

How will Healthwatch Engage with Local People

Profile of partners

MyNHS Walsall

Established in 2008, it has 14,000 members and is well known in Walsall and across the region, with strong representation on key stakeholder organisations and a successful track record of engaging with the community, PCT, GP's. and WHNHST to investigate, evaluate and influence health care.

Walsall LINK

Had 400 members with strong member representation on national and local strategic bodies, and voluntary organisations. It has successfully engaged with CQC, the Council, public health, care homes and others to raise community concerns resulting in improved outcomes. Works collaboratively with MyNHS on areas of common concern (GP Satisfaction, Hospital discharges and Care homes).

Age UK Walsall

Has improved the quality of life for older people in Walsall by actively working to promote choice, independence, inclusion and dignity.

Walsall Housing Group

Has 40,000 customers and owns 19,000 homes, the majority of which are in deprived areas disproportionately affected by health inequalities. WHG has engaged with communities successfully tackling inequalities by investing in high quality homes and economic, social and health related regeneration.

Walsall CAB

Provides advice to local people on a range of issues including those that have an adverse impact on health, e.g. debt ; an established reputation for producing powerful evidence based documents that have influenced and changed the policies and practices that affect people's lives.

Existing Network

Our extensive membership network which currently matches the socio- economic profile of Walsall is a huge asset for engaging with the community to inform and shape future needs assessments. Our consortium covers a whole life approach to health and care with our combined activities covering housing, regeneration, employment, education, advice, and support. We have an open membership representing all including the more deprived, vulnerable and seldom heard voices.

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Community Engagement response to Public Consultation

We currently produce annual reports and regular newsletters which across the consortium reach over 25% of the borough. We will develop links with partner publications and networks to maximise impacts, particularly with hard to reach groups whilst maintaining cost effectiveness.

We have access to established websites and social media to provide rapid and wide access to information and tools for consultation. The consortium will engage face to face by developing a network of contact points across the borough working through

partners, associates, PRGs, Area Partnerships and community groups to gather views and feedback as well as providing information in a range of outputs.

Hard to reach groups

We have well developed engagement techniques which recognise the diversity of our local communities. Our Associates also have established knowledge, expertise and communication procedures geared to the needs of a range of disadvantaged people. Our strategy will be to expand our network still further to include specific hard to reach target groups such as BME, young people, older people, those with a disability, travellers etc

Healthwatch will have responsibilities for children's services which will provide different challenges for engagement. We will tap into existing groups as a means of communicating with these groups.

Reaching young people will not be a new challenge and we can draw upon and develop the very successful techniques implemented by Walsall IYPS and Walsall SIT with whom we have previously worked as well as through Walsall College and the University's Walsall Campus.

- *Our greatest combined strength and added value is that we currently have a wide reach into Walsall communities*

Supporting public and patients

The overriding objective of this service will be to support public and patients to enable them to understand their options and feel confident to make informed choices.

We will take the following steps to develop and deliver advice, information and signposting service.

- *Identify and map existing sources of advice, information and signposting in conjunction with stakeholders including PALs, CCG, Local Authority and the Voluntary/ community sector. Consult the community and stakeholders to identify additional needs and gaps in order to provide and integrate new services with partners and stakeholders.*
- *Develop a comprehensive information management infrastructure and communication strategies to meet the preferences of Walsall people as identified in the consultation survey. Utilise our existing effective community engagement techniques (see Appendix 3) and develop proven new methods to reach the widest audience especially hard to reach groups and people with disabilities.*
- *Research and identify the mechanisms for linking into the information repository to be provided by Healthwatch England. We will incorporate local service information through links to partner websites and information points including the Clinical Commissioning Group Foundation Trust and Local Authority data sources, public health and Area Partnerships.*
- *Publicise and market HW to increase awareness, explain its purpose and the opportunities for engagement to the Walsall community*
- *Develop with Associates and stakeholders an expanded network of local venues in outreach locations to provide information, advice and area based surgeries for the community.*
- *Develop with Associates, Partners and stakeholders an expanded network of publications newsletters and distribution points.*

- *Continue to engage with Walsall IYPS and Walsall SIT to tap into their successful engagement with younger groups.*
- *Develop our network of key associates for hard to reach groups such as sight and hearing impaired, disabled, isolated elderly, ethnic minorities and new migrants.*
- *All information will be fed into a central database to map existing local networks and support systems to provide a more comprehensive service.*

Currently in operation

- *Our consortium members produce regular newsletters with a total reach of over 70,000 readers.*
- *We use websites and social media to provide the community with information, survey results, and interactive tools for consultation.*
- *We regularly attend public events, carnivals and festivals to engage with the community and provide information about our activities and health and care issues.*
- *We have organised a number of well attended public consultation and information events that have influenced our strategy and our decision to bid for Healthwatch as a consortium.*

Promoting and supporting the involvement of people in the commissioning and provision of local care services.

Our proposals

We will develop a community engagement strategy and action plan which will ensure that we target all key community groups, stakeholders and partners in the most effective way. It will also include a feedback mechanism which will ensure that target audiences are informed about the ways in which their contribution is informing key influencers such as the Joint Strategic Needs Assessment and Health & Wellbeing strategy.

We will build on existing member representation on strategic bodies using our reporting networks to facilitate two way communication and consultation with key stakeholders.

We intend to develop our task and finish groups and sub groups that look “in depth” at local health and care issues which enable local people to raise concerns and explore issues in more detail.

We intend to organise quarterly forums/assemblies where Associates and other organisations can attend and have their say on local healthcare services. These forums/assemblies will also provide a good platform for service providers and commissioners to present their strategies and proposals for service provision and to receive direct feedback.

We will use the broad range of stakeholder engagement techniques already in use by our consortium members and partners representing special interest and hard to reach groups to maximise opportunities for local communities to have their say.

We will engage with providers to share their experiences & good practice for improving quality as well as using Enter & view powers collaboratively with Walsall Council, CQC and other inspection regimes:

Currently in operation

- *Our consortium is well represented on National & Local Strategic groups decision making bodies and community groups ensuring that the voice of the community is represented and heard by policy and decision makers.*
- *Members receive written reports from representatives attending these meetings which are vital for demonstrating community input and accountability.*
- *We are well established as consultants for the Walsall Healthcare Quality Accounts and are able to present community views about strategy and concerns.*
- *Our members are engaged with the Pioneering Pathways programme at The Manor giving important feedback on the re-design of services. We have contributed to the design of a Patient Journey leaflet about Chest Pain and are currently working on the redesign of the In Patient Folder for the Manor.*
- *We maintain a database of member interests and encourage them to participate in relevant pieces of work through websites and newsletters. Our newsletters regularly carry consultation pieces with response rates approaching 10% giving a good reference point for commissioners and service providers.*
- *We were instrumental in bringing the regionally based Healthcare Bus to Walsall for a community event to promote Personal Self Care Week.*
- *We have arranged and run community engagement events including a disabled living event and 2 consultations about Healthwatch, which led to the partnership work between MyNHS and LINK, then the formation of our bid consortium with Age UK, CAB and WHG*

Gathering views and understanding the experiences of patients and the public.

We will

- *utilise and develop our existing networks and techniques to ensure systematic and ongoing engagement with all sections of the community.*
- *Create effective communication pathways to strengthen the voice of special interest groups representing hard to reach groups, to achieve the widest cross-section of views in respect of local health and social care*
- *utilise and develop established, networks, community forums, assemblies, information technology, social media, and publications to seek views about the current provision of health and social care.*
- *collect anecdotal information and complaints supported by high quality research and use information that is already available to challenge providers where there is evidence that service delivery is failing.*

- *engage with established special needs groups to act as lead organisations able to articulate the experiences of their members and use this to identify issues and improvements to services.*
- *engage with PRGs and other community groups to provide support and collate views and concerns about services.*
- *use good information governance and data management to enable evaluation and analysis without contravening confidentiality and data protection requirements in order to record, share and publish information:*
- *research and use high quality information to analyse trends and underlying issues and present findings in ways that are understandable for users and providers in order to clearly demonstrate performance and obtain views about how services could or should be improved.*

- **We have done the following**

- *produced a presentation and detailed analysis of the national patients GP survey results for Walsall that illustrates the differentials in GP practices more clearly than the original data. This has been presented in a number of forums and has led to further detailed discussions on the findings with NHS Walsall*
- *developed new detailed reports for Care Home Enter & View visits approved by CQC providing specific evidence based on observations that have triggered improvements and remedial action.*
- *carried out investigations and case studies to collect feedback on experiences to inform avenues of further research such as Hospital discharge procedures.*
- *interactive websites for collecting information about concerns, feedback and suggestions.*
- *been running a Roadshow for 2 years promoting activities and engaging with the public across a range of community events and venues*
- *explored ways to involve young people by working with the local college and youth centre to develop an Action Plan with Walsall Integrated Young Peoples Services to help us capture young people's views on health services and health matters in ways that suit them.*
- *produced and used newsletters for providing information and carrying out consultations and the MyNHS newsletter 'A Question of Health' receives very positive feedback with an average 10% response to consultations from a circulation of around 14,000.*

Our proposals

It is proposed to locate Healthwatch Walsall in prominent and accessible offices in Walsall Town Centre. We will have high visibility on partner websites and literature pre and post launch of HW.

During the HW development phase both MyNHS and LINK will undertake a major publicity and marketing campaign to promote HW including presentations to Associates and Stakeholders.

We will provide briefings and support materials for existing community advisers/engagement officers within the consortium and to stakeholders to raise awareness and knowledge.

A celebration event will be held to mark the new arrangements.

Healthwatch Walsall will develop its own identity overtime which will cement its reputation as being independent yet being part of a solid partnership with three leading local voluntary organisations.

Our outreach activity will take place at various premises in the borough through working in partnership with WHG and other key partners and stakeholders who have a range of community based facilities.

A large proportion of the budget has been earmarked for marketing/publicity and communication costs. This will ensure a high profile for the organisation amongst the general public. Regular briefings and press releases will be issued on key local and national health and social care topics.

Crucially, Healthwatch Walsall will have access to a large membership base from which to ensure its' messages are disseminated throughout its network of communities giving it widespread credibility so that it is taken seriously by the general public, patients and service users, professionals, elected councillors, commissioners, providers and other key stakeholders.

Healthwatch Walsall Organisational Structure

