

TITLE	Healthwatch Update
FOR CONSIDERATION BY	Health Overview and Scrutiny Committee on 25 November 2013
WARD	None Specific

healthwatch

Wokingham Borough

Update for Health Overview and Scrutiny Committee 25.11.13

	October 2013	Year to date
Calls to helpline	tbc	
Walk in assessments	8	
E Mail enquiries	1	
Hits on website	tbc	
Twitter followers	426	
Facebook likes	11	

Community Engagement

Target was set of 50 visits in 90 days (2nd week Sep – 2nd week Nov). To date conducted 42 visits with at least 10 more visits booked for November. Engaging across health and social care. Made attempt to contact BME Groups – attending Black History Month event in Woodley on 27th Nov

Partnership work

Board have agreed to sponsor the MICe bus for the remainder of the financial year – in return the driver will be a “Healthwatch Champion” in signposting members of the public to us and distributing information about us

Meetings

Attended CCG Governing body meeting and submitted a question about actions following Francis Report recommendations.

Attended Sue Ryder Leadership Alliance workshop to look at replacement of Liverpool Care pathway for those at the end of life.

Met with CQC local inspector to discuss information and intelligence sharing.

Launch week

See attached advert; Monday 18th November we will be in Woodley Town Centre, Wednesday 20th November in Market Place and Sunday 24th at the Winter Carnival

Work Plan priorities (see work plan attached)

The Board identified 3 key priorities for Healthwatch to focus on in the first year;

- Views of children and young people regarding their health and social care
- The impact of the Francis Report in Wokingham Borough
- Support needed for carers of those with dementia

Team Update

Board undertook training day along with Slough Healthwatch board early October
Healthwatch team currently undertaking safeguarding training

Volunteer Update

Now starting to appoint Healthwatch Champions

Vacancy on Board for Non Executive Director for Governance and Compliance – advertised through informal networks locally with little response. Will now try Linked In, Rotary Clubs

Currently recruiting for Enter and View Authorised representatives

Mystery Shopper training sourced and recruitment will commence December

CRM

Team now worked through access problems and a way for CAB data to be captured in the Healthwatch CRM. Team undertaking training end of November and initial reports will be available for December's Board meeting

Healthwatch Wokingham Borough Work Plan

Oct 2013 - March 2014

Summary

This work plan has been developed as a result of the public engagement that was conducted in the initial months of setting up the organisation and getting known within the community.

The Board identified 3 key priorities for Healthwatch to focus on in the first year;

- Views of children and young people regarding their health and social care
- The impact of the Francis Report in Wokingham Borough
- Support needed for carers of those with dementia

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2. Objectives

1. **Raise awareness:** in the local community and among key partners e.g. Community Groups, CCGs, PPGs, PCT and LA.
2. **Build our engagement:** increasing the number of local people on our mailing lists, following us on social media and signed up as Healthwatch Champions and volunteers; and
3. **Establishing Healthwatch as an expert:** in providing information about choice, in public and patient consultation,
4. **Build our volunteer base:** raising awareness of and recruiting for Healthwatch Champions among the general public and community groups.
5. **Ensure value for money:** be able to demonstrate social investment on return and impact locally
6. **Support for carers of people with dementia:** project to be scoped by early 2014
7. **Monitor and challenge the impact of the Francis report:** ensure local providers (regulated and ancillary organisations) have considered the findings and recommendations and decided how to apply them
8. **Young people health and care needs project:** project to be scoped by end of 2013

Healthwatch Wokingham Borough Work Plan

Oct 2013 - March 2014

3. Priority messages

Local Healthwatch key messages:

In order for people to understand the service that is delivered by Healthwatch Wokingham Borough, our key messages are;

- We are the independent watchdog for local health and social care services
- We are a strong voice for children, young people and adults, ensuring we get heard
- We will influence decision making at senior strategic level and ensure that improvements are made

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4. Audiences

Our key audiences are:

- Patients and the public in Wokingham Borough, including the seldom heard;
- Third Sector organisations in Wokingham Borough that have a health or social care focus;
- Local CAB staff, volunteers and clients;
- Community Groups in Wokingham Borough that have a health or social care focus;
- Patient Participation Groups (PPGs) affiliated to Wokingham Borough surgeries;
- the Clinical Commissioning Group and Wokingham Borough Council
- NHS Foundation Trusts

Healthwatch Wokingham Borough Work Plan

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5. Work Plan Objectives and Deliverables

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Objective:

1. **Raising awareness:** in the local community and among key partners e.g. Community Groups, PPGs, PCT and LA.

2. **Building our community engagement:** increasing the number of local people on our mailing lists and signed up as Healthwatch Champions and volunteers; and

Deliverables:

- Set up and update website
- Establish Social Media presence on Twitter and Facebook
- Leaflets, posters and promo items in place
- Give talks to community groups/ events
- Press releases
- Distribute leaflets
- Launch week mid Nov

- Make 50 contacts in 90 days
- Distribute information and story leaflets
- Speak to local groups
- Attend Volunteer recruitment event

Success criteria:

- Local press coverage
- Increase of health & social care requests at CAB
- Contacts increasing
- Stakeholders referring to LHW
- Calls to LHW
- Analytics on website hits and length of stay
- Increase in numbers of people offering to volunteer
- Increase in community group membership
- Increase in awareness amongst community groups and the general public

Healthwatch Wokingham Borough Work Plan

Oct 2013 - March 2014

Objective:

Deliverables:

Success criteria:

3. **Establishing Local Healthwatch as experts** in providing information about choice, public and patient consultation, supporting lay representatives and community groups and advocating on behalf of the public;

- Training to all CAB volunteers
- Healthwatch at all CAB locations across borough
- Establishing Healthwatch Champions
- Update website with case studies / vox pops
- Issues inputted into CRM

- Increase of health and social care requests at CAB
- Continuation of existing positive relationships with stakeholders
- Increase in volunteer numbers

4. **Building our volunteer base:** raising awareness of and recruiting for Healthwatch Champions among the general public and community groups.

- Recruit to empty Board seat
- Distribute volunteer leaflets
- Distribute volunteer Packs
- Enter and View team established
- Mystery shopper project brief drawn up
- Able to send representation to CCG's Equality Delivery System workshop 10th Dec

- People from different sectors of the community actively engaged in the local Healthwatch workplan
- Certificate of involvement to be presented to all Champions
- ID badges and volunteer handbook in place

5. **Ensure value for money:** work in partnership with local organisations, evidence social impact

- Financial forecasting to the end of the year
- Where possibly work in partnership with local groups
- Ensure social impact is evidenced where

- Finance Director receives monthly financial reports
- At least one community partnership proposal presented to board

Healthwatch Wokingham Borough Work Plan

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Objective:	Deliverables:	Success criteria:
6. Support for carers of people with dementia	<p>possible</p> <ul style="list-style-type: none"> ▪ Begin to get an understanding of the issues ▪ Build relationships with local dementia/Alzheimer's groups ▪ Project brief to be drawn up by early 2014 ▪ 	<ul style="list-style-type: none"> ▪ Staff and Board to undertake care home visits across the Borough
7. Monitor and challenge the impact of the Francis report	<ul style="list-style-type: none"> ▪ Challenge CCG and WBC on their response to Francis recommendations ▪ Ensure SEAP's NHS Advocacy Reports shared and data integrated ▪ 	<ul style="list-style-type: none"> ▪ Able to evidence how practice has been improved post Francis
8. Young people health and care needs project	<ul style="list-style-type: none"> ▪ Make contact with all 60 junior, infant and primary schools via book bags ▪ Make contact with all 8 secondary schools via School Councils ▪ All data to be inputted to CRM and themes identified ▪ Project brief to be drawn up late 2013 	<ul style="list-style-type: none"> ▪ Utilising schools as a universal way of accessing students views on health and social care ▪ Young people involved in the design and delivery of project

Healthwatch Wokingham Borough Work Plan

Oct 2013 - March 2014

6. Work Plan Action Plan

Communications Deliverable:	Next steps:	Person responsible:	Timescale:	Budget:
1. Maintain website & social media sites with up to date information	New look website live - currently in talks with designers to incorporate teams suggestions	Comms & PR Officer	Focus on this after launch week	
24	2. Distribute leaflets, posters and promo items	Items ordered ready for launch week	Comms & PR Officer	End Oct 2013
3. Launch Week - 20 Nov 2013	See Launch Week Plan	Whole team	To be completed by Mon 11 th Nov	
4. 50 engagement contacts in 90 days	See Engagement Plan	Healthwatch Officer	2 nd week Sep - 2 nd Week Nov	
5. Information and Advice	All CAB advisors to be trained to spot and log HW issues	CAB Healthwatch Advisor	By Oct 2013	

Healthwatch Wokingham Borough Work Plan

Oct 2013 - March 2014

Communications Deliverable:	Next steps:	Person responsible:	Timescale:	Budget:
6. Recruit Healthwatch Champions	Sign up Healthwatch Champions with appropriate: <ul style="list-style-type: none"> ▪ training ▪ induction ▪ volunteer pack ▪ badges 	Locality Manager	Advertise Nov/Dec Training Jan 2014	
7. Distribute Volunteer Packs	Advertise any positions / Distribute packs when requested	CAB Healthwatch Advisor		
8. Ensure value for money	Forecasting of budget Social impact	Locality Manager	Month on month	
9. Recruit volunteers to 3 identified projects	<ul style="list-style-type: none"> ▪ Scope each of the 3 projects ▪ Share training sessions with other Healthwatches 	Team		

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Healthwatch Wokingham Borough Work Plan

Oct 2013 - March 2014

7. Timescales and detailed tasks

Pre-launch Phase

Month	Deliverable this month	Progress (to be updated)
November 2013	<ul style="list-style-type: none"> ▪ Launch week - 18th Nov 2013 ▪ Begin recruiting for Healthwatch Enter and View Champions ▪ Access to CRM to be sorted 	▪
December 2013	<ul style="list-style-type: none"> ▪ Be able to produce CRM reports for board ▪ Mystery Shopper recruitment begins ▪ Make contact with all 60 junior/infant schools ▪ Make contact with 16 secondary school councils 	▪
January 2014	<ul style="list-style-type: none"> ▪ Offer 2 Enter and View training sessions in conjunction with Slough 	▪
February 2014	<ul style="list-style-type: none"> ▪ 	▪

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Healthwatch Wokingham Borough Work Plan

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Pre-launch Phase

Month

Deliverable this month

Progress (to be updated)

March 2014

▪ Annual Report to be signed off

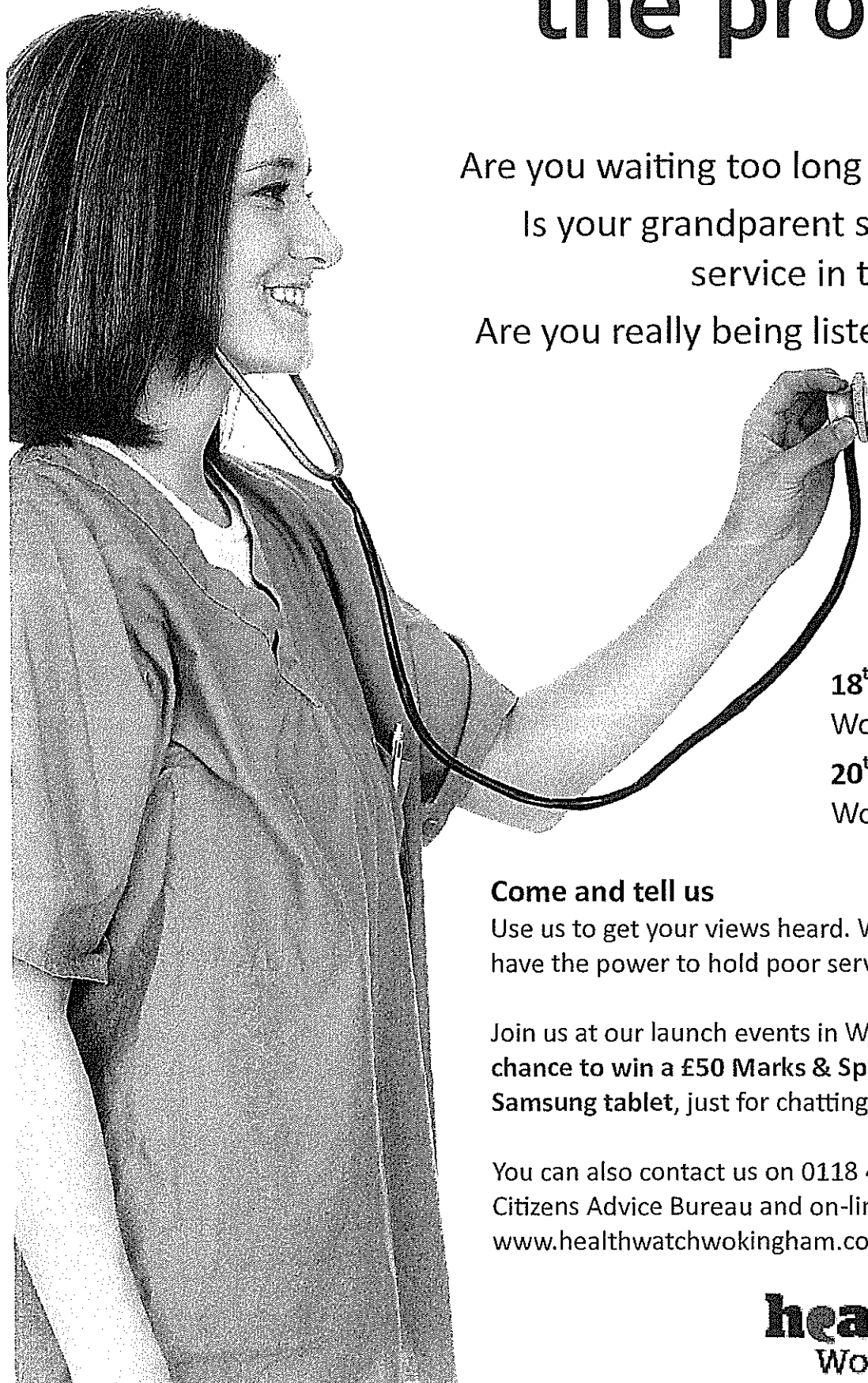
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What seems to be the problem?

Are you waiting too long to see a doctor?

Is your grandparent satisfied with the service in their care home?

Are you really being listened to enough?



18th Nov, 9am to 1pm

Woodley Town Centre

20th Nov, 11am to 3pm

Wokingham Market Pl.

Come and tell us

Use us to get your views heard. We are independent and have the power to hold poor service to account.

Join us at our launch events in Wokingham and have a chance to win a £50 Marks & Spencer voucher and Samsung tablet, just for chatting with us.

You can also contact us on 0118 4181418, at your local Citizens Advice Bureau and on-line at www.healthwatchwokingham.co.uk

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