

# **Communications, Involvement and Equality Strategy 2020**

## **Contents**

Introduction .....	1
The population of Wakefield .....	2
What are our key priorities? .....	2
What we must do .....	2
What are the standards we will work to? .....	3
Who helps to make sure we communicate and engage? .....	4
How will the success of the strategy be measured (accountability)? .....	4
How can we help colleagues and partners? .....	5
Who helps us to engage and communicate? .....	6
Are there other useful resources? .....	7

## **Introduction**

As lead for patient and public involvement and equality and diversity I am proud of the great work that the CCG does to make sure the public have a voice in what we do and that we connect involvement work with equality to reduce inequalities. We will always seek to improve and to work in new ways so that we communicate with and hear all the voices of the diverse communities of Wakefield District. At NHS Wakefield CCG equality and involvement are well linked, hence my joint role. I hope this interactive strategy assures you of this and brings to life the standards we will work to.

Stephen Hardy,

Lay Member

Patient and Public Involvement and Equality and Diversity

## **The population of Wakefield**

- In Wakefield, 70 per cent of the population is overweight. The average for England is 64 per cent.
- 34 per cent of the Wakefield population are inactive. The average for England is 28 per cent.
- 23 per cent of Wakefield are smokers. The average for England is 18 per cent.

## **Children in low income families**

21 per cent of children in Wakefield are in low income families. The national average is 20 per cent.

## **Healthy life expectancy-years (lived free of illness and injury)**

Wakefield - men 58.6, women 60.5

Nationally - men 63.4, women 64.1

## **Disability Households - disabled person in poverty**

In Wakefield 50 per cent of disabled people live in poverty. The national average is 31 per cent.

## **What are our key priorities?**

We know that people in Wakefield District are affected by health inequalities. This means that their health is often worse than other people living in the same population. This can be for many different reasons – poverty, housing, employment, lifestyle. We want to make sure the work we do reduces health inequalities and improves quality of life.

We will do this by focusing on preventing people getting ill and by improving health, working in partnership with the council, health providers, local community groups and the public.

## **What we must do**

[NHS Act 2006](#) (amended 2012) states that CCGs must make arrangements to involve relevant individuals in:

- planning
- development and consideration of proposals
- and decisions they make.

[NHS Constitution](#) states CCGs must:

- provide information and support needed for people to influence and scrutinise the planning and delivery of NHS services
- work in partnership with individuals, families, carers and representatives
- encourage and welcome feedback on health and care experiences and use this to improve services

[The Equality Act 2010](#) brought together previous equality law, and protects people against discrimination, harassment and victimisation.

[The Public Sector Equality Duty \(PSED\)](#) this part of the Equality Act requires public bodies to improve equality for communities and their staff.

The CCG also has a duty under the [Health and Social Care Act 2012](#) to reduce inequalities between patients in access to health services and the outcomes achieved and to report on their progress.

## **What are the standards we will work to?**

### **We will:**

- Ask people what they think, listen to what they say and give them feedback about what we do. Talk to a representative sample of the community
- Use different formats and clear, appropriate language to ensure accessible, consistent communication
- Nurture good relationships and trust by being open, honest and accountable
- Be timely, targeted and proportionate in how we communicate and engage
- Make sure that communications, involvement and equality are everyone's responsibility – staff, public and partners
- Use resources well to make sure we get the most out of what we have

- Support member practices and our providers to deliver these values
- Review and evaluate our work

[Find out how we have been doing.](#)

## **Who helps to make sure we communicate and engage?**

### **Public Involvement & Patient Experience Committee (PIPEC)**

Patient and voluntary and community sector (VCS) group representatives who assure governance of our work, including communications, involvement and equality. They link to the Governing Body and our Integrated Governance Committee.

### **Patient Participation Group (PPG) Network and individual PPGs**

Members of Practice PPGs come together learning, sharing and networking with us. They tell us what is happening locally.

### **Wakefield Equality Health Panel**

People from diverse groups meet, as members or reps from VCS groups, to support us on our equality and engagement work, like the [EDS2](#), the accessible information standard and local projects, like involvements and equality impact assessments.

## **How will the success of the strategy be measured (accountability)?**

This strategy has been developed alongside colleagues, partners and patients. Below shows the groups that will make sure we do what we have said in the strategy and the ways this can be measured. The strategy will remain a working document open to new development and ideas.

### **Accountability**

- [Lay member involvement](#)
- [PIPEC, PRG Network and Equality Health Panel](#)
- [Integrated Governance Committee & Governing Body](#)
- [Quality Intelligence Group](#)
- [Healthwatch](#)

- [Overview & Scrutiny Committee](#)
- Annual General Meeting

## **Methods**

- [NHS Oversight Framework](#)
- [Annual Report](#)
- [Equality Delivery System Report](#)
- [Workforce Race Equality System](#)
- [Public Sector Equality Duty Report](#)
- [Annual Involvement Report](#)
- [Quarterly Patient Experience Reports](#)
- Evaluation of projects
- [External specialist assurance](#)
- Debriefing & peer review
- Audit
- Equality reviews for representation & themes

## **How can we help colleagues and partners?**

### **Dedicated team with skills and expertise**

- Facilitation
- Building relationships
- Involvement advice, guidance and training
- Questionnaire development
- Driving equality internally

- Equality and Diversity training
- Equality advice and guidance
- Accessibility and communication needs
- Writing and editing
- Web development
- Social media
- Project management
- Media management
- Event management

## **Who helps us to engage and communicate?**

### **Key partnerships:**

- Healthwatch Wakefield
- Community Engagement Partnership
- Equality & Cohesion Group
- Connecting Care Communications Group
- Local Councillors
- GPs
- West Yorkshire & Harrogate Integrated Care System (ICS) Communication and Engagement Network
- West Yorkshire Engagement Group
- Yorkshire and Humber Equality Leads Network

## **Are there other useful resources?**

NHS Wakefield CCG website – Get Involved:

<https://www.wakefieldccg.nhs.uk/home/patient-in-wakefield/get-involved/>

NHS Wakefield CCG website - Equality & Diversity:

<https://www.wakefieldccg.nhs.uk/home/patient-in-wakefield/what-we-do/public-documents/equality-and-diversity/>

Connecting Care website: <https://connectingcarewakefield.org/>

Joint Strategic Needs Assessment: <http://www.wakefieldjsna.co.uk/jsna-data/phact/>

NHS England – Get involved: <https://www.england.nhs.uk/participation/>

NHS England – Bite sized guides:

<https://www.england.nhs.uk/ourwork/insight/insight-resources/>

NHS England - Equalities & Health Inequalities Hub:

<https://www.england.nhs.uk/about/equality/equality-hub/>

NHS England - Accessible Information Standard:

<https://www.england.nhs.uk/ourwork/accessibleinfo/>

NHS England – Equality and Diversity: <https://www.england.nhs.uk/about/equality/>