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To: CCG Clinical Leads

CC:CCG Accountable Officers

22 October 2013

Dear Colleagues

A Call to Action: October update

NHS England launched a Call to Action¹ in July this year, which outlines the key challenges facing the NHS over the next 10 years. We are aware that lots of discussions are already taking place nationally and at a local level. Our Area and Regional Teams have informed us about the work that CCGs in their area have planned, including local events to encourage conversations with patients, stakeholders and the public on the future shape of NHS services.

Area and regional teams have also received queries about how the Call to Action links to the integrated planning process and what support is available to help support these conversations. We hope to address some of these queries in this letter and update you on the work that has taken place to date.

- Between July and September, NHS England worked with six CCGs to design tools and materials to support patients, the public and partners on the engagement elements of the Call to Action. The CCGs involved in this work were: Hull, Birmingham South and Central, Dorset, Enfield, North East Lincolnshire and Harrogate and Rural District. The events were designed around each CCG and took into account their local priorities. However, the feedback identified was consistent across all CCGs and centred around:
 - **How to deliver good patient and public engagement** - The Patient and Public Voice team at NHS England recently launched the Transforming Participation in Health and Social Care Guide to support commissioner's in two of their legal duties around involving patients and carers in planning, managing and making decisions about their care and effective participation. Further resources will become available over the next few months to support meaningful participation of patients and the public in A Call to Action.
 - **Translation of the national context around the Call to Action into more meaningful messages for CCGs.** We are developing an "Any Town CCG" tool which will illustrate how high impact interventions can help deliver safe

¹ <http://www.england.nhs.uk/2013/07/11/call-to-action/>

and sustainable services within the expected financial resources, providing a “how to guide” for implementation.

- **Support around delivery of transformational change at a local level** - Alongside the co-design events, we have been working with our Area and Regional Team Directors so that they are prepared to support CCGs in the development of local plans.
- **Case studies** - A series of case studies are being developed which outline good practice nationally and will be available to share with CCGs. More details of these will be provided through the CCG bulletin.

Tools and materials

As well as feedback from CCGs, NHS England has been working with the Call to Action co-signatories to identify what national support would be helpful. This will be released in phases as described below:

1. **Introductory phase**

The following documents are attached to this update include:

- A calendar of existing local events . This is a live document so any updates can be sent to england.calltoaction@nhs.net
- A template presentation that introduces a Call to Action contextualises the messages at a local level which are intended to be individualised to suit CCG audiences.
- An outline of the national strategy and planning process

2. **Engagement themes**

Five national engagement themes have been developed as the focus of the public engagement and the content development of strategic and operational plans. These are the **provisional** dates:

- 7 October: Prevention
- 21 November: Futures Summit
- 25 November: Parity of Esteem
- 18 December: Patients in Control
- 14 January: Well Co-ordinated Care

Supporting discussion material, including innovative thinking, case studies and benchmarking information related to the above themes will be made available following each event via the CCG bulletin.

We are also using the [NHS Choices forum](#) to create an on-line debate and polling linked to these themes.

Link to other work across NHS England

There are a number of other initiatives in place across NHS England which CCGs will be aware of, which link closely with a Call to Action and which will support CCGs in the delivery of new and innovative ways to deliver services at a local level. They are:

- *Improving General Practice* – A Call to Action was launched in August this year. The aim was to stimulate debate amongst Area Teams and CCGs, as well as general practice providers, local authorities and other community partners, as to how best to

develop general practice services. Similar frameworks are being developed to stimulate discussions about NHS England's strategic approach to the commissioning of primary care dental services, community pharmacy and primary care eye services. Area Teams are now working with CCGs to develop local strategies for primary care which will be based on close engagement with patients and the public. Nationally we are developing a strategic framework for commissioning primary care which will include a range of tools and products to support local primary care transformation.

- *Service Integration* – discussions are taking place nationally and locally about the development of guidance to support the forthcoming Integration Transformation Fund 15/16 onwards. This guidance will also take in to consideration the work which is due to commence with the Integration Pioneers. Best practice from these areas will be shared with all CCGs.
- *Service Transformation* – NHSIQ and the Commissioning Development Team at NHS England are in the process of delivering a CCG Transformation programme – all 211 CCGs will have the opportunity to participate in this programme by Dec 2014, each taking a programme of transformation work through the programme – very much focusing on the “how to” of change. Over 30 CCGs are already on the programme. There is also a web platform in development which will underpin the programme to support the “how to” guide.
- *Clinical Domains:*
 - Urgent & emergency care review – NHS England is undertaking a review into how to improve urgent and emergency care provision across England. The in-depth review covers a wide range of issues cutting across all aspects of service design, provision and commissioning. Interim findings from the review will be published imminently.
 - Seven Day Services - The NHS Services, Seven Days a Week Forum has been examining urgent and emergency care and diagnostics, as a first stage, to identify how there might be better access to routine services, seven days a week. The Forum will be publishing its findings shortly including addressing issues of workforce, finance, clinical standards and levers and incentives.

The integrated planning process

- A Call to Action is intended to support the development of bold and transformative plans that are required for submission as part of the 2014/15 planning round for CCGs. In Sir David Nicholson's letter dated 10 October 2013, he outlines the need for CCGs to submit five year strategic and operational plans, with the first two years at an operational level of detail, developed by local systems working in partnership.
- Over the autumn, we would like CCGs to use the intelligence gathered as part of a Call to Action (outlined above) to support their patients, the public and stakeholders to participate in the development and ambition of these plans. Further information will be provided on planning during the autumn.

Moving forwards

We are committed to supporting the local health systems to identify, agree, develop and implement their own strategic plans to deliver a sustainable NHS for future generations that deliver high quality care for all. If you have any further comments, questions or requests, please contact england.calltoaction@nhs.net.

Thank you for your continued support and effort that has already been invested in local engagement, it is the best way to secure a solid foundation for future plans.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'R. Harris', with a horizontal line underneath.

Professor Robert Harris

Director of Strategy

Annex One



Prevention

How can we work together to prevent ill health and treat disease quickly?

- 7 October



Valuing mental and physical health

How can we ensure mental and physical health are valued equally?

- 25 November



Future scenarios

What could the future landscape look like?

- 21 November



Well co-ordinated care

How can we develop services centred on patients not organisations?

- 14 January



Patients in control

How can we support patients being in control of their health care?

- 18 December



Learning from the best

How do we identify, learn from and implement good practice in health?

- On-going