

CEO Report April - June 2017

Purpose

1. This report sets out progress against the Cambridgeshire element of the joint Interim Work Programme 2017/18.

Key issues

2. Sections 5 - 10 set out progress, achievements and highlights for the quarter.
3. Sections 11 - 22 report on the Key Performance Indicators.

Action required by the Board

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

Author

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5th July 2017

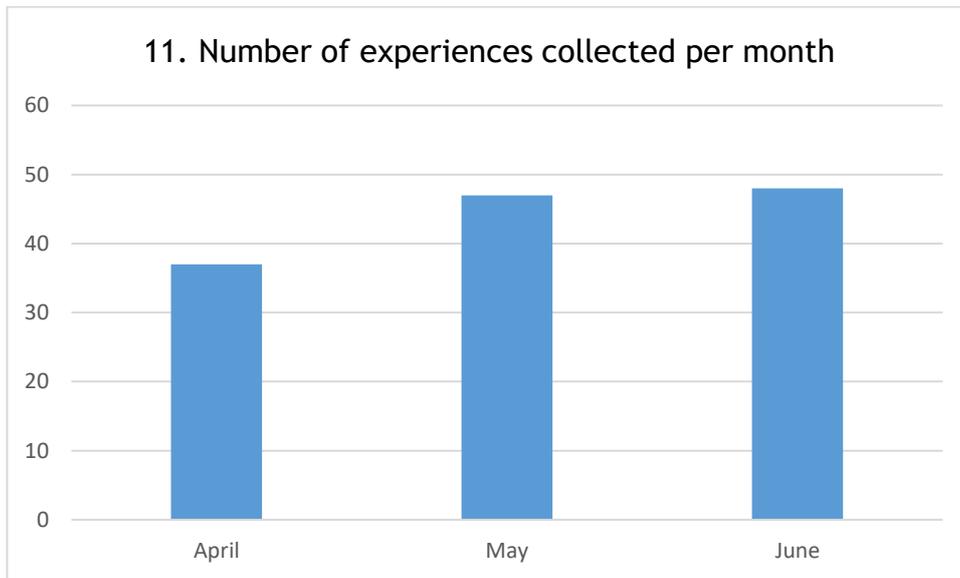
Achievements

5. The school engagement work that took place in 2016/17 was published in a report 'Being Happy, Being Me'¹. The findings of the CAMHS Focus Groups 'Minding Us' will be published in July.
6. A series of three Enter and View visits to care homes has been planned, with the first visit completed in June. The theme of these visits was Food and Nutrition. The remaining visits are scheduled to take place during the summer.
7. The Rosie Maternity Voices Partnership is now established. Following the breakdown of The Rosie MSLC, HWCP acted as facilitators between the Trust, the CCG and local parents to regain trust and gain common understanding of the benefits of parent involvement, as well as ensuring standards of good practice. The MVPs across the area are now contributing to the Local Maternity System workstream of the STP and to the development of the local Better Births Plan.
8. The NHS Accessible Information Standard Project is nearing completion, with the data from the surveys and discussion groups being compiled and analysed. The report is expected to be published in August.
9. The Gypsy, Romany and Traveller data issue has been taken up by several national equalities organisations. We are working with these groups to increase the priority of this work on the NHS England agenda by raising it at the national Equalities Committee.
10. Healthwatch Cambridgeshire, together with Healthwatch Norfolk, Essex, Suffolk and Hertfordshire, have been short-listed for a Healthwatch national award for organising the first ever Regional Conference earlier this year.

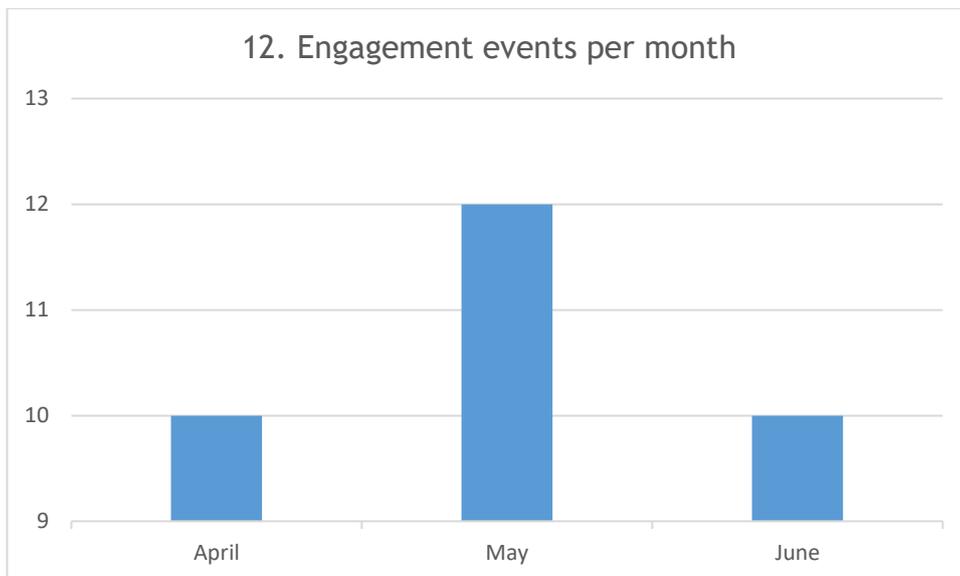
¹ <http://www.healthwatchcambridgeshire.co.uk/news/being-happy-being-me-new-report-young-peoples-mental-health>

Key Performance Indicators

Collecting experiences



Engagement activity



13. Between April and June the team spoke to a total of 672 people at 32 events, including:

- Hunts Blind information event
- Carers Trust Cambridgeshire Conference
- Making Space coffee morning
- Chesterton Festival
- Chatteris Midsummer Festival

14. Visits to more summer fetes and festivals are planned for the summer.
15. The team make regular visits to the Huntingdon Children's Centre Snack Shack and the Gypsy and Traveller drop in at Cottenham.
16. During this quarter 1,050 volunteer hours were contributed in engagement activity.

Impacts and Influencing Activity

17. Between April and June we contributed to seven formal and informal consultations and requests for advice and representation:
 - Pharmaceutical Needs Assessment
 - Proposed CCG policy change re access to hearing aids for people with mild hearing loss - pre-consultation engagement
 - IVF Policy change
 - Safeguarding Adults Policy and Procedures
 - Cambridge City Council Community Review
 - National Audit Office enquiry into children and young people's mental health
 - Informal feedback on CCG Guidance for 18 week breaches
18. We have been working with the SUN Network to raise awareness of people's experiences of using mental health services and get improvements made. The need for change is particularly evident from feedback received regarding access to services, 111 Option 2 in Wisbech and use of the Sanctuary Cambridge and the Recovery Coach Service.
19. We have now received an update of improvements made by the A&E Department at Hinchbrook Hospital following our Enter and View visit late last year².

² <http://www.healthwatchcambridgeshire.co.uk/news/patient-voices-help-improve-care-hinchbrook-emergency-department>

Communications

20. Summary of social media activity and Your Voice circulation:

Facebook	
Total reach: the number of times posts have been seen. Average (183 for each post)	11,129
Interactions (link clicks, shares, comments)	603
Level of engagement	5%
Twitter - 2,618 followers at 31/5/17	
Tweets	Totals
	182
Total reach - number of times tweets seen	122,600
Interactions (link clicks, RT, likes, mentions)	991
Level of engagement	0.8%
Your Voice e-news 6 editions	
Totals	Totals
Circulation 31/5/17 (grown by 5% since 1/4/17)	1133
Opened by average	23%
Average engagement (links clicked)	3%
Your Voice hard copy newsletter	
Totals	Totals
Spring edition - published 1/4/17	700

21. Press and other media:

- 12 articles or mentions in external publications. Includes Carers Trust quarterly newsletter, Cambs Alliance regular e-bulletins, HUC staff newsletter, Centra information pack, and three community newsletters.
- One press story (Fenland Citizen, Being Happy, Being Me) and one mention in Cambridge News article.
- One community radio interview with HCRFM also about the young people's mental health report.

22. The standard promotional postcard has been updated to include the whole organisation. Two slightly different designs have been used to reflect the images used on our different websites.