

CCG Communication and Engagement Activities

1. Summary

Engagement activity was carried out at place level within Buckinghamshire, Oxfordshire and Berkshire West (BOB) to gather the views on the proposals for the future of commissioning arrangements within BOB.

BOB Integrated Care System (ICS) created an overarching communication and engagement plan which described an overarching approach so that the Clinical Commissioning Groups' (CCGs) communication and engagement teams could deliver a range of activities according to their local communications and engagement channels.

The CCGs reached out to the public and key stakeholders within their respective communities to ensure they were aware of the engagement exercise and had the opportunity to respond to the proposals in the engagement document.

This report provides a high level summary of those activities – further detail, including the overarching plan can be found in the full engagement report which will be published on the BOB and CCG websites.

Buckinghamshire CCG

Within Buckinghamshire, the CCG reached out to the public through:

- Digital screens in GP waiting rooms
- Social media using the CCG account and Buckinghamshire County Council's account,
- CCG and Integrated Care Partnership (ICP) websites,
- MyBucks Newsletter (council e-newsletter which goes to 20,000 residents),
- The ICP monthly e-newsletter,
- Patient Participation Groups.

The CCG also ensured that the following stakeholders were made aware of the engagement exercise and proposals:

- GPs
- Staff working across all six organisations within the Buckinghamshire Integrated Care Partnership (ICP)
- The voluntary and community sector – specifically asking Community Impact Bucks and Healthwatch Bucks to cascade to all their contacts
- Members of the public
- All MPs in Bucks
- All councillors the Health and Adult Social Care Select Committee and the Health and Wellbeing Board.

A number of key meetings were attended by a CCG representative to ensure that the proposals in the engagement document could be explained and discussed – these included the Get Bucks Involved Steering Group and the Health and Adult Social Care committee.

Oxfordshire CCG

Oxfordshire CCG (OCCG) engaged with a wide range of stakeholders and made them aware of how to give their views through a variety of CCG communications channels:

- OCCG weekly GP bulletin (proposals were included in three bulletins)
- Talking Health newsletter (proposals included within four editions)
- Two direct messages sent to subscribers, with links to the proposals through the online platform Talking Health (3.5k subscribers),
- Placed on OCCG website
- Social media posts on OCCGs accounts
- Oxford University Hospitals and Oxford Health staff bulletins.

The CCG also ensured that the following stakeholders were made aware of the engagement exercise and proposals:

- GPs
- CCG staff
- Locality commissioning groups
- Oxfordshire County Councillors
- The Thames Valley Local Pharmaceutical Committee (LPC)
- Oxford University Hospitals NHS Foundation Trust Board and Trust members
- Oxford Health NHS Foundation Trust Board and Trust members
- MPs

CCG representatives attended a number of stakeholder meetings. These included the Oxfordshire Health and Wellbeing Board, Oxfordshire Health Overview and Scrutiny Committee (HOSC), and locality commissioning meetings. A comprehensive list of these meetings can be found in appendix three.

There was also media coverage in Oxfordshire in local newspapers, including reports of council discussions on the proposals.

Berkshire West CCG

Berkshire West CCG raised awareness of the engagement and proposals through the following local communications channels:

- Three Articles in GP Newsletters
- Two Articles in Primary Care Networks (PCNs) Newsletters which is a weekly publication to all clinical directors and PCN staff
- Articles in the Patient Participation Groups (PPGs) Newsletters which is a monthly newsletter to all PPG and Practice Managers for distribution to staff and patients
- Feature in the ICP newsletter (a quarterly publication),
- Articles in voluntary sector newsletters (Reading and West Berkshire editions),
- Social media messages were posted during the engagement period from Berkshire West CCG's Twitter account

The following stakeholders were also informed:

- GPs

- Patients groups
- MPs
- Local Authority Chief Executive Officers (CEOs)
- Health and Wellbeing Board Chairs
- Healthwatch
- The Royal Berkshire NHS Foundation Trust
- Voluntary Sector Chief Officers
- Berkshire Health NHS Foundation Trust
- Local authority communication leads (who were asked to cascade to relevant Councillors, Directors and officers)

Members of the CCG's communications and engagement team raised awareness of the engagement exercise while attending local events, such as the West Berkshire Patient Engagement meeting. The proposals were also discussed at key stakeholder meetings, such as Health and Wellbeing Boards and Integrated Partnership meetings.

There was also media coverage of the discussion by Reading Borough Councillors at a committee meeting during the engagement period.