

Communications Team Report: 10 January 2015 to 9 February 2015

Business as usual			
Engagement			
		Total	Comments
Public meetings	<p>Primary care co-commissioning – The CCG Communications team attended a public meeting in North Tawton to discuss the future of the GP practice in the town and ways in which the future engagement carried out by the CCG can link in with future engagement around long-term options for primary care in the area. There were 200+ members of the public in attendance.</p> <p>Maternity Service Liaison Committee – the quarterly Northern locality meeting was held on 12 January. Attendees were provided with an update on the development of the dedicated MSLC pages on the CCG website. The Eastern locality MSLC was held on 13 January.</p> <p>The Eastern locality board was held on 28 January and 3 members of the public were in attendance.</p>	8	
	Meeting with patient leadership training team representative		Discussions on how we could use the scheme to better equip public representatives to engage in decision making activities. Likely use with proposed people's panel.

Stakeholder meetings	<p>The Eastern Reference Group was held on 21 January. 10 lay members and patient representatives attended this meeting and the communications and engagement update included an update on urgent and necessary measures, TCS in the eastern locality, Healthwatch Devon activity, Moretonhampstead and Crediton engagement projects and promotion of the CCG's You Tube channel and patient experience films.</p> <p>Ongoing stakeholder engagement is carried out by Communications team and we attended an event on 23 January that was focused on lesbian, bisexual and transgender women. One of the topics discussed included problems accessing health services.</p>		
	Best practice network		Includes representatives from PALS, PPI and Healthwatch
	Working with associate to develop mechanisms for public involvement in procurement		This fed into the work done by the CCG engagement group below.
	CCG engagement group progressing actions from 360		Draft process and interactive tool in development due for completion by May 2015.
	Integration Plymouth comms. planning		Planning two staff workshops due March 2015
Healthwatch	The CCG Communications team commissioned and worked on an engagement project with Healthwatch Devon on Long-term conditions. This work generated over 500 responses and the CCG is now reviewing the findings and recommendations from the report.		

Media						
Proactive coverage		Reactive coverage			Total	Comments
Keeping the NHS safe for town and country South Hams Today 23/01/2015 (EAV £1012.50)					EAV £1663.50	
Trial weekend opening for GP practice Express & Echo 5/2/2015 (EAV £540)						
Health story gremlins South Hams Today 30/01/2015 (EAV £111)						
Social media (Facebook and Twitter)						
225		2			227	107 proactive messages were re-tweets
MPs						
	Issue	Written	Verbal	Briefings	Total	Comments
Ben Bradshaw	MP enquiry 193 received 21/01/15: complaint regarding mental health care (CAMHS) –	x			1	22/01/15: Complaints advise this enquiry is already in the system (SIRI) – they will provide a copy of their response
Parliamentary hub requests						
Request from Oliver Colville MP: How many people in Plymouth, Sutton and Devonport constituency have been diagnosed with chest infection in 2014 Request received 16/01/2015 Deadline 16/01/2015 Response date 16/01/2015					Total	Comments
					1	

Freedom of information		
	Total	Comments
The total number of patients treated for migraine in your area including number of individual funding requests for migraine treatment	8	3 days taken to complete
Send me full details of any customer satisfaction ratings the CCG has given to its main commissioning support unit in the last 12 months		3 days taken to complete
How many incidents of re-induction (or `retoxing`) were there is prisons within the CCG area in the following years; 2013/14, 2012/13, 2011/12 and 2003/4		1 day taken to complete
Could you provide me with a list of names of all people with commissioning responsibility in your area		1 day taken to complete
Can you please advise if your organisation has undertaken an assessment of its compliance against a formal code of governance for CCG`s the FRC Code of Governance or the Monitor code of governance		7 days taken to complete
GPs with governance roles		Active within statutory time frame
How many GPs have been signed off or not been at work due to stress		2 days taken to complete
Average time taken to pay invoices		4 days taken to complete

Videos		
	Total	Comments
<p>Personal Health Budget film (Mark's story) We produced a 5 minute film which documented Mark and his family's experience of the personal health budget (PHB) scheme. PHB is an amount of money given to a person to spend on their own health care.</p> <p>Mark is 24 and has multiple mental and physical disabilities. He requires a wheelchair and cannot communicate verbally, meaning he needs round the clock care.</p> <p>Through the PHB, Mark has been able to choose the carers that he wants and have access to physiotherapy when and where it suits him.</p> <p>Mark's quality of life has improved since the PHB was put in place. Similarly things have become a lot easier for the family at home, as they have built up a solid relationship with Mark's sole carers.</p> <p>This film was shown at NEW Devon CCG's governing body on 4 Feb 2015, a PHB conference on 30 Jan 2015 and will be available on YouTube shortly</p>	8	
<p>Bereavement experience (Hannah's story) We produced a 3 minute film which documented the experience of Hannah and her father's experience following the death of her mother.</p> <p>Following Hannah's mother's death, her father became increasingly ill with repeated trips to hospital with memory loss and confusion. The hospital did not pick up on the repeated patterns of behaviour and he died shortly after. Hannah discusses how the hospital could have handled things better.</p> <p>This video was produced as a pilot for the Integrated Care in Exeter forum (ICE), following which several patient experience videos have been commissioned featuring senior leads across the NHS in Exeter.</p>		

<p>Staff briefing January 2015</p> <p>We filmed the monthly video update for all CCG staff. This formed an integral part of the staff briefing presentation that is shown across the CCG.</p> <p>Topics this month included; Urgent & Necessary measures; in-year savings; turnaround; NHS Futures; pensions; NHS England allocations; TCS extension in Eastern Locality; Director of governance and the appointment of John Ensall.</p>		
<p>One minute guide (OMG) videos</p> <p>We produced a new video in which senior members of staff in the CCG speak for 60 second segments about a variety of healthcare topics from primary care to transforming community services with the idea of simplifying complex topics.</p> <p>We have designed a professional animated logo and are currently in the process of filming the topics. These will then be published on our YouTube site.</p>		
<p>Maternity services experience film (Leah's story)</p> <p>We met and filmed with Leah, who has recently had a baby.</p> <p>Leah talks about some of the problems she had whilst pregnant, including lack of support around depression and mental illness, lack of flexibility around birth plans and other more general concerns.</p> <p>This video will be edited into a 5 minute film and used at governing body, various meetings and as part of the maternity strategy review.</p>		

<p>CCG Postcard design</p> <p>As part of the 360 degree stakeholder feedback, we have designed a postcard to thank people who have given us feedback. This contains photos that staff have submitted to us of Devon.</p>		
<p>Photographing GP members for Clinician to Clinician (C2C) newsletter</p> <p>For the launch of the upcoming C2C newsletter we photograph all the GP members across NEW Devon. These photos will be used when a particular GP write an article for the newsletter and hence had to look a bit more informal than traditional portrait photos.</p>		
<p>Video production advert for business</p> <p>We produced a poster and email template to send out to various NHS organisations to drum up some external video production business. The included a 'key achievements' poster and 'why / how you should use video production'.</p>		

Internal communications	Medium		
		Total	Comments
Message to staff with an updated CCG factsheets document	Today (14/01/15) 278/469 opens	12	
Message to staff about a clinical engagement event in the Northern locality	The Week (16/01/15) 205/467 opens		
Message to staff about early planning for annual report	The Week (23/01/15) 159/465 opens		
Message to staff about safe-guarding survey	The Week (23/01/15) 159/465 opens		
Message to staff about primary care nursing conference	The Week (23/01/15) 159/465 opens		
Message to staff regarding road accident	Today (27/01/15) 159/465 opens		
Message to staff about updated corporate lines	The Week (30/01/15) 194/468 opens		
Message to staff about CCG accommodation update	The Week (30/01/15) 194/468 opens		
Message to staff with update on equality and diversity	The Week (30/01/15) 194/468 opens		
Message for staff about pre-election advice	The Week (06/02/15) 196/475 opens		
Message for staff about Business Intelligence	The Week (06/02/15) 196/475 opens		
Message to staff with an updated CCG factsheets document	Today (10/02/15) 242/476 opens		

Acute contract management						
Media						
Proactive coverage		Reactive coverage			Total	Comments
Staff are on the front line of hospital's modern crisis Plymouth Herald 14/01/2015 (EAV £5596)					EAV £7196	
MP blames cuts for 'crisis' in mental health care Express & Echo 29/01/2015 (EAV £774)						
'Pitiful' budget for child mental health Express & Echo 5/2/2015 (EAV £826)						
Social media (Facebook and Twitter)						
Proactive coverage		Reactive coverage			Total	Comments
5					5	5 proactive messages were re-tweets
MPs						
	Issue	Written	Verbal	Briefings	Total	Comments
Alison Seabeck	Proposed health rationing in relation to cataract surgery	x			2	Received 27/01/15 approved response with western locality for sign off 28/01/15 response posted to MP 28/01/15
	Dialysis treatment commission realignment	x				Received 15/12/14 approved response with western locality 03/02/15 response sent to MP 03/02/15

Parliamentary hub requests		
	Total	Comments
Request from Sheryll Murray MP: Reduction in joint operations at Derriford Hospital Request received: 23/01/2015 Deadline: 27/01/2015 Response date: 27/01/2015	1	
Freedom of information		
	Total	Comments
Does the CCG commission any pulmonary rehabilitation services	8	4 days taken to complete
NHS 111 provider / Out of Hours provider		2 days taken to complete
What spend / budget / allocation for the drug Lucentis		6 days taken to complete
Treatment decision for Wet AMD		9 days taken to complete
Prevalence of type II diabetes		3 days taken to complete
Cataract surgery provision		1 day taken to complete
Winter pressures monies allocation		8 days taken to complete
Contracts for walk in centres. Particular interest in services provided by The Practice Plc		3 days taken to complete

Urgent care			
Media			
Proactive coverage	Reactive coverage	Total	Comments
<p>Hospital may be fined after pressure at A&E Plymouth Herald 31/01/2015 (EAV £1014.75)</p> <p>'Tactical control' for hospital Plymouth Herald 31/01/2015 (£307.50)</p> <p>See your GP or pharmacist Tavistock Times Gazette 29/01/2015 (EAV £53)</p> <p>'Challenging' times ahead for NHS in East Devon Sidmouth Herald 16/01/2015 (EAV £302)</p>		EAV £1677.25	
Social media (Facebook and Twitter)			
Proactive coverage	Reactive coverage	Total	Comments
14	1	15	4 proactive messages were re-tweets

MPs						
	Issue	Written	Verbal	Briefings	Total	Comments
Ben Bradshaw	MP enquiry 196 received 26/01/15 (Target 10/2/15): Complaint about NHS Direct	x			1	Forwarded to Caroline Dawes to draft a response 11/02/15: Approved response letter sent to Corporate Office for sign-off/posting
Freedom of information						
The number of patients treated outside hospital where congestive heart failure was recorded as a reason					Total	Comments
					1	1 day taken to complete
Internal communications		Medium			Total	Comments
Message to staff about urgent care pressures in the Northern locality		The Week (23/01/15) 159/465 opens			1	

Planned care			
Engagement			
		Total	Comments
Stakeholder meetings	Urgent and Necessary Measures – The Communications team worked with the U&N leads at the CCG to develop an updated statement for stakeholders. This was published on 20 January and circulated to GPs, MPs, providers, local stakeholders and interest groups, OSC, Healthwatch. Information was also published on the CCG website and a press release was circulated to local media.	2	
	Planning stakeholder event for orthopaedics		24 February 2015
Media			
Proactive coverage	Reactive coverage	Total	Comments
<p>We didn't see obesity in wartime camps Plymouth Herald 13/01/2015 (EAV £225)</p> <p>Health chiefs warned over unapproved drug Western Morning News 5/2/2015 (EAV £692)</p> <p>GPs back heartburn campaign on cancer Plymouth Herald 31/01/2015 (EAV £430.50)</p> <p>U-turn by health bosses over hearing aid plans Tavistock Times 22/01/2015 (EAV £190) Okehampton Times 22/01/2015 (EAV £190)</p>		EAV £6854	

<p>Cancer warning over persistent heartburn Tiverton Gazette 3/2/2015 (EAV £94.50)</p> <p>Cash-strapped health chiefs drop rationing plan Western Morning News 23/01/2015 (EAV £395)</p> <p>Hearing aid 'rationing' plan abandoned by health chiefs Plymouth Herald 19/01/2015 (EAV £471)</p> <p>Experts call for Government to take action on rising obesity problem Western Morning News 12/01/2015 (EAV £4166)</p>			
Social media (Facebook and Twitter)			
Proactive coverage	Reactive coverage	Total	<i>Comments</i>
27		27	11 proactive messages were re-tweets

MPs						
	Issue	Written	Verbal	Briefings	Total	Comments
Ben Bradshaw	MP enquiry 189 received 16/01/15 (Target date 30/1/15): Constituent has raised concerns over waiting times for hernia operation and GP appointment waiting times –	X			5	Responded 19/01/15 advising NHS England are best placed to answer the enquiry – advised we could investigate the patient referral provided we have patient's signed consent form which has not yet been received (reminder sent on 28/01/15)
Geoffrey Cox	Closure of Oakwell Care Home, Barnstaple	X				Received 02/02/15 sent to source response 02/02/15 waiting response currently within deadline
Nick Harvey	NHS England commission service enquiry - Devon Local Optical Committee	X				Received and responded to 09/02/15 NHS England commission service enquiry
Neil Parish	MP enquiry 195 received 26/01/15 (Target date 5/2/15): Constituent has raised concerns over treatment for Crohns disease –	X				referred to John Finn to provide response on 27/01/15

Mel Stride	MP enquiry 194 re. chiropody received 20/01/15 Responded on 26/01/15 to advise South Devon Healthcare NHS Foundation Trust are best placed to answer the enquiry.	X				
Parliamentary hub requests						
Request from Simon Kirby MP: Concerns about access to hearing aids					Total	Comments
					1	Received 29/01/2015 Deadline: 29/01/2015 Response date: 29/01/2015
Freedom of information						
How many people with Autism do you commission service for					Total	Comments
					5	2 days taken to complete
The CCGs provision of Type II structures Diabetes education programmes, including those commissioned through your hospitals						Active within statutory time frame
Who do you currently use to provide alcohol detoxification services						1 day taken to complete
What systems and information gathering processes you have implemented to ensure that Multiple Sclerosis is `visible` in your funding decisions within Devon						4 days taken to complete
Pathway for paediatric continence						Active within statutory time frame

Internal communications	Medium		
		Total	<i>Comments</i>
Message to staff with an update on urgent and necessary measures	Today (22/01/15) 163/466 opens	1	

Continuing healthcare						
MPs						
	Issue	Written	Verbal	Briefings	Total	Comments
Neil Parish	MP enquiry received via Eastern Locality on 23/01/15(Target date 6/2/15): Complaint from constituent – CCG appear to be delaying the approval for continuing healthcare as eligibility is not an issue	X			1	23/01/15: Complaints are handling the enquiry on behalf of Partnerships
Freedom of information						
For a patient with dementia who has been assessed as being eligible for NHS Funded CHC with the recommendation that this is provided in a nursing home					Total	Comments
					1	13 days taken to complete

Videos		
	Total	Comments
<p>Personal Health Budget film (Mark's story)</p> <p>We produced a 5 minute film which documented Mark and his family's experience of the personal health budget (PHB) scheme. PHB is an amount of money given to a person to spend on their own health care.</p> <p>Mark is 24 and has multiple mental and physical disabilities. He requires a wheelchair and cannot communicate verbally, meaning he needs round the clock care.</p> <p>Through the PHB, Mark has been able to choose the carers that he wants and have access to physiotherapy when and where it suits him.</p> <p>Mark's quality of life has improved since the PHB was put in place. Similarly things have become a lot easier for the family at home, as they have built up a solid relationship with Mark's sole carers.</p> <p>This film was shown at NEW Devon CCG's governing body on 4 Feb 2015, a PHB conference on 30 Jan 2015 and will be available on YouTube shortly.</p>	1	

CCG running costs			
Freedom of information			
		Total	Comments
Are details of the CCG finances available for the period/s during which the £14.5 deficit occurred		2	1 day taken to complete
Hearing aids purchased and dispensed			1 day taken to complete
Videos			
		Total	Comments
Video production advert for business		1	
We produced a poster and email template to send out to various NHS organisations to drum up some external video production business. The included a 'key achievements' poster and 'why / how you should use video production'.			
Internal communications	Medium		
		Total	Comments
Message to staff about in-year savings	The Week (16/01/15) 205/467 opens	1	

Prescribing			
Engagement			
		Total	Comments
Public meetings	A poster produced by the medicines optimisation team about medicines waste was published in the Devon County Council Connect magazine. This goes out to households in the East, North and Torridge areas. This was also published in the Mid Devon magazine for households.	1	
Media			
Proactive coverage	Reactive coverage	Total	Comments
Devon's wasted medicine could fund 730 heart ops Exmouth Journal 22/01/2015 (EAV £280)		EAV £982	
Unused medicines are costing us £2k per day North Devon Journal 5/2/2015 (EAV £702)			
Social media (Facebook and Twitter)			
Proactive coverage	Reactive coverage	Total	Comments
19	1	20	12 proactive messages were re-tweets

Freedom of information			
		Total	Comments
A list of products that the CCG currently holds rebate agreements		3	3 days taken to complete
Prescription guidance for contraceptives and particular brands			1 day taken to complete
Confirm whether the CCG is currently signed up to an Pharmaceutical product rebate schemes			1 day taken to complete
Internal communications	Medium	Total	Comments
Message to staff about the new Green Bag scheme	The Week (16/01/15) 205/467 opens	2	
Message to staff about inhaler technique training	The Week (06/02/15) 196/475 opens		

Other smaller contracts						
Media						
Proactive coverage		Reactive coverage			Total	Comments
Please fight for WAND North Devon Journal 29/01/2015 (EAV £324)					EAV £844	
Funds threat to WAND mental health charity North Devon Journal 22/01/2015 (EAV £520)						
MPs						
	Issue	Written	Verbal	Briefings	Total	Comments
Nick Harvey	Decommissioning of Wand	X			2	Received 19/01/15 sent to response source 19/0/15 waiting response but within deadline
Gary Streeter	Use of private ambulance and associated patient discharge	X				Received 02/02/15 sent to source response 02/02/15 currently outstanding but within deadline
Parliamentary hub requests						
Request from Kristina Kavanaugh: Peninsula Centre in Plymouth briefing					Total	Comments
					1	Date received 13/01/2015 Deadline 13/01/2015 Response date 13/01/2015

Freedom of information		
	Total	Comments
Mental Health contracts incentives	9	Active within statutory time frame
ICT Documents / ICT strategy		On hold waiting clarification
Contracts with Walk-In-Centres		4 days taken to complete
CAMHS Tier 3		Active within statutory time frame
Annual spend in 2014/15 on tier 3 specialist CAMHS		Active within statutory time frame
Does the CCG commission reablement services		2 days taken to complete
CCG contractual disputes with I.T. suppliers		2 days taken to complete
Please send me the winning bid and bid evaluation for the integrated healthcare services in the Devon prison cluster (RFT2258 – NHSD201203)		2 days taken to complete
The value of enhanced services intend to commission in 2015/16		Active within statutory time frame

Transforming community services			
Engagement			
		Total	Comments
Public meetings	<p>Wakley Stakeholder Group – This group met on Wednesday 14 January and Monday 2 February to discuss the proposed commissioning intentions for inpatient beds in the East Devon (Wakley) area. Representatives attended the Wakley group, including councillors and league of friends as part of the meeting, with an additional members of the public in attendance to observe.</p> <p>Steering group meetings for Moretonhampstead, Crediton and Budleigh are ongoing and all involve representatives from the local community. The Communications team are also currently undertaking specific engagement with hard to reach groups in Moretonhampstead and Crediton. A Facebook page has also been created for Moretonhampstead Hospital and regular updates are being prepared and shared with local media in the Moretonhampstead area, including parish magazines.</p> <p>A supplementary report for the eastern locality TCS process for published on the CCG website on 21 January, along with accompanying notifications to providers, local representatives, GPs, MPs, OSC.</p> <p>A public meeting was held in Axminster on 29 January to discuss the future of the inpatient beds. This was not a CCG-hosted meeting, but the CCG communications team attended to answer any questions about the TCS engagement process. 70 members of the public were in attendance.</p>	5	

	Tavistock public event (35)		Second meeting arranged to enable people to have their say as the first was somewhat sidetracked by staff issues.
Stakeholder meetings	A letter was distributed to stakeholders in the eastern locality with an update on the Monitor investigation and the ways in which public can leave feedback. This was distributed to GPs, MPs, league of friends, local interest groups, OSC, HWB, Healthwatch. A press release was also issued, along with a statement on the CCG website and a Today message for CCG staff.		
Healthwatch	<p>Healthwatch Devon have been commissioned by NEW Devon CCG to carry out some specific youth engagement as part of the TCS process in the areas of Moretonhampstead and Crediton. This piece of work is ongoing and Healthwatch Devon are due to report their findings to the CCG next month.</p> <p>The CCG Communications team commissioned and worked on an engagement project with Healthwatch Devon on the use of Walk-in Centres in Exeter. The CCG is now reviewing the findings and recommendations from the report.</p>		

Media			
Proactive coverage	Reactive coverage	Total	Comments
<p>Hospitals inquiry a waste of money Express & Echo 5/2/2015 (EAV £472)</p> <p>Hope for community hospitals Sidmouth Herald 16/01/2015 (EAV £428)</p> <p>Services 'for all ages' in the running for hospital Exmouth Journal 29/01/2015 (EAV £301)</p> <p>Staff shortage sees injury unit remaining closed Mid Devon Advertiser 23/01/2015 (EAV £1404)</p> <p>MP slams probe into hospitals Express & Echo 29/01/2015 (EAV £765)</p> <p>Hospitals battle over £100m NHS contract Western Morning News 23/01/2015 (EAV £593)</p> <p>No contract awarded yet Tiverton Gazette 3/2/2015 (EAV £90)</p> <p>NHS boss promises to reveal reasons behind beds proposals Express & Echo 22/01/2015 (EAV £742.50)</p>		EAV £4795.50	

Row over £100 million healthcare decision Mid Devon Gazette 27/01/2015 (27 column inches)						
Social media (Facebook and Twitter)						
Proactive coverage		Reactive coverage			Total	Comments
5					5	2 proactive messages were re-tweets
MPs						
	Issue	Written	Verbal	Briefings	Total	Comments
Mel Stride	MP enquiry 192 received 19/01/15 – In-patient beds at Crediton	X			1	Responded on 20/01/15 advising that Northern Devon Healthcare NHS Trust are best placed to respond to the enquiry.
Videos						
Bereavement experience (Hannah's story)					Total	Comments
<p>We produced a 3 minute film which documented the experience of Hannah and her father's experience following the death of her mother.</p> <p>Following Hannah's mother's death, her father became increasingly ill with repeated trips to hospital with memory loss and confusion. The hospital did not pick up on the repeated patterns of behaviour and he died shortly after. Hannah discusses how the hospital could have handled things better.</p> <p>This video was produced as a pilot for the Integrated Care in Exeter forum (ICE), following which several patient experience videos have been commissioned featuring senior leads across the NHS in Exeter.</p>					1	

Internal communications	Medium		
		Total	Comments
Message to staff about the Wakley stakeholder group	The Week (16/01/15) 205/467 opens	5	
Message to staff about the Monitor investigation around TCS	Today (21/01/15) 168/466 opens		
Message to staff about the One Ilfracombe project board in the Northern locality	The Week (23/01/15) 159/465 opens		
Message to staff with an update on the TCS process in the Eastern locality	The Week (30/01/15) 194/468 opens		
Message to staff with an update on Monitor investigation	Today (04/02/15) 162/467 opens		