

## CEO REPORT

### September & October 2014

#### 1. Headline Achievements

##### Healthwatch England Annual Report

HWC featured twice in the HW England Annual Report. Firstly, as an example of good practice in identifying entry points into the many complaints processes, how these fit together and how to access advocacy. Secondly, as one of the Healthwatch first raising the care.data issue.

##### Safeguarding Sub-Group

The CEO is a member of the Cambridgeshire Safeguarding Adults Board and is overseeing the development of service user and carer input to the Board. The Board has agreed that two interim reps will attend the Board meetings and advise on developing a virtual network with elected, and therefore mandated, representatives. If this model is successful it could be replicated in other areas of representation.

##### Working with the CQC

HWC were commissioned by the CQC to hold a Community Listening Event prior to the Hinchingsbrooke Hospital inspection in September. Over 30 people attended the event and a full report was submitted to the CQC. HWC also submitted over 40 pieces of evidence. Very positive feedback was received from the CQC; they stated that our intelligence was extremely useful in directing their inspection.

We are now collating evidence to inform the Papworth Hospital inspection scheduled for December. As it is a regional and national centre we are working with the CQC, HW England and neighbouring Healthwatch to co-ordinate a regional and national call for evidence. HWC is acting as the lead Healthwatch and collating evidence received.

##### Volunteers

Two new volunteer roles, Researcher and Street Reporter, are now live and being promoted. We currently have seven Outreach Volunteers with another two applications recently received. Volunteers are actively being involved in events and other engagement work. A training session on communications was held on 10<sup>th</sup> November for staff and volunteers.

##### Primary Care (GP) Project

The new temporary part time member of staff has now started work, specifically to progress this project. A project plan will be produced and shared with the Board. The specific areas to be addressed are yet to be confirmed but are likely to focus on access and information. PPGs and other interested partner organisations will be involved at all stages. We are pleased to have received expressions of interest from six PPGs regarding involvement in the project.

## **2. Developing our Evidence-base**

### Our Evidence System

Work on the HWC Evidence System is continuing. We now provide monthly feedback to providers, regulators and commissioners. There is a process now in place for issues to be progressed and tracked. See attached diagram.

The HWC Information Officer attends the bi-monthly CQC/CCC intelligence sharing meeting and is maintaining positive relationships with PALS and Complaints Managers. We are also discussing with the CCG how best out intelligence can be presented alongside their quality and experience reports.

### Progressing Issues

Two examples of the issues being raised:

1. Sexual Health Services Restructuring- After receiving notice of a collective of complaints and concerns about the Clinic 1A/ CCS sexual health services restructuring, initial concerns were relayed to CCS and Public Health (the commissioning body). Further information has also been relayed to CUH with a request for further information regarding the service changes to clinic 1A.
2. Concerns raised about access to podiatry: CCS now actively considering running a Feet Focus service in Fenland when pointed out that currently Fenland patients would have to go to either Peterborough, Ely or Ramsey. They will also consider the issue of people on low incomes when they review the service. The issue that this service is not commissioned will be fed back to the CCG.

### Outcomes & Impact

To date we have been using an abbreviated version of the LGA Healthwatch Impact & Outcomes Tool. However, it is now apparent that this tool tends to focus on infrastructure development and is far too broad. We have discussed with our Commissioner and they are happy for us to develop a new system of quarterly reporting. The first quarterly report will be presented to the January Board meeting.

## **3. Communications**

Good relationships with the local press, radio and TV are being established. There was one TV appearance on Look East on 1<sup>st</sup> October and several radio interviews on Radio Cambridgeshire. These news stories have been published during September and October:

- The announcement of the new OPACS Lead Provider\*
- HWE 'Suffering in Silence' campaign
- New volunteering roles\*
- Mental health speedback events
- CQC inspection of Papworth\*
- CCC Adult support drop ins
- GMC consultation
- 'Happy & Healthy in St Neots' children's project
- HWC People's stories guidance

- Adult & older people's mental health social care strategy

(\*press release also issued)

### Website

Google Analytics report of website activity is attached and shows:

- A steady rate of people looking at site
- Some peaks in activity co-inciding with events such as advertising for engagement worker post and sending out the newsletter
- The majority of visits are during the week suggesting higher level of professionals looking at the site

### Social Media

Twitter report for period 1st July - 30<sup>th</sup> October 2014 for @HW\_CAMBS

- Current no of tweets: 1506 (an increase of 484 tweets since 1<sup>st</sup> July)
- Current followers: 1108, (an increase of 131 since 1<sup>st</sup> July)

Weekly twitter averages between: 1st April - 30<sup>th</sup> Sept

- No. of tweets 24
- No. of HW\_Cambs tweets re-tweeted: 12
- Potential reach of re- tweets: 19327
- No. of mentions: 3
- Potential reach of mentions: 2823
- No. of HW\_Cambs tweets favourite: 6
- No. of replies to HW\_Cambs tweets: 3

Re-tweets and mentions improve our reach, so we try and encourage these where we can by tagging organisations in our tweets, and re-tweeting other orgs if appropriate.

Facebook report 1st July 2014 - 31<sup>st</sup> October 2014

- Currently liked by 48 people, increased from 36 on 1<sup>st</sup> June 2014
- Average weekly page engaged user: 4 (click on a link, like an item, share an item or comment)
- Weekly organic reach: 73 users

There are generally low levels of interaction via Facebook and this appears to be the experience across the HW network. Purchasing advertising space is fairly low cost and seems to be the most successful engagement mechanism. We will explore this for the GP project.

### Newsletter

The newsletter is being produced quarterly in both hard and electronic formats. We have reviewed the effectiveness of this and believe we can have a wider reach by having a 6 weekly e-bulletin and a hard copy produced three times a year. We will work on a more rigorous schedule for future editions. More regular e-newsletters will encourage more website visits.

## 4. Engagement

### Consultation Network

The network currently has 83 members. We are currently reviewing how this works and how it could be improved. These topics have been circulated during September and October:

- Recruitment opportunity for topic expert members, NICE
- Are you interested in joining the Cambridge University Hospital NHS FT Reader Panel?
- CCG AGM
- CUH Annual Members Meeting
- Cambridge Cancer Centre public talks
- NHSE Congenital Heart Review
- GMC Public Consultation
- CCC Information and Advice survey
- NHSE Cancer Drugs fund consultation
- Mental Health local speedback events
- CPFT shared decision making draft policy
- CCG Lay Member recruitment
- Consultation Network Survey
- HWC autumn-winter newsletter

### Community & Partnership

The Team continue to build links with many local community groups. Specific activities have included talks to Diabetes UK, attending various AGMs, eg Age UK, COPE and Rural Cambs CAB, and making new connections with other organisations and groups, such as Patient Voices and WAVET. As well as maintaining links with established partners, such as the SUN Network.

The team continue to liaise all statutory partners regarding engagement, promoting good practice and offering support to improve involvement. We are particularly pleased that HWC are members of some key strategic groups, such as the CCG-led Transformation Board and the CCC-led Executive Partnership Programme Board which is progressing the Better Care Fund. We are also advising on engagement related to the JSNA timetable, the review of the Health and Wellbeing Strategy and implementation of the Care Act requirements. We find statutory organisations very receptive to engagement advice and frequently seek our views.

### Events

Staff have taken the HW Cambridgeshire stall to a wide range of events across the county including:

- Flu Clinics
- Carers' Away Day
- Golden Age Fair Doddington
- Cambridgeshire Celebrates Age - Cambridge Central Library
- Doddington Village Hall Golden Age Fair
- CCS AGM
- World Mental Health Day, Cambridge City Council event
- Huntingdon Regional College Freshers' Week
- Carers' Connect
- Huntingdon BME communities, Healthy Living event
- South Cambs Disability Open Day

- Huntingdonshire Health Literacy event

#### Dementia Friends

We continue to promote the Dementia Friends programme and have delivered the awareness session to 11 Care Network staff and volunteers. Further sessions are planned including a joint session with the SUN Network.

### **5. Future Plans**

#### Strategic Development of the Sector

There is currently huge change being planned within health and care. HWC believes that, to be successful, this change must be informed by people's real experiences. We are strategically well-placed to advise and drive forward this approach, working to a place where engagement happens across all sectors, services and ages, and services reflect the reality of people's lives.

#### Children & Young People's Engagement

After initial interest from a Guidance Counsellor at Ely 6<sup>th</sup> Form College, staff are meeting with the Health and Social Care students to discuss volunteering. In addition to presenting the option of individual volunteering opportunities, we will be working on the idea of a group project, whereby the students work together to create a project.

The CEO is now drafting a proposal for the County Council to consider regarding youth participation and the future of our Youth Engagement Worker role (was the Children's and Young People's Ambassador).

#### Enter and View

We are now planning our Enter & View Programme, including drafting a policy, establishing processes, timelines and guidance for volunteers and staff. There will be a specific role description for the Enter & View Volunteers and a full supporting Communications Plan.