

## **Joint Communications and Engagement Committee**

### **Terms of Reference**

#### **Introduction**

All Clinical Commissioning Groups (CCGs) have a statutory responsibility to ensure meaningful engagement with their communities and to consult on key changes to health care services. The committee has delegated authority from the Governing Body to develop a clear strategy and implementation plan for how the organisations will engage with patients and the public, to provide assurance to the governing bodies.

Alignment with the Together We're Better priorities for the Staffordshire Transformation Plan will be a key requirement for the CCGs and their plans for communication and Engagement.

These priorities are:

- Focused prevention
- Enhanced primary and community care
- Effective and efficient planned care
- Simplified urgent and emergency care system
- Reduce cost of services

#### **Purpose**

- To support delivery of the CCGs' Communications and Engagement Strategy
- To provide assurance to the Governing Bodies that each CCG is effectively communicating and engaging with its local population
- To support delivery of the CCGs' goals through effective communications and engagement
- To identify best practice in communications and engagement that could be used by the CCGs
- To identify and highlight any risks in relation to delivering effective communications and engagement

#### **Responsibilities**

- To support a two-way dialogue between the CCGs and the residents of Cannock Chase, South East Staffordshire and Seisdon Peninsula and Stafford and Surrounds CCGs
- To develop, coordinate and monitor a range of communications and engagement mechanisms with external stakeholders
- To develop, coordinate and monitor a range of communications and engagement mechanisms with staff and member practices
- To drive greater co-production between patients, professionals and commissioners by enabling patient representatives to influence the planning, development and delivery of local health services
- To coordinate and monitor the communications and engagement support

provided by the CSU. Regular reports will be provided by the CSU Communications and Engagement team including work undertaken by the 'back-office' support

- To coordinate any planned communications and engagement activity (including documentation) and to ensure an inclusive and accessible approach
- To provide an additional mechanism for the collection and escalation of soft intelligence
- To raise awareness about the CCGs, including their roles and responsibilities, their priorities and opportunities for the public to be engaged
- To engage with the media to develop closer working relationships, and in turn promote the activities of the CCGs to the public
- To ensure public engagement is central to the committee's priorities and to evidence how the committee will engage with 'hard-to-reach' members of the public in order to make sure they are fully represented
- To support the priorities of the Staffordshire Transformation Plan and help communicate any relevant messages from the programme

### **Accountability and Reporting Arrangements**

- Accountable to the Governing Body of each CCG
- To report quarterly to the Governing Body to provide assurance around communications and engagement
- To enter any issues related to patient experience onto Datix and escalate to the Quality and Safety Committee where necessary

### **Membership**

- SAS CCG Lay Member for Patient and Public Engagement (Chair)
- CC CCG Lay Member for Patient and Public Engagement (Vice Chair)
- SESSP CCG Lay Member for Patient and Public Engagement
- All CCG Lay Members
- Assistant to Chief Executive
- Communications and Engagement Manager (CSU)
- Communications and Engagement representatives (CSU)
- Administrative support
- Staffordshire Healthwatch representative
- Representatives from thematic groups as appropriate
- CCG management team as required

### **Quoracy**

- A minimum of five officers, including representation from each CCG and the community
  - CCG representation
  - CSU representation
  - Lay Member representation (one from each CCG)
- The minutes should state whether the meeting is quorate or not. Where a meeting is not quorate, arrangements for dealing with this should be clearly set out in the minutes.

## **Meetings**

- Meetings to be held on a monthly basis
- Action notes to be taken
- Agenda and papers to be circulated no less than seven working days in advance
- Items for the agenda to be sent to the Communications and Engagement Manager no less than 10 days prior to the meeting

## **Review**

- Terms of Reference will be subject to review in April each year.