

## **Health and Wellbeing Board**

**21 October 2013**

### **Healthwatch Walsall Communication, Engagement & Marketing Strategy**

**1. Purpose**

Healthwatch Walsall has produced a Strategy to underpin its Communication, Engagement and Marketing activities, approved by the Healthwatch Walsall Board on 10<sup>th</sup> October 2013

**2. Recommendation**

That the Board notes the contents of the Strategy.

**3. Report detail**

See attached document

**Author Matt Bennett (CEO, Healthwatch Walsall)**

**Date 11<sup>th</sup> October 2013**



## Communication, Engagement & Marketing Strategy 2013-14

October 2013

### Strengthening the Public and Patient Voice

Healthwatch Walsall is the public voice for Walsall health & social care users. We find out the experiences, concerns and aspirations of Walsall people and ensure that they are used to inform decisions made about their services. Healthwatch Walsall is independent, speaking for communities and individuals in Walsall. We challenge commissioners and providers to make improvements important to people and support them in promoting best practise. We also help individuals understand what choices are available and help them to get information and advice.

This document sets out our strategic approach to Communications, Engagement and Marketing and will underpin the activities we carry out during 2013-14.

#### Communication

Communication is the ongoing flow of information to the public and other stakeholders.

Healthwatch Walsall will provide information regarding our activities on a regular basis in different ways, ensuring our messages are tailored appropriately for and understood by our audiences.

#### Communications Aims:

- **To inform the public of Healthwatch activities and encourage their active participation**
- **To inform members of the public of the health & social care services available to them**

#### Engagement

Engagement is the exchange of information whereby participants influence decisions and activities.

Healthwatch Walsall will gather views, comments and feedback on needs and services using a variety of methods. The information gathered will be of sufficient quality for Healthwatch Walsall to be confident that it represents the views of Walsall residents.

#### Engagement Aim:

- **To find out what is good and bad and what could and should be better about health & social care services in Walsall**
- **To understand and promote excellence in health & social care services**

- **To gather information that reflects the views of people across diverse communities and areas of Walsall**

## **Marketing**

Marketing is promoting the brand, establishing it in the public consciousness and ensuring that it presents a positive image.

Healthwatch Walsall will ensure that Walsall people know who we are, what we do and how to contact us, as well as having a positive view of the work we do.

## **Marketing Aims:**

- **To establish & promote a positive image of Healthwatch Walsall and use this to recruit new Supporters, Volunteers and Assembly Members**
- **To establish & promote Healthwatch Walsall as the people to go to to raise concerns about health & social care services**
- **To establish & promote positive relationships with partners and stakeholders**

## **Target Audiences**

- Healthwatch's Walsall's most important audience is The General Public – the main purpose of Healthwatch Walsall is to ensure that the “public voice” is heard. Walsall's population was recorded as 269,323 in the 2011 Census
- Specific demographic groups who may have particular concerns or perspectives. Some of these groups may be termed as “hard to reach” and can include ethnic minorities, people with disabilities, newly arrived communities, young people and older people. It can also include particular geographical areas. The following points regarding the Walsall population in the 2011 Census are of note:
  - 21% of the Walsall population are under 16, 62% aged 16-64 and 17% are 65 and over
  - 23% are from ethnic minorities
  - 77% describe their health as good or very good
  - 20% have some form of limiting illness
  - 11% are providing some level of unpaid care

We will continuously examine our data to identify other groups which may have specific needs or concerns and adapt our work programme as required

- Supporters – people who have signed up to become involved in Healthwatch but have not committed to any specific time or to any specific activity. They may volunteer on particular projects or simply receive emails or bulletins.
- Assembly Members – Active members who have committed time to Assembly membership and other activities which drive forward Healthwatch Walsall's work
- Community & voluntary sector groups and organisations that work with communities and individuals who may use health & social care services
- Elected representatives – MPs, MEPs and Councillors who represent the public and hold public services to account on their behalf
- Commissioners – those public sector bodies that commission health & social care services

- Providers – those public, private and voluntary sector bodies that provide health & social care services
- National and local monitoring organisations, such as the CQC, Monitor and Healthwatch England

## Methods

At the heart of our communications and engagement strategy will be our website and the various means of face to face contact and outreach outlined below. The website provides a means whereby the majority of Walsall's 269,300 population can, if they choose to, contact us and access our resources. The face to face interaction enables us to target specific groups and areas and have direct contact with members of the public.

- Website – [www.healthwatchwalsall.co.uk](http://www.healthwatchwalsall.co.uk) - is the main resource for the public and other stakeholders to access Healthwatch Walsall. The website will be used to:
  - Provide ongoing information about Healthwatch Walsall events, activities and resources
  - Offer direct access to publications, research and minutes of meetings published by Healthwatch Walsall and links to other websites publishing similar documents of interest
  - Enable visitors to take part in surveys and give feedback on current hot topics
  - Enable Supporters and Members to log in and access documents relating to ongoing work in which they are involved
- Face to face contact/outreach facilities – permanent, semi-permanent or temporary information or engagement facilities at locations around the borough. These will include:
  - Our town centre offices, open Monday-Friday 9am-5pm
  - Drop in surgeries held at various times and locations around the borough
  - Leaflet stands in partner organisations offices or receptions
  - Healthwatch Events – events run and promoted by Healthwatch Walsall – e.g. consultation events
  - Partner Events – events run by partners at which Healthwatch Walsall has a presence – e.g. a stall at a Police Open Day
  - Other resources, such as interactive touchscreens and surveys deployed around the borough in accordance with priorities identified in our work programme

These two main methods will be supplemented by the other methods listed below:

- Social Media – Twitter and Facebook to be used in conjunction with the website to gather views and to publicise activities
- Bulletins - monthly bulletins sent to all stakeholders, summarising recent Healthwatch Walsall activities

- Targeted emails - sent to people and organisations that have identified as having specific interests and expertise
- Local media – we will actively seek coverage in local newspapers, radio and television to publicise activities and events
- Surveys – collected using any or all of the above methods
- Meetings & Presentations – presentations given and/or attendance at meetings held by partner organisations to inform about Healthwatch Walsall’s work and to discuss joint working

### **Monitoring & Evaluation**

This strategy will be regularly monitored against specific targets. This will enable us to measure our success in reaching the key target audiences and to evaluate the different methods we are using. The Strategy will be reviewed annually and actions reviewed on a rolling basis.