

**JOINT HEALTH OVERVIEW AND SCRUTINY COMMITTEE  
EXECUTIVE SUMMARY SHEET**

<b>DATE:</b>	13 <sup>th</sup> December 2013
<b>TITLE OF PAPER:</b>	Update on Call To Action
<b>EXECUTIVE RESPONSIBLE:</b>	David Evans, Chief Officer, Telford and Wrekin Clinical Commissioning Group  Dr Caron Morton, Accountable Officer, Shropshire Clinical Commissioning Group
<b>AUTHOR</b> (if different from above)	Alison Smith, Executive Lead Governance and Performance, Telford and Wrekin Clinical Commissioning Group
<b>Contact Details:</b>	Email: Alison.smith@telfordccg.nhs.uk
<input checked="" type="checkbox"/> For Information <input type="checkbox"/> For decision <input type="checkbox"/> For performance monitoring	
<b>EXECUTIVE SUMMARY (Key points in report)</b>	<p>The report updates the Joint Health Overview and Scrutiny Committee on Call To Action.</p> <p>The Committee is asked to note the engagement activity undertaken for Call To action outlined in appendix 1, the summary results of the public survey which is attached as appendix 2 and the summary clinical survey attached as appendix 3.</p> <p>Also attached as appendix 4 is the graphic facilitator's illustrations of the discussions that took place during the Call To Action event held on 25<sup>th</sup> November.</p> <p>A fuller report of the Call To Action event will be produced that will be published on both CCG websites and presented to the CCGs governing bodies and Health and Wellbeing Boards.</p> <p>The Committee is asked to note the content of the report.</p>
<b>FINANCIAL IMPLICATIONS:</b>	The total costs of Call To Action for the survey, engagement mechanisms and materials, and the event is approximately £26,000 to be shared across both CCGs.
<b>EQUALITY &amp; DIVERSITY</b>	Call to Action was a survey of all residents, however the CCG's recognised that more focused work was required around specific BME groups in the Telford area and so a number of focus groups were run with these groups.
<b>PATIENT &amp; PUBLIC ENGAGEMENT</b>	Call To Action was a public and patient engagement exercise run via an online survey form that could also be completed in hard copy format. Total numbers completing the survey is approximately 3000.
<b>LEGAL IMPACT:</b>	None specifically
<b>RECOMMENDATIONS:</b>	The Committee are asked to note the report

## Update on Call To Action



### 1. Introduction

In July 2013, NHS England called on the public, NHS staff and politicians to engage in “an “open and honest debate on the future shape of the NHS in order to meet rising demand, introduce new technology and meet the expectations of its patients.”

In response to this national initiative, Shropshire and Telford and Wrekin Clinical Commissioning Groups (CCGs) agreed to undertake a joint Call To Action engagement process with the residents in their areas, recognising the number of shared provider of services with the local health economy, and the level of shared experience of NHS services by their respective local populations.

The Call To Action timeline was as follows:

Call To Action Engagement	5 <sup>th</sup> September – 4 <sup>th</sup> November
Call To Action Surveys	4 <sup>th</sup> October – 4 <sup>th</sup> November
Call To Action Event	25 <sup>th</sup> November

### 2. Call To Action Engagement

The CCGs recognised that there was an immediate need to introduce the Call To Action initiative to both local populations, which needed to explain the challenges the NHS is facing, to stimulate interest and debate, and to then signpost local people to how and where they could feed their views into the process.

In order to do this most effectively within the timescale, an engagement pack (which is available to view on the CCG websites: <http://www.telfordccg.nhs.uk/call-to-action> and <http://www.shropshireccg.nhs.uk/call-to-action> ) was developed that was used by CCG senior clinicians and officers to undertake a series of face to face presentations to key strategic local groups and stakeholders across the county. The pack included a presentation outlining the key challenges, a leaflet and booklet providing an explanation to Call To Action and a hard copy survey form for members of the public to complete and send back to us. This feedback form was also provided online.

In addition the CCGs also sent out the engagement pack to other local groups within the health and social care field to help spread the word, which was followed up with face to face meetings where possible by the CCG engagement leads. The list of the engagement activity is attached as appendix 1.

We recognised that it may be helpful to the public to have a more interactive illustration of the challenges facing the NHS, other than simply written materials and so we also created a YouTube video of both CCG Accountable Officers presenting the key challenges facing the NHS nationally and locally, and signposting the audience to how they could feed their views into the process. (This is also available to view on the CCG websites – see above).

The CCG senior clinicians and officers also undertook a series of interviews with local media to help spread the word on Call To Action, and we also used twitter to begin the debate by hosting a number of “tweet ups” in coffee shops around the county. This entailed participants being invited to tweet their thoughts on the issues being raised in Call To Action debate.

We also enlisted the support of the CCG GP Practice Patient Groups and a marketing company to carry out roadshows, to hand out leaflets and encourage members of the public

to complete the forms and send them back. The roadshows were centred around town centres or supermarkets across Shropshire and Telford and Wrekin.

The CCGs also wanted to include the views of NHS staff as part of the call to action debate, and asked NHS provider services in the county to engage with their staff, using the engagement pack to feed back their views.

### 3. Call To Action Survey

The feedback mechanism employed for the Call To Action for the public and NHS staff was an online survey, that could also be completed in hard copy format and sent back to a freepost address. The survey was open from 4<sup>th</sup> October when the Call To Action was launched and closed on 4<sup>th</sup> November 2013. The survey contained four open questions, to which members of the public were invited to respond:

- In terms of healthcare, what is most important to you and your family and why?
- What might be some options for change?
- What do you think are the main difficulties and opportunities for the NHS over the next 5 years?
- Do you have any other comments you would like to make?

The questions asked were those suggested as part of the national Call To Action. Although responses were anonymous, respondents were asked to indicate the area in which they lived, the type of area (rural or urban), their age group, employment status, whether they had a long term condition and whether they were a carer. The total number of surveys received to date is approximately 3000, and the summary report of the public survey is attached as appendix 2. We continue to receive feedback forms post 25<sup>th</sup> November event which we are continuing to upload.

In addition we also asked clinicians across primary, secondary and tertiary care to complete a similar on line survey asking the same four questions. A total of 250 clinicians completed the survey and the summary report is attached as appendix 3.

The Committee is asked to note the correlation between issues raised in both surveys:

Negatives: resources feel tight, concerns about attracting and retaining staff, rising tide of demand, previous management and political interference and unsatisfactory change and poor morale

Positives: common ground on putting quality at the fore and the importance of delivering accessible services.

Opportunities: managing demand better, new models to deliver, more care in the community, joint working and better co-ordination, better use of technology, emphasise education for patients and support self-care, reorganise services to achieve resilient high quality and clinical leadership to drive clinically sensible change.

### 4. Call To Action Event

In order to provide an opportunity for the survey feedback to be shared with the public and for further debate and discussion to take place, the CCGs arranged as part of Call To Action, a whole day event at the Telford International Centre on 25<sup>th</sup> November 2013. The total number of attendees who registered was 257 people, although a number of people turned up speculatively on the day to take part.

The day was a mixture of speakers and round table discussion, with an opportunity for a question and answer session to the panel led by our compere, BBC journalist Jim Hawkins. The event's keynote speaker was Sir David Nicholson Chief Executive NHS England who outlined the national challenges the NHS is facing. The Accountable Officers for Shropshire

and Telford and Wrekin CCGs, Dr Caron Morton and David Evans outlined the local challenges, and a group of young health champions from across Shropshire outlined what the NHS meant to them. The Director of Strategy from Central Midlands CSU, Peter Spilsbury, who had conducted the analysis of the survey results, outlined in more detail the summary feedback from the public and clinical surveys.

This was followed by afternoon discussions facilitated by Martin Fischer, an Associate of the Centre for Innovation in Health Management at Leeds University. Information captured from the afternoon discussions is currently being collated and analysed.

Throughout the day, the audience were invited to tweet their thoughts as they heard each speaker and a graphic facilitator, Julia Hayes captured the key points of discussion in picture format which have been included as appendix 4. We also had a film crew on site during the day to film the proceedings and take voxpops from those participating.

Following discussion and debate the conclusion of the day was that there was agreement for the need of change within the local NHS, and that the CCG Accountable Officers committed to undertaking further work to look at how the need for change could be translated into safe and sustainable NHS services for the next 50 years.

## 5. Next steps

In terms of Call to Action, the CCGs intend to publish a video of the day as well as an accessible account of the event's discussions and themes mapped to the survey responses on our websites. We intend to have this completed by the end of December.

This information will then be used to help inform the CCGs commissioning plans for the next three to five years, and also to help to form the foundations for the work over the next six to nine months to agree the best model of care for acute and community hospital provision in Shropshire, that best meets the needs of our urban and our rural communities.

## Appendix 1

**Spreading the word activity:**

<b>Date</b>	<b>Group</b>	<b>Attending</b>
Commenced 13 June 2013	Shropshire CCG Focus groups	Mrs Karen Higgins/ Ms Penny Bason
05.09.13	Shropshire CCG Staff Briefing	Mr Paul Tulley
10.09.13	Briefing to Shropshire Healthwatch	Dr Caron Morton
10.09.13	Presentation at Telford and Wrekin CCG Board – meeting held in public	Dr Mike Innes
11.09.13	Presentation at Shropshire CCG Board – meeting held in public	Dr Caron Morton
11.09.13	Presentation to Shropshire Patients Group	Dr Caron Morton
12.09.13	Shropshire CCG North Locality Committee – GPs and Practice Managers	Dr Caron Morton
13.09.13	MP Briefing	Dr Caron Morton
14.09.13	Shropshire Patient and Public Engagement Committee	Dr Caron Morton
16.09.13	Shrewsbury Town Council	Dr Caron Morton
17.09.13	Shropshire CCG COPE session – GPs and Practice Managers (North Locality)	Dr Julian Povey
18.09.13	COPE Session – GP and Practice Managers (S & A Locality)	Dr Julian Povey
19.09.13	COPE Session – GP and Practice Managers (South Locality)	Dr Bill Gowans
19.09.13	Shropshire Partners in Care	Dr Caron Morton
19.09.13	Shropshire CCG Shrewsbury and Atcham Locality Committee	Dr Caron Morton
19.09.13	Telford and Wrekin Health and Wellbeing Board	Dr Mike Innes
19.09.13	Telford and Wrekin Council Cabinet	Mrs Christine Morris
23.09.13	Joint Health Overview and Scrutiny Committee	Dr Caron Morton
24.09.13	GP Practice Nurse Group	Mrs Christine Morris
26.09.13	Shropshire young People via MYP	Dr Caron Morton
30.09.13	Telford and Wrekin CCG Health Roundtable	Mr David Evans
01.10.13	Telford & Wrekin Healthwatch Board	Mrs Christine Morris
03.10.13	Telford and Wrekin PPG Network	Mr Stephen Mayo & Mrs Sharon Smith
04.10.13	Launch of call to action. Letters to stakeholders. Sent packs to councils and providers encouraging them to promote in their areas.	CSU
07.10.13	Healthwatch event in Telford Town Centre. Healthwatch kindly distributed leaflets about call to action.	Healthwatch Telford and Wrekin
08.10.13	Shrewsbury Coffeehouse meet up	Mrs Karen Higgins
10.10.13	Press release launched to media promoting call to action	CSU
10.10.13	Bishops Castle LJC	Mr Paul Tulley
10.10.13	Telford and Wrekin CCG Staff Briefing	Mr David Evans & Dr Mike Innes
10.10.13	Shropshire Community and Voluntary Sector Assembly	Dr Julian Povey
10.10.13	Shropshire Mental Health Forum	Mrs Karen Higgins
10.10.13	Leegomery Carer's Group	Mrs Christine Morris/ Mr Stephen Mayo
11.10.13	Radio Interview on Radio Shropshire	Dr Caron Morton, Dr Mike Innes
12.10.13	Stirchley Flu Clinic	Stirchley PPG
14.10.13	Distribution of leaflets to all stakeholders	CSU
15.10.13	Mental Health Forum	Mrs Karen Higgins
15.10.13	Telford and Wrekin CCG Practice Managers & GP Forum	Dr Mike Innes
16.10.13	Shropshire CCG Patient Participation Group Network	Dr Caron Morton
16.10.13- 04.11.13	Patient Groups promoting call to action in their areas.	Patient Groups
17.10.13	Protected Learning Time Event	Mr Stephen Mayo & Mrs Sharon Smith
17.10.13	Loton and Tern LJC	Mrs Bharti Patel- Smith
18.10.13	Forms sent to the Shropshire Aphasic Society via PPG Rep	Mrs Sharon Smith

21.10.13	Local press releases to promote roadshows taking place on call to action	CSU
21.10.13	Roadshow	Marketing Company
24.10.13	Stand at Telford and Wrekin Healthwatch launch event	Mr Stephen Mayo
24.10.13	Market Drayton PPG AGM	Dr Julian Povey and Mrs Karen Higgins
25.10.13	Roadshow	Patient Group / Marketing Company
26.10.13	Roadshow	Marketing Company
28.10.13	Stakeholder letter reminding about close of survey and advertising the registration process for the conference.	
28.10.13	Press release to promote call to action conference and key note speaker also reminder on close of survey	CSU
26.10.13	Roadshow	Patient Group / Marketing Company
28.10.13	Taking Part (Adults with learning disabilities)	Dr Caron Morton and Mrs Karen Higgins
29.10.13	Shropshire Association of League of Friends	Mr Paul Tulley
29.10.13	Roadshow	Patient Group or Marketing Company
30.10.13	T42 Carer's Group	Mrs Sharon Smith
30.10.13	Roadshow	Marketing Company
TBC	Roadshows	Marketing Company and Patient Groups
1.11.13	Polish Church	Mrs Sharon Smith/Mr Bart Janac
2.11.13	Shropshire Association of Local Councils (SALC) AGM	Dr Caron Morton and Mr David Evans
04.11.13	Reminder press release to book on the call to action conference	CSU
04.11.13	Telford and Wrekin Senior Citizens Forum	Mr David Evans
04.11.13	Parent/Carer Meeting (Parent's Opening Doors)	Mr Stephen Mayo/Mrs Sharon Smith
14.11.13	Parent/Carers Meeting (Parent's Opening Doors)	Mrs Sharon Smith