

Our Strategy 2020 - 2025

This strategy sets out our ambitions and the difference we want to make by 2025, together with local people and organisations.

Our vision is that health and social care services work well for local people.

Where we hear that services are not working for people, especially vulnerable groups, we will speak out.

Our purpose: We are the independent champion for people who use health and social care services in Cambridgeshire and Peterborough. We listen to what people like about services and what could be improved. We share what people tell us with those with the power to make change happen.

The wider context: Our society faces big challenges. A growing number of people need help with long-term health conditions, whilst illnesses associated with unequal life chances and lifestyle are adding to pressures on services. Health and care services must change how they do things to give people the support they need.

What we will do:

- ➔ **Listen:** find out what people want from services.
- ➔ **Involve:** help involve people in decisions about their care and how it is delivered.
- ➔ **Inform:** give people information to make choices about their health and care.
- ➔ **Partnership:** work in partnership to make change happen.
- ➔ **Challenge:** challenge decision makers when improvements can be made to services.

Our priorities	What we want to achieve by 2025	Why this is important	How we will do it
The promotion of independence and self-care.	People have more information and support in their area.	People want to be able to look after their own health and need better information to do this.	Help health and care organisations understand where information can be better.
Easier access to GP, dentist, pharmacy and other primary care services.	People make the best possible use of services that work well for them.	People tell us that it can be hard to get appointments when they need them.	Involve people in thinking about how services can work differently and provide better care
More joined up social care and integrated support services.	Services that are working better for people. More joined up approaches being developed.	Services are confusing and people can have problems moving from one part of the system to another.	Challenge health and care services to improve systems so they work better for people.
Better mental health services for everyone.	People find it easier to find the mental health support that they need.	People tell us they can not always get the mental health support they need.	Help get people involved in designing new community mental health services.
Involving people in redesigning the services they use.	More health and care organisations are involving people in new service development from the beginning.	Health and care is often organised around systems and organisations, not people.	Help decision makers understand the value of involving people. Develop effective forums for people to have their say,