

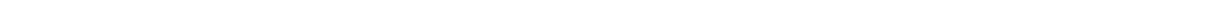
<b>Agenda Item 16</b>
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<b>Meeting:</b> Buckinghamshire, Oxfordshire, and Berkshire West CCGs (BOB) Governing Bodies Meetings in Common (in public)
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<b>Date of Meeting</b>	13 January 2022
<b>Title of Paper</b>	Patient and Public Involvement/Communications Activity Update
<b>Lead Director</b>	Wendy Bower, PPE Lay Member
<b>Author(s)</b>	Communications, RBH Communications and Engagement, OCCG
<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's

<b>Executive Summary</b>
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As summarised in the report below.
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## 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

### Community Services Strategy Development Principles Engagement

OCCG, Oxford Health NHS Foundation Trust (OH) and partners undertook public engagement from 7 September to 10 October 2021 around draft principles to help shape how we design and develop community services for our ageing population.

A document was developed to explain the rationale for change; who was involved in the work; what services we would be looking at; our approach; developing services with associated case studies and the draft principles. The document is available [here](#) and includes a short questionnaire.

The document was made available on the CCG website and was signposted from partner websites. A shortened [version](#) was made available and an easy read [version](#) was also available.

A short survey was developed and was available online and paper format. People were also invited to send through their feedback via email or hard copy by post. Fifty-three responses to the survey were received.

Three virtual public events were held to share information about the project and for participants to ask questions. Eighty people attended the three events. The project was also discussed at various stakeholder meetings including the Oxfordshire 'Team-Up' Co-production Board and Age UK with the Voluntary Community Sector Coalition on 20 September. Oxford Health NHS Foundation Trust also held several workshops in the summer months.

The engagement report available [here](#) describes the engagement, outlines key themes, and identifies concerns and issues expressed by members of the public around community health and care services for older people.

We are most grateful for the input we received in both written form and for those who attended the three public events, asked questions and gave their views. We are currently reviewing the feedback to identify where we need to make changes to clarify or refine the principles, if there are any new principles that should be added or any that should be removed. Recommendations for any amendments will be taken to the Health and Well-being Board in December.

### Winter Communications

Oxfordshire launched its winter campaign to the public in a [press release](#) and a panel of representatives from Oxfordshire CCG, Oxford University Hospitals (OUH), OH and Oxfordshire County Council were live on BBC Radio Oxford on 21 October

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discussing how to take care of yourself and others over the winter period. Several communication and engagement activities have already been undertaken to support winter messaging including:

- Promotion of NHS 111 online in a [press release](#) and social media across the system as part of our themed weeks and have also focussed on promoting the flu [nasal spray](#) for 2 and 3-year-old children in the weekly focus last week
- We continue promoting the flu vaccine through appropriate channels including paid for social media
- Targeted social media advertising to promote getting a COVID-19 booster, the ad has reached 136,539 people so far and a separate 'top up your immunity' ad has reached 43,956 people
- National media coverage to promote getting a booster vaccination has included Sky News, BBC South and ITV
- The health and care system sponsored the main Bonfire Night in Oxford by promoting getting vaccinated with adverts running on Jack FM, through their digital channels and at the event on 6 November
- Opportunities for 12–15-year-olds to get vaccinated for COVID-19 in half term were promoted across Oxfordshire through system partners channels, media and social media. Coverage, includes [Oxford Mail](#), BBC Radio Oxford, BBC Oxford South Today and Sky News. This was also promoted through local authorities directly to schools
- Ongoing promotion of the importance of getting vaccinated in pregnancy – a key priority of the COVID vaccination programme
- Two 'Choose well this winter' videos have been developed one features a [Nurse Consultant](#) and a Consultant from the Emergency Department at OUH. They are being promoted through all of our channels; we will be using paid for advertising on social media to promote these further
- The accompanying 'choose well' graphic is already online and being sent out to all adults in Oxfordshire through targeted social media advertising. We are going to also promote this digitally which is expected to increase the reach by 166,666 people. The social media advertising has reached 86,536 people to date.

	Minor cuts and grazes Colds Bruises Minor sprains	<b>Self care</b> Stock up on medicines
	Minor illnesses Headaches Bites and stings Stomach upsets	<b>Pharmacy</b>
	Feeling unwell? Anxious or unsure? Need help?	<b>NHS 111</b> You can contact us 24/7
	Long term conditions Chronic pain Persistent symptoms	<b>GP Advice</b>
	Dislocated fingers and toes Minor scalds and burns Nose bleeds	<b>Minor Injuries Unit</b> Contact 111
	Serious bleeding Blacking out Choking Chest pain	<b>A&amp;E or 999</b> Emergencies only

NHS Oxfordshire Clinical Commissioning Group  
15 Nov · 🌐

It's #selfcareweekParty 🎉 Watch this space, we'll have handy tips on how you can look after your health.

💡 Tip 1: If you have a common illness, it's quicker and easier to visit the pharmacist. For a list of recommended treatments visit: <http://bit.ly/2tiBs9K>  
Oxford University Hospitals NHS Foundati... See More



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- Promotion of 'Self Care Week' with activity across the across the system including a includes a [press release](#) on how to self-care for minor illnesses at home and also a second [press release](#) on how to look after poorly children to prevent going to hospital plus social media

### Talking Health Newsletter

OCCG has an external newsletter that is distributed to the membership of Talking Health, our online public engagement system. Currently we have more than 3,500 members who have registered to be informed and involved in OCCG's engagement activities. Owing to the pandemic, the newsletter was on hold but has resumed in the past few months and is available [here](#)

### Health & Care Stakeholder Briefing

Since the start of the pandemic, the Oxfordshire Health and Care System has been producing a [stakeholder briefing](#) coordinated and produced by OCCG with system partners. These briefings provide updates on the pandemic including latest data on the outbreak, impact on services, information about the COVID-19 vaccination, news about health services, social care, education, the local economy and other information. At the height of the pandemic these briefings were weekly, they are currently monthly. The briefings are also made available on the Oxfordshire Healthwatch website and cascaded to members.

## Berkshire West

### Winter Campaign Update

In mid-November, we launched our Berkshire West Winter Campaign bringing together input from Berkshire West CCG, Royal Berkshire NHS Foundation Trust, Berkshire Healthcare Foundation Trust, and South-Central Ambulance Service. The campaign will be running until end of January 2022 and is focused around three key themes:

- Be Prepared – guidance on self-care, what medicine to stock up at home, and mental health support available.
- Know the Right Place to Go – explaining difference between Emergency and Urgent Care, as well as promotion of NHS 111 Online.
- See Your GP Differently – highlighting changes in ways of accessing primary care, as well as different roles that exist in primary care.

Campaign has been going well so far with lots of support from partner organisations and a variety of leaflets, posters, videos, digital assets and media activity achieved. More information on campaign can be viewed here:

<https://www.royalberkshire.nhs.uk/winter>

### Covid and flu vaccines

We've supported national communications around the booster and flu vaccinations and also worked closely with partners in BW local authorities, PHE and RBFT on

communications campaigns included targeted communications around pregnant women

### **Your Health Newsletter**

The latest version is attached and is devoted to the winter and Covid vaccination campaign work. <https://www.berkshirewestccg.nhs.uk/media/5646/november-ppg-newsletter.pdf>

## **Buckinghamshire, Oxfordshire, and Berkshire West (BOB) wide engagement**

### **BOB Vaccine Programme Stakeholder Briefing**

Since the start of the pandemic, stakeholder briefings for the vaccine programme have been developed and distributed at place. However, as we transition to an ICB and the BOB Vaccination Programme responds to the biggest change in eligibility since the vaccination programme was launched, a new BOB wide stakeholder briefing has been launched. The briefing is for key stakeholders including councillors and MPs across the system. The briefing provides a weekly update on the progress made to vaccinate our local population including data, information about the COVID-19 vaccination programme and how we are delivering vaccines across the ICS and key messages or stakeholders to use with their local communities and / or constituents.

### **GP Access**

In the early response to COVID-19 and as part of the level 4 incident declared by NHS England nationally, healthcare organisations made rapid changes to how services were accessed and delivered. Many of the changes were intended to reduce the face-to-face contact which in turn reduced the risk of spreading the infection.

A key feature and point of difference during the pandemic was accelerated delivery of remote and virtual services. As a clear step to reduce the spread of COVID-19 GP practices were required to introduce a total triage approach. All practices introduced total triage which meant that patients were assessed by a GP over the telephone or online first, allowing many patients to be offered advice and potentially prescription or referral without the need for a face-to-face appointment. For patients with the relevant technology, appointments have been available using video conferencing so that they could see, as well as speak to the doctor.

Part of this new way of working included the introduction of an online advice and appointment system. The form-based online consultation platform collects a patient's medical or administrative request and sends it through to their GP practice to triage and decide on the right care for the patient.

Across Buckinghamshire, Oxfordshire and Berkshire West, GP Practices use various tools for patients to contact their GP. To get a better understanding of the patient experience and to inform a BOB wide procurement process for an online consultation platform across the ICS, a survey has been undertaken to seek feedback on what patients think of these tools and how they help to manage their

health. The survey was promoted through the three places and focused on three tools:

- **Online Consultations:** Online consultation enables you to contact your GP or other health professional over the internet, where you fill in an online form or speak to someone online about your health.
- **Video Consultations:** Some practices also now offer video consultation tools which allows patients to have a video appointment with your GP or healthcare professional.
- **Text messaging:** Your practice has the ability to send text messages to you to communicate with you regarding your care and inform you of things that are happening at your practice.

We have received over 1000 responses to the survey across BOB. A report on the outcome of the survey will be made available in the new year.

### **ICB Board membership engagement**

Engagement has been undertaken with Healthwatches across Buckinghamshire, Oxfordshire, and Berkshire West to seek their views on the proposed composition of the new ICB Board. More details are available in the ICS Development Programme Update paper.