

Communications Report

2018/19

Purpose

1. This report is an overview of communications activities undertaken during 2017-18 to support the promotion of Healthwatch Cambridgeshire and Healthwatch Peterborough.

Key issues

2. This has been the second year of operation as a combined Healthwatch. During this time there has been an effort to consolidate and develop communications materials to ensure consistency across the whole organisation.
3. The communications focus is on people's stories at the heart of care, with the development of case studies to support promotion and engagement activities. These are shared across multiple platforms, both online and offline, with increasing effectiveness.
4. Healthwatch has a steady media presence and good relationships with local voluntary and community stakeholders, with the opportunity to develop this further.
5. Online engagement on social media has continued to grow. Plans for re-developing the local Healthwatch websites in 2019-20 will enable us to capitalise more on positive social media engagement and increase the number of stories and enquiries received online.

Action required by the Board

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

Author

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Campaigns and stories

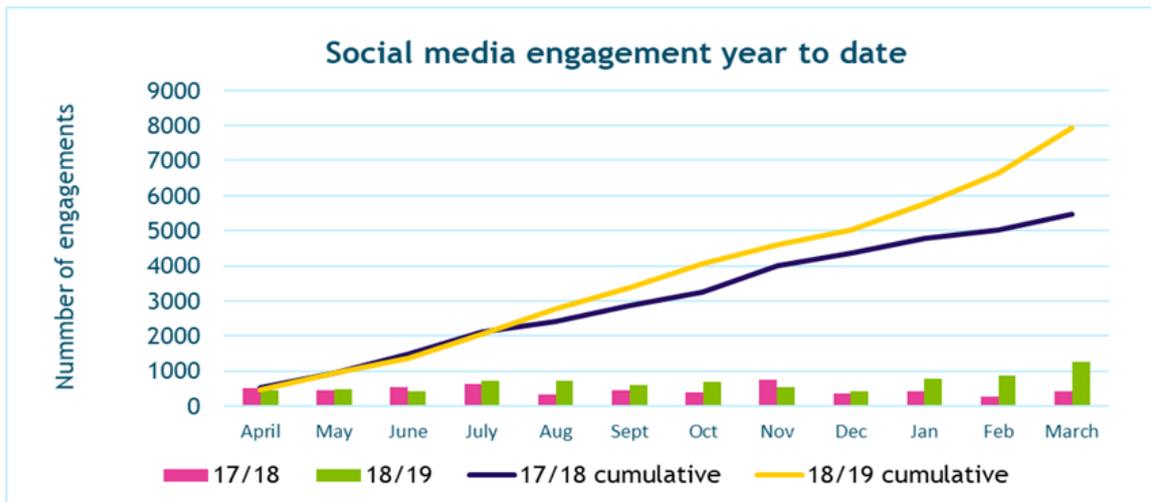
7. During summer 2018, the team supported the national It Starts with You Campaign focussed around the difference sharing your story can make. Supported the engagement team to develop feedback tools that significantly increased the number of experiences coming in for this period in comparison with the preceding three months. The team continue to use an adapted version of this tool.
8. The team continued to focus on developing case studies of people's experiences of using services and the impact they can make as part of developing news stories to promote Healthwatch activities. These human stories are our most engaging content when shared on social media and encourage others to share their experiences too.

Press and PR

9. We contributed to 37 articles in the traditional media (newspapers, radio and TV) with particular success around issues like IVF and the Finding an NHS Dentist report. 60 articles were placed in publications by voluntary, community, NHS and social care stakeholder publications.

Digital - social media

10. The communications team use a variety of social media platforms to engage people in the work of Healthwatch. This includes Facebook, Twitter, Instagram, YouTube and LinkedIn, in order of priority.
11. Engagement on the organisation's social media channels increased by 45% over the previous year even though the actual number of posts across all channels is lower. This indicates that one or more of the following are happening:
 - We are creating more engaging content.
 - We are targeting content more accurately.
 - More people are becoming aware of Healthwatch.



- The two twitter accounts were merged from April 2019 to reduce duplication of effort and to make it easier for stakeholders to engage with us on this platform.

Digital - websites

- The communications team have maintained the existing Healthwatch Cambridgeshire and Healthwatch Peterborough websites during this period, regularly updating them with content, including news stories, opportunities to get involved, events, vacancies and information about Board meetings.
- There are an average of 749 users a month on the Healthwatch Cambridgeshire site and an average of 459 on the Healthwatch Peterborough one. Between them, they view an average of 2,279 pages per month. Users visit an average of 2.5 pages before leaving the site. Whilst we have comparison data for the Healthwatch Cambridgeshire site for the previous year which shows a similar level of engagement, we do not have the same data for the Healthwatch Peterborough site. This year’s data will set a baseline figure for future analytics.
- The most popular pages on each site are the home pages, with event and consultation pages coming second. The contact us and news home pages both make the top five pages visited.
- During this period, the communications team have proactively supported Healthwatch England’s work to redevelop the national and the local Healthwatch websites. We propose to implement the new website in Cambridgeshire and Peterborough between October 2019 and February 2020. View Healthwatch Liverpool’s website for an example of the new website design: <https://www.healthwatchliverpool.co.uk/>

Digital - E-newsletters

17. The general e-news is sent every three to four weeks, segmented so that people receive news from the area they are interested in. During this period, 16 editions were sent. The circulation has increased by 34% to 860 recipients since the list was cleaned in May 2018 in line with GDPR. Open rates remain good at an average of 36% since June 2018.
18. A six-weekly e-news is also sent to our volunteers, with a separate edition for the Independent Members of the Cambridgeshire Partnership Boards.

Hardcopy documents and promotional materials

19. Hardcopies supported the publication of all reports, including a hardcopy newsletter. Promotional hard copy materials are developed for Healthwatch activities.

Promoting opportunities to get involved

20. We promoted 58 opportunities for people to have their say on a range of changes to health and care services in Cambridgeshire and 52 in Peterborough. This includes 18 service change consultations and 19 patient or service user representative roles. This is a similar to the number of promoted in the previous year, 61 events in Cambridgeshire and 51 in Peterborough.
21. With support from Healthwatch England, our communications team developed a range of digital and hardcopy tools and activities to promote the Long Term Plan engagement project in Cambridgeshire and Peterborough during March and April 2019. Digital engagement on this project was strong - final analysis will be undertaken when the project is complete.