

**Agenda Item 15: Paper 15b**

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

<b>Date of Meeting</b>	10 June 2021
<b>Title of Paper</b>	Berkshire West CCG: Patient and Public Involvement/Communications Activity Update
<b>Lead Director</b>	Wendy Bower, PPE Lay Member
<b>Author(s)</b>	Communications, RBH
<b>Paper Type</b>	For Information
<b>Action Required</b>	The Governing Body are asked to: Note the update on engagement activities by the CCG

**Executive Summary**

As summarised in the report below.

## Public Engagement

- A series of videos addressing vaccine hesitancy have been produced and shared with partners to cascade within their communications channels, including Drs Rupa Joshi, Amit Sharma and Aparna Balaji. We also produced a guide to accessing and using the Madejski Stadium Mass Vax Centre.

There was a wide range of broadcast and print media work around the Mass Vaccination Centre including interviews with Sky, ITV Meridian and BBC TV and radio. Articles were also drafted for a range of publications including Asia Today national newspaper.

- The CCG has had key input into the ongoing BOB wide vaccine hesitancy engagement work, and a new information leaflet is being signed off with community partners this week (3 June).
- Closure of Southcote Clinic: patient and community engagement around proposed closure of the clinic and amalgamation of services at Longbarn Lane Surgery.
- Ongoing engagement around revised criteria for hydrotherapy services.
- Audiology engagement event – 24 April. Dr Andy Ciecierski chaired a virtual event for service users and other interested parties and access to the consultation continued via the CCG website. People were also able to share their comments and questions via email.
- MSK – we have engaged with key stakeholders about the June event (*Annex 1*)
- PPG Newsletter –monthly editions. A special edition for June is being issued next week (w/c 8 June) around Primary Care post Covid, accessing PC services and introducing the work of PC teams (social prescribers, physician Associates, Advanced Clinical Pharmacists.)
- Health and Wellbeing Strategy – the shared strategy for Berkshire West is in the final stages of development and will be going out for public consultation this month for six weeks. The five priorities include: Reduce the differences in health between different groups of people; support individuals at high risk of bad health outcomes to live healthy lives; help families and children in early years; Promote good mental health and wellbeing for all children and young people and Promote good mental health and wellbeing for all adults. A delivery plan is being developed and engagement with local stakeholders and the public will continue to ensure the Strategy is implemented in the most effective way.
- Social Media – a continuous programme of SM posts around a range of healthcare issues including:

### Stroke Awareness Month

Promoted messages around need to act FAST, signs of stroke, and what recovery looks like.

Shared central Public Health England communications:

<https://twitter.com/RBNHSFT/status/1389153759893229570>

Created videos with Acute Stroke Unit team:

<https://www.instagram.com/p/COkpV4gIQED/>

Held Facebook/YouTube Q&A: <https://www.youtube.com/watch?v=HZHsPP78HKY>

## **Dying Matters**

Produced videos with Palliative care team highlighting importance of conversations around end of life: <https://fb.watch/5ROjqh4XD-/>

Also did Twitter takeover from team for an afternoon where they answered questions from public: <https://twitter.com/RBNHSFT/status/1392751829377765379>

## **Safe Sex**

Worked with Safe Sex Berkshire and external agency supporting their campaign with social media posts: <https://twitter.com/RBNHSFT/status/1399269917615030274>

## **Diabetes**

As part of Diabetes Prevention week circulated social media posts about raising risk awareness: <https://twitter.com/RBNHSFT/status/1393167457641140228>

Also lots of posts generally around **vaccine and COVID-19**:

<https://twitter.com/BerksWestCCG/status/1397464991847038981>

<https://twitter.com/RBNHSFT/status/1394286885296644099>

<https://twitter.com/RBNHSFT/status/1388034905305649153>

<https://www.instagram.com/p/COA5f9pNGgu/>

## Annex 1

*Are you an organisation that works with people with limited mobility, joint pain, back problems, knee and hip problems or any range of musculoskeletal conditions? If so, do read this invitation and take part in this important consultation that seeks to improve patient pathways and journeys to improved health.*

### **Berkshire West Musculoskeletal event**

The Berkshire West MSK Partnership want to engage with as many local voluntary sector organisations as possible to help us to co-design and deliver additional community support for people with musculoskeletal conditions.

Musculoskeletal conditions (MSK) is an umbrella term that includes over 200 different conditions affecting the human frame, for example joints, bones, muscles, soft tissue problems, rheumatology, chronic pain and orthopaedics to name just a few. A large number of GP appointments are MSK related and we are committed to providing our local people with a wide range of services that deliver the right care, at the right time, in the right place.

Conscious of the need to consider the wider, social factors of health, we are keen to ensure we build something that reaches patients who may traditionally fall between clinical services and who may need additional help i.e. receive social support, require further education regarding their condition or information and signposting to existing services. What this looks like is down to the service users, and those who may currently support them outside of traditional clinical services.

We are holding **two online events via Teams on Tuesday 22 June from 4pm-6pm and Thursday 24 June from 10am-12pm** to consult service users and those who may support them to hear your views on how we work together to create additional support networks for these people.

**If you can attend please confirm your attendance to [karen.grannum@nhs.net](mailto:karen.grannum@nhs.net) by Friday 18 June indicating which session.**

Further information on the possible profile of potential service users can be found in the Appendix of this letter.

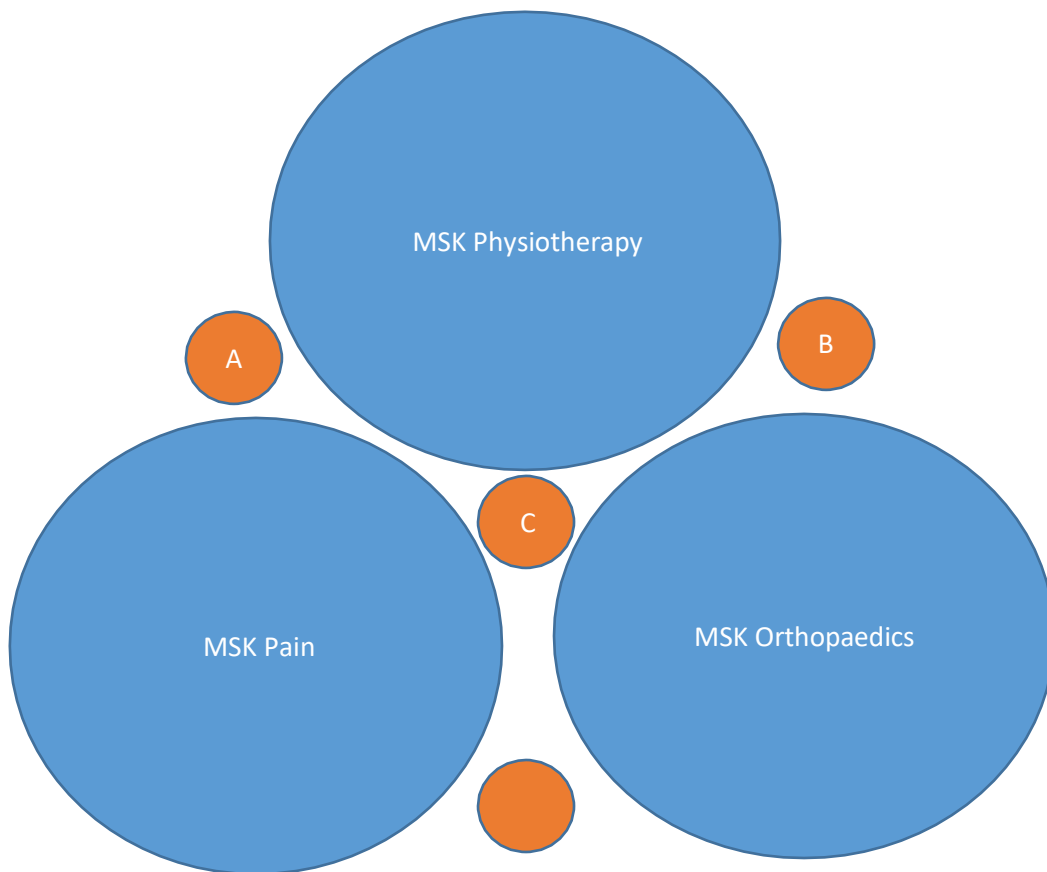
If you would like more information, or to register for the event, please contact [karen.grannum@nhs.net](mailto:karen.grannum@nhs.net).

Best wishes

Carl Davies  
Director of MSK/Ortho  
Berkshire West ICP

## Appendix 1 – Understanding the ‘ask’.

According to NHS England (NHSE, 2021), only 20% of a person’s health outcomes are attributed to the ability to access good quality health care. We are conscious that, whilst our clinical services provide excellent care for our local population and continue to work to improve them, there remains patients that may have needs that sit outside these traditional, clinical services or indeed may limit their access to them.



**Person A** – Requires additional physical support that limits their ability to access services

**Person B** – Is socially isolated and suffering with loneliness, which contributes to their current MSK issues

**Person C** – Would like more time regarding education and understanding their condition, but

has accessed clinical services and feels reluctant to 'go back'.

**Person D** – Has lifestyle or psychological needs and would like support from peers and others around the best services to access for support.

This is not an exhaustive list of potential service users. However, this should guide discussion and be the foundation of our conversation and consultation for how we might shape services around the needs of our local population to ensure equitable access, support and to maximise the efficacy of our excellent local clinical and community services.