



# **DEVELOPING STRATEGIC PRIORITIES**

**Consultation Report**

**March 2015**

## 1. Introduction

1.1 Healthwatch Cambridgeshire (HWC) was set up in 2013 as part of the national network of local Healthwatch brought into being by the Health and Social Care Act. Since its establishment HWC has been working hard; getting out to listen to local people about health and social care, to learn about their experiences and what matters to them. The first HWC Annual Report, published last year, has more detail about our work and achievements.

1.2 HWC is now considering how to focus its work during the next two to three years. Everyone is acutely aware of the pressures facing health and social care, the combination of financial constraints, demographic challenges and complex commissioning and regulation systems. Decisions will not be easy but the outcomes from the stakeholder survey and the consultation event in February will help the HWC Board be informed about how to maximise our effort.

## 2. 'How are we doing?' survey

2.1 This survey below was designed to ask people that work with us what they think of our work , what we have done well, what we could do better and what our priorities should be for the coming few years. 42 people replied to the survey. 29 replies were from individuals, 13 people replied on behalf of an organisation. The findings are set out below.

### 2.2 How well do we listen to the experiences of local people?

Very well - 12

Don't know - 8

OK - 12

Not answered - 2

Not very well - 8

Just over 50% of respondents think that we have listened very well or OK. Some of the things people said we had done well were:

- Picking up on the issues raised with you
- Starting the Cambs Voice group
- The Hinchingsbrooke CQC pre-inspection meeting was well organised
- A problem we had was taken up and sorted out
- Meeting with local groups such as the MSLC in maternity and working with them to listen to people so you don't have to repeat work already being done
- Offering opportunities to take part in health related matters and research opportunities

Many of the suggestions for doing things differently mentioned the need for more publicity and linking more with the local media and other community and patient groups. Other suggestions were:

- Report on the data collected and how it is used
- Be more local to me
- Get messages of how to get good care to people

- It is about getting people to know what you have done and then reporting back on what has been done with the information and what change has occurred
- Help groups get better links with the CCG
- You've arranged for consultation in various places in Cambridgeshire except in Fenland

### 2.3 How well do you think we influence local decision makers?

Very well - 13

Not very well - 8

OK - 11

Don't know - 10

Just over 50% of respondents think that we have influenced local decision makers very well or OK. Nearly a quarter were unable to comment. Some of the things we have done well were:

- Being open and consultative in approach.
- Getting representation for the voluntary sector.
- Been open and approachable and really helpful - including us in new ideas and events.
- Good engagement with the Health and Wellbeing Board. Useful update reports to the county council.
- Raising awareness of the needs of dementia patients and their carers.
- Involving people and attending events and meetings.

Some suggestions of how to do things differently were:

- The most effective way forward is ongoing regular communication. There have been so many changes to the system, structure and responsibilities does anybody really understand the issues and pressures on the system and what we need to do about them.
- The voluntary sector is very important today so promote working with the professional bodies Health and Social Care we are all trying to provide the best care for everyone.
- Publish more.
- More reports that show where local people have influenced decision making.
- Get the powers that be to really take on board the public opinion. At the moment it's a tick box exercise.
- Get strong links/representation with Commissioning Groups and the hospital trusts.
- Letting public know about it.

### 2.4 How well do you think we provide information?

Very well - 17

Don't know - 7

OK - 14

Not answered - 1

Not very well - 3

The majority of people responding thought that HWC had provided information OK or very well. A small minority thought we had not. Comments about what we had done well included:

- You always have lots of information to share and have given us lots of things to put in our Customer Service areas within the Council.
- The quality of the Newsletter is very good as was the Annual Report on your first year. My concern is how these sources of information are reaching the ordinary people.
- It's a real struggle to find the correct route to direct people to.
- News bulletins are excellent. Good communication.
- Being knowledgeable and knowing what to do if stuck.

Many of the suggestions on how to improve information stated that we have to keep advertising to reach more people. This will always be core business for Healthwatch Cambridgeshire, as is working with other Information Services. Some specific suggestions included:

- More local information on health and social care services.
- More hard copies.
- How can we get people to be interested in what's available before a crises occurs? Maybe TV advertisements?
- I would like to have a central point - 1 phone call - in order to be directed to the right place.
- Most people are totally unaware of what Healthwatch is and what it does.

## 2.5 What has your experience of working with us been like?

From a list of pre-selected words, respondents were asked to describe their experience of working with us:

Friendly 26	Rooted in community 8
Responsive 24	Frustrating 6
Listening 20	Hard to contact 6
Collaborative 18	Not friendly 5
Easy to contact 18	Inspiring 5
Engaging 18	Educational 4
Effective 16	Unresponsive 3
Inclusive 15	Competitive 1
	Elitist 1

Further comments made were overwhelmingly positive and included:

- Informative and approachable.
- The ongoing issues both locally and nationally are huge against a background of financial constraints I believe you are making the best of an almost insurmountable problem.
- I have always found that you listened to all my concerns in the changing world of Health and Social Care. Especially as I am a retired District Nursing Sister and feel support was better previously when qualified District Nurses worked in the community!
- Great as a partner organisation Healthwatch Cambridgeshire is collaborative, inclusive and willing to debate issues.
- Great - thank you for all your support and help over the last year. It has felt very productive and co-operative and I feel much better informed about the changes in the health and social care agendas.
- Extremely positive. Healthwatch Cambs appears to be forward thinking, proactive and sensitive to local issues.
- Good so far! Informative with queries, reassuring, kind and generous. Able to help with various things like meeting in better locations.

## 2.6 What should our priorities be?

Respondents were asked to rate what our priorities should be from a pre-defined list. These topics were rated as the top five:

1. Equal access to services (25)
2. Mental health (22)
3. GP care (22)
4. People with long term conditions and disabilities (21)
5. Older people's care (19)

Other areas indicated as priority were:

- Future of healthcare - new models for delivery?
- What will the changes be in the future? Where will the pressures fall?
- Co-production.
- If people live and work longer, how will employers cope/what measures will they need to be thinking about now?
- Relationships between doctors and patients, and providing for those with behavioural problems, promoting autonomy and intelligence sharing including from patients to ensure good services.

### 3. Consultation Workshop

3.1 During February a consultation workshop was held with partners and members of the public to talk about what priority areas and what areas of work people think we should focus on. The key themes emerging were consistent with the findings of the survey.

3.2 The key themes were:

#### EQUALITY OF ACCESS

- Focus on disengaged areas, particularly in the north of the county, but be aware of disadvantaged pockets in wealthier areas.
- Use networks and partnerships across the county, as people see themselves attached to their local area not the county.
- Use data from partner organisations, eg CAB, Alzhiemers Society, to understand trends and concerns.
- Specific work should be undertaken regarding:
  - Growth and access to primary care
  - Migrant worker communities
  - Homeless, and hidden homeless people
  - Carers, interdependent and older carers especially
  - Discharge from hospital

#### MENTAL HEALTH

- Loneliness & isolation
- MH services vary across the county
- Young people's emotional wellbeing and support for parents

#### COMMUNICATIONS & AWARENESS

- Work with contracted staff, eg paid carers
- Raise awareness of nursing staff
- Health literacy and empowerment

#### PARTICIPATION & COMMUNITY INVOLVEMENT

- Being involved in commissioning, strategies, change proposals etc BEFORE decisions are made
- Local Healthwatch involvement sessions

#### SOCIAL CARE

- Monitor the implementation of the Care Act

#### INFORMATION & SIGNPOSTING

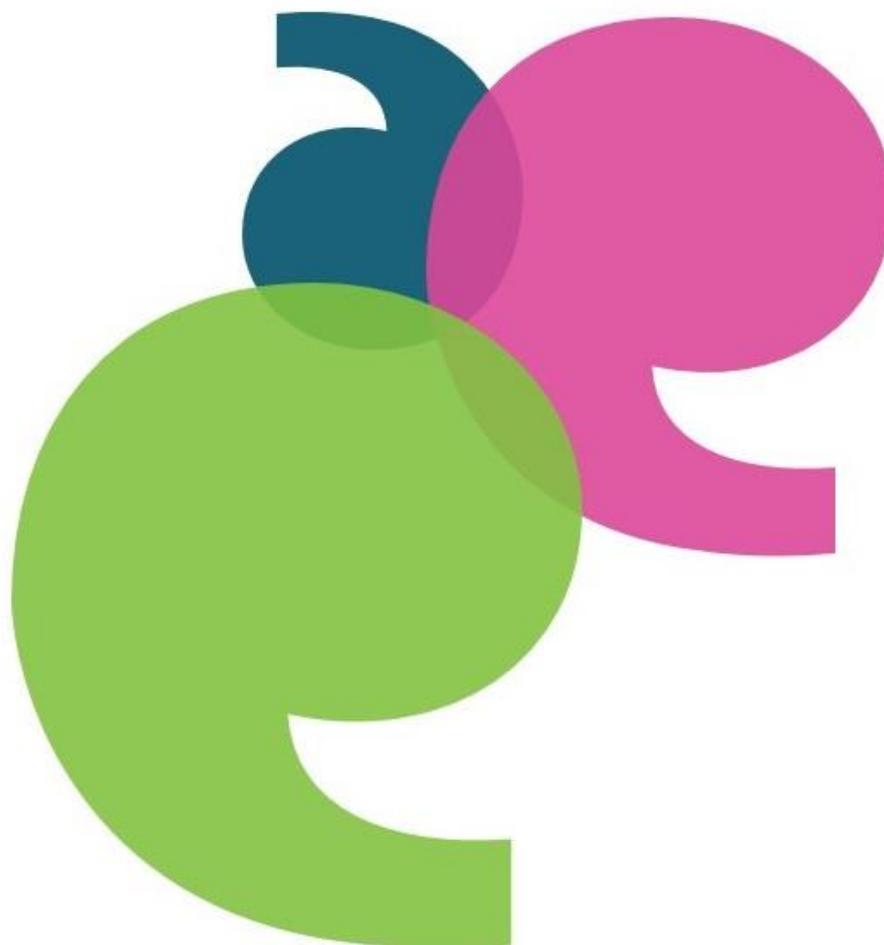
- Self-funders with specific regard to safeguarding
- Signposting to services and advertising opening times, eg MIUs
- Linking to and promoting community information, eg libraries and GPs

#### CHILDREN & YOUNG PEOPLE

- Work with Children's Centres and Schools
- Engaging with young people in ways that is meaningful to them

#### 4. Reviewing the Healthwatch Cambridgeshire Strategic Plan

- 4.1 The findings of both the survey and the workshop will inform the new Healthwatch Cambridgeshire Strategic Plan. This plan will cover 2015 to 2018 and set out the strategic direction of the organisation. It is anticipated that the new plan will be considered by the Healthwatch Cambridgeshire Board at its meeting in May 2015. The new Strategic Plan will be posted on the Healthwatch Cambridgeshire website, together with the supporting Work Programme.



**Working with you to improve health & care in  
Cambridgeshire.**

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