

Northamptonshire CCGs – your views on how we involve you

The Northamptonshire CCGs are set to launch their first joint communications and engagement strategy in August 2019. This strategy will outline the principles and methods the CCGs use to will communicate and engage with the people of Northamptonshire over the next three years.

Before starting to draft the strategy, we wanted to find out what people thought of our current communications and engagement activity and have the opportunity to suggest ways in which we could improve.

To help us do this we ran an online survey from 11 February until 3 March 2019. The questions included in this survey were shared with the chairs of the Patient and Public Participation Committees (PPPCs) and Healthwatch Northamptonshire who provided comments and suggestions. These were incorporated into the survey before it was launched.

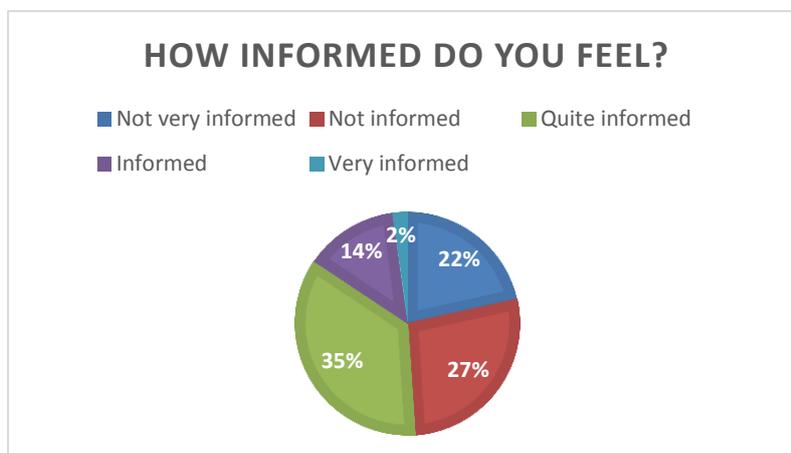
The survey was promoted through both Corby and Nene CCG's patient groups, PPGs and stakeholders, both PPPCs and via NHS partner organisations. It was also publicised through both CCG's social media channels throughout the time it was open.

In total 285 people responded.

We would like to thank everyone who responded to the survey, as well as the organisations that shared it with their networks, patient groups and members.

Summary of the responses

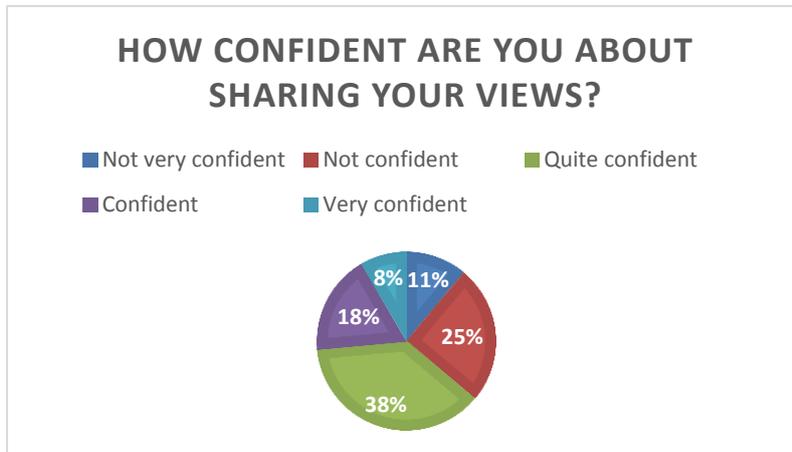
1. Current communications and engagement activities



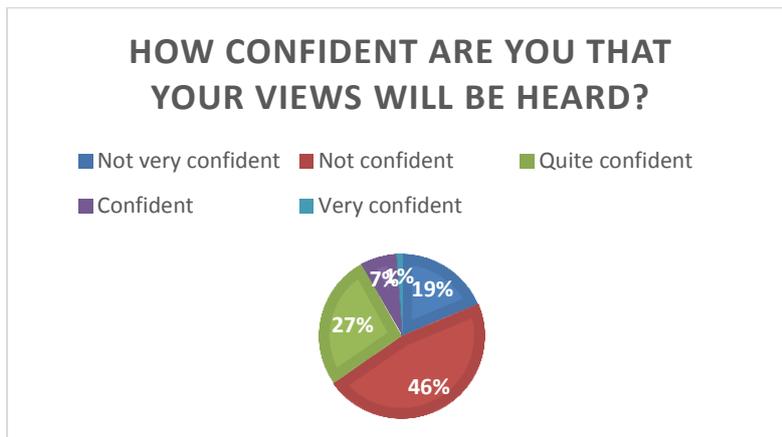
We asked people how informed they felt about the working of the local NHS. Nearly half of the people who answered the question (49%) said they either felt not informed or not very informed. 35% felt they were quite informed and 16% felt they were informed or very informed.

We also asked people if they knew what a clinical commissioning group is. 74% said they did, 26% didn't.

The survey also asked how confident people were in sharing their views on the local NHS and how confident they were these views would be heard. 37% were quite confident, 18% were confident and 8% very confident that they are able to share their views.



However 66% of people were either not very or not confident that these views would be heard



2. Suggestions about how we can improve

We asked people to share with us one suggestion on how we could improve the way we communicate and engage with the people of Northamptonshire. There were a range of responses covering all elements of communications and engagement. These are summarised below:

We also asked people how we could improve. From the responses some key themes emerged (that is, things which were mentioned multiple times):

- A strong appetite for a regular public newsletter – with most wanting to receive it via email
- More use of GP surgeries – both for distributing information, and for roadshows to get face-to-face engagement
- Wide acceptance of social media as a communications and engagement tool
- A clear desire to see a more consistency and joined-up approach, where the local NHS speaks more with one voice rather than as a number of different organisations
- A plea for clearer communication, without jargon
- The NHS needs to prove it is listening by:
 - reporting back more effectively on how people’s views have had an influence
 - seeking public input much earlier, before plans are developed and decisions made

3. Which methods we could use to improved communications

Finally, we asked people to indicate how they would prefer the CCGs to engage with them by rating 13 different methods – ranging from email and social media, to workshops and focus groups. From the 237 responses, the most popular options were:

1. A panel of patients for a specific area, whose views could be sought on different issues
2. CCG visits to community and support groups
3. CCG visits to public areas with high footfall
4. Becoming a patient representative and attending organised meetings

4. Demographic data

To check we had a geographical spread we asked people to provide the name of the GP practice they were registered with and their own postcode.

Of the 285 people who responded, 281 shared which GP practice they belonged to. There was a fairly even spread with at least one response coming from 73 practices in total. Six responses came from people not registered with either Nene or Corby practices. Of these six, five came from practices close to the border with Northamptonshire and one was central Leicester.

Home postcodes also showed that the majority of respondent lived in Northamptonshire postcodes. As postcodes do not neatly match local authority or CCG boundaries, there were

examples where people gave, for example, a Leicestershire postcode but lived in the Corby borough.

We also asked people further questions to allow us to see which areas of the community responded. This is summarised below:

- 30% of respondents were male, 66% female
- Majority (60%) that responded identified as Christian (this covers all denominations of Christianity)
- 62% of people responding stated their day-to-day activities are not limited because of health conditions or illness.
- Of those that said activity was limited, the top three reasons were: mobility issues (20%); stamina, breathing difficulties or fatigue (13%); hearing issues (8%)
- The majority of responses came from people who identified as White British (89%); 3% of respondents were White Non-British; 2% Asian or Asian British
- 56% of people answering the survey said they did not look after or support family, friends or neighbours
- 24% said they looked after or supported someone else because of old age, 19% due to long term physical or mental ill-health
- 87% of people responding identified as heterosexual or straight; 1% gay or lesbian and 1% bisexual
- The majority of people who told us their age were in the 60-69 age bracket (36%); 20% were aged 50-59

What happens next?

The information collected through this survey has been used to help us produce the new Northamptonshire CCGs engagement and communications strategy.

We will be taking this through a number of different CCG committees over the coming months, leading to a request for final approval by the CCGs' Joint Governing Body in August.

ENDS