

## **CEO Report November and December 2019**

### **Purpose**

1. This report summarises Healthwatch Cambridgeshire and Peterborough activities for November and December 2019.

### **Key issues**

2. As part of the CCG's Big Conversation we were commissioned to set up and hold two meetings of a Community Values Panel. The Panel of 30 were recruited to be representative of the people of Cambridgeshire and Peterborough. The outcome of their discussions is being drafted into a series of reports. These will help the CCG deliver commissioning based on social values. We now have an established Panel and will be looking to have further work commissioned.
3. The whole of Cambridgeshire and Peterborough is now served by our four Health and Care Forums. A workshop was held in December to help plan setting up the last of these; the Greater Cambridge Forum. These four Forums are a space for local people to share their experiences of health and care services. We are working towards a consistent format, making sure that we tell people about the difference their feedback has made.
4. Our volunteer Access Champions helped develop the easy read version of our strategy and gave advice to Public Health colleagues on the Health and Wellbeing Strategy and to the CCG on the Big Conversation documents.
5. Information and signposting activities for the past year are reported elsewhere on this agenda.

### **Action required by the Board**

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

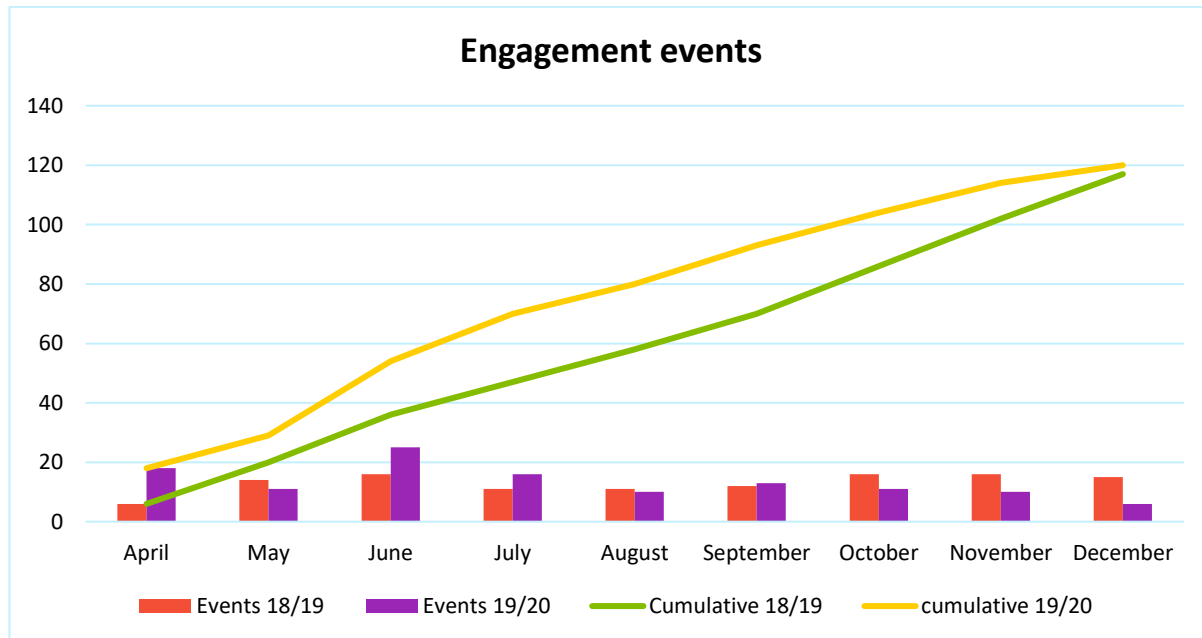
### **Author**

Sandie Smith, CEO

15<sup>th</sup> January 2020

### Engagement Activity

- The team spoke to 428 people at 16 engagement events during November and December. This table shows a comparison to last year's activity.



- The range of events we attend continues to be wide and varied, including:
  - Carers' Rights Day organised by Caring Together
  - World Diabetes Day
  - Stalls in various places in Hinchingsbrooke Hospital
- We have a stable group of volunteers who have contributed over 50 hours of their time to support this engagement work.

### Impacts and influencing

- With a general election being held in December we were mindful to protect our independence and so limited our involvement in any potentially political discussions and decisions. However, before the election period we promoted the CCG's Big Conversation and submitted a response once the election period was over. This response will be included in the CCG Governing Body papers.
- We continue to gather feedback regarding access to mental health support and are working with partners organisations to ensure feedback from people is heard and acted upon. We are also involved in a number of mental health workstreams.

12. Following intelligence received regarding problems people were having getting ear irrigation that we clarified CCG policy and contract requirements. We have notified the organisations who raised the original concern with us and together we are monitoring the situation.
13. We have raised continuing concerns regarding communications to patients with NWAFT. This has arisen primarily due to their change of IT system. NWAFT have welcomed this feedback and have set up a helpline.
14. Our Engagement Team has helped NWAFT recruit members for its Black, Asian and Minority Ethnic Group. This group is considering trust-wide policy and how minority community can be adversely affected. They have already made a difference as a result of advising on easier ways to provide proof of identity.
15. Action plans have been received from care homes following our Enter and View visits<sup>1</sup> at the end of last year. We are very pleased to see that many of the actions had already been completed. Visits to homes in Cambridgeshire are now being planned.
16. Following a request from the Chair of NWAFT our CEO delivered a training session for NWAFT Governors. This session focussed on the importance of gathering patient feedback, the work of Healthwatch and how we can work together.

### *Communications*

17. **Publications and promotional focus:**  
We published two enter and view reports on care homes in Peterborough in November and December. We also soft launched a survey into people's experiences of life in a care home. Due to the general election and purdah restrictions, followed by the Christmas Holiday, there was a period of reduced external activity.
18. **Media activities:** During the general election period, we did not comment on health and care issues in the traditional media. One story was published in the traditional media. Eight articles were published in voluntary, community or professional newsletters.
19. **Website content:** We published three news stories on the Healthwatch Cambridgeshire site and five on the Healthwatch Peterborough site, as well as updating event activities and other pages. There were 8,446 page views in this period by 2,326 users; this 11% higher than the same period last year.

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<sup>1</sup> <https://www.healthwatchpeterborough.co.uk/healthwatch-visit-report-on-field-house-care-home/>

- 20. **Websites update:** We began a time intensive three month project to update our two Healthwatch websites. The new sites are based on a clean and simple user-focussed Healthwatch England design template. They will make it easier for people to find out what we do, get advice and information and tell us their experiences. New sites to launch at the end of February 2020.
- 21. **E-newsletters:** Monthly segmented e-newsletters were sent in November and December. Opening rates averaged 32% with 9% of all recipients clicking on content. Opening rates were lower in December which is typical for this time of year. The mailing list grew by 2% during this period.
- 22. **Social Media:** During November and December, we maintained our social media presence - primarily on Facebook and Twitter but also using Instagram and LinkedIn - with a total of 2,334 engagements on all channels, this is 40% above the same period last year.

