

ANNUAL REPORT 2020/2021

Healthwatch Herefordshire is your independent consumer champion for health and social care. It gives local people a voice to help influence the design of services and how they function.

7 Staff Members 

28 **healthwatch** friends 

12 Volunteers 

2 Non-Executive Directors Appointed 



We gave 96 people information and advice



258 people took part in our Covid-19 Survey

3 Schools Forum Webinars

12 Ebulletins >> 471 Ebulletin Subscribers

We attend 58 health and social care forums

64
Feedback Centre
Reviews



7 reports published based on your feedback of health and social care

Men's Health Hospital Discharge
Dental Services Interim Sexual Health
Reasonal Adjustments Covid-19
Falls Prevention and Social Isolation



We engaged with 65 schools for our Design A Mascot competition

SAVE YOUR CERVIX

30 HCA students submitted designs for our cervical screening campaign

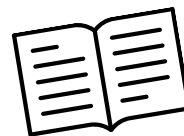
509,430 Social Media Reach



4,007 Social Media Followers



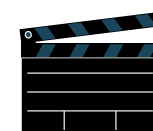
7 Hereford Times Articles



12 Parish Magazine publications



3,4776 Website Visits



20 videos produced



2 Live Q & A Webinars



Access to NHS Dental Services

57% of enquiries to Healthwatch Herefordshire were related to dentistry

452% rise in calls and complaints to local Healthwatch regarding dental care

Our local dentistry survey ran between October - November 2020

100 local people completed Herefordshire's dentistry survey

Healthwatch England asked us, and other local Healthwatch to run a dentistry survey. Results were fed back to Healthwatch England to build a national picture of NHS dental services. Our survey asked about private and NHS dental practices, and dental access centres. It asked for people's experiences of access and treatment since March 2020.

Healthwatch England wrote a report entitled: **Dentistry and the impact of COVID-19**. The report highlighted the following points:

- Access to dentistry remained difficult for more than seven in 10 people (72%)
- Some who actively sought dental treatment were told they would have to wait anywhere between a few months to, in one case, two years for an appointment.
- Access to urgent NHS treatment was difficult for both people with painful teeth, with patients being told that dental pain was not considered an "emergency", and those who were prescribed multiple courses of antibiotics by NHS111 without being provided any further treatment.
- Some people said they had called over 40 practices to find an NHS dentist, and pulled their own teeth out when they couldn't bear the pain.

From January- March 2021 a further 2,019 people's feedback on dentistry found that:

- The dental crisis shows no signs of slowing, with 4 in 5 people in England struggling to access timely care during the last lockdown.
- NHS dental charges are causing public concern. 61% say they are expensive.
- Untreated dental problems can lead to pain, infection and the risk of long-term harm.

The Healthwatch Network and Healthwatch England have called for action to:



Urge the Government and NHS England to speed up reforms of NHS dentistry and radically improve access, reduce costs and avoid harm to people's health.



Ask the dental profession to support the case for more equitable access and affordable care.

The local Healthwatch Network and Healthwatch England have been successful in highlighting this dire situation to the government, this has been subsequently debated in Westminster, featured in many national news channels, gaining the support of the British dental association.

'Whilst people are still experiencing significant issues getting the routine and urgent dental access they require, we are pleased that there has started to be a focus on addressing the recovery of services from Covid, and thinking about the wider changes, which have been needed for some time, to the way dentistry is commissioned and delivered. Already, a framework of expectations has been drawn up to address issues and improve the dental contract.'

Thank you to everyone who shared their experience of NHS dentistry with us. Your feedback is part of our new national Healthwatch findings, which we are sharing with decision-makers. We will keep pushing for these changes on your behalf.'

Christine Price - Healthwatch Herefordshire, Chief Officer



Reasonable Adjustments



We engaged with 35 individuals, 22 service user disability groups and 27 employers and businesses

✓ Engagement with disabled people has led to the production of reasonable adjustment resources.

As a result of our engagement, encompassing a range of cohorts of disabilities, we have produced 10 resource and training packs to help people and organisations identify reasonable adjustments for the following:

1. Learning Disability
2. Autism
3. Hearing impairments
4. Visual Impairments
5. Brain injury
6. Physical disability
7. Carers
8. Mental health
9. Hidden disabilities
10. Dementia

We have collaborated with Herefordshire Council and Public Health and there will be an Introduction to Reasonable Adjustments module on the Talk Community website for Making Every Contact Count.

The aim is for Herefordshire to become a county where reasonable adjustments for those in these 10 groups are undertaken without question and as a matter of course.

Covid-19 Survey

Your feedback helped services respond better locally in the early days of the pandemic and has since been used to develop a Herefordshire and Worcestershire county-wide strategy.

Between May-July 2020 we conducted quantitative and qualitative research on the public's views of using services during the pandemic.

We also asked about the way they were receiving information. The main reasons people avoided using health and social care surveys during the pandemic were that they:

- didn't want to put added pressure on the NHS (45%)
- thought their issue was too minor under the circumstances (31%)

Then and Now

Since this report was produced, the information has been used (alongside information from Healthwatch Worcestershire) to develop a county-wide **Learning from Covid Strategy** in the health service. This is being used to inform and help reduce health inequalities and increase digital inclusion as the local health and care system services recover from the impact of covid.

Falls Prevention & Social Isolation

We engaged with 172 people



Feedback has been directly used to improve the shape and future of the falls service in Herefordshire.

In 2020 Healthwatch spoke to **172 people** about their experience of falls and their knowledge and understanding of steps they could take to prevent falls. They also shared their experience of social isolation.

Our target audience were:

- Over 65's
- Carers over 65
- Men over 65
- People in rural areas
- Geographical spread within each Primary Care Network
- People receiving residential care or care at home.

We made several recommendations based on our findings. These have been embedded into the current redesign of the falls service in Herefordshire currently led by Herefordshire Council.

Adult Mental Health



Thanks to members of the public who fed back their comments and valuable lived experiences, we were able to identify themes that were used as evidence by Herefordshire & Worcestershire Health and Care NHS Trust in their successful bid to launch a Recovery College in Herefordshire & Worcestershire. In spite of small engagement numbers as a result of the pandemic, the information that we collated was insightful and an important part of the trust's bid.

Hospital discharge



We engaged with 58 people

Patient feedback helped to improve Wye Valley Trust's hospital discharge process relating to medication, communication, after care, and the discharge lounge environment. Our Hospital Discharge report findings and recommendations were based on the experiences of 58 people who were discharged from hospital between October 2020 and February 2021. We interviewed these people by telephone in the month after discharge.

We worked in partnership with the Wye Valley NHS Trust to plan this project which complemented the Trust's 'Valuing Patient's Time' Project.

We continue to work with Wye Valley Trust to monitor and help to implement these changes.

258 people fed back their experiences during the pandemic

Only 12% of people said that the pandemic had no negative impact on their mental health

Men's Health

Men of Herefordshire told us the ways they like to be informed. Healthwatch and other services are using the experience of the project and recommendations to reach more men and encourage earlier access to health services.

126 men took part



MEN'S HEALTH

Men showed a lot of humour in their responses!



MEN TOLD US ... Free NHS Health Checks for the over 40s



1 in 20 men

"I'm scared of what they'll find, I'd rather not go"

1 in 10 men

'Convenient appointment times for working people would encourage me to go to an NHS Health Check'

OF HEREFORDSHIRE MEN ASKED:

1 in 2	said that they would be interested in using Apps to improve their health and wellbeing	1 in 6	favoured TV & radio as the best way to inform men about their physical health
7 in 10	preferred to get info & advice about mental health from a doctor, nurse or health professional	1 in 4	favoured TV, radio and catch up services such as Netflix as the best way to inform men about their mental health
1 in 5	don't go for a NHS health check because they don't feel unwell	7 in 10	concentrate on exercise as a way to improve their health
1 in 2	said that role models encouraged them to seek medical help or take action to improve their health and wellbeing	1 in 6	take steps to improve their health by being careful about what they eat
8 in 10	claimed that work places allowing time off for an appointment would help them look after their health and wellbeing	1 in 7	said that they would read health messages if health organisations put them in pubs, clubs and in pub toilets
7 in 10	said that they like health professionals to be direct when informing them about ways to improve their health & wellbeing	1 in 4	struggle to drink less alcohol

Projects we are currently working on:

Planning Your Future Care

Sexual Health

Increasing Diversity

A task force of young people has reviewed and helped improve the local sexual health website.

Feedback from an LGBTQ focus group has also led to summary reports on LGBTQ views including their suggestions on how the sexual health service could improve its communication with their community.

We are continuing work with the service to make these improvements. Our **Increasing Diversity** project work will be an ongoing, long-term project as we involve more ethnically and culturally diverse people in our community encouraging feedback from, and providing support to, these groups.

Non-Executive Directors

We've strengthened and improved our governance by recruiting two expert, non-executive directors from the voluntary sector. These will bring closer working relationships with the local voluntary and community sector. Our non-executives are:

Katie Eastaugh

Chief Executive of The Cart Shed

Alicia Lawrence

Chief Executive at Herefordshire Mind

Board Advisor

Will Lindesay

Chief Executive of hvoss

Our Live Annual Event

Our live-streamed annual event highlighted the value and impact of Healthwatch work featuring staff, volunteers and the public and with praise from across health and social care services. The event reached 190 people when we went live in November 2020 and was live-streamed simultaneously on both Zoom and Facebook. The pre recorded video enabled us to include interviews from those we work with, and provide feedback to. Contributor comments demonstrated the importance of people sharing their views with Healthwatch in order to help shape services.



Contributors included:

Susan Harris, Director of Strategy and Partnerships, Herefordshire & Worcestershire Health & Care NHS Trust
Simon Trickett, Chief Executive & Accountability Officer, Herefordshire and Worcestershire Clinical Commissioning Group
Stephen Vickers, Director of Adults and Communities, Herefordshire Council
Valerie Fitch, Chair of the Autism Partnership Board
Angela Martin, Marches Family Network

Our Finances 2020-21

Healthwatch is funded via the local authority, with money from central government, under a contract to deliver local Healthwatch services. This year our funding was £140,000

Staff costs	£109,977
Office costs	£11,331
Engagement and volunteering	7,067
Sub total	£128,375
Income	£140,000

Holding to Account

Every year we formally respond to quality accounts from The Wye Valley NHS Trust and West Midlands Ambulance NHS Trust.

Feedback Centre

Your reviews inform services. Our Feedback Centre is an online rate and review service where users can feed back about any health and social care service in Herefordshire.

We received 64 reviews on our Feedback Centre

We use the themes and trends from reviews to inform services. Service providers have the right to respond.

Breakdown of reviews by type



37%

63%

0%

Positive Negative Neutral

Schools Forum

Our successful termly online webinar format kept our Schools Forum running during the pandemic. As an alternative to our termly training and networking event, we hosted a webinar in each term of 2020-21. The forum is for educational professionals, who support young people with their mental health and emotional wellbeing.

The purpose of the forum is to increase our engagement with young people, increase the reach and involvement of Youthwatch, improve mental health support given in schools and to build resilience for pupils in schools and colleges.

The topics at the three forums were:

- The Mental Health Trust and their new mental health support in schools service
- The CLD Trust, tier 2 counselling support
- The School Nursing Service and the CAMH's eating disorder service

- 3 Q & A Webinars
- 4 Guest speakers
- 212 professionals on our Schools Forum Mailing List
- 7 published Schools Forum newsletters



We support the Schools Forum mailing list with termly newsletters: sharing resources, reports, training news, details of upcoming events, news about community activities and services for children and young people, and surveys. This academic year we have published 7 newsletters.

New and Improved Website


34,776 page views

We have upgraded the website to improve its content and ease of use. The website is a convenient way to provide information on health and social care which we know the public and local organisations find useful in supporting people. In March 2020. We added an extensive COVID-19 signposting section to our website. Other useful resources include:

- Webinar recordings and presentations from our Schools Forum
- Youthwatch videos and signposting guides for young people
- Downloadable Reasonable Adjustment guides
- Guides on how to make a complaint

Social Media

We significantly strengthened our social media presence in 2020 as face-to-face engagement ceased. We increased the number of posts on all 3 of our social media channels. As well as promoting our own work and projects, we helped to share national and local Covid-19 updates. This widened our reach and strengthened relationships with local organisations. We promoted a range of awareness days & weeks across the year e.g. Mental Health Week, Cervical Cancer Awareness Week

	Followers	Reach
	1951	156,177
	1025	331,850
	900	21,403

Parish Newsletters

We reached rural and digitally excluded people with published articles in 12 local parish magazines. The articles featured a Healthwatch branded helpline resource. Several parishes also published the resource on their websites or Facebook pages. By adding Healthwatch news to local parish magazines, we are aiming to reach people in rural areas and those who are digitally excluded.

Hereford Times

- 6 Hereford Times articles helped share useful information during the pandemic. Headlines included:
- Tips to Guide you through coronavirus
 - Herefordshire Unites During Crisis
 - Social Distancing and Exercise
 - New Mental Healthline is launched
 - Healthwatch Launches new COVID Survey
 - Healthwatch's priorities for the coming year

eBulletins

12 monthly ebulletins kept our subscribers up to date on the opportunities available across the county and nationally to have their say on health and care consultations and surveys. We also used the ebulletins to promote volunteering opportunities, updates on our work and developments in health and social care.

Youtube Channel

- 20 videos on our Youtube channel brought a fresh approach to keeping Herefordshire people informed.
- Video types include:
- Volunteer case studies
 - Survey promotion
 - Local morale-boosting during Covid-19
 - Cervical screening campaign development



Our New Healthwatch Mascot

Herefordshire pupils rose to the challenge resulting in a fabulous new mascot for Healthwatch Herefordshire. Our 'Design A Mascot' competition, was launched in October 2020 and we invited 65 primary schools to take part. We had over 60 entries and, based on our brief, the winner was chosen by Youthwatch members from John Kyrle High School. The winning design will be made into a life-sized mascot which will help promote Youthwatch amongst young people.

Youthwatch

We gave young people a voice when they submitted their questions to our Q&A Webinar panel. The answers provided them with information and advice on topics such as Covid-19 testing in schools, PPE, and lockdown anxiety. We used this information to develop a resource sheet that has been shared amongst schools. We have also introduced a new Youthwatch Herefordshire Instagram account.

'It's been an absolutely positive experience from day one. They've really enjoyed the filming, the comments, the help and support they've given to others, the signposting to other agencies. They're very committed.'

Trixie Clarke, SENCO and Mental Health Lead, John Kyrle High School

Georgia Speaks Out about Mental Health Struggles

To highlight the impact of lockdown on children's mental health, we produced and circulated a video of 15-year-old Georgia Baldwin reading the impressive letter she wrote to PM Boris Johnson. Written in March 2020, the letter detailed how the lockdown had affected her own mental health and the importance of investment in mental health services. We became aware of the letter after Georgia sent us a copy. She was familiar with Healthwatch through Youthwatch.



SAVE YOUR CERVIX

Healthwatch is making a difference to the awareness of cervical screening in the county

Initiated by Dr. Edwina Gallagher, local GP and Macmillan Cancer Lead for Herefordshire, we approached Hereford College of Arts with a live campaign brief. It's aim was to target the equality in the uptake of cervical screening tests in those least likely to come forward. Targeted groups included those in the:

- 25-35 age category
- LGBTQ community
- culturally or ethnically diverse groups

30 students submitted campaign ideas. The winning designers were Debbie Hartwell and Charlotte Higgins. Together with Dr Gallagher and Healthwatch, the designers worked collaboratively to create the final 'Save Your Cervix' campaign. We produced a campaign development video and the campaign comprises of several online resources. These have been distributed on our social media channels.

Printed copies of the main poster have been distributed to selected venues. Business cards for more discreet reminders have been put into hygiene packages at local food banks and distributed at the local sexual health clinic.

**COULD SAVE YOUR LIFE
DON'T DIE OF EMBARRASSMENT**

Some women feel embarrassed that they're different. They worry about what other people think of their body, so they don't go for cervical screening.

We know that everybody is different but we also know that every body matters and that screening saves lives.

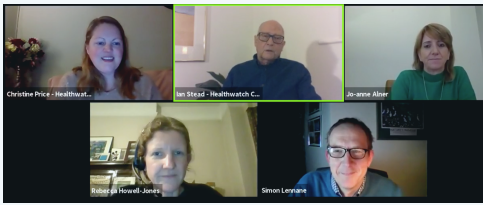
#Everybodymatters
SAVE YOUR CERVIX

HCA Hereford College of Arts
healthwatch Herefordshire



Our campaign has been shared on social media over 90 times and this figure continues to rise. This makes it our highest reaching post of 2021 so far.

Live Q&A Webinars



We hosted 2 Facebook Q&A webinars. Panelists included:

- Managing Director of the NHS Clinical Commissioning Group
- Director of Public Health
- GP and Clinical Director of the Primary Care Network
- Director of Adult Social Care

By working together we have helped the public to better understand what is happening locally and to reassure them about the approach to managing Covid-19, looking after themselves, keeping safe and addressing concerns about the vaccine programme.

'After various rumours online, I was unsure about having the Covid vaccine until I heard Dr Simon Lennane talking about it and answering questions.'

Janet, from Kington

Mental Health Focus

In April 2020 The Herefordshire & Worcestershire Health & Care NHS Trust started providing children and adult mental health and learning disability services in the county. During the planning and transition, Healthwatch:

- Worked closely to help the transition and planning for a Mental Health Advisory Group for experts and other community organisations who have an interest in mental health provision
- Supported the Trust by providing evidence from the public about mental health experiences which helped to successfully launch a recovery college across both counties

There have been two exciting developments which we remain involved in. These are:

- The introduction of a mental health transformation project providing additional community mental health services in primary care - working with Herefordshire Mind's new community link worker team
- The start of a pilot and training year to establish mental health support teams in Herefordshire secondary schools, providing a lower-level intervention for children, young people, and school staff

There is also further investment and increase in service provision for personality disorder services, eating disorders, mother-baby and perinatal services. Our long-term priority is to monitor & support the development of these services, through gathering and sharing your experiences. We also want to ensure the continued increase in investment in local mental health services.

Volunteer Case Studies Prove Popular

2724 people viewed our volunteer videos

Healthwatch, Taurus and hvoss worked together to produce:

- 3 volunteer news stories
- 5 vaccination hero videos



Promoting Improved Communication and Engagement with the Public

Across health and social care an important role Healthwatch play is to influence health and care organisations at different levels, so that they do their best to ask you for feedback on current and future services and design them with you and your views in mind. These are some of the key service areas, strategies and plans we have influenced over the last year:

- Integrated Care System vision and values
- Learning disability strategy
- Autism Strategy
- Department of Health Women's Health consultation
- Digital Inclusion
- Shared care record patient design
- Learning from Covid-19
- NHS 111 First
- GP Access communication
- Wellbeing survey for Herefordshire
- Homecare recommissioning process
- Heart failure service planning
- Recovery college evaluation
- Strategy for community engagement for Herefordshire



We also use our expertise and that of our **volunteers** to comment on patient information which is developed by services. These are some of the communications materials they have influenced:

- NHS 111 First information
- Patient information for dermatology
- Shared care record leaflet and poster
- Neighborhood mental health team branding

'Please do raise your issues and feedback to Healthwatch because it does then come through to our organisation and our partner agencies to enable us to respond and make improvements. Healthwatch working with us in this way enables us to shape service provision across the country to meet the needs of people living in Herefordshire.'
Sue Harris, Executive Director of Strategy and Partnerships, Herefordshire and Worcestershire Health and Care NHS Trust

Future Work and Area of Focus



The School's Mental Health Forum

- Networking with schools, colleges and youth organisation
- Improving children and young people's mental health, resilience and involvement

Youthwatch

Increasing young people's voice in Herefordshire



Primary Care Network teams

Healthwatch are committed to:

- Be part of the wide range of partnerships in these locality teams
- Championing the involvement of local communities in developing their local services.



Children's Services

As these services receive extra local and national scrutiny, Healthwatch will ensure that we are there to influence and to put children and young people's voice at the centre of improvement work.



Mental health investment and transformation

Continuous development of mental health services in the county.



Strategic Focus

We will continue to focus on influencing improvement in areas such as:

- Stroke services
- Dementia
- Safeguarding



Herefordshire wide health & care priorities

Healthwatch will engage on the following key topics:

- Diabetes
- Cardiology and Heart failure
- Frailty and falls prevention



Digital Inclusion

Through a pilot engagement project we will:

- Support people in a 1 to 1 environment on their digital journey
- Decrease health inequalities through digital inclusion
- Understand what resources and support is needed



Dentistry

We will continue to lobby for:

- Reform of dental services nationally with the Healthwatch network
- Recovery of access to services after Covid-19

We will focus on dental health promotion for children and young people with the wider partnership of organisations in Herefordshire.



Community Partnership

Healthwatch will facilitate and lead a community engagement forum for patient groups and voluntary and community organisations to:

- work together to involve the public
- co-produce health and care services with the NHS and local authority.



Herefordshire drug and alcohol recovery service

Healthwatch will:

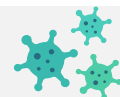
- work in partnership to gather feedback from people using this service
- develop effective partnership working with wider stakeholders
- undertake a stakeholder annual evaluation of the service.



Strategic changes in Health and Care

We will ensure that Herefordshire people's interests are recognised in new arrangements for statutory health and care services, as the government bring in Integrated Care Systems with new legislation. Representation includes:

- regional
- Herefordshire and Worcestershire wide
- local Herefordshire



Health inequalities and building back better

As the country recovers from the impact of Covid-19, all organisations are focusing on the current and emerging health inequalities in our population.

Healthwatch has a key role in hearing the voices of those most affected by these health inequalities.

Get involved

How you can get involved
in Healthwatch
Herefordshire



Help us to make decisions and make a difference;

Join our mailing list

Find out what we are doing and tell us what you think.

Become a Healthwatch Friend

Help to spread the word about Healthwatch, give your time to improve health and social care services.

Become a volunteer

Get involved in the work that we do at events, community groups, helping with projects and visits to services.

Join Youthwatch

Get your voice heard



Leave a health and social care review

www.healthwatchherefordshire.co.uk

Talk to us... CAN I HELP? Have your say

Talk to us
Your Voice Matters!

01432 277044

What services can I review?

Doctors	Pharmacies
Dentists	Residential care
Hospitals	Community services
Opticians	Emergency care
Mental health	Care at home

@ info@healthwatchherefordshire.co.uk

Invite us to your community group

@hwherefordshire

Freepost: HWHEREFORDSHIRE