

healthwatch

Cambridgeshire



Annual Report 2013/14



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Our vision

We are committed to listening to and working for all people in Cambridgeshire, to actively pursue improvements in health & social care.

To realise our vision we will:

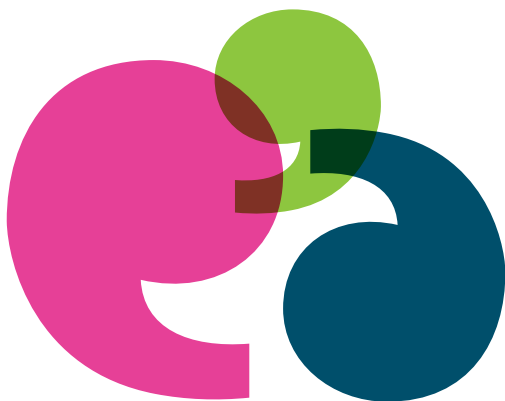
- Aim to be representative of the local community we serve.
- Engage with health & social care commissioners, service providers and communities when changes to service provisions are planned or public health issues addressed.
- Engage and represent the community we serve, with particular emphasis on seldom heard groups.



Our First Year

Welcome to our first Annual Report. It has been a busy year for us.

We have set up a new organisation, started building relationships and established a firm foundation for our future.



This has been achieved at a time of huge change within health and social care systems, which have become more complex in the way they are commissioned, provided and regulated.

Health and social care services are working under pressure, with more people needing care and less money to provide this.

Our role is to make sure that people have a say in how local health and social care services are commissioned and provided.

We have a unique role in looking at the whole of the health and social care system.

At Healthwatch Cambridgeshire, we gather and present people's experiences from their point of view, rather than the perspective of an organisation that provides or commissions a single service.

This holistic focus is our strength, as is our membership of a national Healthwatch network. Successfully combining these strengths will be the key to our future success.

We have built relationships with key decision-makers to maximise our strategic influence.

We cannot challenge every change of service. We can and we will continue to ensure that your voice is heard by those making the decisions.

In this Annual Report we will show you how we have approached our task of gathering people's experiences of health and social care services.

We will show you how we have fed your views back to the people who provide, buy and regulate these services and what difference it has made.

We know it is often the loudest, most eloquent voices that get heard. We will continue to listen to what everyone has to say.

We will also be working hard to find new ways of connecting with people whose views are not so easily heard.

We are recruiting Outreach Volunteers from across the county, who will go out into their communities, tell people about us and find out about people's real life experiences.

Thank you to all the individuals and organisations who have worked with us in the last year.

We look forward to continuing to work with you, to ensure that people's voices get heard.



A handwritten signature in black ink that reads 'Ruth Rogers'.

Ruth Rogers
Chair
Healthwatch Cambridgeshire

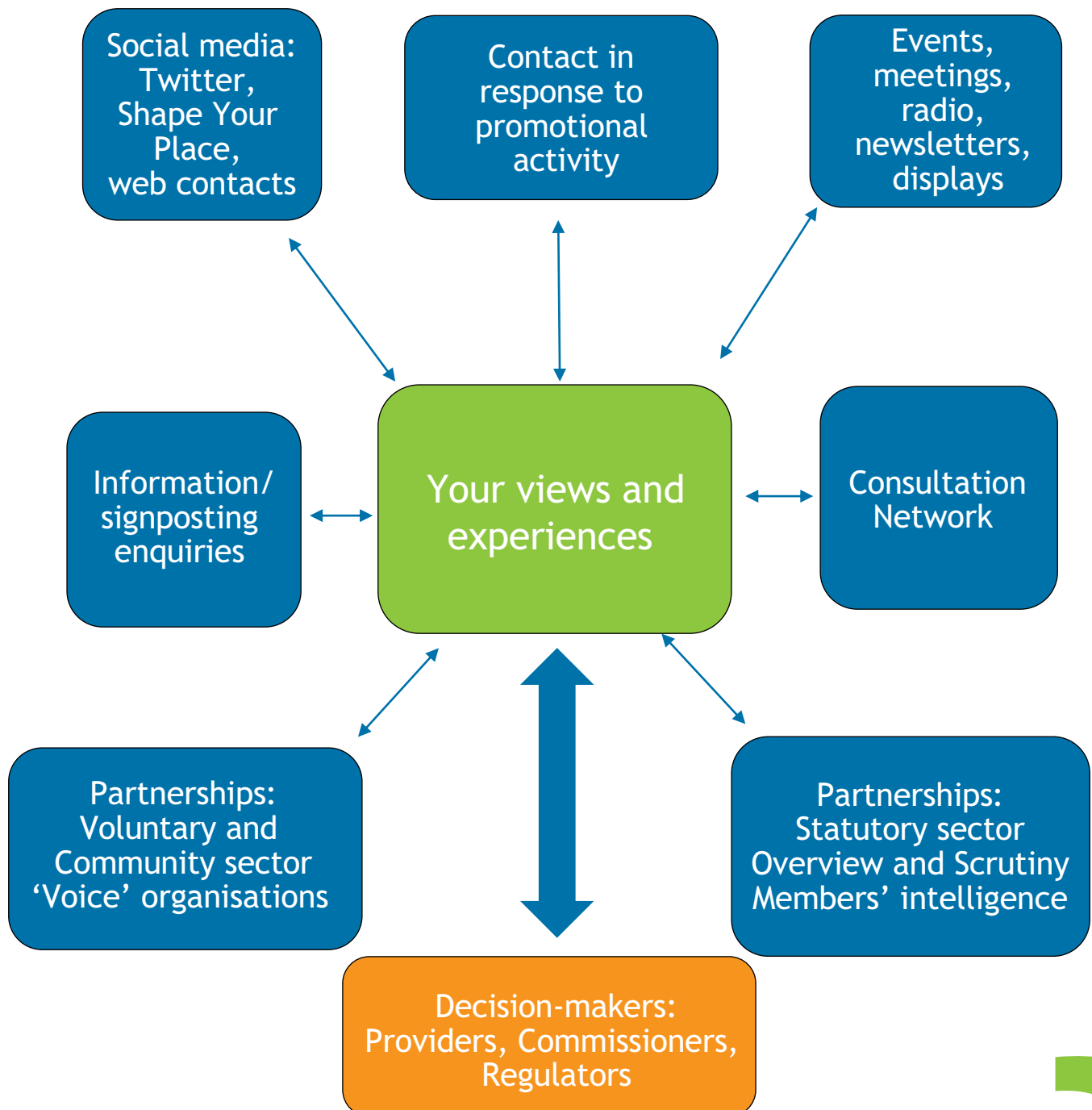


A handwritten signature in black ink that reads 'Sandie Smith'.

Sandie Smith
Chief Executive
Healthwatch Cambridgeshire

Our Engagement Mix

At Healthwatch Cambridgeshire, we listen to people's views and experiences of using health and social care services. To do this effectively in a county as diverse as Cambridgeshire requires a multi-pronged approach. The diagram below explains our Engagement Mix; all the different ways we connect with our different communities and how these all fit together.



Our Activities

Our role is to make sure that people have a say in how local health & social care services are commissioned and provided.

We gather people's concerns, views and experiences and feed them back to the people who make decisions about local care service, so improvements can be made that are informed by lived experience.

Consultation Network

We have developed a Consultation Network to help involve people in health and social care decision making.

Through this network we promote opportunities for participation and feedback, locally, regionally and nationally. At the end of March 2014 the Network had 63 members and this is steadily growing week by week.

57 items were distributed during the year, including:

- Requests for comments on several Joint Strategic Needs Assessments
- Invitations to national, regional and local workshops and focus groups, such as redesigning psychiatric services at Addenbrookes
- Promoting opportunities for lay people to join a number of NHE England Committees including the East of England Citizens' Senate
- Local consultations, for example about mental health services and The Better Care Fund



Understanding and Simplifying the Experience of Complaining

It is not easy for people to know how to complain about health and social care services.

One of first pieces of work we did was to identify the processes and key points of contact within the myriad of complaints systems, to make these more understandable for people.

We mapped the key points of contact for making a complaint about a local health or social care service. We produced a flow chart with supporting information that explains how this systems works.

The next stage will be to gather stories from people who have used the different parts of the complaints system.

We will compile this into a report which we will feed back to local providers and Healthwatch England to inform their national campaign.

Information & Signposting Service

We launched our Information & Signposting service at the beginning of February 2014. This is a statutory function of local Healthwatch.

The service helps people find information and support to make informed choices about health and care services.

Before the start of the service we met with other local providers of health and social care information & signposting, to ensure that we work together and do not duplicate our offers.

We also work closely with the NHS Trusts' Patient Advice and Liaison Services Managers (PALS). The enquiries we have received have tended to be complex, with many people raising concerns rather than simple information requests.

This is another rich vein of experience which contributes toward the overall picture of people's health and social care experiences.

Julie McNeill (Information Officer)



Children & Young People

Our Children and Young People's Ambassador has worked hard this year, getting out and about listening to children and young people. Here is her story...

My First Year

by Rita Nunes

During my first year working as Children and Young People's Ambassador for Healthwatch Cambridgeshire, I've worked on a number of projects and activities that make sure children and young people's experiences and views about their care are taken into account.

Clare Bruges, the Youth Participation Co-ordinator in the council, mentored me in my role and helped me to find people who wanted to work together and share information.

Speaking to people and stakeholders around Cambridgeshire, I soon realised that local authority and some voluntary sector organisations find it difficult to engage with children and young people. Consequently, young people are not given the opportunity shape the services they use.

In order to make engagement easier, I and other partners have been involved in the creation of a Youth Council as a way of connecting young people and organisations. The YMCA and the County



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Council are hosting a quarterly meeting (Participation Guidance Group) to push this idea forward.

Another big project I've been working on is with Priory Junior School in St. Neots, in partnership with the Dill project.

We spent a day each with two year five classes. We asked the children to think about what makes them happy and healthy.

Then we covered the floor with paper and got them to draw a map of St. Neots and their homes. We showed them images of two children that looked dirty and unhealthy, and asked them where they would take these new students to make them feel healthy and happy in the community.

The children drew places where they go to play and feel healthy, like the playground, or their GP. We ended both sessions with good insight into the children's ideas on health and the kind of services they use and know about.

The next stage of the project involves the children writing letters to local service providers, asking them how their jobs help keep the community healthy. We are working together to organise an exhibition where the children will show all the work they did and invite their parents and organisations in the area to attend.

I am also working with a volunteer, Lakeisha Evans, to develop online and social media based engagement with young people, starting with surveys uploaded to Youthoria.

Whilst working on these projects I've been involved in different networks, including the Young Health Ambassador's Network and the children and young people steering group of the Strategic Clinical Network, the Children and Young People's Commissioning group, and I am a board member of the Children's Trust.

In conclusion I would say the year provided challenges and experiences that helped me develop my role and focus on projects and ideas that put children and young people in the centre of what I do. It can be challenging covering the whole of Cambridgeshire but as I develop my projects and work with different organisations and volunteers, I believe this will be possible.

The Healthwatch team has been incredibly supportive and I'm looking forward to the year ahead.

Outreach Volunteers

We have a small but growing team of Outreach Volunteers who help us spread the word about Healthwatch Cambridgeshire. They talk to people within their local community about Healthwatch and listen to their experiences with health and social care services.

Volunteers are important to our work and we want to recruit volunteers from across the county. To make sure this happens, we have spent a lot of time developing our volunteer involvement framework.

- We recruit people to individual volunteer roles, using a clear application process.
- We provide a written role description for each volunteering role.
- We give training and support to our volunteers.
- We pay pre-agreed out of pocket expenses.

As our organisation grows, we will develop different volunteering opportunities and look at different ways of involving people in our work.

Angie Ridley (Co-ordinator)

Helping families engage with local maternity services

Maternity Services Liaison Committees, formerly a statutory function of the PCTs, work to foster communication between the women using maternity services and the service providers.

We are working with the MSLCs, and discussing how we can lend strength to the MSLCs where useful, provide community feedback to the MSLCs, and support the MSLCs' efforts to improve patient experience.

Unfortunately, the dissolution of the PCTs has left the MSLCs without guidance and without funding, making it harder for women, particularly women who do not live in close proximity to the hospital, to have their say.

Maternity services in Cambridgeshire receive strong and frequently positive reviews with regard to clinical excellence and patient experience; however, we will continue to highlight issues having a negative impact on women's experience with maternity services in Cambridgeshire, including lack of access to support for tongue-tie, inadequate support after delivery, hospital closures, and frequently changing community midwives.

Elizabeth Locke (Co-ordinator)

Experiences of people using NHS 111

We have been interested and engaged with the development, launch and early provision of the NHS 111 service across Cambridgeshire.

Ruth Rogers spoke on a local radio programme, Healthwatch Cambridgeshire team members attended consultation events, and we had a meeting with the CCG to stay up to date with the development of the service.

We have asked, via our website, mailing list, consultation network, and articles in newsletters, for stories of people's experience with the 111 service. We have received a number of positive stories for sharing, as well as stories to learn from and help make the service better. We have also initiated a quick poll on our website that continues to gather responses from people.

We are regularly attending the monthly Clinical Review meetings, to provide feedback that we have gathered, as well as to provide insight and feedback into the developing 111 service, including the Directory of Services and the complaints and feedback system. We are also working with the patient reps for 111, to represent the local community as widely as possible.

Our CEO presented a report on the 111 service to the County Council Overview and Scrutiny Committee, sharing the feedback we had collected thus far, and demonstrating a trend that continues to bear out; evidence continues to suggest that healthcare professionals are very negative about the system, but the people calling 111 usually report a positive experience. There is still a great deal to be done to improve the feedback system, for both providers and users.

Elizabeth Locke (Co-ordinator)

Cambs Voice

We have been instrumental in setting up 'Cambs Voice', a group of voluntary organisations who lead on engagement and voice work.

The purpose of the network is to promote innovative models of engagement across the county, encourage good practice and encourage commissioners to place people's views at the centre of service development.

The first piece of work has been to collect examples of good practice in engagement and can be found on the 'Involve & Learn' page of our website.

Dementia Friends

All of the Healthwatch Cambridgeshire team are Dementia Friends and we have our own Dementia Champion, who to date has run four information sessions and made 30 Dementia Friends.

A Dementia Friend learns a little bit more about what it's like to live with dementia and then turns that understanding into action. Anyone of any age can be a Dementia Friend. From helping someone to find the right bus to spreading the word about dementia on social media; every action counts.

There are almost 100,000 Dementia Friends across the Country and the target is to make 1,000,000 Friends by 2015. Please contact us if you are interesting in becoming a Dementia Friend.

Kate Hales (Co-ordinator)



Your Experience & Stories

How we have acted on what you have told us.

We have fed back what you have told us about your care to the organisations providing and commissioning those services, to help them improve the care they provide

Where appropriate, they have also been fed back to the regulators, Overview & Scrutiny Committees and Healthwatch England.

The diagram “How Healthwatch Cambridgeshire Works” on page 17 shows how we have collected your feedback. During 2013/14 we have focussed on the partnerships level. As we recruit volunteers, we will

expand our reach to local grassroots communities.

In this section, we will show you some examples of what you have told us is a problem and what we have done in response.

Issues Escalated to Healthwatch England

In December we escalated a number of issues to Healthwatch England:

- The long waiting lists, in some cases almost a year, for older people to be assessed by the Local Authority for social care packages. Healthwatch England have called for evidence to assess the national position.

We have also raised this issue locally with Cambridgeshire County Council and have received reassurances that this is top priority for them. We are monitoring progress.

- The Cambridgeshire & Peterborough Clinical Commissioning Group’s (CCG) outsourcing of older people’s health and adult community services and the associated risks.

We continue to monitor the engagement around this issue and are working with the other Local Healthwatch to better understand the potential impacts.

- We are worried that many of the concerns we receive are directly linked to a reducing capacity within the health and social care system. We have flagged up that many CQC reports and inspections of providers in our local area fail on either staffing and/or safeguarding.

Further to this point, we are concerned that the reducing funding of the CCG can only exacerbate this position.

- We have raised questions about the multitudinous action plans for failing providers and secondly, what power does the NHS England-led Quality Surveillance Group have if a provider continues to fail.

Making a choice about who sees your medical records

In January we raised a concern with Healthwatch England about how well NHS England was telling people about its care.data project.

NHS England had sent the leaflet “Better Information means better care” to households across the country via a local leaflet drop. This leaflet was intended to let people know about how the NHS shares information about them and how they can make decisions about what they want sharing.

- We found that lots of people did not get this information at all or threw it out with their junk mail.
- We thought the information was not accessible for people who could not easily read printed material.
- We didn’t think the leaflet made clear that there was going to be a change in how information was being shared.
- We found people were confused about the difference between information shared for medical and research purposes.
- We wanted to make sure that people had the information they needed to make a decision about how their information was shared.
- We provided some local guidance which is available on our website.

As a result of the concerns raised via the Healthwatch Network and other groups, NHS England paused the care.data roll out for six months, so it could make sure that people were better informed of how their data was going to be used. We are one of the local Healthwatch advising NHS England on these plans.

We will continue to monitor the roll out of the care.data project locally and will feed back any concerns to NHS England and Healthwatch England.

Experiences of People with Learning Disabilities

We have worked with Voiceability and Addenbrookes to better understand the experiences of people with learning disabilities as they use health services.

Addenbrookes A&E Unit have now produced a booklet for professionals on how to work with people affected by autism and awareness is being raised across the whole hospital.

There still remains a training need for medical staff, especially when working with people with complex needs.

We have also been successful in raising the awareness of the experiences of people with learning disabilities with the Cambridgeshire Health and Wellbeing Board.

We are very pleased that our Chair is now the nominated lead for Learning Disability on the Board.

Learning from Complaints

Following feedback from us, Cambridgeshire County Council have incorporated a section on 'Learning from complaints' into their quarterly complaints reporting.

Mammogram Screening Appointments

You told us that it is difficult to change a mammogram screening appointment.

We fed this back to the provider, who is now reviewing how the booking system works.

NHS England, who the commission the service, have been given this feedback and agree that convenient access is vital to ensure effective screening.

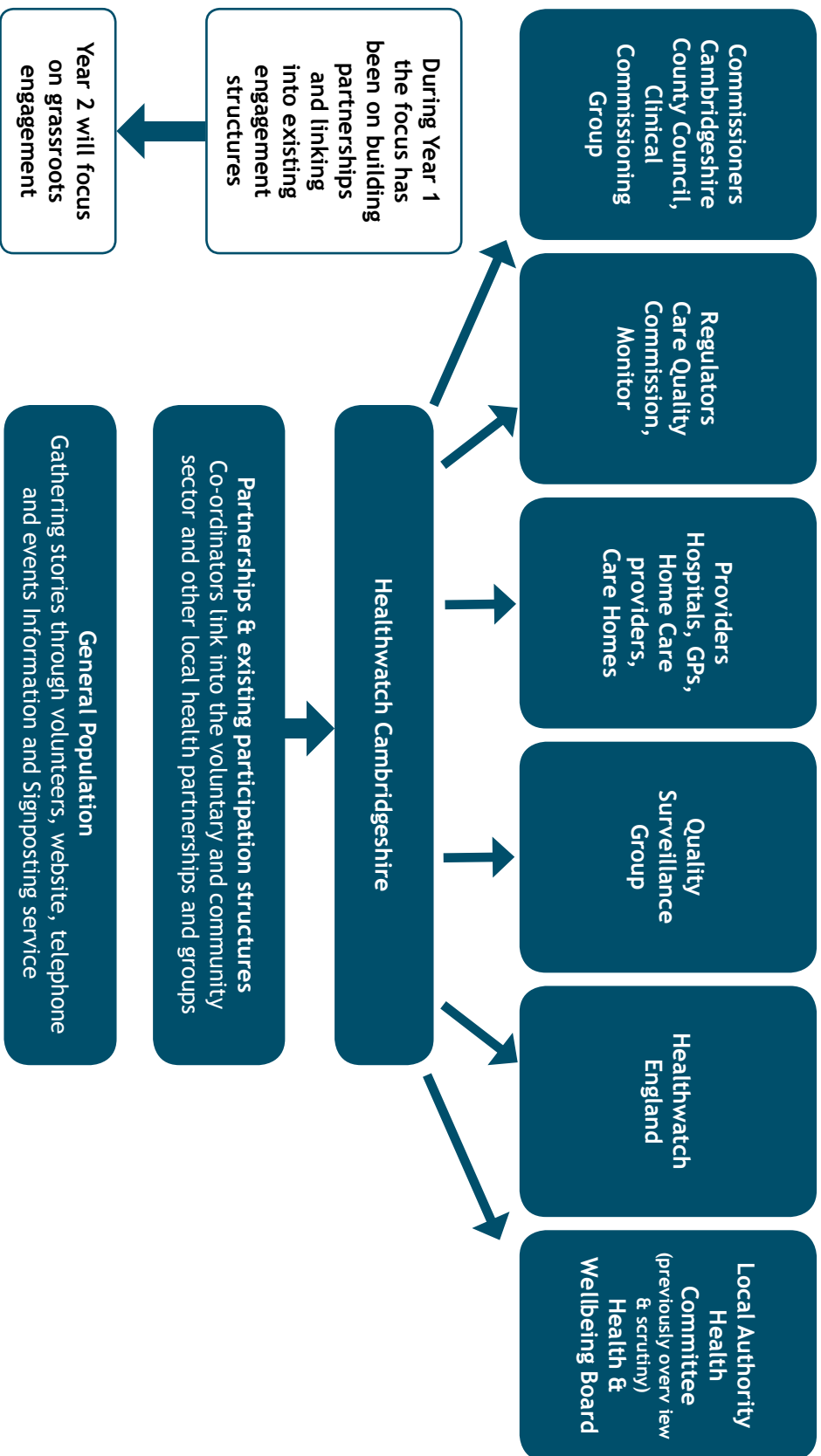
They are taking this up with the provider as part of the contract monitoring.

Primary Care Provision in Growth Areas

Cambridgeshire is a major national growth area and as such we are acutely aware of the challenges this presents in ensuring that everyone has good access to primary care services.

We have fed back our concerns about planning for primary care provision to NHS England and the Health and Wellbeing Board.

How we work



Our Strategic Objectives 2014/15

- We will continue to develop different ways to raise awareness of our work and engage a wide range of people from different backgrounds and communities.
- We will engage with and listen to children and young people about their experiences and views of health and social care.
- We will provide and promote our Information and Signposting service, working closely with other information providers.
- We will develop and consolidate our volunteering programme, to reflect our communities and ensure that those most disadvantaged have access to making their voice heard.
- We will work to influence the strategic agenda of health and social care commissioners and policy-makers.
- We will develop intelligence gathering projects, based on what people are telling us and report the results to decision-makers. We will complete our existing projects and focus on Primary Care for 2014/15.
- We will ensure transparent and appropriate governance, review and reporting of all our activities.



Our Stakeholders Say

Carers Trust Cambridgeshire

'Healthwatch Cambridgeshire is making a difference to local people already. It is so important that there is an independent organisation to inform people about our complex health and social care systems and to be able to listen and respond to their concerns.

We at Carers Trust Cambridgeshire have seen this at first hand, where family carers have been able to voice concerns and Healthwatch Cambridgeshire have followed up promptly.

We have enjoyed working with Healthwatch Cambridgeshire this year to help "spread the word" about the value of everyone influencing their services and look forward to even closer partnership working in the year ahead.'



The SUN Network

'Healthwatch Cambridgeshire has actively promoted the work of the SUN Network, utilising their social media and website to signpost or advise of our latest news, attended our meetings to inform those that access mental health services of what Healthwatch can offer, and help heighten public awareness of the SUN Network.

We meet regularly for the Voice network alongside other services and always remain in regular contact to identify best working practices and ways of working that can improve and enhance the services we are delivering. The SUN Network values the excellent working knowledge of the Healthwatch team and regularly signposts enquiries to them.'

Hunts Forum

'Healthwatch Cambridgeshire has contributed to the voice and influence of patients and communities and has made a tremendous impact locally. Being based within the Maple Centre (one of the most deprived communities in Cambridgeshire) has added to the free flow of information between the Healthwatch team and voluntary and community groups. In particular the CEO and Chair have worked with Hunts Forum on championing the role of the VCS whilst ensuring that health professionals understand the differing roles of VCS leaders and Healthwatch.'

Cambridgeshire Safeguarding Adults Board

'Healthwatch has been an important partner of the Cambridgeshire Safeguarding Adults Board since they become the independent health and social care watchdog last year. The role of Healthwatch is to gather the views and experiences of people using health and social care services and feed these back to the regulator, commissioners and providers and where abuse is identified ensure that this is raised with the local authority safeguarding team.

As a partner of the Board the CEO has agreed to chair the service user sub group which is a very important element of the safeguarding work, and which links closely to the national work around making safeguarding personal, which aims to ensure that safeguarding moves from being process driven to ensuring that the voice of the service user is heard throughout the safeguarding process.'

Children, Families & Adult's Directorate, Cambridgeshire County Council

'Healthwatch Cambridgeshire's Children and Young People's Ambassador has been working closely with our Young People's Participation Co-ordinator and has become a key player in our Participation Guidance Group which consists of statutory and voluntary sector workers and strategists. This group is working together on the issue of if and how Youth Forums can create a meaningful platform for young people across Cambridgeshire to access decision makers across education, health, mental health, social care and other key service areas. We look forward to working together in the coming year to find the most effective routes and create more ways in which young people can have their voice heard.'



Cambridgeshire & Peterborough CCG

'Healthwatch are an essential part of patient and public engagement (PPE) initiatives and this helps Cambridgeshire & Peterborough Clinical Commissioning Group (C&P CCG) meet its duty to consult, involve and be accountable to local people. Working with Healthwatch has provided C&P CCG with the ability to:

1. talk to its communities and find out about their needs which, in turn enables them to plan and deliver local services to make sure these reflect the needs of local people
2. share valuable information during the development of joint strategic and health and wellbeing strategies on which commissioning decisions will be based
3. gain valuable insight about the experiences of patients and carers as part of arrangements to monitor the quality and outcomes of commissioned services'

Cambridgeshire Community Services NHS Trust

'Cambridgeshire Community Services NHS Trust has welcomed the active and constructive engagement of Healthwatch Cambridgeshire during 2013/14 including through:

- attendance at Trust Board meetings as speaking (non-voting) members influencing strategic decisions and priorities
- membership of the Trust's Public Involvement and Patient Experience Committee, a Board sub-committee accountable for leading the Trust's approach to engaging with local communities
- engagement in workshops to enable partners and local people to influence our service model for older people
- participation in Trust Learning Events to share learning from patient feedback and incidents across the Trust to improve the services we provide

We look forward to continuing to work with Healthwatch Cambridgeshire in 2014/15.'

Our Organisation

Our Boards of Directors

Ruth Rogers	Chair
Mike Hewins	Non-Executive Director
David Neal	Non-Executive Director
Mike Andrews	Non-Executive Director

Our staff team

Sandie Smith	Chief Executive Officer (lead for East Cambridgeshire)
Angela Grief	Office Manager
Julie McNeill	Information Officer
Ellie O'Connell*	Administrative Assistant
Rita Nunes	Children & Young People's Ambassador
Angie Ridley*	Co-ordinator (lead for Mental Health and Fenland)
Elizabeth Locke*	Co-ordinator (lead for Women & Children's Services and Cambridge City)
Heather Davison*	Co-ordinator (lead for Disabilities, Carers and Huntingdonshire)
Kate Hales*	Co-ordinator (lead for Older People and South Cambridgeshire)

(*working part-time hours)

Healthwatch Cambridgeshire complies with all the requirements of a registered Community Interest Company.

Healthwatch Cambridgeshire is committed to helping sustain the environment. We have taken every opportunity to minimise our impact on the environment and think carefully about how we consume resources and make sure we reduce waste. This can be a challenge with the nature of our work, reducing emissions in particular. However we are adopting new ways of working, for example, webinars and telephone conferences, that will help reduce our need for travel, whilst accepting this will always be a necessity when working with communities across a rural county.

Our Complaints, Safeguarding and Equality and Diversity Policies, Environmental Statement and full audited accounts are available on our website.


Healthwatch Cambridgeshire is a Registered Community Interest Company No. 08516179



Call us on 01480 420628
enquiries@healthwatchcambridgeshire.co.uk

Healthwatch Cambridgeshire
Freepost RTHA-RTYE-SATT
6 Oak Drive, Huntingdon, PE29 7HN

www.healthwatchcambridgeshire.co.uk

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