

CEO Report July and August 2019

Purpose

1. This report summarises Healthwatch Cambridgeshire and Peterborough activities for July and August 2019.

Key issues

2. Engagement activities are summarised in sections 8 to 11.
3. An update on our volunteers is in sections 12 to 16.
4. Details of our experiences collected and signposting undertaken are in section 17 to 19.
5. Our influencing and impacts for this period are described in sections 20 to 22.
6. Communications activities are summarised in sections 23 to 27.

Action required by the Board

7. The Board is asked to:
 - Note the report.

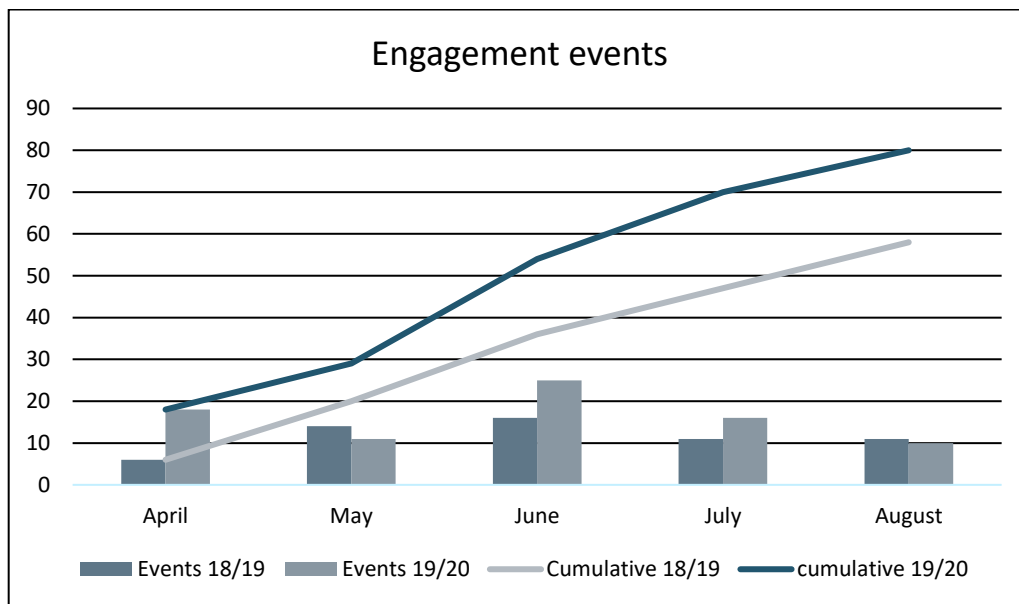
Author

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11th September 2019

Engagement Activity

8. The team spoke to 888 people at 26 engagement during July and August. This table shows a comparison to last year’s activity.



9. We were pleased to visit a number of diverse community summer celebrations and have received very positive feedback about the team’s professionalism and engaging manner from Healthwatch England colleagues who visited one of the events.

10. The summer events included:

- Ely Pride
- Millfield Festival
- Peterborough Asylum and Refugee Community Association (PARCA) Inclusive cultural event

11. The team took our stall Addenbrooke’s Hospital and gave presentations to a range of community groups. We have also visited community support activities, such as Peterborough Dementia Walk.

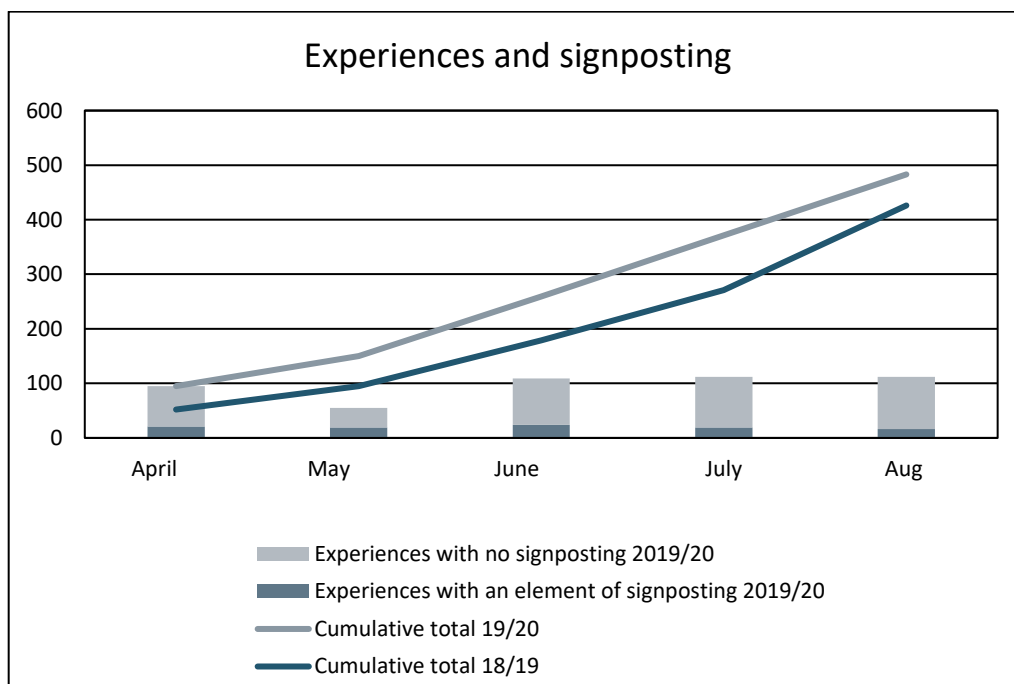
Volunteers

12. We currently have 37 active volunteers. 11 new volunteers have been recruited since April from increasingly diverse backgrounds. Our volunteer group is now more representative of our communities.

13. We have a clear and consistent system for contacting people who are not active which has resulted in some resignations. This however is positive as our volunteers are now more skilled and knowledgeable about Healthwatch. We have set a target of four engagement events for each volunteer to attend, this has been well received, as our volunteers tell us they like us to set clear expectations.
14. Our Volunteer Manager and our new Engagement Manager are working closely together to extend and expand our volunteering supported activities.
15. We are compiling information and will be applying for the for Investors in Volunteers standard in the coming months.
16. In July and August Volunteers gave 130 hours to support our engagement activities.

Experiences and Signposting

17. During July and August 224 people told us about their experiences of health and social care services. 35 of these people also sought information from our signposting service. The table below shows comparative figures for 2019-20 and 2018-19.



18. We summarise the experiences that people tell us about and report these for commissioners, providers and regulators. Staff and Directors receive a quarterly briefing of escalated concerns.
19. Where indicated by our escalation process we highlight our concerns to the provider, commissioner and regulator.

Impacts and Influencing

20. We continue to have Healthwatch representation at a wide range of strategic meetings. This includes STP programme boards, CCG committees and safeguarding bodies. We attend provider Board meetings wherever possible. Reports from these meetings are circulated so that information learnt is shared with the whole team. We will review our attendance at these meetings to ensure that we have the right people in the right places.
21. During July and August, we submitted evidence to the Parliamentary Health and Social Care Select Committee regarding their inquiry into NHS dentistry. This inquiry has a specific remit to explore the impact of a shortage of NHS dentists on health inequalities. Our report has findings regarding health inequalities, this has been highlighted in the submission.
22. During this period, we have also:
 - Liaised with North West Anglia Trust regarding the problems patients may be experiencing as a result of the introduction of a new IT system and updated local people.
 - Contributed ideas and suggestions to help the STP develop ways of understanding patient experiences as part of their new diabetes strategy.
 - Met with local providers and commissioners to understand how mental health services can better meet the needs of adults, children and young people.
 - Offered advice to GPs about how to engage with their patients when practices are merging.

Communications

23. During July and August, we published the 'What Would You Do?' report, we are developing a summary and an easy read version to compliment the full report. We promoted the AGM and our Mental Health Pledge, we wrote an easy read version of the annual report, as well as continuing with the ongoing promotion of Healthwatch activities and opportunities to get involved.

The easy read reports are time consuming to develop as we like to get feedback from people with learning disabilities as part of writing them; however, they are a key part of our aim to make information about our Healthwatch accessible.

- 24. Media activities: We focussed on promoting the ‘What Would You Do?’ report, as well as responding to key issues, for example access to dentists, IVF cuts and the NHS funding crisis. Totals: 14 newspaper articles, 2 radio interviews, 6 articles in other local voluntary, community and professional newsletters, and 15 articles in local community newsletters.
- 25. Websites: We regularly update the content on both our websites, we have published nine news stories on the Healthwatch Cambridgeshire site and ten on the Healthwatch Peterborough site, as well as updating events, staff and other pages. There were 10,367 page views in this period by 4029 users.
- 26. E-newsletters: monthly segmented e-newsletters were sent in July and August. Opening rate averages 31%, with 9% clicking on content. As the July newsletter went out on the hottest day of the year, we experimented with re-sending it to those who didn’t open it - encouraging a further 9% of the original recipients to engage with the content.
- 27. Social Media: During July and August, we maintained an active social media presence focussing on Facebook and Twitter - with a total of 1317 engagements on all channels, this is a similar level to the same period last year.

