

Agenda Item 15**Meeting:** Buckinghamshire, Oxfordshire, and Berkshire West CCGs (BOB) Governing Bodies Meetings in Common (in public)

Date of Meeting	9 September 2021
Title of Paper	Patient and Public Involvement/Communications Activity Update
Lead Director	Wendy Bower, PPE Lay Member
Author(s)	Communications, RBH Communications and Engagement, OCCG
Paper Type	For Information
Action Required	The Governing Body are asked to: Note the update on engagement activities by the CCG's

Executive Summary

As summarised in the report below.

Buckinghamshire CCG

To align future reporting, and provide consistency across BOB (Buckinghamshire, Oxfordshire, and Berkshire West) a Buckinghamshire CCG locality update is to be included going forward.

Oxfordshire CCG

Annual Report

Oxfordshire Clinical Commissioning Group (OCCG) will be publishing an annual report for PPI covering the year 1 April 2020 to 31 March 2021, to be available with the full annual report and financial accounts and the summary annual report. All three documents will be available [here](#). The report re-states OCCG's commitment to engagement of patients and the public, explains how this is managed, provides some examples of work undertaken during the year and reflects on the learning for the future.

Covid-19

The pandemic continues to have a significant impact on us all, whether personally or on the way we work. It has also impacted significantly on PPI. During much of the year, projects were suspended, allowing all resources to be focussed on caring for people affected by COVID-19 and supporting front line services.

Although it was not possible to organise face-to-face events, there were many occasions where patients and the public were engaged and involved. These included:

- Running public meetings, such as the Governing Body meeting, online and inviting people to log on and share their questions in advance. The numbers attending these meetings often exceeded the numbers that typically attend a Governing Body meeting in person. For the time being, we continue to run our meetings in public via an online link.
- Working with community groups which were targeted with misinformation about COVID and the vaccine. Many of these groups were also worse affected by COVID-19 and it was important to make sure they had access to accurate and trustworthy information. Clinicians attended community events to explain about COVID and answer questions; films were made with community spokespeople involved and produced in different languages to help spread the word; when the vaccine was available, clinics were offered in Mosques and churches, with members of the community volunteering to help with invitations and checking people in.
- Patient Participation Groups (PPGs) supported the vaccination programme recruiting and organising volunteers with training and rotas etc so they could be on hand during clinics to transport vulnerable patients, organise socially distanced queues, and manage car parking. Their involvement was hugely valued and was critical for the success of the programme.

In May, OCCG worked with partner organisations to organise a virtual thank you event for volunteers. In advance of the event, boxes of sustainable coffee mugs, printed with a thank you from the NHS, plus thank you cards were distributed across the county. The event was hosted online by the Chair of the Oxfordshire COVID-19 Vaccination Board and speakers expressed their thanks and appreciation for the work of volunteers. One volunteer spoke about her experience of volunteering and the impact on her. A recording of the event is available [here](#).

The way services have operated during the pandemic has been very different and there has been more reliance on technology to try to keep patients and staff safe from infection and to help stop the spread. This has meant many health appointments taking place over the telephone, video links or digitally over the internet. For many this has proved convenient and has been welcomed. For others, it has not been ideal. We are looking at the feedback we have from patients to understand how these changes have affected them.

Community Services

Although the pandemic is far from over, we are beginning to look at plans for services in the future. The Community Services project was put on hold at the start of the pandemic. It is a complex project that will involve health and social care. Most of the services under this umbrella are used mainly by older people. The first piece of engagement which has begun is to agree the principles that will guide this work. Staff, patients and carers have already started to be involved and this will be extended to the wider public in early September. More information about this project and how to get involved will be available on the OCCG website [here](#).

Berkshire West

Vaccination Roll-out

Communications around pop up sites and Health on the Move Van. Partnership working with RBC and ACRE to promote the van in Reading. Ongoing communications including daily social media around vaccines and launch of 16-17 vax roll out in Reading w/c 16 August 2021.

Close working with LA communications teams and BOB colleagues on supporting social media messaging. A regular series of interviews on Radio Berkshire with CCG clinicians, including Dr Rupa Joshi, to promote specific events like pop up clinics as well as national messaging around vaccine take up.

Your Health Newsletter

Monthly editions updating on activity and re-enforcing messages around alternative healthcare options.

GP video

Dr Amit Sharma discussing pressures on primary care, outlining ways of accessing PC and promoting alternative healthcare options.

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Vaccine for pregnant women

Working with BW communications colleagues on launch of videos featuring RBFT Midwives reassuring pregnant women about importance of vaccine. Radio Berkshire and Hits Radio interviewed midwives and ran the videos.

Prostate cancer awareness

Campaign to raise awareness about symptoms, PSA testing. SM campaign, supporting Reading Lions Prostate Cancer awareness event and broadcast media.

Hydrotherapy

Continuing engagement with Reading MPs and service user groups about future of hydrotherapy services in Berkshire West.

Breathing Spaces

Communications leading to the launch of the mental health service opening in Reading in September.