



Merton Clinical Commissioning Group

Report to the Merton Clinical Commissioning Group Governing Body

Date of Meeting: Thursday, 27th September 2012

Agenda No: 7.5

ATTACHMENT 11

Title of Document: Implementation Plan Update- Communication and Engagement Strategy	Purpose of Report: For Note
Report Author: Sima Haririan	Lead Director: Eleanor Brown Chief Officer, Merton CCG
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Executive Summary: The implementation plan update provides an overview of the progress.	
Key sections for particular note (paragraph/page), areas of concern etc: None	
Recommendation(s): The Merton Clinical Commissioning Group Governing Body is requested to note the progress of the strategy.	
Committees which have previously discussed/agreed the report:	
Financial Implications:	
Implications for the Sutton and Merton Board or Joint PCT Boards:	
Other Implications: (including patient and public involvement/Legal/Governance/Risk/ Diversity/ Staffing)	
Equality Analysis:	
Information Privacy Issues:	
Communication Plan: (including any implications under the Freedom of Information Act or NHS Constitution)	

**Implementation Plan Update
Merton CCG- Communication and Engagement Strategy
September 2012**

Table 2- Implementation plan

Objective	Key activities	dates	Status	Action
Build Strong Clinical engagement	Member practices			
	<ul style="list-style-type: none"> Nominated practice lead for all 26 practices 	May 2012	Green	Clinical leadership Framework in place
	<ul style="list-style-type: none"> Dedicated time for practices to assess and identify solutions to influencing commissioning decisions 	June 2012	Green	Recruitment to be commenced
	<ul style="list-style-type: none"> All member practice events on a regular basis to address CCG business and clinical quality improvements 	Jan 2012 and ongoing	Green Green	Practice Leads event monthly
	<ul style="list-style-type: none"> Regular communication from CCG leadership 	June 2012	Green	Regular monthly newsletter
	<ul style="list-style-type: none"> Intranet and web enabled internal discussion forums e.g. NHS Networks and WebEx 	June 2012	Amber	Test run of intranet
	<ul style="list-style-type: none"> Board meetings in public-board papers, key actions and notes of board meetings e.g. Merton CC(d)C 	June 2012	Green	Regular Board meetings held in public since 13 th June advertised
<ul style="list-style-type: none"> Provision of workshops/training on patient and public engagement 	September 2012	Amber	Plan in place to develop and support practices for PPGs by delivery of tailor made workshops	

	<p>Wider Local Professional Groups</p> <ul style="list-style-type: none"> • Participation at joint meetings between providers and CCG to influence quality of services and to improve commissioning e.g. CQRG, Service networks • Named clinical links to wider professional group 	<p>July 2012</p> <p>October 2012</p>	<p>Amber</p> <p>Green</p>	<p>Clinical leadership framework developed Evidence for clinical engagement – template to record all engagement to be circulated</p> <p>Clinical leadership framework and implementation by October 2012</p>
<p>Meaningfully engagement with patients, carers and their communities to ensure their systematic involvement in the commissioning of health services</p>	<ul style="list-style-type: none"> • To conduct a 360° stakeholder mapping and analysis • Set up Practice Participation Groups • Work with LINKs/HealthWatch to agree engagement priorities for next year • Map patient, carer and community groups, including seldom-heard and disadvantaged groups – prioritise (work with public health and local authority) • Named clinical and 	<p>Ongoing</p> <p>ngoing</p> <p>December 2012</p> <p>September 2012</p> <p>September 2012</p>	<p>Green</p> <p>Amber</p> <p>Green</p> <p>Green</p> <p>Green</p>	<p>Merton CCG – 90% response rate</p> <p>Some practices need to set up PPG – working with LINKs to deliver workshops for PMs</p> <p>Representatives. HWBB strategy with LINKs involvement</p> <p>To extend Health Diversity Program to rest of Merton and to Hindi/Gujarat/Urdu speaking communities (TBA)</p>

	<p>managerial links with/ for these priority groups</p> <ul style="list-style-type: none"> • Agree key quarterly update messages and questions for feedback for relationship managers, and to include in Community/Stakeholder CCG E-Bulletin (including a 'You said, we did' section) • Develop formal systems for capturing patient feedback and logging engagement activity – databases etc. Schedule time in CCG Board meetings to consider collated report. • Consider having CCG Board lay and clinical member with role as “Engagement Champion” to ensure patient voice is heard. • Web-enabled engagement – consider online patient surveys, forums and tweekchats. Map existing online community forums and influencers in the area. • Ensure patient feedback is day to day business of Merton CCG 	<p>September 2012</p> <p>October 2012</p> <p>September 2012</p> <p>October 2012</p> <p>Ongoing</p>	<p>Green</p> <p>Amber</p> <p>Amber</p> <p>Red</p> <p>Amber</p>	<p>Identified as GP Board member and senior manager To continue newsletter and intranet, through MVCS</p> <p>Promote logging engagement activity and agree a process for feedback by PPGs.</p> <p>Unable to appoint lay member (PPA) in first interviews Second interviews September 2012</p> <p>To progress the website creation. To link with LBM website</p> <p>Through PPGs, clinical engagement and targeted outreach through Health</p>
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				Diversity health advocates for specific communities
Ensure open and transparent governance and leadership in our CCG	<ul style="list-style-type: none"> • Agree principles of openness and transparency as part of vision and values. Culture is developed from behaviour of Board members. • Lay membership on CCG Board. • All papers for CCG Board meetings published and available on the web. Meetings advertised and public invited to observe. • Systems in place to manage external communications, briefings, FOI – from media, stakeholders, DH etc. through NHS Sutton and Merton team • Clear CCG admin function to prioritize, escalate respond to correspondence coming into CCG. Political correspondence to be run past communication team for advice first. • Media policy agreed by CCG Board and distributed to members – to ensure open but consistent dealings with 	Ongoing	Green	Merton CCG Constitution
		October 2012	Amber	To appoint second lay member - September
		June/July 2012	Green	To publish on South West London until Merton CCG website active
		July 2012		
		Ongoing	Green	Currently managed by NHS S&M with MCCG link
		Ongoing	Green	To agree commissioning for this function with CSU
June 2012	Green	Incorporated in communication and engagement policy		

	the media.			
Build public and stakeholder confidence in our CCG and its leadership	<ul style="list-style-type: none"> • Demonstrate patient and public involvement in major decisions making 	Ongoing	Amber	EDS and Health Diversity programme
	<ul style="list-style-type: none"> • Develop formal systems for capturing feedback and logging engagement activity 	October 2012	Amber	To formalise the evidence from engagement activity
	<ul style="list-style-type: none"> • “Visible Leadership” through allocated CCG Board members as relationship managers for key stakeholders in the local community to build confidence and listen to feedback. 	October 2012	Amber	To formalise a programme to ensure coverage of key stakeholders
	<ul style="list-style-type: none"> • Continuity of individuals to build stronger relationships with key groups such as Merton Health & Wellbeing Board and Oversight and Scrutiny 	April 2012	Green	Consistent attendance at HWBB events
	<ul style="list-style-type: none"> • Develop and maintain an accessible website for the CCG 	September 2012	Amber	Work in progress to resolve IT issues for October ‘12
	<ul style="list-style-type: none"> • Work collaboratively with London Borough of Merton Engagement team 	June 2012	Green	
	<ul style="list-style-type: none"> • Stakeholder E-Bulletin to inform on the work of Merton 	June 2012	Green	Regular Merton CCG newsletter distributed

	<p>CCG and build confidence.</p> <ul style="list-style-type: none"> • Agree key quarterly update messages and questions for feedback. 	September 2012	Amber	in May To collate PALS and other feedback and incorporate in Newsletter
Promote and advance equality within the work of Merton CCG	<ul style="list-style-type: none"> • Continue our exemplar work on the Health Diversity Programme 	Ongoing	Green	To action equality objectives and focus on CCG's outcomes
	<ul style="list-style-type: none"> • Provide assurance and evidence for the Equality Delivery System for protected groups and to meet requirements under the Equality Act 2010 	Ongoing	Green	Published equality grading and objectives in May
	<ul style="list-style-type: none"> • Work with partners to prioritise engagement with seldom heard voices through stakeholder mapping 	Ongoing	Amber	
	<ul style="list-style-type: none"> • Use findings of Health Diversity Program to inform and influence all activity of Merton CCG 	Ongoing	Amber	To consider making HD mainstream and commissioning service for 13/14
	<ul style="list-style-type: none"> • Share 'lessons learned' widely with practices to improve policy and practice, and build into developments around broader commissioning strategy. 	Ongoing	Green	To formalise Board PPG and lay member into feedback
	<ul style="list-style-type: none"> • Share 'good news stories' through all media channels to ensure seldom heard 	Ongoing	Green	Via newsletter and website once created

	<p>individuals, groups and communities are aware of the positive work being undertaken.</p> <ul style="list-style-type: none"> • Stakeholder E-Bulletin – include examples of work which highlight better health outcomes, improved patient access and experience, and reducing health inequalities. • Use the vision and values to develop an open and transparent culture which supports equality, and challenges behaviours which fall outside of those values 	<p>September 2012</p> <p>Ongoing</p>	<p>Green</p> <p>Amber</p>	<p>Ongoing work</p> <p>Regular All member Practice events held during 2012 to outline vision and values of Merton CCG</p>
New developments	<ul style="list-style-type: none"> • To deliver Expert Patient Programme (EPP) within Merton to promote self management courses for people for long-term conditions to support Merton CCG priorities 	<p>September 2012</p>	<p>Green</p>	<p>Delivered two EPP training courses in March and July 2012, In East Merton community venues</p> <p>One further training course during 2013</p>