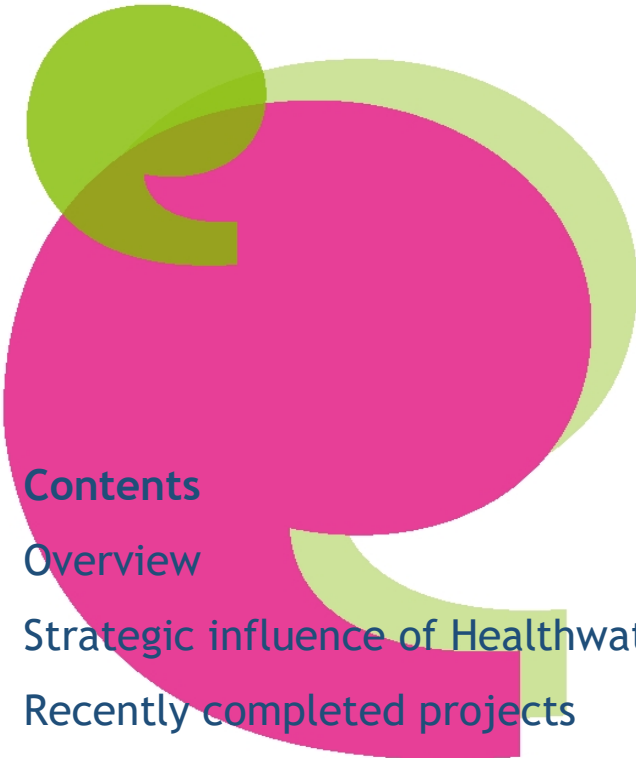


Healthwatch Herefordshire

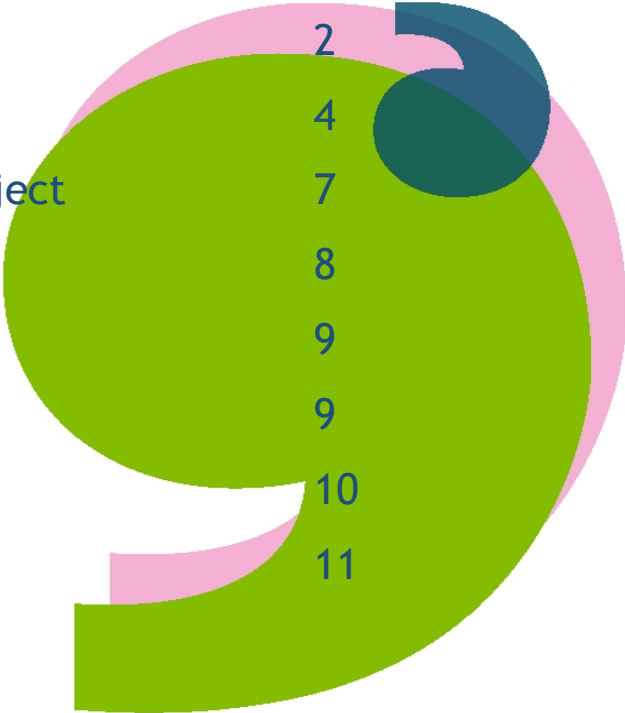
Quarterly Report

October - December 2020



Contents

Overview	2
Strategic influence of Healthwatch	2
Recently completed projects	4
Update on current engagement project	7
Youthwatch	8
Schools Forum	9
Working with volunteers	9
Feedback, information & advice	10
Communicating with the public	11



Overview

Healthwatch continue to explore as many avenues as possible to compensate for the loss of face to face activities in the community during Covid-19.

We are mindful that digital exclusion could be creating new issues for people and are working with lots of voluntary and community sector organisations to see how we can do more to hear from people about this.

We continue to operate a working from home team and have been joining groups, training, and webinar through video conferencing.

Public Events

In Quarter 3 we held an annual showcase by zoom and Facebook live which was watched by 228 people.

Due to the success of this format, we have planned a series of regular Facebook live question and answer events for 2021 as a way for the public to be informed on health and social care topics and have an opportunity to raise their views and ask questions with us and a range of experts. The first of these was held on January 6th with the director of public health Rebecca Howell-Jones, the managing director of Herefordshire and Worcestershire CCG Jo-Anne Alner and GP and Clinical Director Dr Simon Lennane. So far this has been viewed 1,700 times.

We will run similar events online, approximately every 6 weeks in 2021.

Strategic Work of Healthwatch

We continue to influence across a range of system boards and committees, where they are still taking place, such as:

- Mortality oversight committee
- CCG Quality performance and resource committee
- Primary care commissioning committee
- Children's Mental health partnership board
- Adult mental health partnership board
- Adult safeguarding board
- Performance, audit and quality safeguarding board sub-group
- Adult safeguarding executive board
- Covid outbreak control engagement group
- STP partnership board
- Health and wellbeing board
- Adult scrutiny committee
- Children and young people's partnership board
- STP equalities and prevention collaborative
- STP Personalised care programme board
- STP Stroke programme board
- STP urgent and emergency care forum
- Covid Outbreak control engagement group
- CCG governing body in public
- Learning disability partnership board
- Autism partnership board
- Healthwatch England regional network meeting
- CQC 1-2-1
- Local Pharmaceutical Committee
- Herefordshire Activities together Inclusion network
- STP End of life Network
- RESPECT implementation group
- Sexual health partnership board
- Substance misuse partnership board
- STP digital inclusion programme board
- STP Integrated care wellbeing record programme board
- STP Patient portal co-production group

- Mental health advisory group (for the Trust)
- Interagency monitoring group for mental health.
- Dementia partnership board
- CCG 1-2-1 meetings

*STP is the sustainable transformation partnership, which is the multi-agency integrated approach across Herefordshire and Worcestershire to delivering Integrated Care.

The Transition to an Integrated Care System

In December 2020, NHS England and Improvement released a paper '*integrated care systems; next steps*' proposing some models for how Integrated Care Systems would operate from April 2022. Healthwatch Herefordshire have submitted a formal response to this supporting option two.

This document strengthens the requirement for public engagement and involvement in the development of an integrated health and care system at all levels. From design to delivery. We have been meeting with partners to shape how the Herefordshire and Worcestershire organisations respond to this.

In Q3 Healthwatch has been meeting monthly with Healthwatch Worcestershire and the CCG, to have oversight and an opportunity to comment on the Integrated Care System (ICS) executive agenda prior to its meetings, which reports to the STP partnership board.

At a place level in Herefordshire the integrated care system development is taking place and overseen through the weekly transition board. From January 2021 Healthwatch will be a part of this forum.

Our role is to ensure, on behalf of the public, that we hold services and organisations to account and to ensure the public are involved at all levels in decision making about service development and delivery. Our approach is to influence on your behalf, by being transparent, collaborative, and supportive.

Recently completed projects.

Falls Prevention and social isolation project.

This project and report are complete and was published in November 2020. The findings and recommendations have been adopted by the system wide falls prevention steering group which we will sit on to ensure the recommendations are acted upon.

Working with Herefordshire public health team, a survey of questions was created, with a list of targeted groups and individuals to approach.

The target audience:

- Over 65's
- Carers over 65
- Men over 65
- People in rural areas
- Geographical spread within each Primary Care Network (PCN)
- People receiving care (Residential Care or Domiciliary Care)

We aimed to target this audience through the following reach:

- 5 Care Homes (5 surveys in each)
- Home care Agencies (5 agencies per PCN area)
- Patient Participation Groups (PPG's) (10 surveys per PPG)
- Supported living providers
- Carers Trust for all
- Men over 65 through our Men's Health project
- Additional engagement - community groups in general
- An online survey promoted through social media

172 surveys were completed in total.

The main sector that was not engaged with to the extent as originally planned was the care home sector, which again, was significantly impacted by the pandemic. However, we managed to engage with residents from one residential home before the impact of the lockdown.

Recommendations:

After analysing the findings from this survey, the following 7 recommendations have been made for providers and the falls prevention steering group to consider.

More promotion across organisations of the home safety checks that are available. The survey reported that people receive home safety checks from a number of sources e.g. Occupational therapy. A minority of people reported they had had a home safety check from the fire service; however, the fire service welcome more people to use their service, therefore if more promotion of what home safety checks are available across organisations, more uptake could reduce the incidents of falls.

Consider the development of a simple self-assessment of hazards in the home and garden that could contribute to falls. This could be a tool that could be used widely by the public at the pre-frailty stage before they reach the point of needing services. It could raise awareness of falls at an early stage in life so that people can take steps themselves to reduce the risk.

More awareness around medication that protects your bones - this is medication that needs to be taken under certain conditions (e.g., 30 mins before eating or drinking) and if

this is not adhered to then medication is not effective. If more of this medication was used in the right way, this could be another factor in reducing the risk of falls.

More promotion and awareness across organisations and services of existing services that could really help in preventing falls. Many people surveyed had not heard of services such as the healthy lifestyle trainer team and strength and balance classes. These services could play a huge role in improving many aspects of health & wellbeing as well as reducing the risk of falls. However, it needs to be considered whether these teams have capacity to take on more clients.

Promote simple tips of what people can do in a pre-frailty state to prevent falls e.g., simple exercises. The survey highlighted that the worry of falling is something that concerns a high proportion of people and therefore any help with simple changes that could reduce the risk is likely to be welcomed by the public.

Consider more resources and information to be communicated via online avenues. This is a non-expensive and efficient communication route to reach people and this survey shows that a high proportion of people would be happy to receive information in this way.

Consider more work to target people with dementia who are socially isolated and at further risk of falls. After engaging with many care agencies to help distribute this survey to clients, there were several agencies that said it would not be possible as many clients had dementia. This may mean that people with dementia are at higher risk of falling as they have not got the awareness of support that can be put in place to lower the risk of falling.

Learning from Covid-19 engagement report

From May to July 2020 Healthwatch engaged the public gathering views about all services during the first wave of the pandemic. We surveyed 258 people and produced a summary of the feedback. This work has been reviewed alongside a parallel survey by Healthwatch Worcestershire and other public feedback reports over a similar time from undertaken by the CCG and the Herefordshire and Worcestershire Health and Care NHS Trust.

Healthwatch and representatives across STP organisations have used all this feedback to produce a report with actions as learning from wave 1 of Covid to take forward in the continued delivery of services during the pandemic. This has been presented at the STP partnership board for adoption on 5th January 2021.

The STP partnership board were asked to agree the following:

- Note the excellent work that has taken place locally and regionally to understand the learning from the first wave of the response to the Covid-19 pandemic and thank system partners for their work and constructive feedback.
- Fully accept the recommendations from the reports.
- Note that a group representing partners from across the STP reviewed the findings and recommendations from the 4 different reviews and sought to understand how this could inform our joint working through existing forums and how any gaps could be mitigated.
- Note the separate process for the Learning Disability and Autism Report, which will be shared with STP Learning Disability Partnership Board in February and come to the next STP Partnership Board for information.

Recommendations:

- Agree that the learning from the first and subsequent waves of Covid is ongoing, and request that the Partnership Board takes an active role in aligning

collaboration between work programmes to optimise the benefits of this learning for our population. Suggested areas where the programme board may wish to focus some time is detailed under next steps in the report.

- STP Partnership Board takes a key role in monitoring the progress of significant workstreams set out in the report. This sets out the workstream reports that should be requested by partnership board to provide future meetings with assurance:
- Response to the recommendations and findings within the Healthwatch Learning Disability and Autism report
- Progress update from the Digital Inclusion sub-group
- Update on refreshed communications and engagement strategy.
- A report from the Inequalities Collaborative updating on how our population health management approach is supporting our work with disadvantaged and hard to reach groups.

Current priority projects which form part of the 2020-21 Work plan:

In July 2020, the public selected three new projects for our 2020-21 priorities and Healthwatch chose a 4th BAME project. We have been planning these projects, with stakeholder input, these will run from September 2020 until August 2021. Updates on progress below.

Sexual Health Project

Following collaboration with partners on the local sexual health partnership board, a survey has been designed asking service users their experience of the current sexual health services. The survey questions whether the service meets their needs and whether the current access arrangements (venue and opening times) are convenient.

The survey is online and has been sent to all partners on the partnership board for them to send to service users. It is also regularly promoted to a wider audience on social media. Surveys are also available at the sexual health clinic in Hereford and people attending appointments are being encouraged to complete them. Over quarter 4, we will continue to promote the survey through as many partners as possible to members of the public, including local colleges and organisations that work with young adults.

Hospital Discharge Project

Working closely with Wye Valley Trust on this project, it was decided that Healthwatch could provide added value to the information they receive on hospital discharge by conducting qualitative one to one telephone interviews with people who have recently been in hospital. Consent forms have been given to 50 people a week since October. People who agree to take part have returned them with their contact details. This enables us complete telephone interviews gathering stories about their hospital discharge experience.

At the end of quarter 3, 27 people had returned consent forms. Consent forms continue to be handed to people being discharged from the hospital and subsequently we will continue to conduct interviews in quarter 4.

Future Care Project

Two surveys asking people questions about their care planning have been approved by Laura Tyler, Head of Care Commissioning at Herefordshire Council and are now online for people to complete. After developing a database of care home and home care agencies, Healthwatch has made initial contact by either letter or email to 60 care homes and 25 home care providers. These initial contacts are being followed up with phone calls to identify more specific contacts. The survey for people considering future care but who have not yet chosen, is being publicised on social media. There have been seven responses to this so far, three of which are willing to take part in an online focus group. The end of engagement for this project is May/June 2021.

BAME Project

Healthwatch have made a conscious effort to increase the BAME imagery in all its online posts. We have also increased the number of posts that reference BAME communities specifically (e.g., black men have a higher risk of prostate cancer).

Healthwatch now follows groups on social media channels such as BAME Health and Care Professionals and BHA for Equality and share some of their posts where appropriate.

We have also joined the Healthwatch England equality, diversity and inclusion working group which is a project taking place across Healthwatch England.

We have created a survey which aims to understand BAME community issues and barriers to healthcare/healthcare advice. Contacts are being gathered so that discussion based on this survey can take place. We are working to develop relationships with Gipsy, Romany and Traveller communities through the Traveller Education Officer at the Council, multi-racial individuals through Neville Meredith and other groups through No Wrong Door and Close House.

Through these contacts we are hoping to produce our own video and photo material featuring Herefordshire based BAME individuals. We will start rolling out this material by April but plan to continue producing such material on an ongoing basis. Our Cervical Screening Campaign which focuses on inclusion and subsequently, the BAME community will roll out from January 2021.

Youthwatch - Herefordshire College of Arts - Cervical Screening Campaign

We have been working with Macmillan GP Dr Edwina Gallagher of Alton street surgery and Herefordshire College of Arts on a Cervical Screening Campaign. The target is to increase the cervical screening uptake in BAME women, lesbian and bisexual women and women age 25-35. 30 students submitted their campaigns to Healthwatch in December.



Through a focus group with GPs, we selected two campaigns. The selected students are now working on a final combined campaign which will result in a variety of distribution formats. We hope to get an initial poster for social media distribution by the end of January with additional campaign resources in a variety of formats following on. We are also producing a video documenting the collaboration process. In February/March, once we gauge initial campaign success, we will create a press release which will be sent to various media outlets.

Youthwatch - Mascot Competition for Primary School Children

In November we contacted over 65 primary schools to launch a Healthwatch mascot design competition. The deadline was December 22nd and we received 33 entries. We produced a video featuring the entries and this has been sent to our Youthwatch Team at John Kyrle for their comments and preferred choice of winner. The winner will be announced by the end of January and we hope to have the winning design made into a life-sized version by the end of Q4. The design will also feature on social media.

Reasonable Adjustments

Healthwatch has arranged a meeting with commissioning officer for the council and chair of the autism partnership board to progress the production of a Reasonable Adjustments charter.

The infographics are receiving final edits and are out for comment by disability groups or representatives.

A steering group meeting agreed that the infographics will be the best vehicle to deliver training on WISH by MECC+ (Make Every Contact Count) units rather than the longer written version.

It was also agreed that a meeting hosted by Healthwatch at the end of January/ Early February with service leads and commissioners (proposed and hosted by Healthwatch) would begin a discussion of how they might be used and promoted.

Schools Forum

In Q3 Healthwatch hosted a zoom webinar schools forum event with panellists from CAMHS and the Herefordshire and Worcestershire Health and Care NHS Trust, who provide mental health and learning disability services in Herefordshire.

The forum was well attended by schools and voluntary sector staff that work with young people. The topics discussed were the change in provider for mental health and learning disability services in the county from April 2020 and launch and provision of a newly funded NHS service model of mental health support in secondary schools in Herefordshire. This webinar resource has been shared with schools.

The next termly event is Scheduled for January 27th and features a live Q&A webinar with The CLD trust who provide counselling service for children and young people in Herefordshire and also the strong young minds outreach programme for young people and work in schools.

Working with our Volunteers

October to December Volunteer activity our 12 volunteers have been:

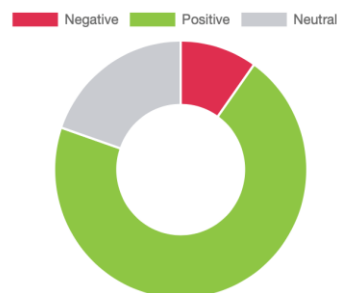
- Commenting on the new project plans for our 2020-21 projects
- Liking and sharing information Facebook posts
- Giving feedback on the patient information leaflet for the new dermatology service pathway
- Sending in video footage for the annual showcase
- Non-exec Director and adviser volunteers have held a quarterly board meeting in public on 19th October.
- Arranging participation in the January event for patients to codesign the patient portal being developed across the STP for the digital integrated care record.

Zoom meetings took place with volunteers in Q3 to talk through how they want to be involved in our new projects.

Feedback Centre Reviews in Q3

14 reviews
in Quarter
3

Average rating for October 2020-December 2020 (3)



>	Category	Count	Rating	Positive	Negative	Neutral
+	Doctors	2	★★★★★	100%	0%	0%
+	Dentists	4	★★★★☆	50%	25%	0%
+	Hospitals	3	★☆☆☆☆	0%	0%	67%
+	Community Services	1	★☆☆☆☆	100%	0%	0%
+	Pharmacy	4	★★★★☆	50%	0%	0%

How does the Feedback Centre work?

When a review is submitted the reviewer chooses an overall star rating for the service from 1-5 which gives the service its average star rating.

Also, the star rating is an average for all of the reviews ever left about that service not just the quarter listed in the report.

The sentiment and theme arise from the moderation process, which Healthwatch undertake in every review. Sometimes people make negative statements in their review but still give a high overall star rating.

The more a service promotes the feedback centre to their patients and service users the more feedback we receive. We are currently directing people to the feedback centre to leave dentist reviews at the end of the dental survey.

Information and advice

In quarter 3 we have received 12 enquiries.

7 of these have related to dental services, people struggling to get treatment or get signed up with a local NHS dentist. 3 about accessing GP services face to face 1 about Worcester Acute Hospital serious incident review, 1 about deaf services reasonable adjustment for hard of hearing and mask wearing.

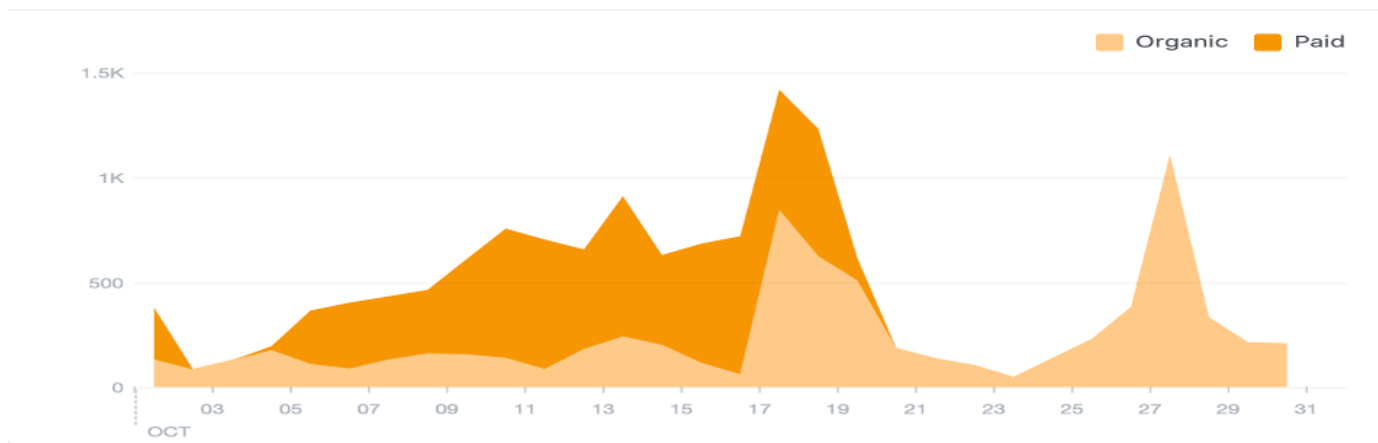
Communicating with the Public Summary 1st October-31st December 2020

Facebook

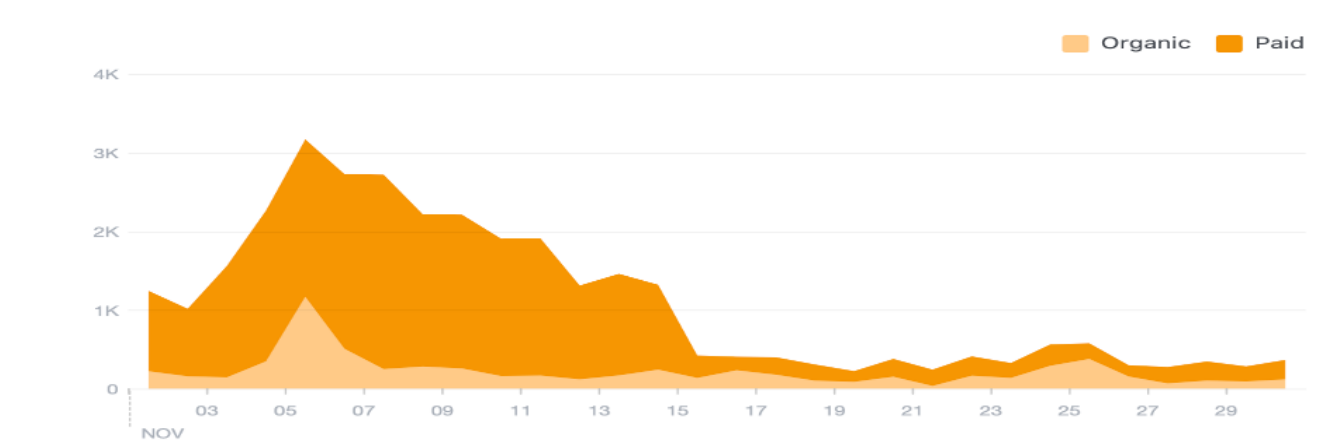
69,410 Total reach on Facebook

	Followers	Number of Posts	Total Reach	Reach (paid)
October	851 (+53))	91	14539	7292
November		94	32824	26216
December		65	22047	18142

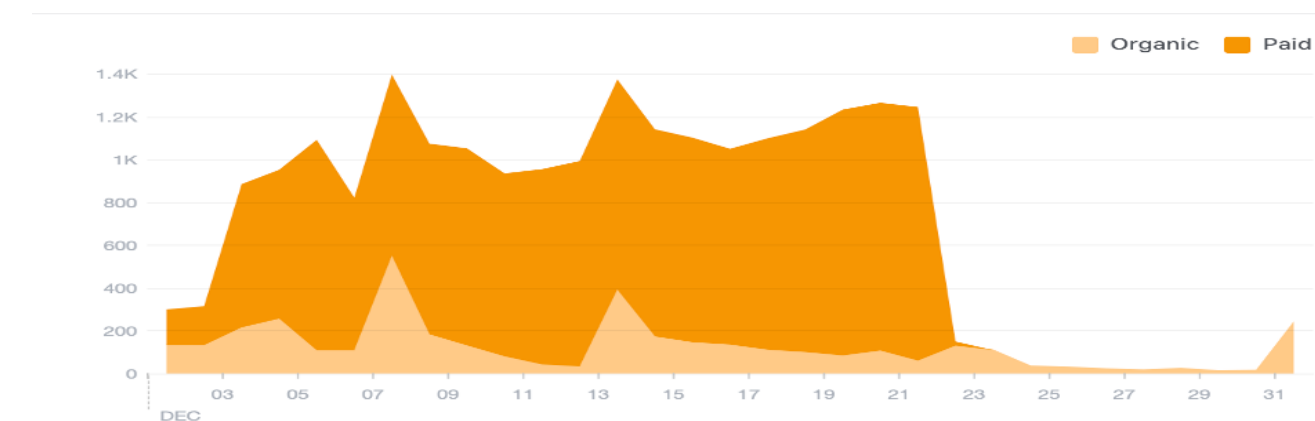
October Facebook Analytics



November Facebook Analytics



December Facebook Analytics



Twitter

Month	Followers	Number of Tweets	Tweet Impressions	Mentions
October	1920 (+21)	49	12.4k	8
November		50	14.4k	9
December		27	10.0k	4

36.8k Total reach on Twitter

October Top Tweet



Healthwatch Herefordshire
@HWHerefordshire

Have you had a flu jab in #Herefordshire? We'd love to hear how it went. Simply search for your GP practice or pharmacy via our Feedback Centre and leave a review. It allows us to identify trends and to highlight examples of excellence.

<https://healthwatchherefordshire.co.uk/services/#flujab> pic.twitter.com/lxAb2lhQH0

Impressions	915
Total engagements	18
Media engagements	5
Link clicks	4
Retweets	3
Detail expands	3
Likes	2
Replies	1

October Top Media Tweet



Healthwatch Herefordshire
@HWHerefordshire

Pls RT. Healthwatch Herefordshire needs a life-sized mascot! We couldn't take part in the primary school event Crucial Crew this year . . . so we want to her from 5-11 year olds in a more creative way. Do you know a school or child that would like to take part?

pic.twitter.com/44VKxUA4Hr

Impressions	629
Total engagements	8
Media engagements	4
Retweets	3
Replies	1

November Top Tweet

Healthwatch Herefordshire @HWHerefordshire

If you are affected by Parkinson's disease, why not join @ParkinsonsHfd every Thursday for a Zoom exercise and chat? Newcomers welcome.

<https://twitter.com/ParkinsonsHfd/status/133189052050801459>

5 ...

Impressions	1,116
Total engagements	5
Retweets	3
Likes	1
Detail expands	1

November Top Media Tweet




Healthwatch Herefordshire
@HWHerefordshire

Who doesn't love these updates from @BirthWaysNHS? Here is September's maternity and neonatal insight. Congratulations to all new parents and well done to the hard working teams who continue to support them.

pic.twitter.com/yymzR0kKSPT

Impressions	573
Total engagements	38
Media engagements	21
Likes	5
Detail expands	5
Profile clicks	4
Retweets	2
Replies	1

 Reach a bigger audience

December Top Tweet

Healthwatch Herefordshire
@HWHerefordshire

Do you have questions or concerns about the new Covid-19 vaccination? Join us on Facebook Live, January 6th, 7-8pm where you can raise your questions to a panel of experts. No pre-registration required.

<https://www.facebook.com/HWHerefordshire>

#CovidVaccine #herefordshire
#facebooklive pic.twitter.com/GqfveF3JNT

Impressions	1,665
Total engagements	62
Media engagements	26
Detail expands	22
Retweets	8
Likes	5
Replies	1

December Top Media Tweet

Healthwatch Herefordshire
@HWHerefordshire

There is lots of help out there. If you are struggling, get in touch. They are waiting to hear from you. pic.twitter.com/8OMVMFuHaC

Impressions	873
Total engagements	31
Detail expands	9
Media engagements	8
Likes	7
Retweets	4
Link clicks	2
Profile clicks	1

Instagram (Healthwatch)

Month	Followers	Number of Posts	Reach
October	853	40	3510
November		27	1600
December		9	768

5282 Total reach on Instagram

Most Popular Instagram Posts



Instagram (Youthwatch)

During this quarter we started an Youthwatch Instagram account. This is in its early stages. The account currently has 91 followers.

Total Social Media Reach, across all platforms

We reached
111,492
people

Top Videos (included in above statistics)

Date Published	Recorded Video Item	Estimated Reach	Views (Facebook) *3 secs plus	Views (Youtube)
2nd November	Annual Showcase Video Advert	14000	6000	N/A
5th November	Postman Mike's Treadmill Challenge	2000	915	54
18th November	Annual Showcase Video (not including live watchers)	164	N/A	64

E-Bulletins

Newsletter Mailing list: 455

Month	Item	Number of Opens	Number of opens %
October	October eBulletin	141	32.4
November	November eBulletin	102	23.4
December	December eBulletin	123	28.1

Date	Item	Number of Opens	Number of Opens %
November 16th	Annual Showcase Reminder	130	30
November 20th	Annual Event Link	112	25.8

Schools Forum Mailing List: 214

Date	Item	Number of opens	Number of opens %
November 13th	Schools Forum	54	25.5
November 20th	Mental health Webinar Reminder	52	34.5
December 1st	Schools Forum Newsletter	42	19.8
December 15th	Schools Forum Newsletter Christmas	39	18.3

Primary Schools

Throughout November and December, in connection with our Design a Mascot Competition, we individually contacted 65 primary schools in Herefordshire.

Website

In the next quarter, Healthwatch will be launching a refreshed and updated website design.

3,792
Individuals
visited our
website

