



Birmingham South Central CCG

The Partnerships Framework at Birmingham South Central Clinical Commissioning Group (CCG) defines our approach to public and stakeholder engagement. We are committed to ensure stakeholder engagement activities are accessible, relevant and responsive in an approach which is social and informal. This framework supports the CCGs wider consultation mechanisms and directly links to its programme of commissioning intentions i.e. ascertaining what is important to our patients and buying appropriate healthcare services on their behalf.

The Aim

The CCGs approach involves a strong focus on partnerships with its membership (its GPs and practices), local citizens (the general public, patients and patient groups), organisations (its providers or companies they commission local services from) and our key stakeholders - including third sector and scrutiny organisations. The approach is based on community development and has three key engagement principles:-

1. **Activity must be accessible – How I do I get it?**
2. **Activity must be relevant – How will it affect me?**
3. **Activity must be action-orientated – What difference does it make?**

The Execution

The new engagement model is more about coffee shops than committee rooms. We want to learn more about patient experience and encourage public feedback through a programme of local, social and informal activities.

The engagement model put in practice is articulated through the following range of activities:

Citizen Engagement in addition to the Patient Participation Group (PPG):

Ideas Cafe - monthly drop-in sessions at local community venues allowing citizens to explore issues informally with CCG staff and partners. These sessions are designed like a listening exercise; they are linked to commissioning intention themes and aim to gain general feedback on specific themes (e.g. primary care access, homebirths, safeguarding).

Citizens Group - A volunteer led group with eight core members that facilitates projects to address issues and topics which are often identified at our Ideas cafes. The group members serve as advocates and agents, not representatives and have a protected space within the Governing Body agenda to feedback to CCG.

Question & Answer Sessions - A panel of CCG leaders and partners, chaired by a local radio presenter is held quarterly allowing for debate on topical issues which are linked to the CCG's Commissioning Intention themes. The questions for the panel are taken from social media, email, ideas cafes, Snapshot and Patient Participation Groups.

New Style Radio - The CCG has a dedicated slot on the New Style Radio 98.7FM on the last Thursday of every month 11am-12noon on 'Different Anglez of Society' with Charmaine Burton (radio presenter) where health issues are discussed with guests from various CCG directorates.

Snapshot - Focus group members are recruited from a pool of volunteers (currently a bank of 100) – with whom the CCG can sense check and test various engagement approaches - ranging from simple opinion polls to more complex consultations.

For further details please contact:

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Digital Dialogue:

The CCG has a growing digital footprint, designed to encourage real time broadcast and feedback with our stakeholders through:

- Monthly blogs written by a member of staff at the CCG – which provides an insight into their role, the life of the CCG and its daily challenges. The author of the blog is picked at random providing everyone with an opportunity to share their knowledge.
- A series of 60 second video blogs of CCG staff on You Tube have proved extremely popular, they are promoted via the CCGs social media channels – Facebook and Twitter.
- Tweet chats generate dialogue on commissioning themes, supplemented with drop-in sessions at GP surgeries across the CCGs patch.
- We have explored the use of Yammer as a platform for the CCGs PPG Forum and Citizens Group to encourage dialogue between meetings.
- A relaunch of the CCG website & intranet to make the site more accessible and easier to navigate and locate key documents
- Recruitment of a Digital and Creative Apprentice who focuses on in-house film, audio and online projects
- Our Facebook and Twitter (over 7000 followers) are used to promote and support our campaigns (e.g. the winter campaign)
- We are also developing a short monthly podcast with the CCG Chair, highlighting issues addressed by the organisation has in the preceding month.

The Outcomes

The engagement model has fed successfully into the key themes of the commissioning intentions around:

- Primary care and access
- Mental health and wellbeing
- Urgent care
- Children's and maternity
- Integration
- Safeguarding

For each key theme a simple factsheet was created, describing the service (or issue) and posing two key questions. People were then asked to for their views at an Ideas Café, their feedback was used to inform the public questions and answer sessions.

Further positive outcomes of the engagement model are increased visibility of the CCG throughout the community. By reaching out to citizens in a community setting the CCG has been able to reach more of the general public.

CCG Learning

- Maintain continuous dialogue with stakeholders - not just when you need feedback on a consultation.
- Go to where the people are – do not expect people to engage on your terms, use community venues and support groups, piggy back on existing events.
- Allow multiple platforms for dialogue – one size does not fit all.
- Maintain and develop local community relations and networks.
- Be willing to adapt and try different methods to engage your audience.
- Be willing to create dialogue, invite feedback and genuinely listen to your stakeholders.
- Make your engagement accessible through various channels a mix of dialogue methods such as face to face and online works well.
- Engage with different groups and build your stakeholder database – this helps to avoid consultation fatigue.
- Commissioning services appropriate to meet population needs can be revolutionary such as a new mental health service for Birmingham for 0-25 years, thereby leading to improved outcomes.
- Continually try to change and improve your approach to engagement, the CCG found this kept its audience captivated and prompt a higher quality of responses.
- Make engagement more social and less formal, the CCG has had great success moving away from the committee based surveys by going out into the community to directly engage people.
- Be creative in your engagement, if you have a unique selling point of your campaign people are more likely to engage.

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