

## **Communications Report**

### September 2022 to August 2023

#### **Purpose**

1. This report is an overview of communications activities undertaken during the last 12 months to support the promotion of Healthwatch Cambridgeshire and Healthwatch Peterborough.

Data included is from the period 1 September 2022 to 31 August 2023, unless otherwise stated.

#### **Key activities and issues**

2. Continued to support key Healthwatch activities and project work, including the publication of reports, the promotion of events and the development of campaign activities and content to engage local people.

3. Conducted mid cycle review of our communications strategy.

4. Established and developed internal relationships, to help us gain a complete picture of activity across the organisation, so that we can communicate this to the public and stakeholders. We have set up regular meetings with teams to help facilitate this.

5. Requirement to complete administrative duties sometimes detracts from our focus on delivery of communications activity.

#### **Action required by the Board.**

6. The Board is asked to:

- Note the report.

#### **Authors**

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### **Communications**

7. We are mid-way through the delivery of the 2020-25 communications strategy – we have refreshed this in line with the overall strategy review, subject to approval. Key objectives have been around raising awareness of Healthwatch, increasing the number of experiences people share with us, develop our social media presence and review of our websites.

8. We've provided ongoing support to core and project work activities, developing and distributing digital and hardcopy campaign materials as needed.

### **Campaigns and promotional highlights**

9. **Publication of three reports** – including the annual report, the health Champion project report on the future of urgent and emergency care at Addenbrooke's Hospital and most recently the report into tackling Health Inequalities.

10. **National and local campaign work** – participated in Healthwatch England's ten-year anniversary campaign, continued support of the accessible information standard campaign, various health awareness campaigns and raised awareness of local campaigns. We have done this through a range of blogs, news articles, sharing content on social media and in newsletters and press releases to the local media.

11. **Information and advice service** – we've worked with the Information Team to update and create 14 advice articles, including rewrites. These remain our most popular content, with three out of our top five pages viewed being of this type. To help us monitor the accuracy of articles and ensure they are up to date, we hold regular meetings with the information and signposting team to review them. It is noteworthy to highlight the three websites that have garnered the most public referrals. These websites are:

1. The NHS Website
2. The ICB Website
3. The NHS 111 Website

Furthermore, when examining our most popular advice articles, the following three have consistently received the highest viewership:

1. Finding an NHS Dentist
2. Should I See a Pharmacist Instead of a Doctor?
3. Where Can I Go to Get Help for My Health Out of Hours?

These statistics underscore the public's engagement with our signposted websites and their interest in specific advice articles, providing valuable insights into user preferences and information needs.

12. **Website enquiries and feedback** – in the last year, 393 experiences came through the website out of a total 2180 (18%).

13. **Project support** – We have continued to support recruitment campaigns for Community Researchers, to deliver various projects. We have supported the Project Manager and volunteers with communications resources and training as well as supporting project reporting activities and promotion.

14. **Events** – ongoing promotion of regular Health and Care Forums through a range of online and hardcopy routes. We have promoted the forums via targeted groups and external websites to increase our reach. We are aware that a new campaign to promote attendance at forums is required and we will be working with colleagues to implement this in the coming months. We have attended engagement team events to learn more about the comms support required to deliver these effectively.

15. **Recruitment** – undertaken several successful staff and Board recruitment campaigns, including the recruitment of three new Non-Executive Directors and four new staff team members.

## **Digital engagement**

16. Our two Healthwatch websites are the gateway to our service and continue to perform well in comparison to benchmark data from other local Healthwatch sites, with more than 9.8k users across both sites in this period. Most website visitors find us through using a search engine, which demonstrates the positive impact of the content-led strategy to develop these resources.

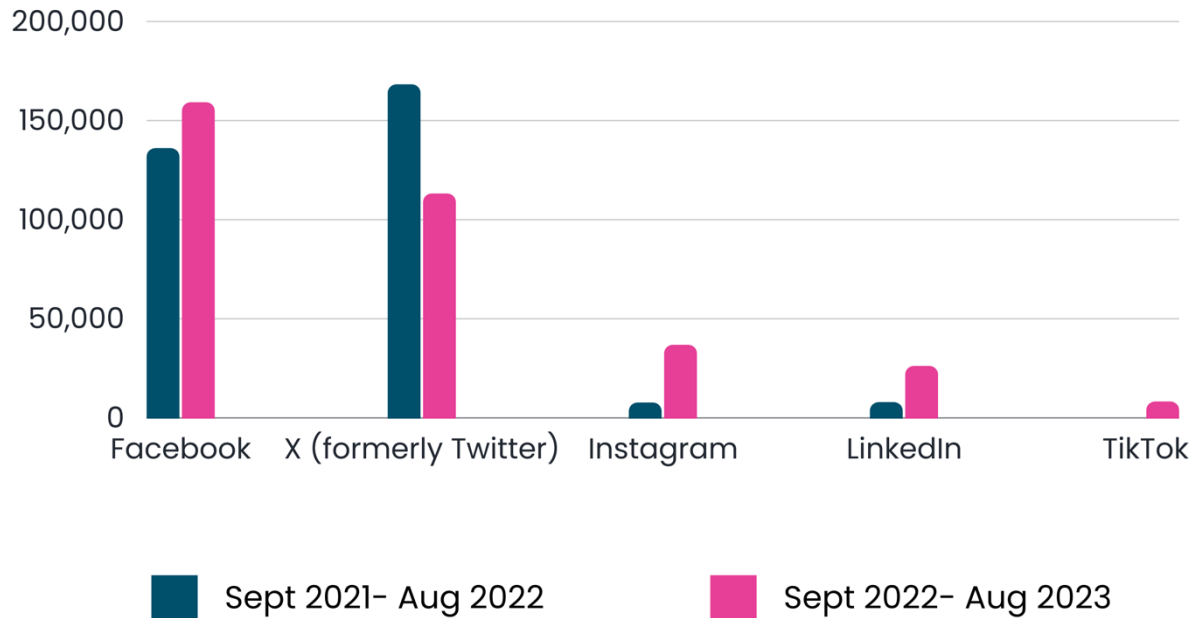
17. In our digital engagement strategy, social media occupies a central role, embracing a diverse spectrum of platforms, including Facebook, Instagram, Twitter, TikTok, LinkedIn, Threads, and YouTube, each tailored to meet the unique needs of various stakeholder groups. Our content enjoys extensive visibility, with notable examples such as 158,991 people reached on Facebook, marking a significant increase of 23,000 from the same period last year, and 36,878 people reached on Instagram in the past year, reflecting a growth of 6,500 compared to the previous year. Additionally, we observed a reach of 7,996,000 on TikTok and 2,600 on LinkedIn.

18. Our concentrated efforts on Instagram, the second most popular social media platform after Facebook, have yielded positive results, while TikTok, an emerging platform, shows promise as we target a younger demographic. This focus has enabled us to tap into a segment of the population that aligns with our goals.

However, it's worth noting that Twitter has experienced a decline in its user base since the beginning of 2023, which can be attributed to the decreasing reach on that platform. This trend warrants further examination and consideration as we adapt our engagement strategies to evolving user preferences.

# Social Media Reach

## Healthwatch Cambridgeshire and Peterborough



**Table 1: Social media reach**

| Page  | Page likes ↓ | Page likes change ↑↓ | Published content |
|---|--------------|----------------------|-------------------|
| Healthwatch Bedford Borough<br>The independent consumer champion created to gather and represent the vie...                     | 1.6K         | ↑ 12                 | 64                |
| Healthwatch in Cambridgeshire and Peterborough<br>We are your local health and social care champion. From Werrington to Hamp... | 1.4K         | ↑ 16                 | 132               |
| Healthwatch Essex<br>Healthwatch Essex is an independent charity. We use your voice to improve h...                             | 1.4K         | ↑ 25                 | 26                |
| Healthwatch Lincolnshire<br>The consumer champion for health and social care in Lincolnshire                                    | 1.2K         | ↑ 12                 | 17                |
| Healthwatch Suffolk<br>We use people's experiences of health and social care to shape, influence an...                          | 1.2K         | ↑ 32                 | 20                |
| Healthwatch Norfolk<br>Healthwatch Norfolk gather people's views of health and social care services ...                         | 1.1K         | ↑ 5                  | 44                |

## **Table 2: Benchmarking performance of business and content**

19. We have amalgamated the news and events newsletters into one monthly edition which is distributed to more than 1,100 local stakeholders, segmented to each local Healthwatch area, with the focus on the information needs of patients and service users. Average open rates are 43.6%, with click rates of 8.9%.

### **Media and other promotional activities.**

In our assessment of performance on Facebook, we've conducted a comparative analysis against similar Healthwatch organisations for the period spanning from 15 September 2023 to 12 October 2023. Over the course of the last 28 days, we've observed that our activity has consistently surpassed that of other Healthwatch operating within this category. This includes a higher frequency of posts and stories shared, demonstrating our commitment to engaging our audience and maintaining an active online presence.

20. We have continued to build on positive relationships with traditional local media organisations (radio and newspapers), with 23 articles in the press / radio reporting on our work or including comment from us.

21. We will review the publications that we interact with and explore new opportunities with other publications to widen our reach.

22. We also work closely with stakeholders such as voluntary and community organisations, NHS, local authority, and community newsletters to promote Healthwatch services and engage people in our work. This includes recruitment advertising.

### **Working with partners**

23. We regularly attend meetings with NHS and local authority communications colleagues to receive updates on current communications issues, share insights and support the development of communications activities, for example

sharing feedback on the Keep Your Head website and sharing social campaigns via toolkits.

We are working with the CEO to revise and develop our activities, projects, and plans in line with strategic priorities over the next twelve months. Further information will be provided at the board meeting on October 25<sup>th</sup>.