



On behalf of the Clinical Commissioning Groups in Leeds

Councillor John Illingworth
Chair, Scrutiny Board
(Health and Wellbeing and Adult Social Care)
3rd Floor (East)
Civic Hall
LEEDS LS1 1UR

5 November 2013

Sent by e-mail only

Dear Cllr Illingworth

NHS England – Call to Action

Thank you for your recent letter with regard to NHS England's Call to Action initiative, and your request for details about the clinical commissioning groups' in Leeds local engagement plans.

NHS Leeds North CCG, NHS Leeds South and East CCG and NHS Leeds West CCG are committed to engaging with local people to develop their plans. The CCGs review their plans annually to identify key priorities.

This year the CCGs have the additional responsibility to actively participate in the Call to Action which is intended to be a national, open and honest debate about the future of the NHS.

The Call to Action asks the public to give their views on four fundamental questions:

- How can we improve the quality of NHS care?
- How can we meet everyone's healthcare needs?
- How can we maintain financial sustainability?
- What must we do to build an excellent NHS now and for future generations?

In addition, GP practices will be contacted directly to support the national campaign, specifically relating to a Call for Action on general practice.

The CCGs in Leeds are playing an active role in encouraging local people to participate in the Call to Action and to feed their views and comments back into the national process. This is through signposting and awareness using local media, social networking, websites, internal and external bulletins and other local communication mechanisms, and active engagement through face-to-face events, online discussions, in public meetings and conversations with key stakeholders.

In addition to the Call to Action, CCGs in Leeds are entering the annual planning cycle and will involve patients, the public, political stakeholders and partner organisations in developing local priorities and action plans.

As with the rest of the UK, the NHS in Leeds is facing significant future challenges as a result of a rise in demand for services and increasing public expectations coupled with flat funding (adjusted for inflation) over the coming years. The CCGs recognise the need to engage with local people to provide a clear picture about the challenges facing the NHS. This will enable people to:

- acknowledge the NHS' limitations and in turn begin to refocus their expectations of what the NHS in Leeds can and cannot provide;
- understand the rationale for commissioning decisions and lend their support to future change;
- be more engaged in discussions and decisions about the NHS in the future; and
- empower people to realise their own personal responsibilities to their health and wellbeing and to their use of NHS services. The foundation for these responsibilities is included in the NHS Constitution.

The CCGs are engaging with people in a number of ways; at CCG-level, in local partnerships and at city-wide level. This will demonstrate a commitment to joined-up working, reducing duplication and using resources to effectively engage at very local community level.

At city-wide level there is mass communication to key networks using online, social networking (also at CCG level), general advertising in city-wide publications which promoting the national Call to Action and all CCG websites.

At CCG level there is a local delivery plan tailored to each CCG. This includes a review of existing patient experience information, communications and engagement activity based on the specific needs of local communities, bespoke activity to target protected groups, seldom heard groups, using community engagement and communication mechanisms, local media relations, and localised social networking activity.

Also at CCG level, Call to Action is integrated into existing engagement plans – for example by including the debate in pre-arranged meetings with area committee leaders, internal audiences and pre-existing patient groups.

The joint CCG activity will focus on the local CCG planning process but with engagement on Call to Action undertaken in conjunction with this. There is an open event for people in Leeds on 27 November to understand the context and challenges their local NHS operates in. Each CCG will then hold a 'break out session' to discuss their own key areas of focus with local people. CCGs will share the feedback to enable them to gain local insights with added value of insights from other CCG areas. Cross-referencing the feedback will provide city-wide and CCG-specific themes as well as identifying themes emerging from specific groups or communities.

The methods that we are using are:

- **Online questionnaire:** The CCGs in Leeds have developed an online survey which is now live. Questions have been developed under the four headings that are in Call to Action. They are very broad, but we have tried to encourage people to think about what they want to tell us. Because they are narrative responses they will be analysed externally so that they are as objective as possible. The online questionnaire is available directly from Survey Monkey as well as through the CCG websites. We are promoting this using a range of channels including CCG bulletins, partner bulletins, the media, social media, direct emails and through community engagement events.
- **Paper based questionnaire:** a paper-based version of the questionnaire is available to our community and voluntary sector partners and to Leeds Involving People who

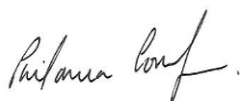
are attending events on behalf of the CCGs in Leeds. A limited number of copies are being printed in line with the sustainability policies of all CCGs in Leeds, however further copies can be made available upon request. CCG engagement staff have already been asking questions as part of their ongoing work developing their community networks.

- **CCG website:** a prominent link from the home page of the CCG's website is set up so that people can quickly access information and take part in the debate. The website includes a link to the online version of the survey as well as a number/email address so that people can request a hard copy if they wish to do so.
- **Social media:** we are using the CCGs' social media accounts to promote and encourage debate using the following #LeedsCallToAction. We are also encouraging partner organisations to use their own accounts to spread the word.
- **Meetings with elected members and MPs:** CCGs either have already held, or are arranging meetings with their local elected members to gather their views and talk about how we can work more closely together
- **Engagement events including a citywide event on 27 November:** we will either attend, or ask Leeds Involving People to attend a range of existing events and hold stalls/awareness sessions so that people can participate in Call to Action. We will round this off by organising our own citywide event that will be a mix of a structured session where those attending can answer the four wider questions before breaking off and speaking directly to commissioners from their relevant CCGs for more detailed questions. Our engagement activities will be a mix of attendance at events, focus groups and one to one interviews.
- **Staff engagement:** we are promoting Call to Action in the CCG's e-bulletin and also setting up a staff workshop (or workshops) so that staff can take part in the debate.
- **Media:** a press release was sent in early August and will be issued again to alert the media that the local survey is active. A further press release will be issued prior to the citywide engagement event on 27 November. We are also working with the Yorkshire Evening Post to look at the feasibility of setting up a live Twitter chat and we will look to offer similar opportunities to other local media outlets

We hope that this level of detail is helpful to demonstrate the approach that the CCGs in Leeds are taking to involve local people in both the national Call to Action and local planning, but if you require any further detail, please do not hesitate to contact Carolyn Walker, communications, NHS Leeds West CCG at carolyn.walker@nhs.net

Yours sincerely

Philomena Corrigan



Chief Officer
NHS Leeds West CCG

Matt Ward



Chief Operating Officer
NHS Leeds South and East CCG

Nigel Gray



Chief Officer
NHS Leeds North CCG