1. Appendix 3 – Review of 2007-09 Communications and Public Involvement work against original strategy developed in 2007

This section of the strategy shows some of the activity undertaken over the past two years to implement the previous communications and public involvement strategy which was developed at the end of 2007. It highlights the work undertaken to support various PCT commissioning initiatives and help drive forward the PCT’s strategic goals relating to the specific aim of the original strategy.

**Aim 1: To ensure the PCT adopts current best practice and strives to create best practice to meet the requirements of Section 242 of the NHS Act 2006.**

A Communications and Involvement Group (CPIG) was established to:
- To develop and oversee implementation of the Communications and Public Involvement Strategy through the action plan.
- To be the focus for supporting and coordinating public involvement activities across the PCT.
- To promote meaningful user and carer involvement.
- To promote clear and consistent communications within the PCT.
- To support learning from feedback.

The group is chaired by a Non Executive Director of the PCT and has membership from staff and external partners/organisations including Oxfordshire County Council, Carers Forum and public representatives. The group meets quarterly to review the work of the communications and public involvement team and share good practice through workshop sessions. These workshop sessions have included the development of the website, development of patient participation groups within GP practices and swine flu.

NHS Oxfordshire has agreed a formal partnership arrangement with Oxfordshire County Council to develop its Citizens Panel - Oxfordshire Voice. The Citizens’ Panel is a research panel made up of over 3,000 Oxfordshire residents aged 18+ who have volunteered to answer questions on behalf of Oxfordshire County Council. We have been working with them since the beginning of 2008 to use the Citizens’ Panel to ask residents questions about health and health services provided within the county.

**Aim 2: To promote health and well-being in the local community and opportunities for active engagement.**

A key role for the Communications and Engagement Team is to support the PCT’s strategic objectives of people being healthier - particularly if they live in our most deprived communities and working with people to promote well being and prevent ill health. As such the team works with public health to deliver campaigns such as Stop Smoking, HPV and cervical screening, Swine flu including ‘Catch it, bin it, kill it’ and Young People’s Sexual Health to name but a few. An example of this work is the development of a young people’s sexual health campaign at Valentines.

The Communications and Engagement Team worked closely with the Teenage Pregnancy and Sexual Health Service Manager, a joint post with the Council, to raise awareness of sexual health services within Oxfordshire and the need for good sexual health in the local population by launching a new range of publicity materials in February. The campaign launch was planned to coincide with Valentines Day. The publicity for the awareness campaign was designed based on concepts and ideas
from young people in the county. Materials included posters, postcards and keyrings, which hold condoms. These, along with sexual health service information cards, were distributed throughout the county in schools, youth settings and colleges. Feedback given following the launch showed young people liked the new materials. This has led to involving young people in developing an annual campaign for raising awareness of sexual health and services to link with student ‘fresher’ weeks; Christmas and New Year with date specific material as well as generic information.

**Aim 3: To ensure high quality information is provided by the PCT with clear and consistent messages.**

Over the past 18 months NHS Oxfordshire has developed the press office function of the Communications and Engagement Team. The Team has worked tirelessly to develop and maintain relationships with local media. Whilst negative coverage is not always avoidable, the team always strives to provide statements to balance any negativity.

From November 2008 to November 2009 we received approximately 700 press queries, a large majority of these originated from the Oxford Mail and Heart FM (previously Fox FM). Subjects included:

- Funding of cancer treatment and IVF
- Swine Flu
- Development of services at the Horton General Hospital
- Developments at Community Hospitals
- Obesity
- Teenage pregnancy and sexual health

**Aim 4: To develop a culture that promotes open communication within and throughout the organisation.**

An achievement in the last year is the development of a new intranet for PCT staff and primary care colleagues. The intranet provides a central resource point for staff and primary care colleagues to assist them in providing high quality healthcare in Oxfordshire.

The new intranet enables the NHS Oxfordshire to communicate more effectively, both internally and externally with staff and primary care colleagues. It enables staff to share information, collaborate and enhances communications. The intranet was developed with the input from staff with representation from all directorates within the PCT; clinicians were also included in the development of the site.

**Aim 5: To develop a culture that promotes open two-way communication with the public and staff to increase confidence in the PCT and local health services**

NHS Oxfordshire has developed several new communication channels which promote two way communications with staff including a new intranet mentioned above and an internal newsletter which staff can contribute to and can use to share information with one another.

Weekly Heads briefings have been developed to help share information between the Executive Management Team and staff within the PCT. Heads are briefed by the Directors on corporate issues and they are able to raise anything on behalf of their teams at these briefings. Monthly staff briefings have continued with the development of a question and answer session at most briefings where staff are able to ask questions anonymously of the Executive Management Team.
An external newsletter has been developed and is produced quarterly. It is widely distributed throughout Oxfordshire, the PCT website is kept up to date with news items and the public can use the site as a means to feedback to the PCT.

Aim 6: To enable patients, carers and the public to have a greater say in decisions:

- about their own care
- the development of local health services
- how health services are commissioned for the local population.

NHS Oxfordshire has undertaken lots of public involvement activity over the past year including an urgent care review; consultation on the PCT’s five year strategic plan; survey and engagement on diabetes service redesign; mental health services; older peoples services; the Banbury Health Centre; the single equality scheme and the user and carers expense policy to name but a few. For more information about the public involvement initiatives undertaken by the PCT please visit our website at http://www.oxfordshirepct.nhs.uk/patient-matters/public-involvement/default.aspx

Another significant project is the development of services at the Horton General Hospital through the Better Healthcare Programme for Banbury and surrounding areas. The programme sees NHS Oxfordshire working in partnership with local authorities, local GPs, the ORH, patients and the public in planning sustainable health services for the people of Banbury and the surrounding areas. In order to ensure the views of the local community were/are communicated to the Programme Board, a Community Partnership Forum (CPF) was formed. This group is made up of members of the public, local authorities, GPs, members of Keep the Horton General campaign, public representatives, local MPs, representatives from South Warwickshire and South Northamptonshire and local NHS organisations.

The Chair of the CPF sits on the formal programme board which meets regularly in public; the meetings are filmed and broadcast live over the web. This ensures transparency and allows people to be involved in the public meetings even if they are unable to attend. A recent stakeholder audit undertaken by The Kings Fund showed since the beginning of the programme ‘there is wide acknowledgement that there has been a major shift in the relationships between the parties involved, and a vastly improved atmosphere where the local community, the Oxford Radcliffe NHS Hospital Trust and the PCT are all felt to be pulling in the same direction.’

A particular focus for the PCT has been on working with local groups to identify issues for those groups. It has worked in particular with local ethnic minority community groups and with groups from marginalised communities. This approach has been taken during the single equality scheme consultation and a consultation on the development of a policy for user and carer expenses. This has included extensive use of Easy read format in producing information. We have also run individual engagement exercises with stroke survivors to understand better their experience of services. All data collected is fed back to groups as appropriate.

Work around End of Life Care has involved patient and carers workshops looking at how the service can be improved. This has led to a pilot programme being set up involving a Rapid Response Team. This team helps people at the end of their life and their carers. This has been established as a direct result of the feedback received at the workshops.
**Aim 7: To promote a culture of involvement across the organisation at all levels.**

South Central Board of Commissioners agreed to support a range of initiatives for developing PPI including funding the training programme “Trust Me I’m a Patient” across all PCTs. NHS Oxfordshire put in a bid to run six courses, two in each part of Oxfordshire (North, South and City) in order to assist in ensuring development of public involvement in Practice Based Commissioning and developing training of staff in public involvement.

The aims of “Trust Me I’m a Patient” workshops were for attendees:

1. To see change through others eyes.
2. To have a greater appreciation of the number and diversity of opinions about change.
3. To think about how to effectively include patients and the public as partners in change.

In total 136 people attended the courses. Participants came from a wide range of areas both within the PCT and primary care. Feedback from participants suggested it had raised their awareness of PPI that it would make them take PPI more seriously in the future. Others commented that it had made them more aware of the need to use less jargon / terminology in meetings and documents and they would be doing so in the future. Several people commented that they would use the experience to help them develop or enhance PPI groups in their practices or to use existing groups to look at any future changes.

**Aim 8: To ensure that the PCT learns from feedback of information related to patient engagement, experience and patient-related outcomes.**

NHS Oxfordshire has tried different approaches to engaging with the public to seek their feedback ranging from café style events where members of the public can speak one to one with members of the PCT to conference style workshops. We recognise that one size does not fit all and we need to tailor our approach to the specific audience.

We have just implemented a new consultation and engagement system called Talking Health which is available on the PCT’s website (under the Patient Matters tab). The system gives NHS Oxfordshire a self-maintaining, accurate record of people that want to be involved and have their say about their local NHS. When members of the public or organisations register to be involved, they can now express their subject preferences. This enables NHS Oxfordshire not only to inform the public of consultations that are meaningful and relevant to them, but also communicated in the way that people prefer. For all projects at any point in time we know who is involved, what we have said to them and what they have said to us.

Talking Health enables PCT staff to setup consultation projects quickly and easily, to manage them online, create surveys, discussion groups or enable commenting on structured documents e.g. strategy documents. Reports can also be done at a touch of a button for each survey, a single project or all projects – providing accurate results and evidence of NHS Oxfordshire’s public involvement and engagement. The ‘You Said, We did’ section also completes the circle of engagement – providing evidence of what has actually changed in Oxfordshire as a result of public feedback.