



**Sunderland**  
Clinical Commissioning Group

# ANNUAL INVOLVEMENT REPORT 2020-21

How NHS Sunderland CCG have  
involved people, patients, and the public

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## Introduction

This is NHS Sunderland Clinical Commissioning Group (CCG) Annual Involvement Report 2020/21. It details the how the CCG has involved people, patients, carers, stakeholders, and the Voluntary Community Sector (VCS) between April 2020 and March 2021.

## Legal and policy context

### Involvement objectives

- To meet NHS legal duties for engagement, equality duties and best practice engagement and communications.
- To best understand patient experience and service needs from a patient perspective.

### Legal duties

Section 242 of the NHS Act 2006 (as amended by the Act 2012) requires NHS organisations to involve and consult patients and the public in the planning and provision of services, and the development and consideration of proposals for changes in the way services are provided.

Section 244 of the NHS Act 2006 requires NHS organisations to consult relevant Overview and Scrutiny Committees (OSC) on any proposals for a substantial development of the health service for the Local Authority area, or a substantial variation in the provision of services.

### The NHS Constitution

NHS Constitution gives the following rights and pledges to patients:

*“You have the right to be involved, directly or through representatives, in the planning of healthcare services, the development and consideration of proposals for changes in the way those services are provided, and in decisions to be made affecting the operation of those services.”*

*“The NHS commits to provide convenient, easy access to services within the waiting times set out in the Handbook to the NHS Constitution (pledge)”.*

*“The NHS commits to make decisions in a clear and transparent way, so that patients and the public can understand how services are planned and delivered (pledge)”.*

*“You have the right to receive care and treatment that is appropriate to you, meets your needs and reflects your preferences.”*

## Equality and Diversity

Information will be provided in different formats and languages if requested. NECS will liaise with local advocates and groups as appropriate.

As part of the engagement activity, respondents will be asked to provide their demographic information which covers the nine protected characteristic groups.

## Accountability and meetings

Involvement and Engagement activity is reviewed by the Patient and Public Involvement Committee (PPIC). At the start of first wave of the pandemic and until September 2020, patient and public engagement activity was taken to an Integrated Assurance Committee (IAC). The CCG combined the PPIC, Quality and Safety and Primary Care Commissioning committees temporarily to reduce the number of committees taking place to ensure officer time could be dedicated to dealing with COVID-19.

Through the IAC and PPIC, reports are taken to the Governing Body (GB) for assurance (<https://www.sunderlandccg.nhs.uk/corporate/governance/>).

The dates the Involvement and Engagement report has been taken to these meetings are included in the below table:

IAC	PPIC	GB
<ul style="list-style-type: none"><li>• 9 June 2020</li><li>• 14 July 2020</li><li>• 11 August 2020</li></ul>	<ul style="list-style-type: none"><li>• 12 May 2020</li><li>• 15 September 2020</li><li>• 10 November 2020</li><li>• 19 January 2021</li><li>• 9 March 2021</li></ul>	<ul style="list-style-type: none"><li>• 19 May 2020</li><li>• 28 July 2020</li><li>• 29 September 2020</li><li>• 24 November 2020</li><li>• 26 January 2021</li><li>• 23 March 2021</li></ul>

## Meeting arrangements

### Patient and Public Involvement Committee

The Patient and Public Involvement Committee was established as formal sub-committee of the Governing Body, chaired by the Lay member for Patient and Public Involvement (PPI), to champion robust and meaningful PPI, oversee involvement

activities and provide more robust assurance to the Governing Body that the CCG is meeting its statutory duties in relation to PPI.

## **Sunderland Involvement Partnership**

The aim of the Sunderland Involvement Partnership (SIP) is to coordinate involvement activity. This will make it easier for members of the public to contribute to involvement activities and will also reduce duplication and confusion.

The key responsibilities of the SIP are to:

- share examples of best practice,
- to make best use of resources, and
- to reduce health inequalities for Sunderland residents.

This group will also provide assurance to partners on how they involve members of the public.

## **Structure of the report**

This report will include an annual summary of information presented through the regular involvement and engagement reports. This will be broken down into the following sections:

- Better Health activities
- We're still listening
- Working together
- Communicating with you

A list of abbreviations is included at the end of this report. This report will also direct people to further information and reports on the CCG and partner organisation website.

## **Better Health activities**

This section details the CCG core activities which align to the CCG's vision of 'Better Health for Sunderland' and the involvement work which has been developed in response to Covid-19.

## **Better Health 'Roadshow'**

You can find information about this engagement by going to:

<https://www.sunderlandccg.nhs.uk/get-involved/engagement-activities/you-said-we-did/covid-19-and-the-impacts-on-local-health-and-well-being-vcso-feedback/>

NHS Sunderland CCG has explored various ways to engage with the public, partners, and stakeholders in the past, including the Sunderland Health Forum prior to 2019, and the Better Health Roadshow in 2019. Unfortunately, these events have not had the desired outcome through attendance and behavioural change.

In 2020, the CCG took the decision to develop evidence-based behavioural insight interventions. Rather than proceed with a single activity, or an activity per locality, the CCG want to identify key issues which affect specific groups, develop interventions that have resonance with target groups, take interventions to the places which need them, based on what the evidence is saying.

The initial intention for the Roadshow activities was to physically go out into the community. However, due to Covid-19, we looked at ways to engage which respected social distancing and therefore, the term 'roadshow' was used to brand this activity only.

The original theme for the 2020 interventions was to focus on common conditions presenting at Emergency Department and how people can self-care at home, and when they need to seek help. However, because of the Covid-19 outbreak, the evidence-based research changed direction to look at some of the main health implications connected with Covid-19.

### **VCSO feedback**

The draft report was circulated to voluntary and community sector organisations (VCSOs) for feedback. As a result of this feedback, a section was added into to the report summarizing the health impact on BAME communities, and a recommendation added to engage with VCSOs to understand the impact on covid on such organisations, and the service they can provide.

### **Recommendations from review**

The following three main themes were identified through the detailed desk review:

- **Mental Health:** including depression and anxiety, younger people mental health issues, older people mental health, social isolation.
- **Safeguarding:** including domestic violence, child protection, protection of vulnerable adults.
- **Effects of health conditions** (either existing or newly presented): including asthma and COPD, blood pressure, cholesterol, strokes, musculoskeletal conditions, and screenings and referrals (e.g., cervical screening, breast screening, new-born screening).

Several interventions were recommended because of the review into the health implications of covid. These include, but are not limited to:

- Support for self-care through providing clear information on the website, and potentially reigniting the Better Health – Self-care pledges.
- Involvement work for mental health, including distribution of mental health guide, and detailed engagement activity.
- Engagement work with VCSOs to understand the impact of covid on them, and the service they provide to Sunderland residents.

### **Impact of this involvement activity**

As a result of the Better Health 'Roadshow' research, two further projects were commissioned. An update on both projects is included in this report:

- Better Health – Mental Health community review
- Covid-19 and how local VCSOs are coping

In addition, extensive research was carried out for the adult mental health strategy. An update on this has also been included in this report.

Several press releases were also published, including around mental health services in Sunderland, a campaign around cancer symptoms, promoting that GP services were available for people to access as usual, and information around support for shielding and vulnerable people. More information about these press releases can be found in the 'News releases and engaging with local media' section of this report.

### **Better Health – Mental Health community review**

A core theme identified through the Better Health Roadshow research was the need for involvement work around mental health. Following on from this, several suggestions to support mental health in the community were discussed through the Sunderland Involvement Partnership (SIP). Discussions disclosed a lot of existing partnership expertise, examples, and established mechanisms that the CCG could link up with.

We decided to link with partners, including VCSOs to develop a fuller picture of existing support for mental health that the CCG and other partners could link with, identify projects which could be resurrected, and identify gaps which could be filled through fresh initiatives. The report also includes a review of national mental health initiatives.

## **Impact of this involvement activity**

The research report was shared through the SIP and with other stakeholders, to facilitate partnership working in the future.

## **Covid-19 and how local VCSOs are coping**

More information about this engagement can be found by going to:

<https://www.sunderlandccg.nhs.uk/get-involved/engagement-activities/you-said-we-did/impact-of-covid-19-on-vcsos/>

The 'Better Health Roadshow' research identified a need to do further engagement work with VCSOs – to understand the impact of Covid-19 on them, and the service they provide to Sunderland residents.

Eight VCSOs contributed to the focus group in September 2020. Discussions considered the impact of Covid-19 on individual organisations and their service users – discussing any service changes, the impact on volunteers and staff as well any support they felt they required to continue to support their service users.

The research findings were broken down into the initial impact of Covid-19, as it currently stands with Covid-19 (at the time of the focus groups) and moving forward with Covid-19. The findings investigated the experiences by VCOSs in general, the BAME community, people who experience long-term health conditions, people who are visually impaired, and social deprivation.

## **Adult mental health strategy**

You can find information about this engagement by going to:

<https://www.sunderlandccg.nhs.uk/get-involved/adult-mental-health-strategy-for-nhs-sunderland-ccg/>

The CCG aims to ensure 'Better Health for Sunderland', and that the local NHS improves health and wellbeing in the City; supports us to keep mentally and physically well; to get better when we are ill; and, when we cannot fully recovery, to stay as well as we can to the end of our lives. Mental health and wellbeing are fundamental to achieving a healthy, resilient, and thriving population and in Sunderland.

The CCG wanted to develop a strategy for mental health in the City. To do this, we wanted to hear the views from as many people as possible.

## **What mental health services currently look?**

We currently commission a range of partners from various sectors including acute, community and voluntary to deliver mental health services to the residents of Sunderland.

## **Why we need to change**

Mental health and wellbeing are a key priority within the draft Sunderland Healthy City Plan and at a time when resources are limited, we need to ensure that we can meet the demands on our services and develop pathways which are sustainable and improve outcomes for patients, in-line with national guidance and priorities.

Substantial one-off, national funding is to be made available to transform how community mental health services are delivered. This is an exciting and rare opportunity to significantly redesign models of care for adults and older people to ensure their needs are met.

## **What we are aiming to do**

- Understand what is important to patients, service users and citizens around mental health and wellbeing to help inform future service transformation and provisions
- Understand from General Practice what is important to them in mental health services to help deliver improved outcomes for their populations
- Ensure that services manage the transition of people through life stages, including the transition from childhood to adulthood and into old age
- Achieve the national requirements set out in the Mental Health Five Year Forward View<sup>1</sup> whilst ensuring that we can shape services to meet local priorities at a more local level which is often termed as at 'Place'
- Ensure that services have the capacity to deliver improved outcomes for service users in the face of increasing scale and complexity of need
- Increase prevention, proactive intervention and build community resilience
- Build on our approach of collaboration with our partners and communities to deliver improved outcomes for service users
- Work alongside national policy direction to ensure that where we can influence, service designs to meet local need.

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<sup>1</sup> <https://www.england.nhs.uk/wp-content/uploads/2016/02/Mental-Health-Taskforce-FYFV-final.pdf>

## Who have we spoken to?

Between October 2020 and January 2021, we spoke to 1,018 people, including members of the public, current and past service users and carers, staff working within mental health services, large employers in the City, VCISOs and other key stakeholders.

## The research phases

There were several phases for the research. These are as follows:

**Desktop review:** This included a detailed and comprehensive review of existing literature, both local and national.

**Collaborative scoping exercise:** This helped to develop the scope of the strategy and helped inform the public engagement phase. Several representatives from a range of groups and organisations contributed to this phase, including:

- Clinical leaders
- Representatives from the All Together Better programme.
- Together for Children
- Local Councillors
- Representatives from local GP practices
- South Tyneside and Sunderland NHS Foundation Trust
- Providers of community mental health services
- Children and Adolescent Mental Health Services (CAMHS) strategic partnership
- Sunderland City Council

**Engagement with key stakeholders:** Once the scope of the strategy was finalised, a series of telephone interviews were conducted with key stakeholders, including representatives from:

- All Together Better
- NHS Sunderland CCG
- Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust
- Sunderland City Council
- Sunderland GP Alliance
- General Practice
- Providers of community mental health services

**Online surveys:** Online surveys were developed to engage with individuals from four key cohorts:

- Members of the public

- Past and current users of mental health services as well as carers of someone who has used / is using mental health services
- Staff working within mental health services as well as those who work for other organisations but play a role in the referral / signposting process for patients accessing these services
- Large employers in the City of Sunderland.

**Paper surveys:** In addition, 1,300 paper copies of the public survey were distributed with post-paid reply envelope to assisted living accommodations, care homes, food banks, refugee, and asylum seeker support organisations and other VCSOs. Furthermore, 200 paper copies of the service-user and carer survey was distributed with post-paid reply envelope to providers and VCSOs. Paper copies and easy-to-read versions of the public and service-user survey were also available upon request.

**Focus groups and one-to-one interviews:** A series of focus groups and one-to-one interviews were conducted with members of the public, service users and carers, and staff during the engagement period.

- **Public** – two online focus groups were held with members of the public, one of which was mixed gender and the other male only, as we wanted to understand the perspective of males on mental health.
- **Service-users and carers** – telephone interviews were undertaken with 9 past or current service users.
- **Staff** – telephone interviews were undertaken with 7 members of staff. Originally, we planned to run a focus group but changed the methodology to accommodate staff because of Covid-19 and vaccination demands.

**Asset-based focus groups:** A range of VCSOs were approached to run an asset-based focus group with their service users on behalf of the CCG. Two independent focus groups were commissioned because of monitoring responses from different demographic groups. The following groups held a focus group on our behalf:

- Sunderland Bangladesh International Centre
- African Women Voices
- Sunderland People First
- Age UK Sunderland
- Crest – support for BAME
- Becoming Visible – support for the deaf community
- Healthwatch Sunderland
- HOPs Wellbeing Service – support for mental disabilities and carers
- True Colours – Sunderland College LGBT group for 16 – 17-year-olds
- External focus group with race / religion
- External focus group with pregnancy and maternity

**Additional responses:** Individuals and organisations were also given the option to provide their feedback via email, public meetings, social media, and other avenues. Feedback was received via social media, from members of the public in response to a press article, and through VCSOs. The individuals who provided comments on Facebook were offered the chance to email feedback or take part in a focus group or interview; however, none took up the invitation.

**Feedback phase:** Once all the research findings had been collated into a draft research report, we asked people if we had got it right. People were invited to share comments, thoughts, and questions on the draft research report. To support this, we produced the following:

- A range of 'flash cards' were produced to share on social media and at meetings. These cards included some of the key findings from the engagement, to encourage people to read more through the full report
- An easy read executive summary has been produced.
- A 30-minute presentation with audio has been created to share some of the key findings



People were able to submit their thoughts via a survey link, through social media, via email, phone, or by post.

In addition to the invitation to provide feedback, five focus groups were held with protected characteristic groups, to test the findings and to supplement the Equality Impact Assessment. These groups were:

- Males
- Disability – general
- Disability – autism and learning disabilities
- LGBT
- BAME

In addition to the above five focus groups, Becoming Visible – a VCSO which supports people who are deaf or hard of hearing – held an independent discussion around some of the key findings for the deaf community to supplement the Equality Impact Assessment.

All feedback received through the feedback phase was incorporated into the final report.

A final executive summary was produced in easy-read and also in British-Sign language, which has also been shared through social media.

**Equality Impact Assessment (EIA):** The EIA explored some of the key findings from the research for different protected characteristic groups. The EIA was updated after the feedback phase.

## **Visions and priorities for the strategy**

Following on from the research supporting the development of the Adult Mental Health Strategy, the CCG drafted some visions and priorities for the strategy. These had been drafted after considering the wide range of information gathered from the extensive engagement period. Subsequent internal conversations were held on these visions and priorities through Programme 2 of All Together Better, The Community Mental Health Transformation Group, and with Governing Body.

Before finalising the vision and priorities for the strategy, the CCG wanted to engage members of the public to ask their thoughts. The Involvement Team reached out to all participants who expressed an interest through the survey in taking part in future engagement activity around the strategy. From this, a total of 28 people said they would like to take part and three online discussion sessions were set up on Friday 7 May. Overall, 12 participants were able to join these discussion sessions (4 in the first session, 2 in the second session, 5 in the third session).

A short presentation was given at each session which discussed the various phases of research for the adult mental health research, the detailed methodology for the public phase of engagement, and the extra steps the research took to engage a wider audience and to reach as many people as possible. The presentation also covered some of the top-line key findings including the impact of Covid-19 on mental health, the key areas for improvement, and how adult mental health services would look in an ideal world.

This led to the discussion around the visions and priorities. Participants were asked to think about the following:

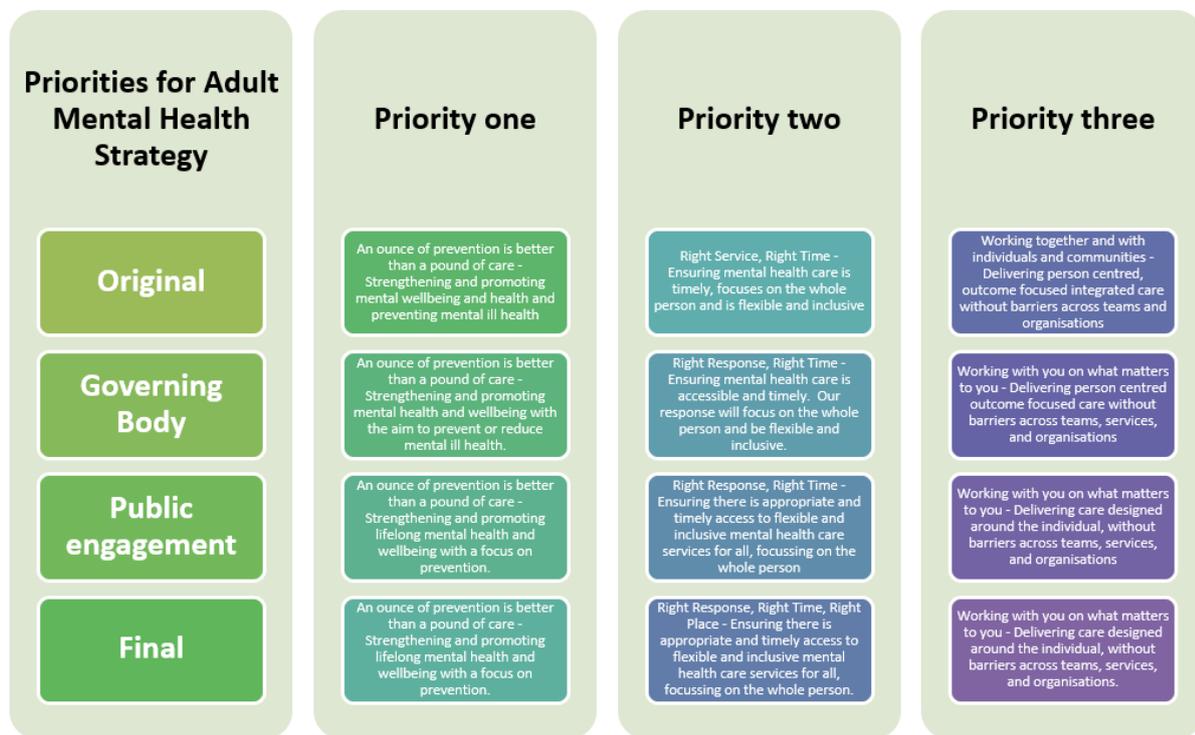
- Which of the two vision statements participants preferred?
- Have we missed anything?
- What were participants thoughts on the wording used?
- Was there anything participants particularly liked?

## Impact of this involvement activity

All the research collected has been used to help develop a new adult mental health strategy for the CCG, which will be published in July 2021.

The feedback phase of the engagement was used to update the final research report. As a result of feedback received through the deaf community, the executive summary was produced in British Sign-language and shared through social media. The easy-read version of the executive summary was also updated and shared.

In addition, the visions and priorities for the strategy were amended because of the discussions with research participants.



## We're still listening

### Integrated Care Provider (ICP) Engagement

You can find more information about all the ICP engagement work since 2013 by going to:

<https://www.sunderlandccg.nhs.uk/get-involved/all-together-better/integrated-care-provider-model/>

For more information about the 2021 ICP engagement, go here:

<https://www.sunderlandccg.nhs.uk/get-involved/all-together-better/integrated-care-provider-model/integrated-care-model-provider-icp-engagement/>

Since 2013 NHS Sunderland CCG has been working closely with health and care organisations through the All Together Better (ATB) alliance to help join up community health and care. All Together Better is an alliance of health and care providers and commissioning organisations in Sunderland who are working together in a collaborative way to design and deliver the most personalised, pro-active, and joined-up care possible for people in the City. This has been done through greater collaboration to help integrate out of hospital services with a shared purpose and agreed ways of working to improve the care we provide to our patients.

Throughout the development of ATB, we have involved stakeholders, patients, and the public in giving their views to help us develop the alliance and improve services and the care we provide.

### **MCP engagement**

In 2017, the CCG undertook an extensive public engagement exercise to help inform and gather people's views on how to progress contract arrangements. This was called the Multi-specialty Community Provider (MCP).

The engagement focused on gathering feedback from the public, patients, carers, and stakeholders representing the public on the plans presented in the prospectus. The feedback from the engagement can be found at

<https://www.sunderlandccg.nhs.uk/get-involved/multi-specialty-community-provider-mcp-model/>.

### **Contract arrangement – two scenarios**

Despite the longstanding aim of the NHS to improve integration of services, previously there has not been a commissioning contract designed specifically to promote an integrated service model.

Recognising this, and the need for a better funding mechanism to allow improved integration of services, NHS England undertook a national consultation in 2018 on contracting arrangements for 'integrated care providers' (ICP). This means that local systems can now consider new ways of contracting services to drive improvements in patient care.

In line with the NHS Long Term Plan and our ambition to integrate services, the CCG felt that the time was right to consider if a move to an ICP arrangement would enable even better joined up decision making and integration of services across Sunderland.

This would mean potentially awarding a single contract to a lead provider on behalf of the ATB alliance in Sunderland. That provider would become responsible for the integrated provision of 'out of hospital' care across the city. This is known as a lead provider model.

This considers the feedback from the national consultation run by NHS England in 2018 on contracting arrangements for ICPs. It would allow funding to flow directly to ATB via a lead provider contract, giving ATB greater ability to manage and coordinate out of hospital care working collectively with all service providers in the City.

It's important to note that we were not changing the way services were provided to patients – it was about how contracts are arranged. The aim was to enable even better joined up decision making and integration of services through a new contracting arrangement. Should services need to change in the future, they would be subject to appropriate engagement, and where necessary, consultation processes.

The two different scenarios that the CCG considered were:

- Scenario one - Move to a procurement process to appoint a single contract to a lead provider on behalf of ATB – the Lead Provider Model.
- Scenario two - Keep the current arrangements of an alliance with no lead provider arrangement.

### **Asking stakeholders thoughts on the two scenarios**

Before any decision is made, the CCG was keen to hear from stakeholders. The CCG sought feedback to help understand the thoughts and views on the two scenarios and help inform any decisions to be made.

The ICP engagement included:

- **Interviews** – 16 interviews were held with key stakeholders
- **Public and stakeholder survey** – 27 responses were received from stakeholders and members of the public.
- **Written submissions** – 5 written submissions were received from stakeholders

People were asked to tell us which scenario they preferred (if either) and why, and to share any additional thoughts or comments. The engagement ran between 11 February and 11 March 2021.

In total, the engagement received a response from 48 representatives of 31 different Sunderland stakeholders, including from:

- All Together Better
- GP Practices
- GP Alliance
- Primary Care Network – Clinical Directors
- Independent Sector Providers
- Individuals / Sunderland residents
- Other stakeholders, including Keep our NHS Public (KONP), Healthwatch Sunderland, and the Local Medical Council
- Funded VCSOs
- Non-funded VCSOs

### **Impact of this involvement activity**

The feedback received from partners through this involvement activity highlighted a lack of consensus around the best way to progress and move forward with contract arrangements. Therefore, the CCG decided to take more time to consider different scenarios and to have further conversations with partners.

### **Covid-19 – online Q&A session**

The CCG wanted to ask patients and the public for their health-related questions about Covid-19 and use these to develop a series of online question and answer sessions through videos shared through social media. We worked with our Sunderland partners to compile a response to some of the key themes being addressed.

The CCG reached out to the members of the Sunderland Involvement Partnership to ask them to support this project through providing answers to some of the key questions being asked. The CCG's Lay Member for PPI recorded a video which was shared and promoted through social media channels, on the CCG webpage, and emailed to stakeholders to share. ([https://youtu.be/v4njC2Dab\\_Y](https://youtu.be/v4njC2Dab_Y)).

### **Patient stories**

You can find more information about patient stories here:

<https://www.sunderlandccg.nhs.uk/get-involved/your-views-and-experiences/>

Patient stories are taken to Governing Body regularly throughout the year. The CCG has developed an animation to encourage people to continue to share their patient stories, including their experience of services during Covid-19 –

<https://youtu.be/ConAAIimgM>

**November 2020** - A patient story was taken to Governing Body about the positive experience of services for a patient who has Alzheimer's and discusses their journey through the pathway. The patient was happy to hear that the story shared received such a positive response and asked that the story was shared with senior management in Cumbria, Northumberland, Tyne and Wear Mental Health Trust and other partners. The story was also shared with Healthwatch.

**May 2020** - A patient story was presented to Governing Body about Path to Excellence, and traveling for appointments when patients live in Sunderland, and don't have access to transport to make early appointments. June shared her story of the treatment she received at South Tyneside District Hospital. The story highlights the concerns which were raised during the consultation phase of Path to Excellence, around travel and transport and inequality and access.

## Working together

This section details how we have engaged and worked in partnership with our local partner organisations.

### Sunderland Involvement Partnership (SIP)

For more information about the Sunderland Involvement Partnership, go to: <https://www.sunderlandccg.nhs.uk/about-us/who-we-work-with/sunderland-involvement-partnership/>

The SIP provides a forum for partners to work together where possible to share examples of best practice, as well as resources, with the coordinated aim of bringing better health to Sunderland residents.

The table below gives an overview of the topics covered in the SIP meetings during the year:

Date	Agenda
9 July 2020	<ul style="list-style-type: none"> <li>• All providers were invited to provide updates on the involvement work they have been doing since the Covid-19 lockdown</li> </ul>
23 September 2020	<ul style="list-style-type: none"> <li>• Strategy for Covid-19 communications (Sunderland Council)</li> <li>• Covid-19 engagement (Healthwatch)</li> <li>• Involvement strategy for Sunderland CCG (Caroline Latta, as an external contractor on behalf of the CCG)</li> </ul>

Date	Agenda
	<ul style="list-style-type: none"> <li>• Mental health – community engagement ideas (Rebecca Swales, as an external contractor on behalf of the CCG)</li> <li>• Promoting community spirit during Covid-19 (Lee Hansom, North or England Commissioning Support)</li> </ul>
1 December 2020	<ul style="list-style-type: none"> <li>• Adult mental health strategy</li> <li>• Involvement strategy</li> <li>• Community mental health self-care ideas</li> <li>• Opportunity for partnership working</li> <li>• Communications update</li> </ul>
11 February 2021	<ul style="list-style-type: none"> <li>• ICP, Patient choice</li> <li>• Path to Excellence – Maternity services</li> <li>• Communications update</li> <li>• Covid-19 Champions</li> <li>• Adult mental health strategy</li> <li>• Involvement strategy update</li> </ul>
30 March 2021	<ul style="list-style-type: none"> <li>• New eye hospital for Sunderland</li> <li>• Path to Excellence update</li> <li>• Involvement strategy update</li> <li>• Adult mental health strategy update</li> <li>• SIP Terms of Reference</li> </ul>

### Impact of this involvement activity

Members from SIP were heavily involved in the research for the CCG's new Involvement Strategy, as well as being an integral part of the Better Health – Mental Health Research. The partnership shares and supports involvement activity across the city, providing extra communication channels, access to wider stakeholders, and sharing best-practice and a resource of information.

### Equality, Diversity, and Inclusion Network

For more information about the Equality, Diversity, and Inclusion Network (EDIN), go to: <https://www.sunderlandccg.nhs.uk/corporate/equality-and-diversity/equality-diversity-and-inclusion-network/>

The CCG works closely with partners and people who have an interest in equality, diversity, and inclusion issues, and who can represent the views of different communities in Sunderland. The EDIN also provides assurance to the CCG on their involvement and engagement activities.

The CCG regularly engages and communicates with VCSOs in Sunderland through a 'virtual' EDIN. We regularly email out information for VCSOs to share with their

service users and ask VCOSs to get involved in our consultation and engagement activities. In addition, we hold equality, diversity, and inclusion face-to-face meetings.

Date	Agenda
17 September	<ul style="list-style-type: none"> <li>• Path to Excellence – update on phase 2</li> <li>• Path to Excellence – website redevelopment</li> <li>• Co-production of the CCG's new Involvement Strategy</li> <li>• Digital GP appointments – update on engagement work</li> </ul>
8 December 2020	<ul style="list-style-type: none"> <li>• Adult mental health strategy</li> <li>• Involvement strategy</li> <li>• Community mental health self-care ideas</li> <li>• Communications update</li> </ul>

EDIN members were also included in the research phase for the roadshows alongside VCOSs. This involved sense-checking findings with the group and incorporating wider thoughts into the recommendations. All feedback was be considered and included in the final report.

EDIN Members were also heavily involved in the development of the CCG's Involvement Strategy, and part of the Better Health – mental health research.

## Involvement Strategy for NHS South Tyneside CCG and NHS Sunderland CCG

For more information about the Involvement Strategy research, go to: <https://www.sunderlandccg.nhs.uk/get-involved/involving-the-public-in-governance/involvement-strategy/>

There was a requirement for NHS South Tyneside CCG and NHS Sunderland CCG to redevelop their patient and public involvement strategy for April 2021.

To do this to the highest standards and be as inclusive as possible, the CCGs involved a range of key partners and stakeholders in a research phase to inform the updated strategy. The research phase was particularly important to take account of the pandemic and the social distancing measures which directly impacted the ability to carry out face-to-face involvement.

The initial focus of the research was around ‘how we better involve patients and the public in NHS service improvement’ in line with good involvement practice. The research methodology later evolved based on feedback from participants to explore ‘what good involvement looks like’ as perceived by CCG stakeholders.

## Methodology

Several engagement methods were used to gather the thoughts from key partners and stakeholders to help inform the redevelopment of the CCGs' involvement strategies. This included:

- **Development session (November 2020):** In total, 15 participants joined a virtual development session. This session provided information on the legal considerations for NHS bodies in relation to public and patient involvement. It also detailed a range of different involvement techniques including different types of citizen engagements.
- **Discussion session (November 2020):** In total nine participants joined a virtual discussion session to build on the learning and feedback from the first session. In addition, discussions were held around how involvement could be better developed as a health and care system, in line with the NHS Long Term Plan.
- **Key interviews (January 2021):** In total, nine people took part (who nominated themselves because of taking part in the qualitative survey) in a short 20-minute interview to explore their thoughts on what good involvement looks like. These interviews were held with Refugee and Asylum Seekers Support Association, Sunderland City Council, Sunderland Older People's Association, and South Tyneside and Sunderland NHS Foundation Trust. The remainder of the interviews were with members of the public.
- **Qualitative survey (January 2021):** A qualitative survey was sent out to explore what stakeholders felt the CCGs did well with involvement, what could be done better, and what good involvement looks like to them. The survey was distributed to VCSOs across Sunderland and South Tyneside, Sunderland and South Tyneside Healthwatch, the Equality, Diversity, and Inclusion Network (EDIN), the Sunderland Involvement partnership (SIP), and to the South Tyneside Healthnet group, which covers key partners for South Tyneside. The survey was open between 8 and 24 January 2021. In total, 24 responses were received.
- **Focus group (January 2021):** One focus group was held to further explore the questions included in the qualitative survey. In total, 6 participants took part in the session.

In addition, a detailed desk review of existing literature was also produced.

## Promotion and action plan

The co-produced Involvement Strategy has been promoted widely. The strategy and research have been shared with the Sunderland Involvement Partnership, South

Tyneside partners and VCISOs. In addition, an animation has been produced to share through social media. An easy-read version has been produced as well as a BSL version.

### **Impact of this involvement activity**

The research and the desk-top review formed the evidence-base for the development of the new strategy.

The strategy identified the following five key themes:

1. We will reach out to people to involve them in the right way to increase participation
2. We will promote equality and diversity and encourage and respect different beliefs and opinions
3. We will take the time to plan for involvement, including how we can work with partners, and feeding back
4. We will continue to build on our partnership relationships, in particular to ensure knowledge and capability is shared for the future.
5. We will use a range of best practice involvement methods including both on-line and off-line methods

These principles for involvement are now also included in the terms of reference for the Sunderland Involvement Partnership and throughout the involvement work in South Tyneside. This reflects the feedback received through the group for the principles for involvement, and the commitment to involvement.

### **Experience of the Covid-19 vaccination programme**

For more information about this engagement, go to:

<https://www.sunderlandccg.nhs.uk/get-involved/engagement-activities/current-engagement-activities/have-you-had-your-covid-vaccine-tell-us-how-we-did/>

The CCG worked in partnership with Healthwatch Sunderland and Healthwatch South Tyneside to explore experience of the Covid-19 vaccination.

Healthwatch Sunderland and Healthwatch South Tyneside provide an independent voice for people who use publicly funded health and social care services. Their role is to ensure that people's views are listened to and fed back to service providers and commissioners to improve services.

The survey explored people's experiences of receiving their Covid-19 vaccine in the Sunderland and South Tyneside areas by asking those who have had their vaccine to complete a short survey. The results of this survey will help us to understand

directly from the public and patients what is going well, but also what else could be done to improve the delivery of the vaccine to local people.

### **Impact of this involvement activity**

Healthwatch circulates regular updates from the vaccination survey to partner organisations and stakeholders and asks stakeholders to share and distribute wider. In total, Healthwatch share the results with over 1,000 people, through social media channels, through the Health and Wellbeing Board, and makes reports available through their website: <http://www.healthwatchesunderland.com/healthwatch-sunderland-consultations-reports>

### **Digital GP appointments**

More information about this engagement can be found by going to:

<https://www.sunderlandccg.nhs.uk/get-involved/engagement-activities/you-said-we-did/digital-gp-appointments/>

We asked people for their thoughts about online GP consultation methods, to explore their experience of using the service, and any barriers (perceived or through experience) which may need to be addressed. We also explored with staff their thoughts on this new way of working. We did this through several methods:

### **Public engagement – Survey and interviews**

The CCG worked in partnership with South Tyneside CCG and County Durham CCG to develop and promote a survey which explored thoughts about digital GP appointments. In total, there were 1710 to the public survey (Sunderland: 303; South Tyneside: 242; County Durham: 1157; unclassified: 8).

In addition to the survey responses, 19 telephone interviews were completed with patients across the three geographical areas.

### **Staff engagement – Survey and interviews**

In addition to the public engagement, there was also a survey and interviews held with staff to understand their views. For this engagement, the CCG worked in partnership with South Tyneside CCG. In total, there were 77 responses to the staff survey (Sunderland: 42; South Tyneside: 35) and 5 telephone interviews were completed.

### **Collecting the views from the deaf community**

We also worked in partnership with Becoming Visible – a VCSO which supports the deaf community in Sunderland to collect the views from patients who can only read

British Sign Language. Becoming Visible held a focus group / conversation with 11 individuals. The information collected through this focus group identified barriers to digital GP consultations experienced by the deaf community.

### **VCSO feedback**

The CCG, NHS South Tyneside CCG, and NHS South Tyneside and Sunderland Foundation Trust commissioned some focus groups with VCSOs across Sunderland and South Tyneside to explore the use of GP and hospital digital appointments and to contribute to a volume of work.

In total, seven VCSOs took part in three focus groups in August 2020, and two VCSOs contributed feedback independently.

### **Impact of this involvement activity**

As a result of this involvement activity, several areas were identified to be improved upon:

**Choice for appointments** – Only ten per cent of respondents reported having a choice on how their appointment would be carried out, with over three-quarters of appointments (77%) being carried out over the telephone. The research was conducted at the start of the pandemic, at a time when patients were only brought into GP practices if there was a clinical need. However, a high proportion of respondents reported through the survey that they preferred virtual appointments at that time, as they felt safer. GPs also provided feedback that there were situations where they also preferred face-to-face appointments. Taking into consideration this feedback, and now that we're recovering from the pandemic, a number of practices are looking at hybrid systems for appointments, which includes a mix of face-to-face appointments and digital appointments

**Awareness of digital engagements methods** – Patients seemed to be aware of online consultations (web forms) and telephone consultations. However, there was less awareness of video appointments. As a result, GP practices and the CCG communications team increased the information on social media channels, including through promotion of an animation.

## Oversight Framework Assessment

CCGs have a statutory duty to involve the public in commissioning. In addition to meeting statutory responsibilities, effective patient and public participation helps the CCGs to commission services which meet the needs of local communities and tackle health inequalities.

NHS England has a legal duty to assess how well each CCG has discharged its public involvement duty, as well as a commitment to supporting continuous improvement in public participation.

The 2019/20 Oversight Framework assessment began in December 2019, with a submission date of 10 February 2020. The assessment covers the following five domains:

- Domain A - Governance
- Domain B – Annual Reporting
- Domain C – Day-to-day Practice
- Domain D – Feedback and evaluation
- Domain E – Equalities and health inequalities

The CCG completed the self-assessment and submitted robust evidence to support its assessment. In November 2020, the CCG was told they had been awarded the highest score across all five domains, and an overall rating of Green Star four outstanding.

### NHS Sunderland CCG

Domain A	Domain B	Domain C	Domain D	Domain E	Final Score	Final RAGG*
3	3	3	3	3	15	GREEN STAR

## Communicating with you

The CCG approached South Tyneside and Sunderland NHS Foundation Trust and Sunderland City Council to work in partnership to promote the positive work Sunderland organisations were doing in response to Covid-19. This was to help install confidence in the public in our response and show patients and the public how we were all working together.

## GP Appointments animation

Using animation is an effective way to get across multiple messages in an accessible way.

To raise awareness of the different ways patients can contact their GP practice, we created a short, animated video to be shared through our social media channels, on the CCG website, and with GP practices. You can watch this animation by going to: <https://youtu.be/Z8YMBKuoO9c>

## Joint newsletter with the local authority

We have worked in partnership with Sunderland City Council to develop a bespoke resident information booklet to all households in Sunderland, in response to the first Covid-19 lockdown. This was distributed in July 2020 and provided information about maintaining good mental health, smoking cessation, reducing alcohol intake, staying active, financial advice and support and cancer awareness.

The newsletter also included a further opportunity for people to share their thoughts on GP digital appointments, through writing to the CCG or completing an online survey.



You can read this newsletter by going to: [Working with partners - Sunderland Clinical Commissioning Group \(sunderlandccg.nhs.uk\)](http://Working%20with%20partners%20-%20Sunderland%20Clinical%20Commissioning%20Group%20(sunderlandccg.nhs.uk))

## News releases and engaging with local media

Along with uplifting national news releases on a local level, the CCG produce regular news releases specific to us and engage with local media to ensure good coverage. Our news releases can be found on our website at: <https://www.sunderlandccg.nhs.uk/category/news/>

A range of press releases were produced in 2020 / 2021. These included:

- **Support for veterans during lockdown**  
Health services find new ways to continue aiding Sunderland armed forces veterans during lockdown
- **The rise of digital GP appointments**  
Raising awareness of how to access GP practice services digitally

- **Mental health services in Sunderland**  
A news release in response to the rise suicide rates, to highlight that mental health services were still running and there to help
- **COVID-19 Patient Assessment Units**  
Raising awareness of the 'hot hubs' and their purpose during the pandemic
- **Don't ignore cancer symptoms**  
Sunderland GPs urged people to contact their GP if they had a symptom they were worried about, as urgent GP hospital referrals for suspected cancer fell by around 65% during the pandemic.
- **Crowdfunded projects**  
A joint news release between the CCG and Sunderland City Council Public Health Team, to pledge £150,000 to projects created by members of the community. Some projects were directly related to helping the City come through the pandemic
- **De-prescribing Initiative**  
The CCG and University of Sunderland worked on a new initiative to develop more open conversations between patients and healthcare practitioners about whether some of their long-term medicines were still needed
- **Business is open as usual**  
A news release supported but a short video featuring a GP, reminding patients that GP services were still available during lockdown
- **Bank holiday opening times for GP practices and pharmacies**  
For each bank holiday period, we issued a news release to local media advising of health service opening times
- **Day in the life of a Sunderland GP**  
Dr Andy Devlin described how his working day had changed due to the pandemic and what new ways of working he and his colleagues had to adopt
- **Support for shielding and vulnerable people**  
All Together Better, an alliance of health and social care providers across Sunderland helped residents, who were shielding due to the pandemic, get the treatment and support they needed during these unprecedented times.
- **Sunderland goes orange for World Patient Safety Day**  
Three of Sunderland's best-known landmarks were lit up to mark World Patient Safety Day and to give the localised message for residents to stay safe as the pandemic continued
- **#DoYourBit to protect yourself and others by having a free flu vaccination**  
Health and care chiefs from across the North East and North Cumbria

asking people to #DoYourBit to protect yourself, your loved ones, and your community by having a free flu vaccination in the winter

- **Covid-19 Integrated Discharge Service**  
A news release highlighting the partnership working to develop the localised hospital discharge service requirements, which outlined the expectations of all health system partners to support prompt discharges from hospital during the pandemic
- **FREE flu jabs at evening and weekends for 'at risk' under 65's**  
People in Sunderland who were under 65 and eligible for a flu vaccine due to being at increased risk from the effects of flu were offered their free vaccination on an evening or weekend
- **Sunderland GP's sign Armed Forces Covenant**  
As the County marked a very different Remembrance Day, Sunderland GP practices took the further step in their commitment to support those who had worked in the armed forces, and their families
- **Local CCG praise staff and volunteers in vaccination efforts**  
As the vaccination effort in Sunderland reached a significant milestone, local health leads took the opportunity to thank everyone who played a part in what continues to be the largest vaccination programme in NHS history
- **Sunderland vaccinates its 100,000<sup>th</sup> patient**  
A further milestone in the fight against Covid-19 was reached as Sunderland vaccinated its 100,000<sup>th</sup> patient.

## Bulletins and Newsletters

The CCG produces two quarterly newsletters, one for practice members and one for the public. The member practice bulletin is made available electronically to practices and is also shared on GP Teamnet and circulated via email to the wider CCG staff.

The public and stakeholder newsletter is distributed via email to contacts who have shared their details and is also uploaded to the public CCG website. These newsletters were distributed in May, August, November, and February.

## Regular updates through social media and targeted campaigns

The CCG utilise the immediacy and reach of social media to deliver vital health information messages within a short space of time. The CCG has 4,042 followers on Facebook and 4010 Followers on Twitter.

Below are some examples of what information the CCG has shared over the past year:

- Adult mental health strategy
- BAME flu information
- New ways to consult your GP
- NHS Fraud awareness
- Painkiller's awareness campaign
- NHS Volunteers responders
- Share your patient story



**NHS Sunderland CCG** ✓ @SunderlandCCG · Mar 26

Volunteer heroes are needed now by the #NHS. @NHSVolResponder are looking for new recruits across #England. See details and sign-up here: [crowd.in/PeNrNH](https://crowd.in/PeNrNH)



**NHS Sunderland CCG** ✓ @SunderlandCCG · Mar 17

Giving the 100,000 vaccine today certainly got the vaccination team at Washington Primary Care Centre buzzing. We love this video!



## **Supporting national health campaigns on a local level**

The CCG is committed to supporting national health campaigns and promoting them at a local level. Some of the campaigns we have supported over the past year were:

- Smoking cessation campaigns from Fresh NE and Public Health England
- Alcohol campaigns by Balance
- Change4Life by Public Health England
- Act F.A.S.T.
- Think 111
- Government COVID-19 Staying Safe messages
- Clear on Cancer
- Better Health

We also supported awareness campaigns such as Bowel Cancer Awareness Month, Stress Awareness Month, World Parkinson's Day, and World Health Day, as a few other examples.

## Abbreviations

- **ATB** - All Together Better
- **CAMHS** - Children and Adolescent Mental Health Services
- **CCG** - Clinical Commissioning Group
- **CNTW** - Cumbria, Northumberland, Tyne & Wear
- **EDIN** - Equality, Diversity, and Inclusion Network
- **GB** - Governing Body
- **IAC** - Integrated Assurance Committee
- **ICP** - Integrated Care Providers
- **KONP** - Keep our NHS Public
- **MCP** - Multi-specialty Community Provider
- **OSC** - Overview and Scrutiny Committees
- **PPIC** - Patient and Public Involvement Committee
- **PPI** - Patient and Public Involvement
- **SIP** - Sunderland Involvement partnership
- **VCS** - Voluntary Community Sector
- **VCSOs** - Voluntary and Community Sector Organisations

If you require this document in another format such as large print, easy-read, braille, audio, or a different language please contact NHS Sunderland CCG on 0191 5128484 or email [SUNCCG.sccg@nhs.net](mailto:SUNCCG.sccg@nhs.net)