. They sit on the CCG chaired Cross Sector Engagement Group and are also active members of a number of CCG attended networks such as the older People's Partnership.

Healthwatch provides quarterly reports to the CCG's Quality and Performance Committee and has supported with a number of consultation and engagement activities such as the urgent care review. Their role is to bring external challenge and provide an on-going patient and service user perspective.

4. Getting involved

In addition to a wide range of routine internal and external communication processes, the CCG has a number of opportunities for the public, patient and stakeholders to engage with the organisation. These include:

4.1 Annual General Meeting

Held in September 2016, the CCG's Annual General Meeting featured an open question and answer session, chaired by a local radio presenter, where members of the audience had the opportunity to question the senior management team on any aspect of the CCG's work. The AGM was, for the first time, broadcast live via Facebook, as well as summarised via Twitter, and one local patient who was unable to attend due to disability commended the CCG for ensuring the event was made more accessible.

4.2 Board meetings

The CCG Board holds its bi-monthly meeting in public and papers for the meeting are published seven days in advance on the CCG website. During 2016 the CCG introduced 'live tweeting' from its meetings including providing links to the papers. Each meeting usually commences with a patient story or a presentation from a local community group we are supporting, allowing them to share the experiences of people they are working with.

4.3 Social Media

During 2016-17, the CCG has further developed its social media presence, embracing the opportunity to share information, open conversations, engage with the public and promote events and involvement opportunities. Throughout this period we have seen growth in almost all of our social media channels.

The CCG employs online systems, such as Tweet Deck, to effectively manage the multiple Facebook and Twitter accounts for which it has responsibility. As well as a responsive approach, a forward plan of scheduled activity is produced and monthly monitoring is undertaken.

Currently the CCG runs four **Twitter** accounts:

- NHS Hull CCG Twitter
- Hull 2020 Champions Twitter
- Hull 2020 Twitter
- People's Panel Twitter

Four **Facebook** pages:

- NHS Hull CCG Facebook
- Healthier Hull Community Fund Facebook
- Hull 2020 Champions Facebook
- People's Panel Facebook

An **Instagram** account and a **Youtube** channel.

A comparison between 2015-16 and 2016-17 shows a significant growth in our Twitter presence. *Retweets* are up 46% and *Likes* have increased by 74%. We've also seen an improvement in direct engagement with 20% more people following our links and 20% more people replying to our tweets.

This year the CCG Twitter account topped 5000 followers and, as of March 2017, is well on its way towards 6000. As well live tweeting from our Board meetings and AGM, the CCG has tweeted live from the majority of the events we have supported.

Facebook followers have grown steadily. A number of key campaigns, such as the announcement of Bransholme Urgent Care Centre's move to 24 hour provision and winter health, have proven very successful at generating online conversation and sharing information widely. The Youtube Channel has undergone development and has been cross promoted using our other social media accounts. This has seen an increase in people liking and sharing our videos.

Control of the People's Panel social media presence was successfully transferred to the CCG from Hull City Council as part of a move to phase out the postal questionnaires. These channels were overhauled and a comprehensive communications plan put in place. During the period the winter Panel survey was open, this promotion resulted in completion rates remaining consistent with expectations from previous postal responses.

Another example is during the Urgent Care Consultation, social media was used to encourage public participation. A mix of paid for advertising and cross posting led to a higher than average response rate.

4.4 Websites

Usage of our CCG website continues to grow and in 2016-17 the CCG website was visited by 16,000 more users than the previous, who have between them explored 30,000 more webpages. Following a national review of the NHS brand identity in 2017, the Communications and Engagement Team has identified that the current website does not meet the revised identity guidelines. This factor, coupled with the need for enhanced functionality, has resulted in the procurement of a new CCG website which will be launched in late summer 2017. Staff and patients have both been involved in the development of this new site.

How are you feeling? website launched in Hull

This year, an innovative new website www.howareyoufeeling.org.uk was launched to support young people in coping with emotional and mental health issues. The website was designed by the CCG, Hull City Council and local young people with the aim of supporting young people aged between 9 and 24 across Hull to look after their own emotional health and wellbeing, as well as signposting where they can go to get help when things become too much. An interactive '*How are you feeling?*' quiz makes sure site visitors receive tailored information and advice based on their quiz answers and they can browse a range of Hull-specific information and advice. People visiting the website are also encouraged to share their story, to help other young people to know that they are not alone.

Our young Hull 2020 Champions co-designed and delivered the marketing campaign for the website starting with a launch event at Hull Fair in October 2016. A group of ten 17 – 18 year olds promoted the website to their peers both at the fair and online; giving away freebies, sharing Snapchat selfies and posting to Facebook, Twitter and Instagram.

The website has enjoyed a positive public reception and was nominated in the Best Storytelling category of the Association for Healthcare Communications and Marketing Awards 2017.

4.5 Hull Ambassadors

The Ambassadors are a group of local residents who have a particular interest in health. A number of them are managing long term health conditions and all are active members of their communities. They are a valuable resource in terms of supporting the CCG with community engagement work, and are the test bed for proposed engagement activity and CCG Plans.

During 2016-17 the Ambassadors have supported with tender evaluations for a number of procurements, supported with formal consultations and engagement activities, helped shape the CCG's new website, raised issues and concerns that have been reported to them and come up with ideas for programmes of work e.g. skin cancer awareness training for tattooists.

4.6 Hull People's Panel

The People's Panel is a joint programme with Hull City Council with an active membership of about 3600 people and is used to gather public insight and feedback on a range of themes, via a detailed quarterly questionnaire. The Panel membership is kept informed on the how their views are having an impact on the work of the Council and CCG through a regular newsletter.

During 2016-17 we sought views through the Panel about ill health prevention and early help and intervention for families, access to GP practices and future preferences. The findings from these surveys have been used to inform the ongoing work of Primary Care Blueprint and the commissioning of services for people in Hull. Feedback from these surveys is also included within the quarterly Patient Experience Report that is presented to the Quality and Performance Committee. More information about the People's Panel is available via www.hullccg.nhs.uk

4.7 Building Health Partnerships

Building Health Partnerships (BHP) is a group of local voluntary, community and social enterprise sector (VCSE) organisations who are providers of health and wellbeing services and NHS Hull CCG, along with Hull City Council, is an integral member of this partnership. All partners contribute towards the planning and shaping of health, prevention and wellbeing services in Hull.

The BHP group established a pilot social prescribing programme working out of three GP practices in the city, which enables GPs to refer suitable patients into non-medical support and social activities. Throughout the year the group has worked to build on this pilot programme to co-design a sustainable approach to social prescribing which was explored through a number of facilitated workshops with other voluntary sector organisations and alongside healthcare providers. Through the co-design workshops the group explored potential service models for social prescribing and what the desired outcomes might be. This work influenced a follow up market engagement workshop and ultimately the development of the service model and specification. A city-wide commissioned service has now been procured and delivery commenced on July 1st 2017.

4.8 Hull 2020 Health Champions

Our successful Hull 2020 Champions programme continued in 2016-17, helping to support community groups, individuals and volunteers to create a healthier Hull. By the year 2020 we aim to have a network of Champions across Hull, inspiring and empowering their family, friends, neighbours and their communities to be happy and healthy. Hull 2020 Champions come in many forms; from individuals like Paul for Brain Recovery to Hull Homeless Community Project and Breathe for Cameron - a couple campaigning improve management and experience of young people with asthma.

A Hull 2020 Champion is simply a person, or group of people, who are helping other people in Hull to be healthy and happy

To date 58 Champions have signed up to the scheme and begun to reap the benefits of being involved, creating networks and receiving free training on a variety of topics including:

- Mental Health First Aid Course.
- Adult Safeguarding
- Modern Day Slavery training
- Basic First Aid
- Basic Life Support / CPR
- Defibrillator training
- Drug awareness
- PREVENT (Extremism / Terrorism awareness)
- Social Media

In addition to the training programme, a speed networking event was held in June 2016 which was attended by 89 people and resulted in a number of groups and individuals linking together to develop and deliver new joint projects. The CCG also facilitates regular meetings for the Champions where they can explore ideas together. 48 groups also attended a bespoke funding workshop, where they were given access to a number of local and national funders.

Plans for the future include a two day Men's Health and Information Event scheduled for early October 2017. The first day will be open to men and their carers from across the city, to access health information and access to health services. This will be followed on the second day with a session for health professionals.

To find out more about the Hull 2020 Champions visit www.hull2020champions.com

4.9 Healthier Hull Community Fund

In 2015-16 the CCG ran the Healthier Hull Community Fund for the second time, and 99 local groups received a total of £438,772 between them, with a maximum grant of up to £5000 per project. Groups had to demonstrate that their project or work would help people in the community to be healthier, be more active or help them to better look after themselves, and then bravely face the public in their local area who had the final say at four public voting events in January and February 2016.

2016-17 was the delivery phase for our projects which have ranged from cooking on a budget, gardening groups, fitness and activity programmes, craft groups, projects to combat social isolation and support for long term conditions. The projects commenced, and in some cases completed delivery, of their projects during this reporting period. Groups are required to report on numbers attending, demographic information and let us know what difference their project has made, including asking the NHS Friends and Family Test question. Whilst the full evaluation is currently being undertaken, early monitoring has shown the huge benefit that participants have gained. The daughter of Margaret, one of the participants who lives in a local sheltered accommodation complex said;

"I have noticed a massive improvement in my mother after attending Louisa's movement2music sessions. She can move more freely. Getting up and down is easier and her mood has also improved."

Another commenting on the High 5 Netball group stated;

"The sessions are far better than any bereavement counselling I have had."

4.10 Working with our diverse communities

The CCG drew upon the views of local people from a variety of backgrounds and experience, including from those who associate with protected characteristics, in developing its equality and diversity objectives and annual action plan. The CCG has strong relationships with numerous local networks and support groups. Examples include: Hull & East Riding Diabetes Support Group, Stroke Support Group, Hull and East Riding Institute for the Blind (HERIB), Hull Older People's Partnership, Age UK, Butterflies (providing Dementia Support), KIDs Parents Forum (for disabled children and their families and carers), Humber All Nations Alliance (HANA), One Humber and the LGBT Forum.

We connect with these, and other groups, both for condition specific pieces of work, for particular engagement activity or by way of regular attendance at their meetings and forums to ensure there is always an open route to provide feedback and to help to ensure that it commissions services that reflect the full scope of local need.

The CCG is committed to delivering the Accessibility Standard and all of the CCG's publications and engagement materials are available in any language, easy read, large print, braille, audio or any other format and its website provides an auto translate facility. Many of our specific engagement projects have been delivered with support from our voluntary sector partners, for example One Humber supported us to deliver focus groups for BME women as part of our Birth Preparation and Parent Education Service review. The needs of the various communities are always considered as part of an Equality Impact Assessment for every piece of work, and all venues used for events are fully accessible.

4.11 Working Voices Programme

A brand new Working Voices initiative has successfully begun to bring the voices of working people into health service planning in Hull. Our business engagement lead has worked with local businesses to capture the view of the 'silent majority' of working age adults who are not traditionally involved in engagement and consultation – which accounts for 70% of the UK population.

Since work on the project began in December 2016 a total of 12 Hull businesses have signed up to the project. This means in consultation terms that we have a new avenue for connecting to the public with the potential to reach approximately 7712 people.

As well as developing links for consultation the other focus is supporting workforce health and wellbeing. This is managed by linking to partners such as the Hull City Council Workforce Health & Wellbeing Service and the NHS health check teams in both Hull & East Riding. As a result of this, many participating businesses have made significant in-roads to improving their health related focus for their workforce. NHS health checks have been delivered in the majority of workplaces, emotional wellbeing is a common concern amongst businesses so far engaged in the project, and

this has been addressed by organising training in the workplace or referral details for the Let's Talk service. In some cases staff have attended the Mental Health First Aid course therefore giving workplaces an additional level of mental health awareness for managing issues with the workforce. Businesses have also been supported with direct links to public health services such as smoking cessation, drugs & alcohol services, weight management & physical activity schemes. Businesses can also be supported to become "[Mindful Employers](#)" or "[Mindful Employers Plus](#)". Some have expressed interest in working towards the "[Workplace Wellbeing Charter](#)" and also having staff undertake the Royal Society of Public Health – [Understanding Health Improvement](#) course. The NHS [One You](#) campaign is also promoted. All of these contribute to a very positive health outlook in workplaces.

As a result of Working Voices partnerships, businesses are also kept informed about health awareness campaigns/weeks. For example "Love your lungs" screening sessions were directly shared with businesses as well as recent changes to minor injury provision in the city. Businesses seem to find this direct link to up to date information and having an NHS contact very useful.

All Working Voices partners feature on the NHS Hull CCG website. Each organisation explains why they have joined the project. Veolia, a waste management company explains;

G F Smith, one of the Working Voices partners, explains why they are happy to be involved in Working Voices;

"We decided to support Working Voices for two main reasons. Firstly, it means that our staff get the chance to give their opinions on the NHS if they want to – often people who work don't have the time or the opportunity to contribute, and we felt if we could help to change that, we should do. Secondly, as part of our new and improved communication with the NHS we are being put in contact with NHS experts who can come into our work place and offer free sessions for our managers and staff on topics that will contribute to a healthier lifestyle. The NHS may also be able to help us with some of the issues we face as a company from time to time related to employee health. Working Voices fits with our culture and ethos and our business objective of improved Staff Engagement, hence we are happy to support it."

Working Voices is in the very early stages of development but is making significant progress and essential links to the business community. The aim of the project, to give a voice to the working population is being realised and simultaneously there is an impact on an increased profile and understanding in the business community of the role of NHS Hull CCG.

5. Specific engagement activities

During the period covered in this report NHS Hull CCG has undertaken several larger scale engagement activities and one full 12 week public consultation. Details of these activities and the findings are summarised below, but copies of the full feedback reports are available via www.hullccg.nhs.uk/getinvolved

5.1 Birth Preparation and Parent Education Service.

When the service currently provided was up for review, a targeted engagement exercise was conducted during May and June 2016 engaging with the following three groups:

- Antenatal women including current provider service users, anticipating that this cohort of service users could highlight expectations of any antenatal education courses and identify some reasons why some choose not to access such provision (38 responses received)
- Post-natal users of the current Birth Preparation and Education service who had a child during 2015 and 2016 to ensure feedback was current and related to existing service provision. (129 responses received)
- Healthcare professionals (midwives and health visitors) working alongside the current birth preparation and parent education provider. (27 responses received)

The engagement took the form of online and paper surveys and focus groups, including with black and minority ethnic (BME) communities. The engagement aimed to establish the following:

- What aspects of the course people found useful
- What additional information would people have liked to have
- Reasons why people chose not to attend the course
- Access – suitability of venues, times etc.
- Insight into any other wider issues that may not be immediately obvious

A total of 194 responses were received. The age range of service user respondents spread from 19 to 43 years of age with 49% (antenatal) and 57% (postnatal) of respondents experiencing parenthood for the first time.

In summary, the findings from the engagement showed that parents that had attended the classes valued them, with the benefits mostly in relation to preparation for labour and birth. One of the main reasons for non-attendance was parents being unaware of the availability of courses. Health professionals also identified this as an issue. The views of health professionals also suggested some difficulties with interagency and collaborative working in the delivery of the service.

Access to sessions was not deemed an issue for the majority of respondents and venues were considered to be fit for purpose. Feedback from BME groups was difficult to obtain, however, insight from the charity 'One Humber' has explained that parent education is not commonplace in many BME groups. The feedback report suggests that a different approach to engage with these groups is considered for future service delivery.

These findings were used as part of the full service review, with the final recommendation being to integrate the birth preparation and parent education service back into existing core maternity services via a contract variation with the current core service provider.

5.2 Non-Emergency Medical Transport (formerly Patient Transport Services)

Hull's non-Emergency Patient Transport Service, formerly known as Patient Transport Services (PTS) was recommissioned from April 2017 following expiry of the current contract. Prior to the re-procurement of this service, an engagement exercise was undertaken in order to gain an understanding of:

- People's current experience of the service, what people value in the service and what they feel could be improved.
- Attitudes towards the eligibility criteria, from services users, non-service users and Healthcare Professionals.
- Who should determine entitlement to access the new Non-Emergency Medical Transport Service

Three questionnaires were developed; one for users of the current Patient Transport Service, one for patients who had attended the same health services as Patient Transport Service Users but travelled by other means, and one for Healthcare Professionals and other staff who refer Service Users to the Patient Transport Service.

Two focus group sessions were conducted with Priority Service Users of the Patient Transport Service, one with six Oncology Patients and one with four Renal Patients undergoing dialysis.

Response rates for the two Service User questionnaires were low, with 37 being returned from Patient Transport Service Users and 5 from non-service users. An online questionnaire was sent to all NHS Hull CCG GPs, and staff at Hull and East Yorkshire Hospitals NHS Trust who interact with the Patient Transport Service, 70 were returned. However, feedback from the two focus group sessions was very useful and these regular users of the service were able to discuss their current experiences, both good and what could be improved, as well as give their views on the eligibility criteria.

Despite the poor response feedback did show respondents felt that eligibility criteria should be followed, but that support for transport for those who are not eligible should be offered. Clinical staff should be involved in determining the eligibility criteria and an assessment process developed by clinician but carried out by the transport provider would address some of the issues raised. Waiting time for transport was also a concern. Reducing the waiting for a return journey, and a more specific collection time or notification or collection time would improve the service user's quality of life; the possibility for improvement in these areas should be reviewed.

The finding of the engagement were used to inform the service specification and service design and used as part of the mobilisation plan with the new provider of service. It was also recommended that additional engagement be undertaken by the provider as part of their service development plans.

5.3 Urgent Care Consultation

In August 2016, the CCG conducted a full public consultation to outline options for the future of urgent care services in Hull.

Information gathered during the pre-consultation engagement phase in 2015-16 was used to shape the CCG's final proposal for the development. These proposals were presented to the public and stakeholders during a 12 week period of formal consultation, which ran from 15th August 2016 until 6th November 2016.

As part of the consultation, service users and the general public were asked about their views of current urgent care services; and to what degree they agreed or disagreed with the proposed changes to urgent care services and the reasoning behind the proposals. Three options were presented and the participants in the consultation were asked to put them in order of preference, the options were:

1. Relocate the minor injuries unit from the Freedom Centre, and the GP out-of-hours from Diadem Health Centre to create a 24/7 urgent care centre at Bransholme Health Centre, with no health services based at the Freedom Centre.
2. Relocate the minor injuries unit from the Freedom Centre, and the GP out-of-hours from Diadem Health Centre to create a 24/7 urgent care centre at Bransholme Health Centre. Work with local residents on what health services can be developed at the Freedom Centre, based on the needs of children and families.
3. Do nothing and keep the current service locations, opening times and access times as they are, without the development of an 24/7 urgent care centre and without extended access to X-ray.

The information to support the consultation was set out in a 12 page consultation document which included a four page questionnaire. All information relating to the proposals and the questionnaire were also made available online via the CCG's website. In addition a series of public meetings, drop in sessions, and information roadshows were held.

- The consultation as a whole achieved over 1642 primary contacts; i.e. those who completed a questionnaire, attended a public meeting or engaged at a drop in session. A total of 741 completed questionnaires were received.
- The overall reach of the consultation was extensive and it is estimated that information on the proposals were seen around 1.2 million times via local media (newspaper and radio stations), via social media or on NHS Hull CCG's website.
- 10,000 consultation documents were distributed to GP practices, pharmacies and other healthcare premises as well as Customer Service Centres, schools and community venues across Hull.

- Residents in the areas that would experience the most change as a result of the proposed changes (HU7, HU8 and HU9) were specifically targeted; to ensure they had opportunity to have their questions answered and their views heard. Increased promotion of the consultation, drop in sessions and public meetings were held in these areas.
- Based on the Equality Impact Assessment, targeted work was undertaken to promote the consultation and encourage responses from the following groups: parents of younger children, the Eastern European Community and the LGBT community.
- In addition to the targeted work, public meetings were held across the City as well as general awareness raising roadshows held in local supermarkets and shopping centres.
- Key stakeholders were identified and invited to give their views on the proposals and a number of briefing sessions have been held with clinicians and service providers.

The majority of people who completed the consultation questionnaire agreed with the proposals to consolidate urgent care services into a single 24 hour a day, 7 day a week, urgent care centre with enhanced diagnostics located within Bransholme Health Centre. Specifically they believed that:

- Urgent care should be available 24 hours a day 7 days a week (97.41% agree or strongly agree)
- People should be seen, diagnosed and treated all in the same place (95.69% agree or strongly agree)
- Something needs to be done to reduce the pressure and waiting in Accident and Emergency (98.14% agree or strongly agree)
- The current urgent care service is too complicated; it is difficult to know where to go and when. (68.82% agree or strongly agree)
- The preferred option for the majority of respondents was option 2 (63.78% of people 1st choice option 2)

The full findings report was presented to NHS Hull CCG's Board in November 2016 and its members approved implementation of option 2: the creation of a 24/7 Urgent Care Centre at Bransholme with a health provision at the Freedom Centre.

5.4 The future of primary care

We recognise the importance of engaging with local clinicians and patients to understand their needs in relation to primary care and to set out the case for change in primary care. We started this process in May 2016 with a citywide meeting involving Patient Participation Groups. A People's Panel survey asked 3600 people across the city about their experiences with general practice, the factors they take into consideration when choosing a new practice or choosing to stay with their current GP practice and how they prefer to book appointments.

Based on these discussions an engagement toolkit, including an interactive online questionnaire, has been developed for practices, patient and community groups to use in their own settings. The success of this toolkit approach will be monitored and, if it proves to work well, may be adapted for use on other projects.

The **My city, My health, My care newsletter** was also written to inform patients about the possible developments in GP Services. It contained profiles of the practice teams supporting GPs, information on premises and explained how people can share their thoughts and get involved in shaping the future of GP services in Hull. The newsletter was very widely distributed at hundreds of public venues across the city and was commended at the Health and Wellbeing Overview and Scrutiny Commission for being well written, well designed and easy to understand.

5.5 Integrated Care Centre

Following on from formal public consultation conducted last year, this year has seen continued public engagement around the development of a new Integrated Care Centre, working alongside our development partner Citycare. Briefings have been ongoing with ward councillors and Area Committees, engagement with local residents has continued via drop in sessions at St John's Church Community Centre, regular updates in the residents' newsletter and work with local school children.

5.6 Supporting GP practices

The CCG has supported a number of GP practices with practice closures and mergers, providing advice on approaches to engagement with patients, drafting of letters and statements etc. The CCG also provided support for public engagement activity around the proposed relocation of the Springhead practice where a number of potential sites have been considered. Residents and patients were invited to give their views on proposed locations at drop in information events where proposals and plans were on display.

6 Campaigns and Events

Throughout the year the Communications and Engagement Team has delivered and supported a number of campaigns and events. These included:

6.1 Maternal smoking campaign

In 2015-16 around one fifth of pregnant women in the city continued to smoke, raising the risk to both them and their babies. In February 2017, 'First Steps to Stopping Smoking' was launched; an innovative campaign designed to educate women and families about the risks of smoking in pregnancy alongside changes to the way smoking in pregnancy is monitored, through the introduction of Carbon Monoxide (CO) monitoring in community and GP settings for pregnant women.

The campaign encouraged pregnant women to tell the CCG why they continued to smoke, how they could be better supported and reasons they might not actively engage with the stop smoking service; this influenced the educational campaign materials. Advertising, press coverage and social media was utilised to encourage women and families to quit smoking, regardless of which stage of pregnancy they were at.

The campaign, led by NHS Hull CCG, included colleagues from Hull and East Yorkshire Hospitals, Hull City Council and City Health Care Partnership CIC (CHCP), with the partnership approach praised by NHS England.

6.2 Stay Well this Winter

The CCG and partners supported the national Stay Well this Winter campaign, collaborating with local media for the 'Help Our A&E' campaign. This included in-depth articles and advertising with particular emphasis on encouraging people to use appropriate services throughout the winter. This was backed up with a focused social media campaign and microsite to help people to find the right service for them, quickly and easily.

6.3 Dementia Awareness Day

In May 2016 the CCG helped to organise and run an awareness raising event to mark Dementia Awareness Week. The event provided people with the opportunity to learn about the services available for people with dementia, and their carers. Working with the Dementia Collaborative, an alliance of local organisations, the CCG and other partners are working to make life easier for people affected by the disease.

6.4 Older People's Celebration Day

Older People's Celebration Day in October 2016 was marked by an entire week of activities taking place all around Hull. Working with the Older People's Partnership Group, the CCG supported the week of events, which celebrated the city's older people and promoting information about the services and activities available to them.

6.5 A day in the life of the NHS

As part of a unique careers event local pupils peeked into the everyday world of an NHS professional. A Day in the Life, invited youngsters from local schools to Hull Royal Infirmary to experience what an average day might feel like for a wide range of nurses, midwives and surgeons. Students followed a patient journey from birth through to death, learning about the skilled clinicians and professionals who support that person at each stage of their lives. Experienced careers staff helped the young students discuss options for their future.

6.6 CCG Dragon's Den

In early November 2016 a group of 40 college students pitched ideas to the CCG in a Dragon's Den style event as part of a week-long National Citizenship Service (NCS) work experience opportunity. The students, who attended Wyke College, were tasked with creating an innovative social media campaign aimed at promoting the Healthier Hull Community Fund and encouraging teenagers to be healthier. The CCG Communications and Engagement Team supported the NCS programme and worked with the young people to develop skills such as social media, market research and presentations

6.7 Other events

Other events the CCG Communications and Engagement Team supported included:

- Health Expo – a celebration of local health innovation (July 2016)
- Nursing Conference (October 2016)
- Better Care Conference (November 2016)
- Safeguarding Conference (March 2017)
- Restart a Heart Day (October 2016)

7. City of Culture

2017 is clearly an exciting year for Hull as it celebrates its year as the UK's City of Culture. During last year the CCG, public health colleagues and other health and public sector partners were invited to participate in a number of workshops to help shape the 2017 programme and ensure that it maximised the health and social benefits that a year-long event of this magnitude can bring to local residents.

Also during 2016 the CCG made a decision to become a Major Partner for Hull 2017 as we felt this gave us the opportunity to improve the health, wellbeing and aspirations of people living in our city in a unique way. Through a range of interesting, fun and inspiring activities, we will be able to reach and engage with people in ways we have never done before and through membership of the 2017 Health Reference Group can ensure that the programme continues meet these aims and that health outcomes are measured appropriately.

As a Hull 2017 Major Partner we wanted the year to be truly inclusive and for everyone to have a chance to enjoy the events whatever they are, and wherever they are in Hull. Our aim was also to encourage a wave of volunteering to last beyond 2017 and to ensure some of the unique events reach into every community, giving people a different perspective and a chance to participate in events in their own neighbourhoods.

The presence of the Hull 2017 volunteers in the city has really made a difference. The fact that so many people wanted to be 'part of the story' is incredibly powerful. Clearly people of different ages and backgrounds are acting as volunteers, and we would want to ensure that this knowledge, enthusiasm and passion is retained in the work we continue to do to make our communities healthier.

We launched our major partnership in August 2016 with trainees from Learning Disability organisation CASE. Thousands of people attended the Back to Ours events held during the Spring and Summer half terms and the Land of Green Ginger events held in May. Our AGM in June had a distinctly cultural flavour with music, art and sculpture from our creative community groups. Further events during seasons three and four will bring out even more the creativity from

the community and we are very pleased that some more vulnerable people have been supported by our CCG Ambassadors to attend, and really enjoy, events in Queen Victoria Square.

Work on the legacy programme has already started and the CCG will be playing an active part in shaping this.

8. Future plans

8.1 Humber, Coast and Vale Sustainability and Transformation Partnership

During 2016 44 Sustainability and Transformation Partnerships (STPs) were established across the country. Hull is part of a Humber, Coast and Vale STP which includes six CCG, the corresponding local authorities and all health providers within that geographical footprint. More information about the partnership can be found at www.humbercoastandvale.org.uk The organisations that make up the Humber, Coast and Vale STP, together with our partners in local Healthwatch, have carried out extensive engagement with our local populations over the past three years and our organisations have engaged with more than 30,000 people on a variety of themes. We know there are many things that people appreciate about their local health and care services as well as a number of areas in which they would like to see improvements being made.

In addition, the local Healthwatch organisations from across Humber, Coast and Vale produced a summary report of the findings from their engagement work up to July 2016 in order to help shape the initial priorities for our STP. This report highlights a number of areas for improvement identified by local people from across our region.

There are several work streams being established as part of the STP, for example mental health and in hospital care, and as ideas for how services could be transformed are developed, patient public and stakeholder engagement and feedback will be a key element of these work stream plans

8.2 City Plan for Health

As well as looking at things that can be tackled on a wider partnership basis, Hull CCG is working together with Hull City Council to develop ideas for our local level plan, which will be a health focussed strand to the already established City Plan. Again the themes within this plan are based on what the public has already told us.

Starting in the autumn of 2017, the CCG and the City Council will be embarking on a city wide listening exercise, over the following months we will be holding events and coming out to communities to talk to people about our initial ideas and hearing what they think our priorities should be. There will be multiple ways in which people can get involved in our listening exercise and more information will be published in due course.

9. Getting involved

There are many ways in which the public can get involved in the activities of the CCG or provide feedback on the services it commissions:

To contact NHS Hull Clinical Commissioning Group:

Go online: www.hullccg.nhs.net

Telephone: 01482 344700

Email: HULLCCG.contactus@nhs.uk

Write to us at: NHS Hull Clinical Commissioning Group
2nd Floor, Wilberforce Court,
Alfred Gelder Street,
Hull.
HU1 1UY

Follow us on Twitter: @NHSHullCCG

Like us on Facebook: /NHSHullCCG

To give feedback on a service, raise a concern, make a complaint or give a compliment:

Telephone: 01482 335409
Email: HullCCG.Pals@nhs.net
Write to us at: Patient Relations Team (same address as above)

To join the People's Panel and take part in quarterly surveys about the things that matter to you:

Telephone: 01482 300300
Email: panel@hullcc.gov.uk
Text: The word Panel to 077795 563000
Write to: Freepost RSJC-KKBE-ABXZ
Hull City Council
PO Box 15
Hull HU1 2AB



Together we are creating a Healthier Hull

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To make a request please contact the Communications and Engagement Team, using the contact details on the previous page.