

Agenda item: 6.1

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| Subject: | Communications and Engagement Update |
| Presented by: | Oliver Cruickshank – Communication and Engagement Manager |
| Submitted to: | Governing Body |
| Date: | 24 March 2015 |

Purpose of paper:

For Information

Executive Summary:

Summary

- Re-Instated an internal briefing as part of the development of the CCG's internal communications strategy.
- Development of the Community Mental Health Asset Mapping project (supported by the Integrated Commissioning team)
- 360 Stakeholder survey went live on 9 March – working with key stakeholders and colleagues in Primary Care to ensure completion before 3 April deadline

Press

- 4.2.15: (EDP) North Norfolk CCG facing a £14m budget shortfall
- 4.2.15: (NEN) Mental Health service's long road back from damning probe
- 6.2.15: (EDP) Health trusts must learn lessons over authors death
- 6.2.15: (EDP) Here's how we'll turn our failing mental health service around
- 10.2.15: (NEN) City health boss is cleared in court of assault on his wife
- 13.2.15 (EDP) City Health chief return to duties
- 18.2.15: (EDP) New members for NHS trust in Norfolk
- 25.2.15: (EDP) Dementia nurse investment after successful pilot
- 26.2.15: (DT) Scheme success leads to investment in care
- 27.2.15: (EDP) Public meeting to air views on cuts in NHS
- 3.2.15: (EDP) Survey reveals ambulance trust staff do not trust their bosses
- 6.3.15: (EDP) Surgeries are praised in latest health inspections
- 11.3.15: (EDP) Ambulance boss staff working under pressure

Patient and Service Users

- Continued support of NSFT's Service User and Carers forum, providing insight and answering questions from a commissioner's perspective. The Chair of the Service User Forum is also a key stakeholder in the Community Mental Health Asset Mapping project mentioned above
- Development of the next PPG Event, with support from Wymondham PPG

GPs, Practice Managers, Surgery Staff

- Continuing development and support of the Members' Area of CCG website
- Communications support to GP practices and practice managers
- Supported the Thetford Healthy Living Centre 'open evening' on 19 March

External Stakeholders

- Continuing communications support for the Carers Council in South Norfolk and the Carers day (17th April)
- 'Warm and Well': Continued collaborative working with local partners developing the Warm and Well strategy campaign for winter 2015/16
- South Norfolk & Breckland Youth Advisory Boards: Continued support of both in the monitoring and delivery of projects aimed at young people

Recommendation to Governing Body:

The Governing Body is invited to note and discuss the above summary.

| Key Risks | |
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| Clinical: | N/A |
| Finance and Performance: | N/A |
| Impact Assessment (environmental and equalities): | N/A |
| Reputation: | N/A |
| Legal: | None |
| Resource Required: | |
| Reference document(s): | |
| NHS Constitution: | N/A |

GOVERNANCE

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| Process/Committee approval with date(s) (as appropriate) | N/A |
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