

## Public Involvement and Engagement Advisory Committee

Title of Paper	Public and community insights report – October to November 2022		
Date of Meeting	26 January 2023	Agenda Item	2.2

Lead Author	David Rogers, Head of Communications and Engagement,		
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Purpose of the Report	Please tick as appropriate		
	For Information		✓
	For Discussion		✓
	For Decision		✓
<b>Executive Summary</b>			
<p>The report provides members of the ICB Public Involvement and Engagement Advisory Committee (PIEAC) a summary of public and community insights captured by the ICB between 1 October and 30 November 2022.</p> <p>The report collates insights and trends from ICB communications and engagement activity, reports from completed engagement programmes and initiatives along with trends from ICB corporate channels such as complaints, social media and media handling.</p> <p>In addition, the report provides a summary of public and patient insights received by partner organisations across the integrated care system for consideration by the committee.</p> <p>This is the second Insight report and continues to be developed to improve the way information is presented and insight from partners included within the report based on feedback from committee members.</p>			
<b>Recommendations</b>			
<p>The Public Involvement and Engagement Advisory Committee is asked to:</p> <ul style="list-style-type: none"> <li>Note the contents and summary of insights contained in the report</li> <li>Recognise and endorse the engagement and involvement activity undertaken across the ICB and the resulting insights shared in the report</li> <li>Note the forward view of upcoming engagement, involvement and co-production activities for the next period</li> </ul>			
Equality Impact & Risk Assessment Completed	Yes	No	✓ Not Applicable
Patient and Public Engagement Completed	✓ Yes	No	Not Applicable
Financial Implications	Yes	No	✓ Not Applicable
<b>Risk Identified</b>			
	✓ Yes		No
If Yes : Risk	Lack of effective involvement and engagement across the ICB RISKS an		

	inability for the ICB to make sure effective and efficient health and care services are delivered, decision making which does not take public insight into consideration and lack of empowerment within our communities.
Report Authorised by:	

## **Public and community insights report – October to November 2022**

### **1. Introduction**

The report provides members of the ICB Public Involvement and Engagement Advisory Committee (PIEAC) a summary of public and community insights captured by the ICB between 1 October and 30 November 2022. It is the second report, following the inaugural PIEAC in October.

The report collates insights and trends from ICB communications and engagement activity, reports from completed engagement programmes and initiatives along with trends from ICB corporate channels such as complaints.

In addition, the report provides a summary of public and patient insights received by partner organisations across the integrated care system for consideration by the committee.

This report format has been accepted by the PIEAC, however it continues to be in development with opportunity to improve the way information is presented and insight from partners included within the report based on feedback from committee members.

The relationship with the ICB Quality Committee is also important as this has an important role in demonstrating, assuring and making decisions in relation to any quality improvements which the insight and engagement activity may lead to.

### **2. Executive summary: headline trends and key themes**

- There are clear trends across a range of channels for topics of enquiries and requests being received by the ICB around primary care, urgent and emergency and ICB establishment. These are also areas of national and political concentration
- A number of proactive communications activities are driving increased traffic and conversations across ICB online channels including the website and social media – particularly in relation to mental health, suicide prevention and primary care. The majority of the feedback is positive or neutral in sentiment.
- More insight is expected to be captured as the ICB engagement infrastructure is developed over the coming weeks, and the model of engagement and involvement is embedded over the coming weeks and months.

### **3. Insight from ICB organisation channels**

#### **3.1 Patient Experience**

This function is delivered by a combination of Midlands and Lancashire Commissioning Support Unit (MLCSU) and ICB employees. The service provided covers formal complaints, PALS enquiries and letters from local constituency MPs. Totals for the MLCSU service for the period 1 October to 31 November 2022 (extracted on 5 December) are below.

Case Type	Total Number October and November	Trend
Complaint	90	↑
MP Letter	36	↓
PALS Enquiries	157	↑
Total	283	↑

Complaints showed a significant increase from the numbers recorded across the three months July to September. These are predominantly complaints about a range of commissioned providers and about Continuing Healthcare. PALS enquiries showed a small increase for period reported.

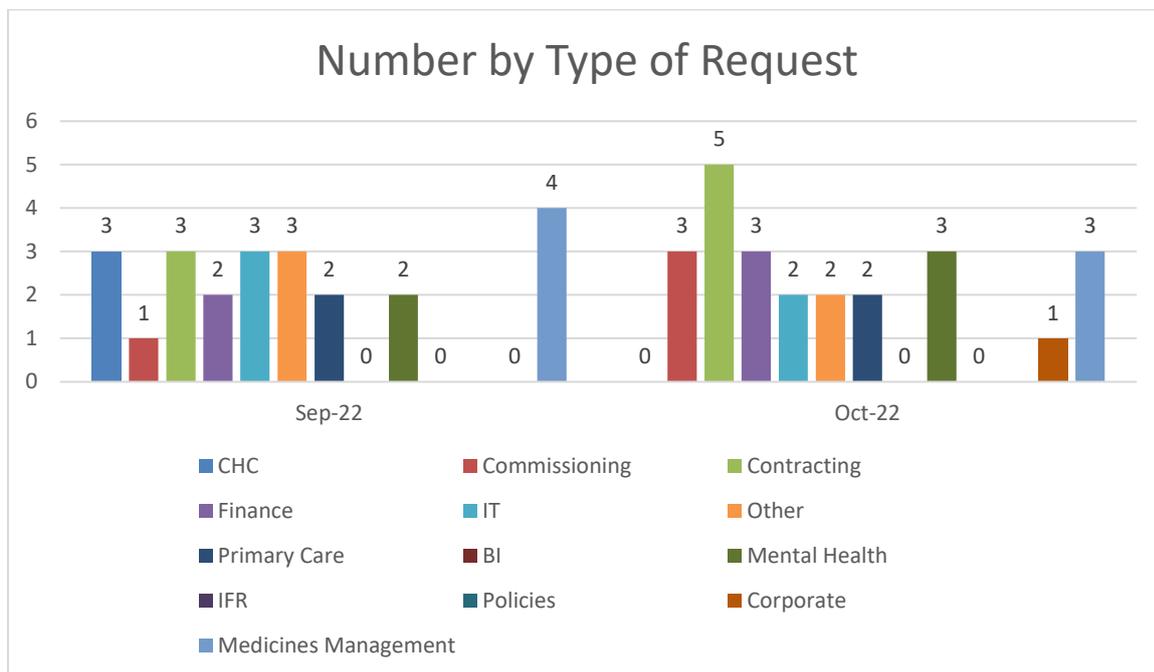
There was a decrease in the numbers of letters received from local constituency MPs. There was no clear reason for the reduction. More detail about MP correspondence is in section 4.5 of this report.

### 3.2 Freedom of information (Fol) requests

Fol requests and the management of these is not coordinated through the PIEAC, however they are a useful source of intelligence and therefore this report only presents the themes and topics which have been captured. The Fol data is only available for October currently, as the Fol are not due to do another report until January which would include Nov/Dec figures.

FOI	No. Received
June 2022	80
July 2022	30
August 2022	40
September 2022	23
October 2022	24

The majority of cases have been received from members of the general public followed by the commercial sector during this period. There has been a variety of requests received this period with Contracting and Medicines Management proving to be popular types of request.



### 3.3 MP and councillor interest

Correspondence from constituency MPs is currently handled by a combination of the MLCSU Patient Experience service and ICB staff. The main themes continue to be primary care followed by continuing healthcare. The remainder were spread across a wide range of health and care services.

### 3.4 Media interest and response

The ICB communications and engagement team manages media interest and enquiries along with coordinating partnership activity across NHS organisations.

Period	Press enquiries	System-wide media releases	Hyper-local media releases	Statements Issued	Broadcast interviews	PR Reach
October	17	3	2	5	4	9,055,554
November	33	14	2	9	6	15,162,875

We saw a decrease in October most likely due to a number of government announcements dominating the news agenda, however, we've seen an increase in November, most likely due to a focus on winter pressures and industrial action.

Main themes for media enquiries:

- Virtual wards
- System Control Centres
- Winter pressures
- Industrial action
- Targeted lung health checks

### 3.5 Online and social engagement

#### Online and social engagement

The ICB communications and engagement team manages Facebook and Twitter accounts for the ICB which have been reviewed throughout November to be more effective in communicating activity across Lancashire and South Cumbria. These are in addition to accounts for Instagram, LinkedIn and YouTube.

#### Data and activity summary: October – November 22 v August – September 22

<b>Combined following: 68,917 ↑ 739</b>	
<ul style="list-style-type: none"> <li>Facebook: 31,509 ↑ 297</li> <li>Twitter: 36,698 ↑ 81</li> <li>LinkedIn: 419 ↑ 161</li> <li>Instagram: 291 ↑ 200</li> <li>YouTube: 43</li> </ul>	<ul style="list-style-type: none"> <li>74% female and 26% male followers.</li> <li>526 posts (↓ 18) with a combined post reach of 183,867 (↓ 94,917).</li> <li>1,447 inbound engagements (↓ 500). (The above stats don't include YouTube)</li> </ul>

#### Most engaging social posts in October and November

	Clicks	Likes	Shares	Reach
1.	Old Links surgery patient engagement event (Facebook)	Caribbean and African Health Network (CAHN) awards win (LinkedIn)	Fylde Coast health bus – mini health assessments (Facebook)	Old Links surgery patient engagement event (Facebook)
2.	Board meeting (LinkedIn)	Children and Young People's Mental health workshops (LinkedIn)	Old Links surgery patient engagement event (Facebook)	Fylde Coast health bus (Facebook)
3.	Vaccine pop-up (Facebook)	Blackpool Tower – anti microbial week (Twitter)	Fylde Coast health bus – mini health assessments (Facebook)	Fylde Coast health bus – mini health assessments (Facebook)

The data above suggests the most engaging social content is local news/updates which potentially have a direct impact on local people. However, it is felt Facebook is very much the platform to achieve this engagement, rather than Twitter, which is seen as more of a professional/partner networking platform. Therefore, the decision has been taken to stop using the local accounts on Twitter and utilise the main ICB account only. The bios have been updated to reflect this change.

It is recognised more work is required in relation to Instagram and LinkedIn to grow those audiences as well as creating specific content for those platforms (which in fact this goes for all platforms – there's no one size fits all)

## Social media stats for the main ICB accounts

### Facebook

	October	November
<b>Followers</b>	788	809
<b>Total posts</b>	72	97
<b>Post impressions</b>	20,407	18,672
<b>Post reach</b>	19,597	18,291
<b>Link clicks</b>	325	482
<b>Post engagement</b>	2.23%	3.49%

### Twitter

	October	November
<b>Followers</b>	963	1,062
<b>Total posts</b>	71	93
<b>Post impressions</b>	27,500	40,781
<b>Post reach</b>	N/A	N/A
<b>Link clicks</b>	476	618
<b>Post engagement</b>	2.84%	2.3%

### Instagram

	October	November
<b>Followers</b>	119	291
<b>Total posts</b>	3	18
<b>Post impressions</b>	307	1,907
<b>Post reach</b>	237	1,767
<b>Link clicks</b>	N/A	N/A
<b>Post engagement</b>	8.14%	2.36%

### LinkedIn

	October	November
<b>Followers</b>	306	419
<b>Total posts</b>	3	5
<b>Post impressions</b>	1,404	3,671
<b>Post reach</b>	822	2,369
<b>Link clicks</b>	9	5
<b>Post engagement</b>	2.56%	9.21%

### YouTube

	October	November
<b>Number of views</b>	2,472	1,991

<b>Total hours of watch time</b>	305.1	281
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### ICB and Lancashire and South Cumbria Partnership website statistics

	<b>New users<sup>1</sup></b>	<b>Page views<sup>2</sup></b>	<b>Engaged sessions<sup>3</sup></b>
<b>October</b>	34,155	89,049	47,804
<b>November</b>	32,849	91,848	47,615

### Most popular webpages

#### October

- [Lancashire and South Cumbria Integrated Care Board :: Pop-up vaccination clinics \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)
- [Lancashire and South Cumbria Integrated Care Board :: Winter Vaccination Programme \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)
- [Lancashire and South Cumbria Health and Care Partnership :: Integrated care partnership: Listening to our communities on our draft priorities \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)
- [Lancashire and South Cumbria Integrated Care Board :: ChatBot - managing waiting lists \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)
- [Lancashire and South Cumbria Integrated Care Board :: Vac@home service \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)

#### November

- [Lancashire and South Cumbria Integrated Care Board :: Vac@home service \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)
- [Lancashire and South Cumbria Integrated Care Board :: Your local services \(healthierlsc.co.uk\) \(Healthwise campaign\)](http://healthierlsc.co.uk)
- [Lancashire and South Cumbria Integrated Care Board :: Winter Vaccination Programme \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)
- [Lancashire and South Cumbria Integrated Care Board :: Pop-up vaccination clinics \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)
- [Lancashire and South Cumbria Integrated Care Board :: About us \(healthierlsc.co.uk\)](http://healthierlsc.co.uk)

The popularity of both the COVID-19 vaccine pages and the 'Your local services' page correlates with paid for advertising across social and other media.

<sup>1</sup> Number of new and returning people who visited our site during the given time frame

<sup>2</sup> Number of times a visitor loads a page on the site

<sup>3</sup> Number of sessions where people have scrolled at least 90% of the page

### 3.6 Survey responses

The number of surveys with members of the public that we are managing is growing while response rates are lower in this period. This is an indication of the specialist nature of the majority of the surveys and the targeted approach that we are adopting.

	<b>Number of live public surveys</b>	<b>Total number of responses</b>
<b>September</b>	12	14,953
<b>October</b>	13	2,428
<b>November</b>	14	948

Total number of survey responses received in November – 948

Survey with highest number of responses: Lancashire and South Cumbria Vaccine at Home service - 498

The main survey subject areas are:

- New Hospitals Programme
- Slaidburn Country Practice
- LSC primary care pharmacy service
- Orange Button-holder survey 2022
- Vaccine at Home Service
- Readers Group

### 3.7 Patient stories shared, planned and in production

Capturing patient stories is an excellent way of collating and presenting lived experience. These videos are developed with members of the public and shared in a variety of ways. All videos are shared with ICB staff working on the relevant services or initiatives and the ICB quality team.

	<b>ICB (videos)</b>	<b>Quality Committee (Written Narratives)</b>	<b>Status</b>
October 22	Long Covid	n/a	Complete
November 22	ICU	Continuing Health Care	Complete
December 22	Vaccination Outreach	Safeguarding	ICB - complete Quality - complete
January 23	Virtual wards	End of Life Care	ICB – complete Quality - in production
February 23	End of life care	Asylum Seekers/Refugees	ICB – in production Quality - planned
March 23	Hypertension	Maternity	Planned
April 23	Diabetes	Learning Disabilities	ICB – Complete and available Quality – planned
May 23	Older people	Children and Young People	Planned

## 4. Reports, insights and outcomes from engagement activity – including You Said We Did

This section of the report summarises outcomes and insights from completed engagement programmes and initiatives.

Report name	Description and key findings	Next steps / Actions
Summary of NHS insights from engagement activities between 2017 and June 2022	<p>To support the Integrated Care Partnership to develop an Integrated Care Strategy, a summary of insights from engagement and involvement has been produced from work undertaken across the CCGs and NHS partnership programmes of work.</p> <p>The report summarises key themes based on the topics of engagement and involvement activities which have been undertaken.</p> <p>This will be placed on our website on our engagement pages: <a href="https://www.healthierlsc.co.uk/getinvolved">https://www.healthierlsc.co.uk/getinvolved</a></p>	<p>The insights from this report will contribute to the development of the integrated care strategy.</p> <p>The report has been shared on the website and is being used as a</p>
Retirement of GP partner and subsequent closure of The Old Links Surgery, St Annes (Fylde Coast)	Face-to-face patient engagement and sharing of information	No issues reported by patients that would impact on decision to close surgery. Patients in attendance supported with information in where and how to register elsewhere.
Priority Wards Engagement (Birchwood, West Lancashire)	<p>Access to a GP was an issue</p> <p>Lack of perceived trust in GP</p> <p>Poverty – (examples of direct issues in relation to this no credit on phone, can't afford transport to get there)</p> <p>Wanting to have contact with someone in person and not over the phone</p> <p>Perception that A&amp;E Doctors are far more knowledgeable and skilled than GPs can get tests done far more quickly - no coming back and no long wait in between</p> <p>Perceived lack of support for complex issues and crisis, e.g., drugs and alcohol, mental health, no where else to go</p>	Findings integrated into local plans.
Pennine Lancashire Palliative Care – Advanced Care Planning Guide	Guide coproduced with input from service users and carers	Guide has now been reprinted and ready for distribution.
FACE Covid Booster study-Pakistani communities in	<p>Insight around, the following with key recommendations:</p> <p>*Trust in organisations</p> <p>*Language</p>	Report produced and recommendations distilled to shape next phase of

<p>Blackburn with Darwen</p>	<ul style="list-style-type: none"> <li>*Scepticism/ mandatory reasons</li> <li>*Protecting others</li> <li>*Information/ clarity</li> <li>*Personal experience</li> </ul> <p>(Full report and summary of key recommendations and action available from the vaccination programme)</p>	<p>targeted communication and engagement</p>
<p>How we speak about autism across county council and NHS services in Cumbria (affecting South Cumbria residents in Lancashire and South Cumbria)</p>	<p>The consultation was looking at developing consistent terminology and exploring ways of identifying language in Cumbria that could be used consistently when communicating about autism.</p>	<p>The findings will be used in practice and in documents moving forward. We are chasing Cumbria Council for a copy of the report.</p>