

Strategic Review Session

21st April 2016

The Past Year



Strategic Priorities 2015/16

- Building & Using the Evidence Base
- Equal Access
- Children & Young People
- Social Care & The Care Act
- Person-Centred Services



Communications (1)

- **Twitter**, 998 tweets, average 2-3 per day
837 new followers - inc. 66%
3,468 engagements with other users
- **Facebook**, 392 posts, average 1 per day
84 new followers - inc. 45%
4 targeted advertising campaigns
3,110 engagements with users



Communications (2)

- Website average 32 users per day; 61% bounce; average 2 pages per session; consistent use.
- E-news - 11 editions; increase readership 38%; sent to 902; 28% open
- 2 editions hardcopy newsletter



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Challenge

Communications (3)

Media activity - 97 stories (that we know about)

in:

- **Local papers & radio**
- **National radio**
- **TV - local & community**
- **Voluntary & Community newsletters**

- **New literature & promotional materials**



Engagement (1)

80 plus events attended during 2015/16, for example:

- Summer markets
- Hinchingsbrooke Hospital
- Fenland Golden Age Fairs
- Various AGMs

Focussed on areas of least engagement; East Cambs
Fenland & Huntingdonshire



Engagement (2)

Talks to community groups which have a health focus, for example:

- Huntingdon Bipolar Group
- Cambridge Macular Group
- Breathe Easy Groups

And generic community groups, such as:

- Timebanks
- Cambridge Punjabi Group
- Mums & Toddlers Groups
- Older People's Groups



Enter & View (1)

Authorised Representatives: 19 volunteers & 5 staff

13 visits to care homes in summer/autumn 2015.

Improvements resulted:

- Greater choice of reading materials
- Flooring replaced and new tablecloths
- Residents more involved in planning activities
- Disabled parking bay
- Increased awareness of Healthwatch



Enter & View (2)

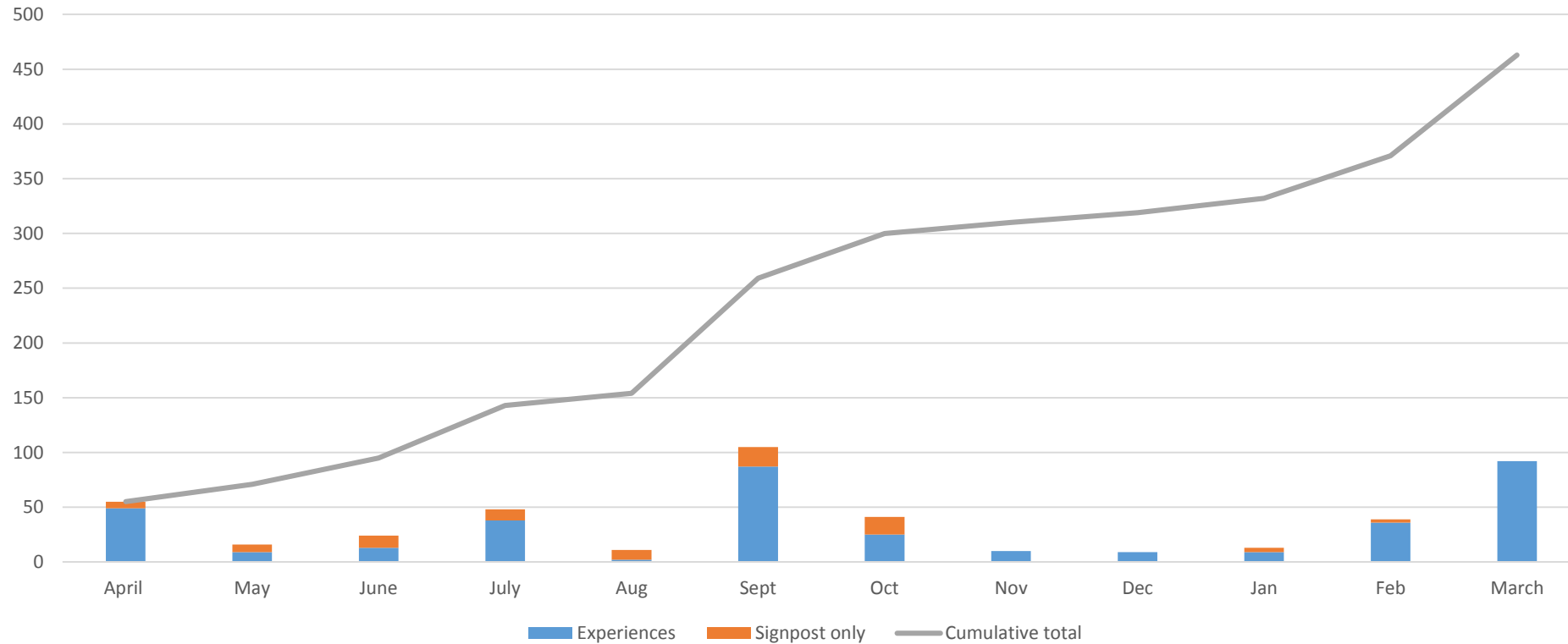
Addenbrookes Out Patient Clinics Spring 2016:

- 3 visits
- 15 Steps
- Collected 200+ experiences

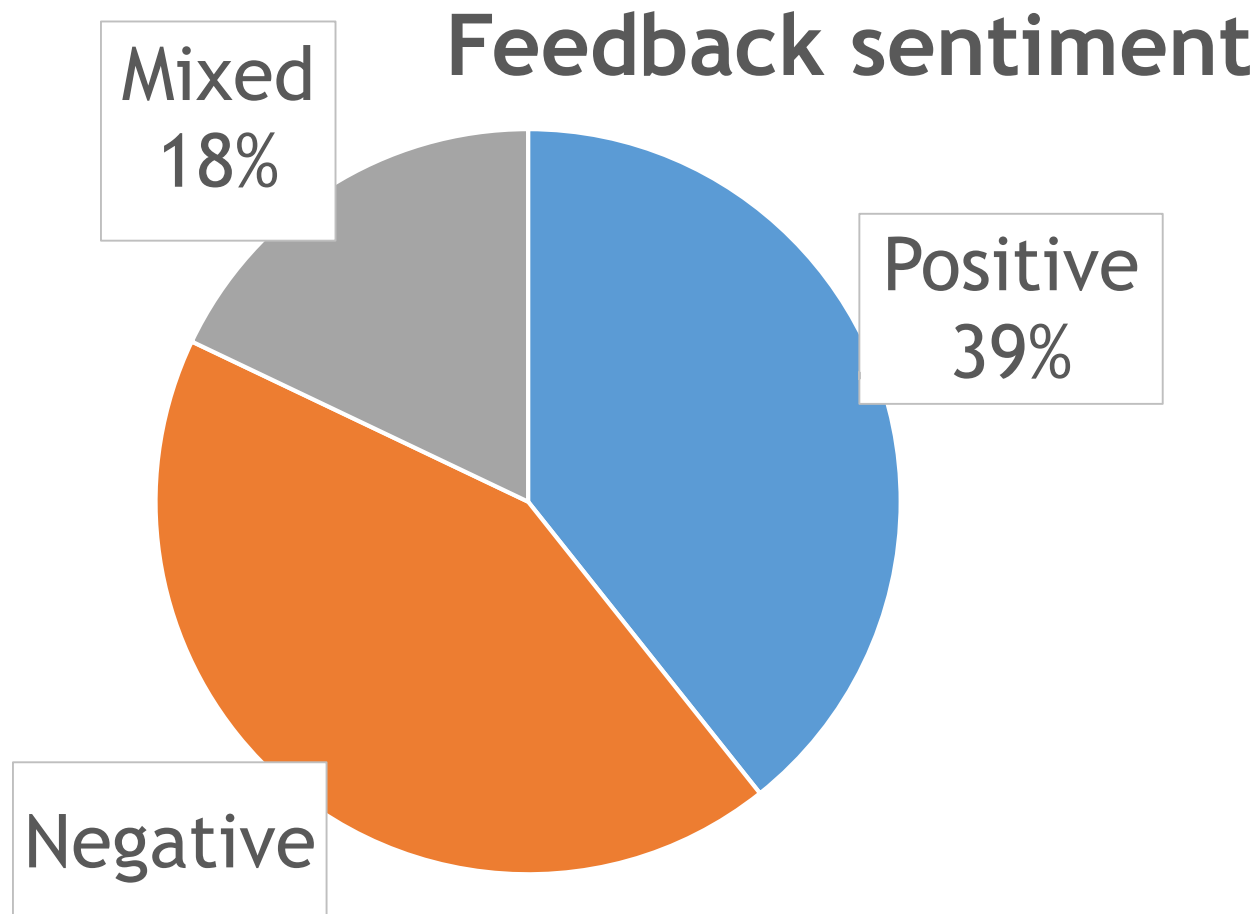
Memorandum of Understanding in place for Authorised Representatives to be part of CCG visits



Experiences & Signposting (1)



Experiences & Signposting (2)



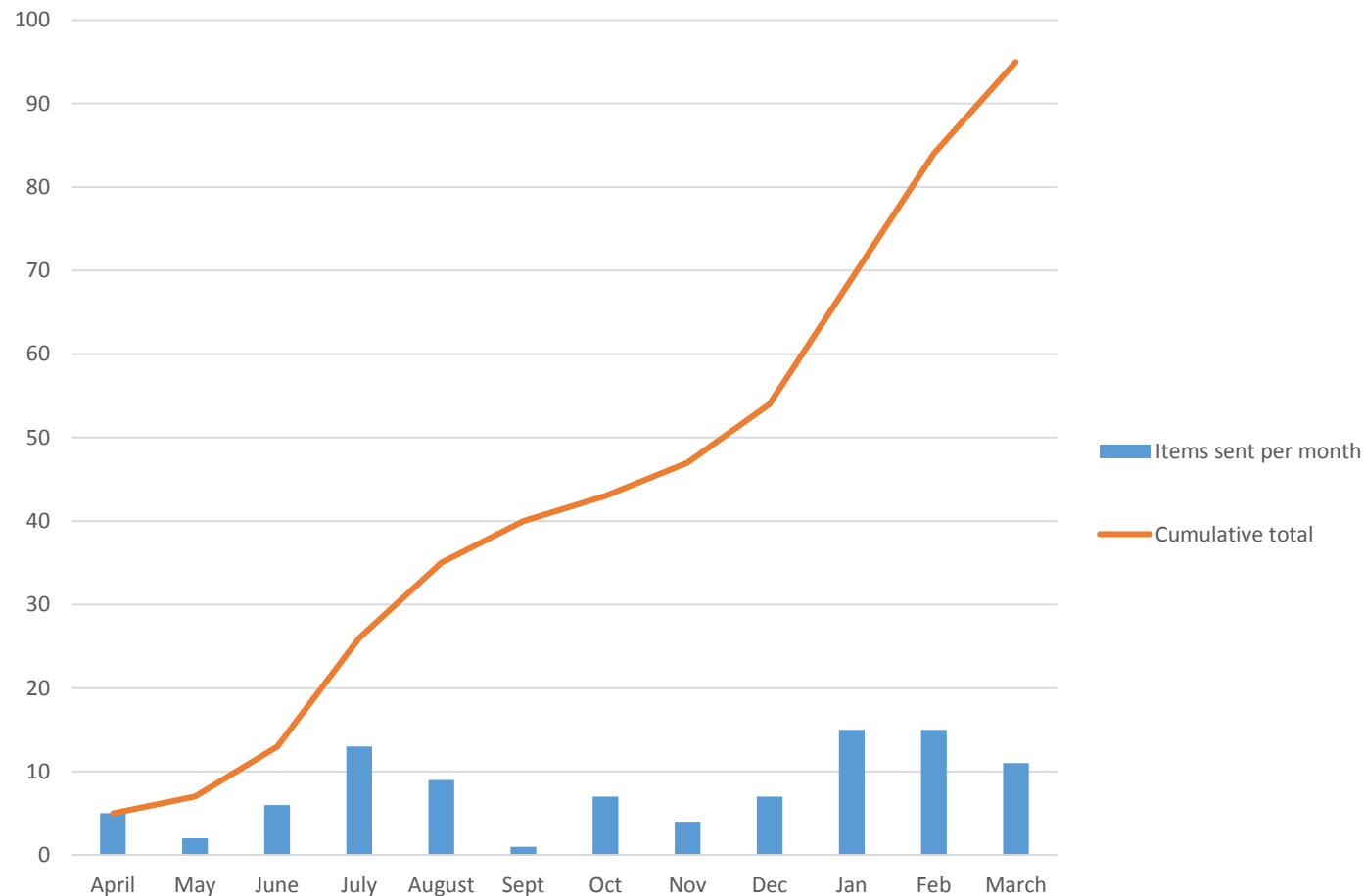
Experiences & Signposting (3)

Themes

- Discharge
- Complaints
- Access to primary care
- Carers
- Information
- Waiting times
- Lack of mental health crisis services
- Lack of adult autism service



Consultation Network & Youth Connect



- 210 Consultation Network Members
- 78 Youth Connect Members
- 7 newsletters sent to Youth Connect



Seldom Heard Voices Projects

- Ely School ‘My Own Mind’
- Gypsy, Romany and Traveller ‘Our Health Matters’ Project
- Dementia Friends sessions in the community and schools
- ‘Wheelchair4You’ Partnership Project
- Black History Month in Wisbech



Influencing Routes

- Health & Wellbeing Board
- CCC Health Committee
- Quality Surveillance Group
- Patient Safety & Quality CCG Committee
- Urgent & Emergency Care Vanguard
- Local Health & Wellbeing Partnerships
- Trusts in Special Measures Improvement Plans
- Leading the county VCS Voice network - Cambs Voice
- County Council/CQC Information Sharing Meetings
- LCG Board meetings



Impacts

- Primary Care: concerns about capacity, growth and complaints raised through involvement in co-commissioning and strategic groups
- Older People's & Adult Services contract collapse: leading media work and co-ordinating a Learning Event
- Children & Adolescent Mental Health Services discussion groups
- Older People's Social Care Assessments - CCC allocated extra resources
- Joint Strategic Needs Assessment - Drug & alcohol discussions groups
- 111 & Out of Hours: placing patient needs at the centre of the procurement process
- Intelligence collected to direct and assist the CQC in planning inspections
- Encouraging engagement best practice & partnership: Cambs Voice 'Hear Us' event
- Access to Podiatry - change to CCG Policy



Consultations

- Local Integrated Mental Health strategy
- National Children and Adolescent Mental Health Task Force
- CQC Thematic Inspection - Integrated Services
- CQC Review of Hospital Inspections
- NICE consultation on public and patient involvement
- Healthwatch England Advisory Group
- Integrated Local Advocacy Service Tender
- CQC Strategy 2016-21
- National Maternity Review
- Sexual Health Prevention Services



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Challenge