

CEO Report

September, October and November 2022

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Highlights

1. This report updates the Board on activities during September, October and November.
2. We are pleased to have been funded to undertake work with local communities that enables them to engage with their local Integrated Neighbourhoods (IN) as they develop from Primary Care Networks (PCN). Integrated Neighbourhoods are building block of the Integrated Care System (ICS) and so local people's voices are pivotal in shaping services locally that work for them.
3. The voluntary and community sector in Cambridgeshire and Peterborough is coming together to have a united voice within the ICS. A Health Alliance has been formed that brings together groups and organisations of all sizes and places to work together and support each other. More organisations are working together in consortia.
4. The South Health Champion volunteers have completed a series of focus groups with communities whose voices are less heard. This includes homeless people, Gypsy, Romany and Traveller communities and people who do not have English as a first language. There will be a report published in January with the findings.
5. We have published a series of articles, including a blog from a Non-Executive Director, around support at the end of life.
6. Our Information Team are tracking the experiences we hear that are linked to the rising cost of living. 7% of the feedback we recorded during this period included a cost of living element. A full report will be presented to the Board in March 2023.

Strategic priorities

Priority	Current activities
1.Promoting Independence & Self-Care	<ul style="list-style-type: none"> • Information Service delivery • Website information.
2. Access to Primary Care Services	<ul style="list-style-type: none"> • Representation at primary care intelligence and procurement groups • Gathering feedback on materials that raise awareness of the additional roles in primary care.
3. Social Care and Integrated Support Services	<ul style="list-style-type: none"> • Partnership Board activities • Influencing and supporting ICS engagement.
4. Mental Health Services for Children, Young People and Adults	<ul style="list-style-type: none"> • Increased focus on engagement with young people • Representation at Children’s and Maternity Accountable Business Unit to ensure lived experience is considered in decision-making.
5. Involving people in redesigning the services they use	<ul style="list-style-type: none"> • System and place work (South and North) to enable local people to influence decision-making and increase the opportunities for voices to be heard. • Promoting involvement and co-production opportunities.
6. Streamlined enquiry and complaints channels	<ul style="list-style-type: none"> • Promoting the benefits of a streamlined first contact, enquiries and complaints system • Identifying ICS best practice nationally.

Communications

7. What we've been working on.

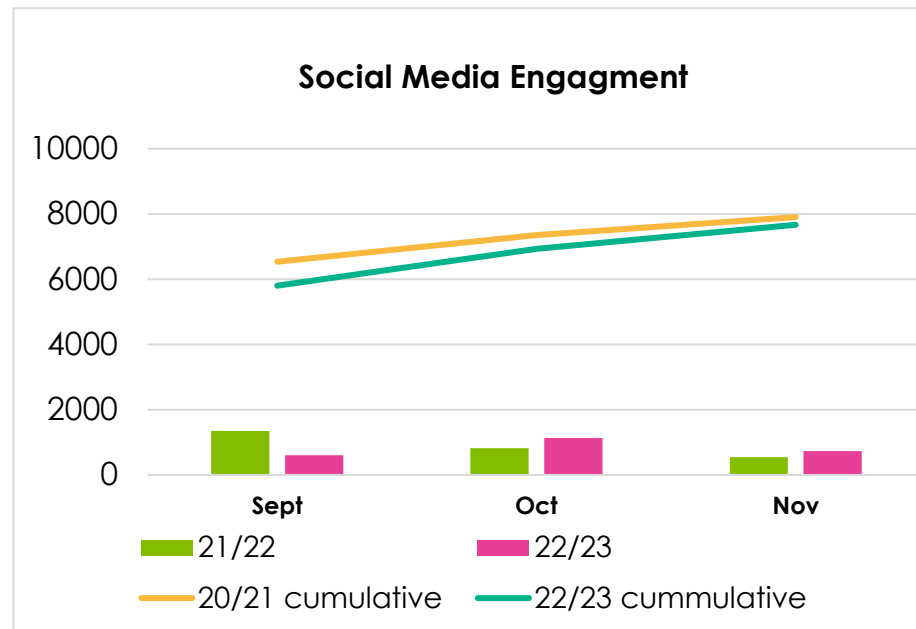
In this period, we have supported Healthwatch England's Because We All Care and maternal mental health campaigns, as well as publishing blogs and advice articles on topics such as the impact of the 'cost of living crisis' on disabled and older people, where to get mental health support, finding bereavement support, and support for carers. We've also undertaken a number of successful recruitment campaigns, including recruiting a new Communications Manager.

8. Our websites

Our websites are our digital 'front door' and our strategy focuses on encouraging those who are digitally able to feedback online. They are regularly updated with news articles, blogs, events and advice articles. More than 11,000 unique users have visited our sites in this period, this is similar to the same period last year. Advice articles remain our most popular content, with the articles on NHS dentistry and out of hours care being our most viewed in this area. The majority of users find us through organic search.

9. Social media engagement

Social media engagement has tracked 3% below the same level for the preceding year, with our strongest engagement on LinkedIn and Instagram as a result of recruitment and other targeted campaign activities, including mental health awareness.



10. **Earned media**

18 articles in the traditional media, including TV appearances on ITV and BBC local news, 21 articles in voluntary, community and statutory partners publications.

11. **Working with partner organisations**

Continue to meet regularly with NHS and local authority communications leads and, in this period, have fed back on the Let's Talk Campaign as well as being involved in discussions around issues including the shared care record and getting questions answered around vaccination access for groups including household contacts of people who are immunosuppressed.

Engagement

14. During this period there were six health and care forum meetings, bringing together members of the public with local health and care service providers. Topics covered included:

- Development of Integrated Care system (ICS) Engagement Policy
- SUN Network addiction service
- Update from ICS safeguarding Lead
- Additional roles in primary care

At these meetings we hear people's views and concerns around their care including messages which reflect a need for better communication around changes to the system, particularly in primary care.

Providers and commissioners who come to the meetings are able to take these experiences back to their organisations.

15. During September, October and November, we participated in 35 engagement events, speaking to 621 people and collecting 258 experiences. During October 2022, 66% of feedback stories heard were through engagement events.

16. During this period we have continued to engage with a number of local organisations working with children and young people. Our engagement team attended many college events including freshers fairs and also tutorial groups, meeting with young people enrolled on health and social care courses.

17. With cost of living being a key concern for local people, our engagement team have attended a number of cost of living events with Think Communities, to hear people's experiences.

- 18.** Our engagement team were involved in recruiting to and running a focus group to hear people's experiences of using community nursing services. This was part of a wider piece of work involving other local Healthwatch in the East of England.
- 19.** Our Senior Engagement Officer has supported the Abdominal Aortic Aneurism (AAA) screening programme by linking them with Lithuanian, Latvian, Chinese and Nigerian community leaders, also linking them with Family Voice and PARCA. He has also assisted HIHR to link in with different community groups. He has also assisted the communications team at the ICS with making a video promoting the 'Let's Talk' campaign which was shared on social media platforms.
- 20.** Other events we have attended during this period include, Black History Month family fun day, ARU Stand Out! Family careers event, Golden age Fair, Community development get together (Fenland), sensory and wellbeing event (St Ives), Ukranian drop-in session (Peterborough Cathedral) and Changing Lives in Peterborough Together.

Volunteering

- 21.** There are currently 28 active volunteers, based across Cambridgeshire and Peterborough. We are currently recruiting new volunteers. Our Volunteer Manager has linked up with a small team of 'Inclusion Ambassadors' through the 'Ambassador Inclusion Programme', hosted by other local Healthwatch including Healthwatch Croydon and Healthwatch Liverpool, so we can benefit by discussing ideas about recruiting volunteers from different communities. Our engagement team are also actively involved in helping to recruit new volunteers through our face-to-face events.
- 22.** Our volunteers have contributed 35 hours of volunteering time to our face-to-face engagement activities during this period which has allowed us to speak to more people and hear their experiences.
- 23.** A number of our volunteers have completed our representation training and are able to represent our Healthwatch at specified meetings. It is also planned that they will become involved in the local ICS on a local level through Integrated Neighbourhoods.

Partnership Boards

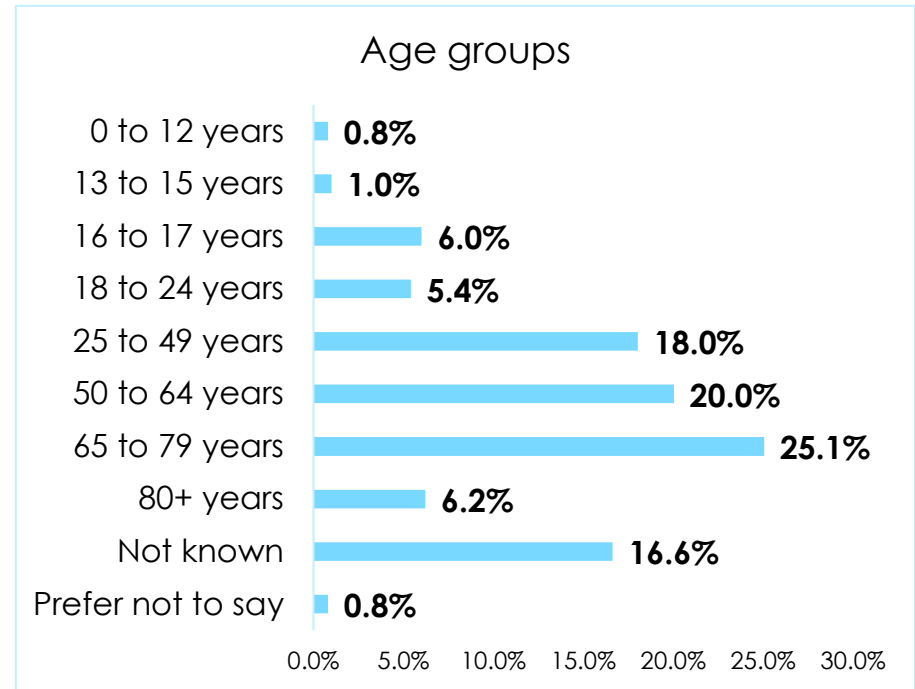
- 24.** During this period there have been meetings of the Carers Partnership Board, Learning Disability Partnership Board, Older People's Partnership Board, Physical Disability Partnership Board and Sensory Impairment Partnership Board. The Wheelchair User Forum have also met.
- 25.** Topics covered included:
- Re-commissioning of advocacy contract
 - Aging well strategy presentation
 - Falls Prevention Strategy presentation
 - Annual Carers Survey results
- 26.** The Learning Disability Partnership Board Health Sub-group have met during this period. The group were formed to hear health feedback from people with a learning disability and/or autism. At the latest meeting the uptake of screening for health conditions was discussed, also issues around hospital care.
- 27.** Issues raised and impacts from Partnership Board meetings during this period included:
- Following the issue being raised at the Partnership Boards, people with learning disability have been delighted that this year for the first time they have received information about getting their flu vaccinations in 'EasyRead'.

Experiences

- 28.** During September, October, and November we recorded 499 pieces of feedback, 20% (119) of these required an element of signposting. This compares to 775 for the same period in 21/22 and 185 in 20/21.
- 29.** 62% of experiences recorded came from women, 23% came from men, and 0.2% from non-binary individuals. Ethnicity and age distribution is set out in the tables below.

Ethnicity	Percent
White: British / English / Northern Irish / Scottish / Welsh	58.5%
Not known	22.4%
White: Any other White background	6.2%
Prefer not to say	2.6%
Any other ethnic group	1.8%
Asian / Asian British: Pakistani	1.4%
Asian / Asian British: Indian	1.0%
Black / Black British: Caribbean	1.0%
Asian / Asian British: Any other Asian / Asian British background	0.8%
White: Gypsy, Traveller or Irish Traveller	0.8%
Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background	0.8%
Arab	0.4%
Asian / Asian British: Bangladeshi	0.4%
Mixed / Multiple ethnic groups: Asian and White	0.4%
Mixed / Multiple ethnic groups: Black Caribbean and White	0.4%
Mixed / Multiple ethnic groups: Black African and White	0.4%
Asian / Asian British: Chinese	0.2%
White: Irish	0.2%
Black / Black British: African	0.2%
Grand Total	100.0%

30. 31% of the experiences we recorded came from Peterborough residents, closely followed by Cambridge City, Huntingdonshire, and South Cambridgeshire. Only 10% and 2%, respectively, of the experiences were from residents of Fenland and East Cambridgeshire. Volume of feedback is greater in locations the engagement teams have worked in, 63% of recorded feedback came directly from engagement events.



31. During this period, many people described difficulties with accessing services and booking appointments. A lack of continuity of care was a prominent theme during this period, along with a lack of information providing from services, and long waiting times or long waiting lists for appointments and treatment. The service areas we heard about most were:

- GP practices
- Dentists
- Accident and Emergency
- Community services
- Pharmacy

Impacts and influencing

- 32.** These are some of the direct impacts of Healthwatch work during September, October and November:
- i. Covid vaccination information for household contacts of immune suppressed people has been corrected on the national booking system.
 - ii. Regular liaison meeting with both Peterborough and Cambridgeshire scrutiny committees. We have facilitated community input to the Peterborough Committee by identifying co-optees.
 - iii. Highlighting the benefits of quality communications with people who are at home and being cared for in a 'virtual ward', the risks of increasing carer expected from carers' and the potential for people to be excluded from the programme due to lack of IT connectivity.
 - iv. The health group working on projects to improve people's safety and experience of waiting have welcomed greater understanding of health inequalities highlighted by our intelligence and the Healthwatch England report 'Health Disparities and waiting for planned care'.
 - v. The ReSPECT planning for end of life and palliative care programme will include resources that are suitable for people with learning disabilities.
 - vi. We raised with HUC, our 111 provider, that a survey letter recently sent out didn't offer alternative formats nor indicate that it was being done on behalf of an NHS service.
 - vii. We are raising awareness with providers that letters need to be clearer and that there needs to be reliable communications to patients regarding their appointments and waiting times.
- 33.** We have submitted responses to four surveys and consultations:
- Health and Wellbeing and Integrated Care Strategy
 - General Dental Council strategy consultation
 - EEAST partnership survey
 - CQC ICS assessment survey.

Projects

Project name	Description	Status	Comment
Community nursing	Focus group as part of a regional Healthwatch collaboration	Blue	Completed.
Health Champions (South ICP)	Two-year project to recruit and train volunteers to undertake community engagement and research projects.	Green	Second project fieldwork has been completed, the draft report is being approved by partners. Publication in January. Third project topic being identified.
Gypsy, Roma and Traveller project	Lottery funded three-year engagement project to develop a network of volunteer listeners and provide training for frontline NHS, social care and local authority staff.	Green	Current training round completed. National training course held for Healthwatch colleagues. Volunteer recruitment underway.
Maternity narratives	Collecting five stories from women about their childbirth experiences.	Green	Healthwatch England commission to collect narratives that focus on mental health experiences. Interviews underway.
CPFT Innovation Hub	Support to recruit and deliver focus groups for target communities, as part of the Innovation Hub cardiovascular disease work.	Green	Assisting with reviewing comms materials. Planning underway to recruit focus group participants.