APPENDIX 3: Consultation and Communication plan for PNA 2010/11

1. Introduction
The strategy set out here is intended to provide an overarching direction to the communications and engagement required to support the delivery of NHS Oxfordshire’s Pharmaceutical Needs Assessment (PNA).

It outlines a framework for implementing communications and engagement across this project. It focuses on ensuring all relevant communications and engagement activities use a consistent and co-ordinated approach to ensure that the PNA meets the needs of the Oxfordshire population.

2. Background:
PCTs are responsible for securing NHS pharmaceutical services in their area. From April 2005, the majority of community pharmacists provide services under a contractual framework for community pharmacy agreed for England and Wales between the Department of Health, the Pharmaceutical Services Negotiating Committee (PSNC) and NHS Employers. PCTs can also contract locally for provision of pharmaceutical and other services, including services not traditionally associated with pharmacy, within a single Local Pharmaceutical Services contract.

The Community Pharmacy Contractual Framework (CPCF) provides PCTs and pharmacies with opportunities to work effectively together to meet the needs of the local population. The CPCF provides flexibility and choice to PCTs around the commissioning of enhanced pharmaceutical services from community pharmacy. The PCT and practice based commissioners (PBC) will consider these choices against other priorities for funding.

Since April 2008 PCTs and local authorities have been under a statutory duty to produce a Joint Strategic Needs Assessment (JSNA). Producing a JSNA establishes the current and future health and well being needs of a population. It is also designed to lead to improved outcomes and reductions in health inequalities.

The PNA helps to provide a rational basis for PCTs to plan where resources need to be invested to ensure that these developments are explicitly linked to national targets and local needs. It also provides an opportunity to inform practice based commissioners about the potential of community pharmacy to support them in meeting the health needs of their population. The PNA has to link with and take account of the JSNA.

3. Objectives:
- The objective of this communications and engagement strategy is to look at pharmaceutical services through the development of a PNA; to review the services that NHS Oxfordshire currently provide, identify what the local population need and drive new improvements for the population of Oxfordshire: Raise awareness of all pharmacy services that are available locally and in the county to patients and members of the public.
- Encourage the public to be involved in identifying gaps in services and voice their needs for pharmacy services.
- Provide consistent and timely messages to various audiences through the media and other communications tools.
- Ensure internal audiences are aware of the development of the PNA and enable them to feedback.
- Ensure providers of pharmaceutical services are kept informed of the progress of the PNA.

4. Key Messages:
Whilst the communication messages will vary according to the audience, the PCT must ensure consistency of the core messages to all stakeholders.

Please find below key messages:
- We are a listening organisation, striving to find out and respond to the needs, preferences and aspirations of the public, patients and carers in Oxfordshire to provide excellent pharmaceutical services.
- We will be encouraging the public, patients and carers in Oxfordshire to be actively involved in helping to identify gaps in pharmacy provision.
- We are working closely with the public, patients and carers in Oxfordshire to drive new improvements in pharmaceutical services in the county.

5. Consultation:
The NHS Act 2006 does not impose a minimum (or maximum) period for a consultation. PCTs may choose, but are not obliged, to follow the Government’s Code of Practice on Consultation. This stipulates that consultations should normally last for at least 12 weeks with consideration given to longer timescales where feasible and sensible. For PNAs, however, PCTs will be required to give the persons listed in regulation 3F(1) a minimum period of 60 days in which to make their response (regulation 3F(3)). NHS Oxfordshire’s PNA consultation will run from 6 September – 8 November 2010.

Regulation 3F requires PCTs to consult on a draft of their PNA at least once during its development (regulation 3F(2)). Regulation 3F(1) lists those persons who must be consulted. However, PCTs will be able to consult more widely if they so wish. Each PCT must consult the following persons below at least once during the process of making the assessment on a draft of the proposed PNA.

6. Audience:
Groups identified which need to be considered in the consultation include:

Commissioners:
- NHS Oxfordshire staff
- DAAT joint commissioners
- Community Health Oxfordshire

Primary and community Care
- Community hospitals
- Community Pharmacists
- Local Pharmaceutical Committee
- Regional Managers of Community Pharmacy
- Dispensing doctors
- GPS, and other Primary Care Staff (including District Nurses and Health Visitors)
- Local Medical Committee
- District Nurses
- Health Visitors
Secondary Care
- Acute hospitals

Public Partners
- Social and Healthcare
- Voluntary Organisations/LINks
- Neighbouring PCTs

Political Partners
- Strategic Health Authority
- Oxfordshire Joint Health Overview and Scrutiny Committee

Public
- Patients
- Carers
- Community Groups
- Local Press
- Radio
- TV
- Websites/social networking sites (facebook/twitter)
- Newsletter

7. Responsibilities
The Communications and Engagement Lead will identify the key messages and appropriate methods of communication and engagement to widely inform stakeholders and members of the public of the PNA.

The Communications and Engagement Lead will be responsible for:
- Developing a questionnaire for the PCT website.
- Publishing the results of the PNA on the website.
- Assisting the Pharmaceutical Needs Assessment Stakeholder group in the public consultation exercise and public events.
- Ensuring that relevant and timely communications tailored to different audiences and stakeholders are provided.
- Identifying potential areas of risk where the project will require an appropriate communications response.

The Pharmaceutical Needs Assessment Stakeholder group led by Ginny Hope, Head of Contracted Primary Care Services is responsible for:
- Communicating directly with key stakeholders.
- Identifying and collating relevant local views on the pharmaceutical needs assessment and gaps in provision.
- Leading on the public consultation, focus groups and stakeholder event and reporting as appropriate.
### 8. Communications and Engagement Plan

<table>
<thead>
<tr>
<th>Plan</th>
<th>The PNA will be publicised to stakeholder groups at the stakeholder and public consultation events. A survey has been developed on the PCT website. These groups provided wider support for consultation on the PNA. A full engagement report will be submitted to PNA Steering Group. The engagement process will focus on Oxfordshire as a whole, with specific attention to the audience identified in section 6.</th>
</tr>
</thead>
</table>

**Costs**
Costs will be incurred for the public consultation events, focus groups and stakeholder event.

**Press / Communications**

*External*
- A press release will be sent to all local media regarding the stakeholder event and the public consultations
- Key stakeholders will be advised as identified
- Information about the PNA will be posted on the PCT website.

*Internal*
- Staff throughout the organisation and in the relevant commissioning services will be informed via the intranet/email bulletin

**Audiences**
Target audiences have been identified as follows:

**Focus groups:**
- Older people/carers
- People with long term illnesses/conditions
- People with Mental health conditions (low grade conditions)
- People in deprived communities (Banbury/Oxford City)
- Parents of young children
- Young people (16-24)

**Stakeholder event**
NHS Oxfordshire staff
DAAT joint commissioners
Community Health Oxfordshire
Community pharmacists
Local Pharmaceutical Committee
Reginal Managers of Community Pharmacy
Dispensing doctors
GPs and other Primary Care Staff (including District Nurses and Health Visitors)
Local Medical Committee
<table>
<thead>
<tr>
<th>Community hospitals</th>
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<tbody>
<tr>
<td>Social and Healthcare</td>
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<tr>
<td>Neighbouring PCTs</td>
</tr>
</tbody>
</table>

**Public Consultation meetings**

- Patients
- Carers
- Community groups
- Local press
- Radio
- Website/social networking sites (facebook/twitter)

**Evaluation**

A process for evaluation and feedback as agreed by the project lead – based on the utilisation of the website public consultation, focus groups and stakeholder event.
### 9. Action schedule to support the Pharmaceutical Needs Assessment 2010

<table>
<thead>
<tr>
<th>Item</th>
<th>Action</th>
<th>Responsibility</th>
<th>Due date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PNA Survey</strong></td>
<td>Results to be collated and publicised on the PCT website</td>
<td>PNA Lead / Communications</td>
<td>May</td>
<td>Completed</td>
</tr>
<tr>
<td><strong>Joint Health Overview &amp; Scrutiny Committee</strong></td>
<td>Briefing to be provided to the Scrutiny Committee on the development of the PNA outlining the regulatory requirements for PCTs including the timescale, the need for consultation in the production of the PNA and consultation schedule.</td>
<td>PNA Lead</td>
<td>May</td>
<td>Completed</td>
</tr>
</tbody>
</table>
| **Focus groups**                     | Focus groups:  
- Older people/carers  
- People with long term illnesses/conditions  
- People with Mental health conditions  
- People in deprived communities (Banbury/Oxford City)  
- Parents of young children  
- Young people (16-24) | PNA Lead /MORI              | May/June               | Completed|
| **Stakeholder Event:**               | - Stakeholders to be identified  
- Structure of event to be confirmed and key members of staff asked to attend  
- Invitation distributed to stakeholders | PNA Lead/Communications     | August     | Completed|
|                                      |                                                                        | PNA Lead/Communications     | August     | Completed|
|                                      |                                                                        | PNA Admin                   | August     | Completed|
| **Talking Health website**           | The PNA document along with targeted questions to be set up on the Talking Health website. | Communications             | August     | In progress|
| **Public Events:**                   | - Stakeholders to be identified  
- Structure of event to be confirmed and key members of staff asked to attend  
- Invitation distributed to key groups | PNA Lead/Communications     | September  | In progress|
|                                      |                                                                        | PNA Lead/Communications     | September  | In progress|
|                                      |                                                                        | PNA Admin                   | Mid September | In progress|
• 14 October: 5.30-7.30pm  
  Oxford Town Hall  
  St. Aldgate’s  
  Oxford OX1 1BX  
  - Stakeholders to be identified  
  - Structure of event to be confirmed and key members of staff asked to attend  
  - Invitation distributed to key groups  
  PNA Lead/Communications  
  PNA Lead/Communications  
  PNA Admin  
  September  
  September  
  Mid September  
  In progress

• 19 October: 5.30-7.30pm  
  Henley Town Hall  
  Market Place  
  Henley-on-Thames  
  Oxon RG9 2AQ  
  - Stakeholders to be identified  
  - Structure of event to be confirmed and key members of staff asked to attend  
  - Invitation distributed to key groups  
  PNA Lead/Communications  
  PNA Lead/Communications  
  PNA Admin  
  September  
  September  
  Mid September  
  In progress

• 21 October: 5.30-7.30pm  
  Langdale Hall  
  Market Square  
  Witney  
  Oxon OX8 6AB  
  - Stakeholders to be identified  
  - Structure of event to be confirmed and key members of staff asked to attend  
  - Invitation distributed to key groups  
  PNA Lead/Communications  
  PNA Lead/Communications  
  PNA Admin  
  September  
  September  
  Mid September  
  In progress

• 23 October – 11-2pm  
  Banbury Town Council  
  Town Hall  
  Bridge Street  
  Banbury  
  Oxon OX16 5QB  
  - Stakeholders to be identified  
  - Structure of event to be confirmed and key members of staff asked to attend  
  - Invitation distributed to key groups  
  PNA Lead/Communications  
  PNA Lead/Communications  
  PNA Admin  
  September  
  September  
  Mid September  
  In progress

Staff campaign  
  Staff briefing  
  Intranet  
  Website  
  All staff email  
  PNA Lead  
  Communications  
  September  
  September  
  September  
  September  
  In progress

Press and communications  
  Draw up a news release advertising Public consultation events in Oxfordshire  
  Communications  
  Beginning October 2010  
  In progress