healthwatch Cambridgeshire **healthwatch** Peterborough

Communications plan 2023–24

Communications Team Programme

Purpose

To raise awareness, change perceptions and encourage our audiences to act

Audiences

Public	Our People	Professionals
Users of NHS and social care services and those who need care. Seldom heard communities, especially ethnic minorities, adults with disabilities and long-term conditions, older people, young people with mental health support needs, communities experiencing the worst health inequalities Family, friends and carers of patients Patient / Service user groups, e.g. PPGs	Directors and staff Volunteers Healthwatch England and network	Health and care leaders, including the ICB, ICS, NHS Foundation Trusts Commissioners and managers of services Local authorities and councils Front-line professionals when relevant Voluntary and community organisations Large employers and trade unions Local media

Goals

To be aware of us To believe we can help To give feedback and get advice To recommend us	To be aware of our support To use our support to do their jobs well, provide a consistent service and make a difference	To be aware of us To value our help To act on public feedback

External environment

- According to the 2021 Census, 852,523 people live in Cambridgeshire and Peterborough.
- More people are living longer and with one or more long-term conditions, increasing the demand on services
- Challenges around healthcare workforce retention and medical supplies
- Significant health inequalities and related disparities in access to services which relate to geography, ethnicity and income
- Issues around information access and digital exclusion

Brand awareness

Area	Goal
Brand	Develop a consistent and engaging brand
Marketing	Produce messaging which is easy to find, attracts attention and drives engagement
Campaigns	Increase reach and engagement
Content	Produce content that is relevant, useful and accessible
Network	Produce information that helps stakeholders promote our services

A national survey conducted by Healthwatch England in 2021, found that brand awareness of Healthwatch stood at 40%. 68% had seen the Healthwatch logo and name but were not aware of the organisation's role.

A 360-degree feedback exercise conducted with local stakeholders around 2020, showed that Healthwatch Cambridgeshire and Peterborough is well regarded by commissioners, providers and local voluntary organisations.

We are currently investigating options to conduct further stakeholder surveys to identify ways to increase our brand awareness with various audiences. The results of this process will help us identify the focus and indicators of developing our brand awareness.

Vision and mission

Brand	Your health and social care champion		
Position Statement	We make sure services hear your voice and use your feedback to improve care		
Target audience	People using health and care services. Friends, families and carers of those people.		
Elevator pitch	If you use GPs and hospitals, dentists, pharmacies, care homes or other support services, we want to hear about your experiences. We have the power to make sure health and care decision makers listen to your feedback and improve standards of care. We can also help you to find reliable and trustworthy information and advice. Last year, we helped almost three thousand people to have their say and get the support they need.		
Pillar	**Easy to find and contact**	**Relevant support and information**	**Our services benefit our communities**
Proof point	We are active and visible in our communities	If you are confused or uncertain, we can offer support and signpost you to relevant information	If someone you know needs help, tell them about us
	It is quick and easy to share your experiences with us	Your comments won't affect your care and could prevent others from suffering	Your experience can help improve care and this is evidenced by what we have achieved
Call to action	Share your story to help make care better Access the information and advice you need Recommend us to your friends and family Volunteer with us Learn about the difference you have helped make		

Our mission, defined within the scope of this strategy, is to create a local focus on community events, forums and activities, supported by informed volunteers and proactive online/offline communications that positively impact on the health and care of people living in our communities.

The aims of our various communications, which reflect our Healthwatch strategic priorities, are to:

- Increase the number of health and care experiences shared with us so that we have credible datasets to present commissioners and providers to influence improvements to services
- Promote engagement activities that enable us to gather those experiences
- Increase awareness of and engagement with our information service and its resources
- Enhance Healthwatch Cambridgeshire and Peterborough's reputation with commissioning and provider organisations to aid our partnership with them

Core communication principles

Our core values are reflected in our communications.
Principles
Deliver clear messaging to tell our story
Make Healthwatch local and relevant
Use plain English and images that are representative of the local community
Follow Healthwatch England brand guidelines and tone of voice

All aspects of our comms strategy are aligned with and complement our organisation's strategic aims:

1. **Access and Accessibility**

   We will influence, support and advocate for improved access to primary, secondary, social care services and mental health services in our region, placing particular emphasis on reducing health inequalities and improving services for young and the elderly.

2. **Increase Awareness**

   We will work to help the public understand the way health and social care services are being reformed, delivered, and planned across Cambridgeshire and Peterborough, so they better understand the choices available and provide them with high quality, information, advice, and guidance.

3. **Be the Voice of the Public**

   We will listen, gather, and share the views and experiences of individual service users and communities with decision makers, acting as a critical friend to hold them to account. We will involve local people in projects and research to gather information, patient stories, case studies and feedback to help us monitor service quality, patient outcomes and help to shape service delivery locally and regionally.

Accessibility

We aim to ensure that our information, events and services are accessible to people with information access needs, or those whose first language is not English	
Information	We will create bespoke materials on demand for groups or individuals with specific needs and ensure materials are available in alternative formats We will create Easy Read versions of our Annual Report and other significant reports that we publish We will adhere to RNIB See it Right clear print guidelines We will ensure good contrast between text and background, clear font and layout
Website	Our websites meet W3C AA standards for accessibility and contains information about how to use specific access features We use clear labels and plain English to make information easy to understand We use ALT text on website and social media images where this functionality is available
Community and other	We will consistently promote our Health and Care forums, Partnership Board meetings and other Healthwatch events We will ensure that our staff, volunteers and stands are clearly identifiable at public events We will provide relevant and engaging communications materials to staff attending public events

Channels and tactics

Through our comms activity, we have helped to increase the number of health and social care experiences shared by service users. We have exceeded the target set for period October 2021 to June 2023 of 2,500 experiences by reaching 3,809 patients and service users. We will continue to further build on that figure, leading up to 2025.

We aim to:

- Maintain and continue to develop advice resources on the Healthwatch websites – targets to be set at end of first year. Ensure that our website caters for the needs of our audiences by improving navigation and access to localised information.
- Develop a co-ordinated campaign to engage young people to enable their views to be heard. Support recruitment of young volunteers through our communications. All of this will be driven and facilitated by the establishment of a Youthwatch group.
- Develop co-ordinated campaigns to target hard to reach groups – such as people from BAME communities and men. This will require increased engagement with other organisations whose aim is to support communities that are harder to reach.
- We will help to get our key campaign messages out to relevant audiences through our health and care forums and partnership boards.
- We will promote public surveys designed and produced by our Information Team to gather experiences of health and social care provision.

Delivering services digitally

We are mindful of digital exclusion issues and will be considering the findings of the community researchers project on digital inclusion once completed as this may factor into how we deliver communications.

More than 91% of local adults are digitally connected, mostly via mobile phone, providing Healthwatch Cambridgeshire and Peterborough with an opportunity to enhance access to its services through delivering information and advice via online content, and gather people's experiences of services. Access is highest amongst

younger adults (99% for those aged 16 to 44 years), but down to 47% for those aged 75+. Healthwatch Cambridgeshire and Peterborough is mindful that digital exclusion is higher amongst disabled adults (78% are online).

The level of digital connectivity in the local population gives Healthwatch Cambridgeshire and Peterborough an opportunity to create efficiencies in its approach to service delivery by driving digital users to the website as the first point of contact to enable project delivery staff to focus their time on those who are digitally excluded. This will be done through a content marketing approach and search engine optimisation, as well as integration of online and offline campaign materials.

There's a need to be mindful of poor connectivity in some rural areas which will disadvantage young people, people from migrant communities and others who do not have access to Wi-Fi. And a need to be mindful that although young people are digitally connected, they are less likely to share their experiences of services.

Websites: The Healthwatch Cambridgeshire and Healthwatch Peterborough websites were redeveloped and launched by April 2020 and have recently been upgraded from Drupal 7 to Drupal 9. However, maintaining two websites with duplicate content negatively impacts our Google rankings and hinders online discoverability. Search engines penalize duplicate content, causing both sites to compete for search engine visibility, thereby diluting our overall presence. This redundancy confuses search algorithms and makes it more challenging for the public to locate us, ultimately diminishing our online reach and accessibility.

We have explored merging our existing websites into a unified platform on WordPress, driven by our aim to streamline our online presence and elevate the overall user experience. By consolidating our digital footprint, the intention was to create a more cohesive and user-friendly online environment. However, Healthwatch England have informed us that is not possible at this time due to existing legislation.

We still intend to migrate to WordPress as this will offer us the flexibility and robust features needed to achieve seamless navigation and provide a consistent, engaging experience for our visitors.

Social media: We use social media to listen to people, provide information and advice resources, and to deliver Healthwatch services to digitally connected people.

- Facebook - Healthwatch can effectively engage with the public on health and social care topics by harnessing the reach and interactive nature of local Facebook groups. By establishing and actively

participating in relevant groups, we can initiate meaningful conversations, share information, and gather valuable insights directly from the community. This approach not only facilitates public engagement but also strengthens Healthwatch's presence as a trusted resource for individuals seeking information and support in the realm of health and social care.

- LinkedIn – Healthwatch can harness the potential of LinkedIn as a strategic tool for engaging with professionals in the field of health and social care. By actively participating in discussions, sharing relevant content, and highlighting our organisation's work and achievements, we can establish a meaningful presence within this professional network. This will enable us to connect with key stakeholders, foster partnerships, and effectively communicate our mission and initiatives to a targeted and influential audience.

- Twitter – Healthwatch Cambridgeshire and Peterborough will primarily use this platform to engage with organisational stakeholders, activated patients and service users, sharing events, news and advice articles, strategic updates and reports.

- YouTube - YouTube integrates with other social channels and the website and Healthwatch Cambridgeshire and Peterborough will increase use to help promote the service and give people an opportunity to share their experiences.

- Instagram - Healthwatch harnessed the potential of Instagram in 2023 as a dynamic platform to engage the public on critical issues of health and social care. We will continue to engage with our audience through visually compelling content, interactive stories, and informative posts. We have created an accessible and engaging channel for sharing information, sparking discussions, and soliciting feedback. By leveraging the popularity of Instagram, Healthwatch can foster a more connected and informed community, making healthcare and social care conversations accessible to a wider audience.

- TikTok - To effectively engage with the younger demographic on matters of health and social care, Healthwatch has harnessed the potential of TikTok. This platform offers an ideal avenue for creating short, engaging videos that capture the attention of young people. By utilising TikTok's features creatively, we can spotlight our initiatives and raise awareness about our work in a format that resonates with this age group. This approach will enable us to foster a meaningful connection with the youth, promoting a stronger focus on health and social care among the upcoming generation.

- Threads - Utilising Threads as a communication platform, Healthwatch can effectively engage with both the public and professionals regarding our initiatives in health and social care. This dynamic tool facilitates seamless interaction, enabling us to share updates, gather feedback, and promote meaningful discussions.

Threads offers a convenient and inclusive space where we can connect, inform, and collaborate with our diverse stakeholders, enhancing our ability to effectively communicate our work and gather valuable insights.

E-news: Healthwatch Cambridgeshire and Peterborough will provide a regular e-news update to all stakeholders, with the focus on the information needs of patients and service users. We intend to generate more news and blog content to include in these newsletters.

Podcast: Healthwatch can leverage the power of podcasts to connect with the public and foster engagement on health and social care matters in Cambridgeshire and Peterborough. By using this platform to conduct interviews and share personal stories, we aim to create a compelling narrative that resonates with our audience, encouraging them to share their own experiences and perspectives. Simultaneously, our podcast will serve as an educational resource for the public, shedding light on how local health and care services operate. Ultimately, the podcast will become a valuable hub for listeners seeking a deeper understanding of the healthcare landscape in our region.

The podcast will serve as a prominent vehicle for highlighting case studies of people who contact us to share their experiences.

Hardcopy materials

Healthwatch Cambridgeshire and Peterborough communications team will develop hardcopy engagement and promotional materials to support face to face engagement work, and other core Healthwatch activities as part of general engagement work and integrated marketing campaign work.

This includes posters, flyers, reports and newsletters, as well as promotional materials such as display banners, pens, etc

Earned media and advertising

Healthwatch Cambridgeshire and Peterborough will continue to develop a positive relationship with traditional media organisations to support the delivery of services and activities, increase coverage and brand awareness and inform local people.

Healthwatch Cambridgeshire and Peterborough will work positively to develop opportunities to promote its service through increasing articles in external publications – both online and offline, encouraging staff, Directors and volunteers to participate.

Healthwatch Cambridgeshire and Peterborough will use paid advertising and sponsorship opportunities when this is the best route to reach an audience and it delivers efficiencies in service provision.

Healthwatch Cambridgeshire and Peterborough will seek out earned media opportunities – such as extending plasma screen advertising opportunities in clinical settings to reach patients at the point of care.

Production and process

Drupal Content Management Systems are used to manage the websites and a range of analytics tools are used to assess the impact of marketing activities. Support is available from Healthwatch England and the organisation can input into upgrades to the functionality of the website.

Website content development includes developing an news, advice or blog / vlog articles to the websites on a monthly basis. Healthwatch Cambridgeshire and Peterborough will budget to buy in additional photos and graphic design skills to support the development of content where needed.

Advertising management to be undertaken in-house by the Communications Team. This will mostly be a combination of targeted advertising on Facebook to promote events and conversion campaign activities and Google AdWords. Non-digital advertising routes will also be explored to reach people who are not online.

We brief the team regarding any scheduled media appearances (radio, TV, etc.) and liaise with journalists to amplify our key messages and raise awareness of who we are and what we do.

Audiences and our approaches to them

Healthwatch Cambridgeshire and Peterborough will support individuals to speak directly to the people who make decisions about local health and care services, so their ideas and experiences can help improve care for everyone.

In our efforts to boost community engagement and facilitate meaningful discussions, we actively promote our health and care forums as well as our wheelchair user forum through strategic social media campaigns. Leveraging platforms like Facebook, we employ a multifaceted approach, which includes creating informative events and targeted advertising. Furthermore, we expand our reach by advertising on external websites like fyipeterborough.co.uk – a website that showcases local events in the area. On Facebook, we fine-tune our outreach by focusing on specific geographical areas, aligning our efforts with the relevant health and care forums that cater to those locations. This tailored approach ensures that our forums effectively serve the needs of our diverse audience.

Similarly, we support activity carried out by our Engagement Team to highlight and promote our organisation and role to businesses and schools. This includes the production of information packs, resources, promotional materials and other comms collateral.

Our approach: Public				
Focus	Uses services or is in need of support | Faces unequal access to care | Views are seldom sought | Likely to be from an ethnic minority.			
Goal	To believe we can help | To share their views or use our advice | To value and recommend our service			
Do now	Not enough feedback or seek advice	**Do future**	• Be aware of how we can help • See the value of using us • Feels agency act or encourage others	
Think now	I'm angry or grateful, I want to feedback but why bother | **Think future** I need advice but no one can help| Not sure we're relevant |Fearful about repercussions.		• My feedback will make difference • I trust Healthwatch to help me • They are honest and realistic • I would recommend them	

	Brand point	**Content focus**	**Priority channel**	**Metric**
See	• Listening • Strong • Curious	• Mix of main health and care issues • Led using case studies or trusted experts (GP, Dentist etc.)	• Traditional media • Syndicated social news	Reach
Think	• Including • Brave • Trustworthy	• Advice and information • Call to action • Question	• SEO • Social • In service | Partner	Engagement
Do	• Analysing • Effective • On your side, personable	• Article (who, what, why, how) • Survey	• Website • Email, phone, face-to-face	Action
Care	• Acting • Brave | Strong • Evidence based, fair, courageous, supported	• Impact • Relevance and personalised • Recommend us	• Email and text • Media and social	Reach

Public user journey 2023–24

	See	Think	Do	Care
Hot points	• Feels lost, needs help or advice • Experience made them angry or grateful	• Hopeful we relate to need • Feels potential value in us • Trusts us	• Feedback easy and valuable • Advice feels useful or knows where to go next • Wants to stay in touch	• Felt heard • Thinks making a difference
Steps	Sees social media, in media, physical event or service, or on third party	Search results, social media, website landing page	Use of feedback form or advice page or sign up page or follows channel	Sees email, social or media updates
Experience	We sound strong, trustworthy. Sees us a potential answer	Feels inclusive and trustworthy. Clear offer. Going to be quick and easy.	Feels on your side, effective, personable. Understand next steps.	Feels supported and involved. Thinks we have acted in a fair way.
Issues or opportunities	• Timely and relevant • Consistent message brand and tone	• Tailored feedback forms • Expectations management • Understand journey drop off	• Insight feeds into next step • Comments on social	• Mainstream closing the loop • Clarify actions
Action	• Brand audit • Campaign packs	• Review data • Review feedback form length and tailoring	• Be clear on how use social feedback	• Supporter strategy and testing • Get more out of MC

		Our approach: Professional		
Focus	Those who make decisions about policy and practice. More likely to be policy maker or commissioner but, depending on the issue, could be front-line.			
Goal	To see our advice as relevant | To act on public feedback | To seek us as a partner to help improve care			
Do now	Not enough acting on the issues we raise	Do future		• Understands the heart and mind case for change • Believes change is achievable
Think now	I lack the power or resource to act | This advice is not relevant to me or practical | I don't see the difference this change will make	Think future		• I trust Healthwatch advice • I am convinced in heart and mind • I can change things & understand the risks of not acting • I feel supported not singled out

	Brand point	Content focus	Priority channel	Metric
See	• Including • Strong • Expert, Insightful	• Headlines • Key findings • Case studies	• National and trade media	Reach
Think	• Analysing • Effective • Trustworthy, Personable	• Graphics • Findings • Solution stories • Endorsements	• Social • SEO • Local Healthwatch • Partner networks	Engagement
Do	• Partnering • Brave • Supportive, fair	• Article (who, what, why, how) • Report long read and briefings • Advice	• Website • Webinar • Events	Action
Care	• Acting • Brave | Effective • Curious, courageous	• Impact • Follow up research	• Email and text • Media and social	Reach

Our approach: Staff and volunteers

Focus	People who work and volunteer for us, especially those in a strategic or doing role. They could be a volunteer but more likely to work for Healthwatch.			
Goal	To support them to do their job well |Provide a consistent service | To make the biggest difference they can			
Do now	Inconsistency in terms of skills, approach and how they represent us. | Some working in isolation.	Do future	• Engage in core training and support • Share insights, what's working and impacts • Play back impact	
Think now	• I don't have time or resource to do this • I don't see the that this relevant to me | that's not how we work • This is not a local priority • This seems to hard to do	Think future	• I understand how this is relevant • I believe this will help or benefit me • It seems achievable • I am excited / positive • I feel part of one Healthwatch that is making a difference.	

	Brand point	Content focus	Priority channel	Metric
See	• Including • Effective • Supporting, on your side	• Induction • Announcement/Headlines • Invitation • Question	• Workplace • Newsletter	Reach
Think	• Listening /Analysing • Strong • Expert, fair, insightful	• Who what when where why? • Survey	• Webinar • Article • Workplace post	Engagement
Do	• Acting • Brave • Courageous	• Explainers • How to • Case studies • Template content	• Webinar • Training • Guidance	Action
Care	• Including • Effective • Evidence based	• Results • Updates/next steps • Share /discussion	• Follow up email • Workplace peer communities	Engagement.