

Agenda Item 17

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

Date of Meeting	10 March 2022
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.



Consultation on Oxfordshire's Special Education Needs Disability Strategy

At the beginning of January, Oxfordshire County Council (OCC) and OCCG launched a [consultation](#) on a draft Local Area SEND Strategy. Local people have been invited to give their views on a draft strategy to develop high quality services across education, health, and social care to support children and young people and their families.

Alongside this, Oxfordshire County Council has been consulting on proposals for reform to its systems for SEND, that include making more high-quality SEND education available closer to home, reducing reliance on out of county provision, and improving educational outcomes for children through closer partnerships between the council and schools.

These linked consultations have been made available on the OCC and OCCG websites and have been signposted from partner websites. They have been publicised through the local media, social media, local stakeholders, community networks, Healthwatch Oxfordshire, professionals in health and social care, and schools and other education settings.

A survey and FAQ have been developed and all documents have been made available online and in paper format. An easy read version of the survey and strategy has also been made available. Five virtual public events have been held to share information about the strategy and seek feedback. There have also been two online events specifically for children and young people, and adapted materials for children and young people have been made available and publicised to facilitate engagement within education settings.

The consultations will run until 10 March; all feedback will be considered and will inform the future development of the final Local Area SEND Strategy and changes to the council's systems for SEND.

Winter Communications

Oxfordshire launched its winter campaign to the public on 21 October discussing how to take care of yourself and others over the winter period. Many communication and engagement activities have been undertaken since then to support winter messaging including:

- The promotion of the flu [nasal spray](#) for 2 and 3-year-old children in the weekly focus as well as the importance of the flu vaccine for all primary school aged children
- Ongoing use of data to target areas of low uptake of the flu vaccine including people with chronic liver disease and learning disabilities
- The health and care system sponsorship of the 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
- The health and care advice card has been refreshed for this year, printed and is also available.

- A social media and media campaign to promote EDs being busy and sickest people will be treated first, signposting to other services available has launched
- Advice and support for parents and guardians if their children become poorly ([signposting to this news story](#)) has been promoted
- Ongoing regional campaign to promote NHS 111 to people who live near to A&E at the John Radcliffe Hospital, this includes leaflets to those living in the area and targeted digital advertisements
- Ongoing social media and online advertising to promote the differences between urgent and emergency care with targeted digital campaign to those who live near or work near to MIUs. There were 1,478,116 impressions in total with the most being made by people who live near the MIU in Witney (Witney 1,107,611, Abingdon 343,403 and Henley 22,076)



- [Social media](#) and advertising (digital radio and Heart Oxfordshire) to promote how families can help care for a relative so that they can be discharged from hospital, new graphics attached. The campaign is expected to reach 158,000 people through Heart Oxfordshire and over 200,000 people who listen by streaming the radio online.



COVID-19 Vaccine communications

Communication and engagement remain a key focus for the COVID-19 vaccination programme. Working across health and care we have been promoting the importance of getting a COVID-19 booster vaccination across the county through the media and social media; with a significant communication push following the Prime

Minister announcing the rapid expansion of the vaccination programme on 12 December.

Work continues to encourage uptake of the COVID-19 vaccine. Despite the wide availability of vaccination opportunities and high vaccination rates across Oxfordshire, there remains around 120,000 eligible people across the county who have not been vaccinated.

The Buckinghamshire, Oxfordshire & Berkshire West Vaccination Programme has developed an outreach and engagement plan 'No one left behind' to support access to the COVID-19 vaccine across the three counties and ensure vaccine equity across our communities.

The key objective of the outreach and engagement plan is to ensure the vaccine is targeted and uptake is maximised in those unvaccinated within our communities. Communications and engagement is key to delivering the plan and work has been undertaken to supporting through a variety of different ways including:

- Ongoing promotion of the importance of getting vaccinated in pregnancy – a key priority of the COVID vaccination programme, this has included using clinicians and case studies and most recently working closely with a 'maternity champion'.
- The design and promotion of materials for a BOB-wide campaign to encourage anyone who has not yet received either their first, second or booster dose to get it and that it isn't too late. This included digital graphics for websites, social media, email signatures and an accompanying digital radio campaign expected to reach 600,000 people. The social media advert so far has 1,747,186 impressions.
- A [social media campaign](#) originating in [Oxfordshire](#) and used across the South East Region promoted the offer of the vaccine to at-risk 5 – 11-year-olds and those aged 5-11 who are close contacts of an immunosuppressed person. Planning is currently underway to support uptake in all children aged 5 to 11 and the Spring booster campaign.
- An e-card was designed and sent to Chinese communities for Chinese New Year and to encourage getting vaccinated which was also printed and delivered to Chinese restaurants and takeaways
- Ongoing work with Margaret Clitheroe Trust to reach traveller communities at unlicensed sites
- An animation to promote the booster vaccine was translated into the most widely spoken languages in Oxfordshire (including Arabic, Portuguese, Urdu, Polish)

Talking Health Newsletter

OCCG has an external newsletter that is distributed via Talking Health, our online public engagement platform. The newsletter provides updates on OCCG news and activity and also highlights the work of our health and social care partners. Around 1,525 registered members of Talking Health receive the monthly online newsletter which was relaunched in October 2021 after being put on hold due to the pandemic. You can view all editions of the newsletter [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. Currently monthly, the briefings are distributed to key stakeholders including Oxfordshire MPs and councillors and made available on the Oxfordshire Healthwatch website as well as being cascaded to members.

Berkshire West

Covid Vaccination Campaign - Booster and beyond

We've supported national communications around the Covid vaccination - covering first, second and booster vaccinations plus third and fourth vaccinations for CEV people. This also involved working closely with partners in Berkshire West local authorities, RVA, and RBFT, mainly on communications supporting the Health on the Move Van campaign which provided temporary walk-in vaccination sites for underprovided areas and communities with low uptake of the Covid vaccine.

Health on the Move van and other events were publicised on social media - using Twitter, Facebook, Instagram, and NextDoor - and through the design and production of publicity materials such as posters and flyers, which were put up or handed out, respectively, to advertise the event.

Health Q&A event for people with severe mental illness

We are actively supporting the publicity of a new Q&A event for people with severe mental illness that will be happening at Eight Bells for Mental Health in Newbury. This has involved support in the communications planning, the design and production of a Q&A event, and the targeted distribution of event details through highly relevant channels.

Supporting PCN Communications

We have been working with PCN Network to support the launch of their communications and effectively engaging PCNs and GP practices across Berkshire West including podcasts, newsletters and other digital channels.

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

BOB Vaccine Programme Stakeholder Briefing

The BOB wide stakeholder briefing has been launched for the COVID-19 Vaccination programme continues to be produced and distributed to key stakeholders including councillors and MPs across the system. The briefing provides updates 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.