

ICP Communications Update – August 2021

1.0 Purpose

To update the Board on progress with ICP communications since the last meeting and to outline next steps.

2.0 Recent successes

2.1 Mid-Notts ICP communications and engagement group

Comms objective: We will promote the principles of the ICP across our workforces and will develop communication strategies that support colleagues across all organisations to recognise opportunities for system working, to know how to access support to make that happen and to understand the aims of the ICP and how they relate to their work

The group has been re-established, is growing and is meeting monthly with good attendance from partners across the network.

Meetings are chaired by the Head of Communications at SFH, and attended by communications and engagement colleagues from all ICP organisations. Four meetings have been held to date with the next scheduled for 17 August.

Agenda items covered to date have included:

- ICP communications board paper
- Joint working – how do we maximise our reach into our communities
- Information sharing – understanding each other's drivers and objectives
- Projects and campaigns – existing and potential future ideas
- Reconnecting all partners back into to Mid-Notts Patient Involvement Forum, which is hosted by SFH as a space for patient involvement and collaboration but during Covid has become more of an SFH group than one for the whole ICP

The next steps for the group are to look more widely at an engagement agenda across the ICP, but this has a dependency on the communications group being aware of the delivery plans and goals for the ICP over the coming months so that any engagement can be meaningful. It will also be dependent on understanding the wider ICS engagement agenda (more detail in 3.3).

The lead for this group to date has been the head of communications at Sherwood Forest Hospitals Trust. The postholder is leaving this post and in the interim whilst a replacement is appointed, the director of communications from SFH and the deputy locality director for Mid-Notts will jointly lead this group.

2.2 New communications post to support ICS

Comms objective: We will work closely with the ICS to demonstrate how the ICP supports the ICS to meet its own strategic objectives

Connected Nottinghamshire is an ICS wide project, hosted by Sherwood Forest and responsible for supporting the system to use digital infrastructure to improve patient care and outcomes.

As part of this work the system has developed the national offer in the NHS App, augmenting it with additional capability which will see it be able to access some hospital as well as GP information. The team has funding and has done some work to promote and support this project already, but expressed that they would benefit from some ongoing professional support.

Working closely with the ICS communications team, we have agreed a new post which will have an internal communications role within SFH, but which also have 0.4 FTE dedicated to supporting communications around the app, on behalf of the ICS but managed through SFH, with a dotted line to the ICS communications team.

This post will work closely with GP groups to support understanding of the app and to encourage and enable switch on of the services, to build engagement with community groups and to communicate externally to patients about the app and to drive downloads. It is a fixed term, one year post and is a clear example of how the ICP communications team is working to drive forward and support the work of the wider ICS.

This post has been offered and we hope the successful candidate will be able to start in post over the coming weeks.

2.3 Telling stories

Comms principles: We will communicate through telling stories about where we have had impact. We recognise that these stories are integral in building advocacy and involvement from our local communities.

2.31 Story one: Lung Health Checks

Comms principles: Between our partner organisations, we already have an unparalleled reach into our communities and influence on our citizens and behaviours. Rather than trying to create new tools and communication channels, we will use those already in existence to amplify, support and share messages across our systems, in a way which is organisationally neutral

We have supported the Lung Health Check pilot in Mid-Nottinghamshire which is screening citizens in targeted hotspot areas with asymptomatic lung scans based on age and smoking history and is helping to identify Lung Cancer at an earlier stage.

Targeted paid for social media aimed at age and demographic to take up the lung screening invitation was posted by the CCG and social content also shared across ICP, SFH accounts and other ICP partner organisations.

The communications team representing the ICP worked closely with the LHC programme manager and the CCG/ICS communications team, contributing to the positive take up of LHC invitations of 75%.

The bus is returned to the site in June for a further nine days following the positive response. We have continued to support as the roll out progresses to other ICP locations.

Media coverage

- Mansfield and Ashfield Chad and online: [Mobile NHS lung checks to help spot early signs of cancer for Warsop patients | Mansfield and Ashfield Chad](#)
- Mansfield 103 FM, interview with Clinical Lead Thilan Bartholomeuz
- BBC East Midlands Today, including patient case study, patient being scanned and interview with Thilan Bartholomeuz



2.32 Story two: Hope Orchard

Comms principles: We will focus on communications messages that have impact and 'heart' as these are where can add most value as a communications collective.

The Hope Orchard was initiated by Sherwood Forest Hospital's climate action team as an initiative to draw a link between health and the environment, and was rolled out across the ICP footprint with many partners taking part.

On Monday 22 March, Sherwood Forest Hospitals planted fruit trees on each of their sites as part of a commitment to a lower carbon future. They encouraged ICP members to also take part, through the communications group. Other ICP partners also planting trees included:

- Ashfield District Council
- Nottinghamshire Healthcare
- EMAS

In addition and as a result of the campaign, the Woodland Trust planted a number of fruit trees as well as a number of schools, colleges and individuals across Mid-Nottinghamshire and beyond.

The ICP communications and engagement group ensured messages were distributed internally through partner organisations, were shared on social media using #hopeorchard, and media coverage was secured with:

- Notts TV
- Mansfield and Ashfield Chad
- The News Journal
- The Bramley



2.33 Story three: Tour de Thanks

This was opportunistic ICP-led communications support for the Tour De Thanks bike ride thanking volunteers for their enormous contribution over the course of the last 12 months as part of Volunteers Week (1-7 June). The Tour De Thanks is a gruelling 850km+ cycle tour from Edinburgh to London to give a heartfelt thanks to as many vital volunteers as possible.

SFH Non-Exec Director and Paralympian Tim Reddish CBE is one of the lead participants, and the tour will be stopping at the Forest Rec Covid vaccination site to thank volunteers and offer them a #PinYourThanks pin badge.

Communications support with local/regional media opportunities and social media across ICP and ICS partner channels.

2.4 Internal survey to ICP colleagues

A survey has been issued across all partner organisations to better understand levels of awareness and engagement of colleagues across ICP organisations. We expect that the baseline results for this will be quite low at the moment but it will provide us with a quantitative base from which to measure success in gaining wider engagement from colleagues at all levels in ICP organisations. The results of this survey will be presented at the next communications and engagement group.

3.0 The next four months

The plans below are a combination of continuing to support the reestablishment and effective working of the communications and engagement group; developing some strategies and delivery plans to see us through the autumn and to make real impact; and telling some stories so we don't lose the momentum of the past few months.

3.1 The stories we will tell

3.11 Lung Health Checks

We will continue to support the Lung Health Checks story as the bus comes back to our patch and to promote the service to our communities.

3.12 MSK

We have been asked to support the MSK service with a new website, which we have worked on over the next few months And which we expect to be ready by the end of September. This website will focus on signposting citizens to trusted information and self-help.

We will also seek to promote the MSK service across partner channels and have started this work by presenting a patient story for MSK to the Board of SFH <https://youtu.be/7iRe07RpwXs>. The objective will be to ensure that those who can benefit from the service know how to access care and understand that support is available to them.

3.14 Covid remote SATs monitoring pathway

This mid-Notts ICP pathway has supported patients to be remotely monitored if they have a CPOVID diagnosis, preventing the need for hospital admission for some patients but meaning they can remain under hospital care. For other patients it has meant going home early, with the reassurance that their condition is being monitored and they will be readmitted if needed. We are currently sourcing some case studies and then intend to promote the service, with the aim of reassuring patients in advance who may find themselves using this service and to demonstrate the innovative work happening across the patch.

3.15 Work with Everyone Active

The ICP is working on two projects with Everyone Active to support exercise and healthier lifestyles. The first aims to support people to exercise at home through online exercise classes and tutorials and the second will put social prescribing link workers into Lammas Leisure Centre.

We will seek case studies of people who have managed to get fitter during the pandemic thanks to the remote classes, as well as focussing on the role of link workers, to promote this work into the community. We will do this across local media, social media and the channels which have been identified in the audit which belong to member organisations. Our aim will be to increase participation in these sessions.

3.2 Strategic communications development and planning

3.21 Reducing violence and aggression

We will start work on a medium term communications programme to support the reduction of violence and aggression to frontline workers across ICP organisations. This is particularly prevalent in health and care, but we anticipate that this will resonate across all sectors in the ICP. We are in early conversations with the ICS about delivering this work for the whole system and have also held a meeting across the LRF to discuss a common approach across the public sector in Nottinghamshire. Sherwood Forest have committed to developing the communications plan for this so that a collegiate approach can be agreed.

3.21 Wider organisational involvement in the Patient Involvement Forum

The ICP communications and engagement group has agreed to revisit the Patient involvement Forum, which initially began as a joint forum but, over the course of the pandemic has morphed into something largely led by SFH. Over the coming months we will widen the involvement of other organisations and also seek to reinvigorate the membership of the group so that it can offer us valuable insight and real time feedback. This will form part of a wider engagement plan which will seek to benefit from engagement activities across our organisations.

3.22 A communications plan for the Bellamy estate

At the last ICP Board, the work being conducted on the Bellamy Estate, led by MDC, was presented. Since that date there have been further conversations about whether communications and engagement could further support that work. We will explore this over the coming months with a small working group and bring a paper back to Execs for approval. We have also committed to working with Governors from both Notts HealthCare and Sherwood Forest to support this work.

This will act as a pilot site for wider communications and engagement work for other priority places established by the ICP.

3.23 A channel audit

The communications channel audit has been completed and will be presented for assurance to the Executive Group. This outlines the communication channels that already exist within our partnership, their intended audience, frequency and how we can get messages into those outlets.

3.24 A narrative session with Execs and then Board/with both together

This session will be a short workshop session to help to build the ICP narrative, which is a set of key messages and evidential statements which form the foundation stone of the way that we talk about the ICP across all channels.

3.3 Engagement plan development

To date the planning in this area has been around communications rather than wider engagement with citizens, on issues which are pertinent to partners across our partnership. This has allowed us to raise awareness of the work we are doing, to share some real time successes during the pandemic and to re-establish the communications group, but it has not yet looked at how we can meaningfully engage with our communities in order to develop two-way feedback mechanisms and to allow them to be part of the design of services.

We will begin this process by seeking to understand the groups already existence across all partners, including the Patient Involvement Forum and to seek, where possible, to bring these together where there is a shared or common purpose. We will also use the ICP delivery plan to define the areas on which we seek to engage, which must complement, but not overlap, with the engagement work of the ICS.

The ICS has developed a new engagement approach and has recently appointed a new postholder in this area, so once we have defined our objectives and audience groups we will share these with colleagues at the ICS to ensure that we have a shared understanding of the role of each organisation in developing this work. This will ensure that we can each benefit from the insight of the other.

This initial work will be delivered within one month of the new deputy head of communications at Sherwood Forest Hospitals being in post, earlier if at all possible.

4.0 Risks, issues and mitigation

Given that the communications and engagement team, like the ICP as a whole, is a collaborative, the virtual team can only work effectively if they are working to communicate clear actions or strategies from the ICP and if they have clear goals to support.

To communicate and engage effectively the team needs clear delivery plans which we can use to build effective strategies that support the ICP strategy. Those plans are in place but sometimes they have not been as clear to the communications and engagement group as we would want them to be.

To mitigate this risk we have put in place regular catch ups between the director of communications and the locality lead, as well as with the ICP programme director. As the communications group matures and develops this will also be a rich source of information from the partner organisations.