

Planning and delivering good engagement on behalf of Camden CCG

2018/19

When and why to engage?

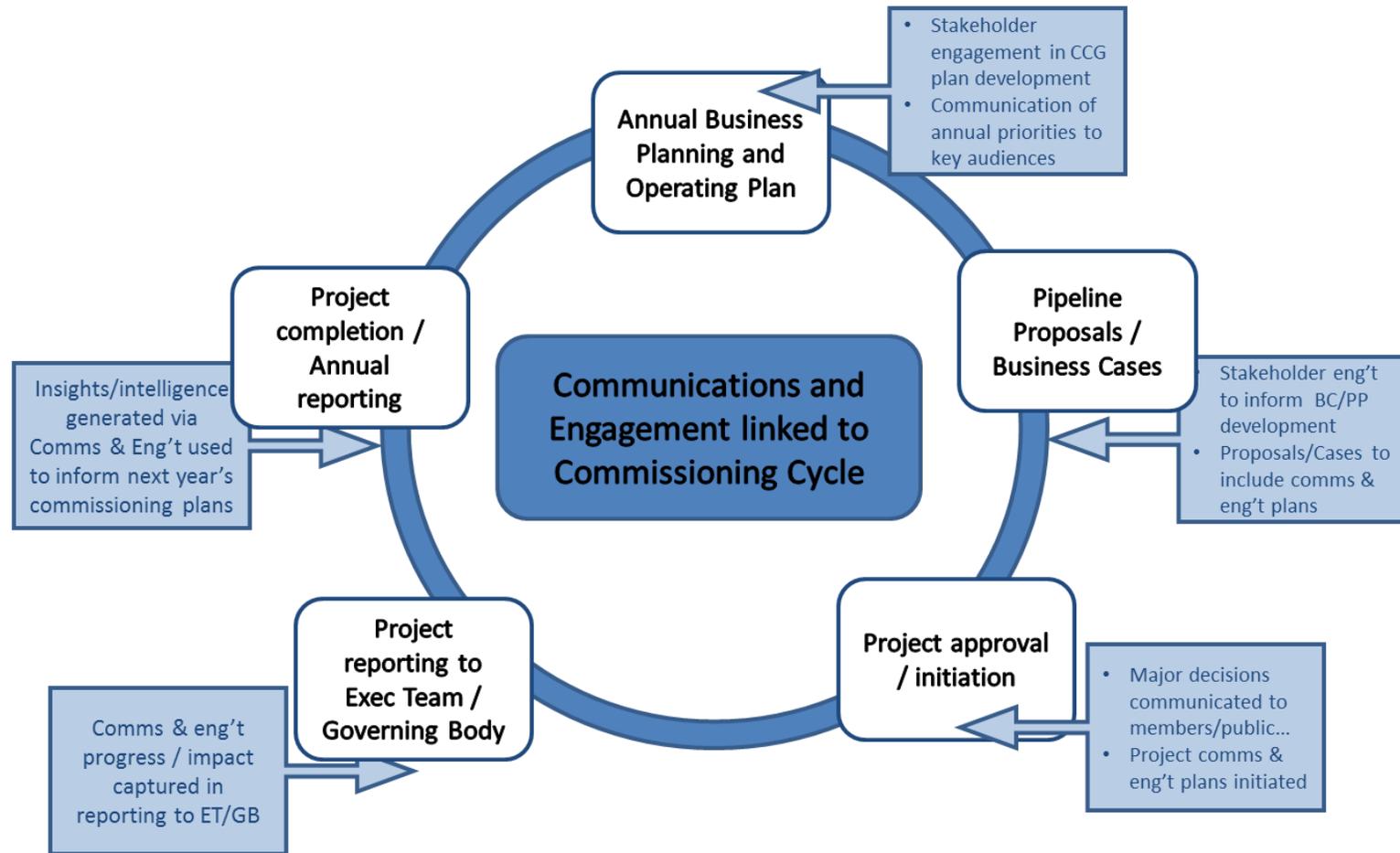
There are many different audiences the CCG may want or need to engage, at different times and for different purposes. Some of the most common are:

Who	Public - broadly and specific groups	Patients - broadly, specific service users and from specific groups	Carers - themselves and those they care for
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When	Inform about services	Assess need	Review services	Decide priorities	Design/Redesign	Deliver	Manage, monitor and evaluate performance
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Why	Give or get information	Forums for debate	Participation - decision making and delivery	Co-design of services	Influence behaviours
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Linking PPE to the business planning cycle



How to engage?

There are many methods to consider when planning your engagement. Combinations that involve the right partners, to reach different audiences, should be considered:

Information via the media	Health campaigns and information	Questionnaires	Focus groups	Semi-structured & structured Interviews
Public meetings/ stakeholder events	Workshops	Patient Participation Groups	Patient feedback processes and complaints	Online surveys
Social media	Handling complaints in a public arena	Media / online advertising	Radio or live phone ins	Service user groups
Meetings with carer and patient groups	Open surgeries	Exhibitions / Seminars	Community development	Co-production

CCG communication channels

The CCG has many channels to gather information, or engage and inform patients and the public, available to all CCG team to use

Face to Face	Written	Digital / Social Media
CPPEG open meetings	Patient materials	PPG eNewsletter
General Practice PPG meetings	Advertising	Corporate website
Biannual PPG Summit	Marketing materials	Twitter
'Meet the Chair' events	Media reporting	Facebook
Conversation events	Service-specific information	Webinars/podcasts
Community events	PREMS data	Videos
Community Researchers	PROMS data	Online advertising
Governing Body meetings	Friends and Family data	Citizen Space (survey tool)
Annual General Meeting		Citizen Panel (market research)
Ad hoc events		National surveys (IPSOS etc.)

We can also harness the channels and platforms of partners such as Camden Council, Healthwatch Camden, Voluntary Action Camden and other local stakeholders etc.

Planning your patient and public engagement activity

- Speak to the Communications and Engagement team re: the best activities to consider and how to use the available channels
- Chat to CCG colleagues working on similar or linked initiatives, to see what engagement may already have been done / be planned
- Speak to the Sustainable Insights team and Quality and Clinical Effectiveness team – to see what data / patient insights are already held by the CCG and what insights might already
- Consider what local patient organisations or voluntary groups might have insights, or channels, that could be useful