

Healthwatch Gateshead Committee meeting

29 November 2017

Gateshead outreach plan – papers 5 and 6

Presented by: Victoria Clark

Members of the Committee are asked to:

- Note the contents of the report

Engagement/outreach plan 2017–18

Community engagement works best where it is an ongoing cumulative process, helping to build and strengthen relationships and trust over time. Individual engagement events should be planned and designed with this in mind, and aim to contribute to the overall aims of the engagement process. Community or voluntary groups may want to participate at a range of levels: from providing advice to designing the process together, and from undertaking some aspects of the engagement to delivering projects to meet some of the outcomes.

Introduction

This plan sets out Healthwatch Gateshead's (HWG) approach to community outreach.

The objectives of our outreach programme are:

- a) To raise awareness of HWG
- b) To signpost and provide information on a range of health and social care issues
- c) To hear people's stories and experiences of local health and social care services and to use this information to drive change

The targets for the outreach programme are to:

- a) Complete an average of one event per week
- b) Cover all areas of the Borough fairly
- c) Include events that are designed to enable us to talk to families, men, women, young people, older people, seldom heard groups and people from a variety of backgrounds and experiences

The programme should include events that target:

- Communities and groups with distinct social care and/or health needs, for example disability groups, arthritis, long term conditions, mental health
- Communities that experience difficulties accessing social care and/or health services, or have health/care problems caused by their social circumstances, for example poor housing, social care settings
- People living in disadvantaged areas including those who are geographically disadvantaged in rural parts of Gateshead
- Seldom heard or hard to reach communities for example men, Roma and BME communities

To achieve this, we need to think about:

- a) Where we need to take our work to reach our target audiences
- b) How we communicate with people **before, during and after** when we are out and about
- c) What we do with the information we gather
- d) How we influence/measure impact

Outreach 2017 –18

Since contractual changes with Tell Us North as of 1 April of 2017 we have had to work differently. We have also had to renew all our marketing material, messages and systems of recording. Along with TUPE and staffing arrangements we didn't begin outreach events and work until June of 2017. There is one part time member of staff and 6 Champions delivering our outreach and engagement work.

From June to October we will have attended 23 small and large-scale events both types of events have their advantages and disadvantages.

5 Community Festivals at Saltwell Park, Newcastle MELA, Northern PRIDE, Teams Family Health Event organised by local GP surgery and World Mental Health Day.

5 Networking events with Regional Refugee Forum, Gateshead Public Health team, Northern Initiative on Eating Distress, St. Chads Family Project and Happy to Help scheme.

4 presentations to CCG Self Care programme, 5 Locality Leads of GP's, Patients group in Ryton, Gateshead Clubhouse (a hub for mental health).

3 focus groups with BME men, a Refugee and asylum seeker group and a learning-disabled adults group.

We have arranged an ongoing "drop in" type event with both the Queen Elizabeth hospital and Blaydon Primary Care Centre until December.

The remainder have been stalls at events - for example Older Peoples Assembly AGM.

Where are we going?

We plan to do more work with Gateshead's Roma community, families, sheltered housing schemes and young people.

What we do

The purpose of our outreach work is to raise awareness about HWG, to signpost and provide information and to find out what local people think about their health and social care services to influence/drive positive change. This includes promotion of our feedback centre where people can give views on their experiences of care online. We have feedback centre forms ('Your care, your feedback') that people can complete and return to us if they do not want to go online, or do not have online access. We can complete the forms there and then too.

We take HWG promotional material and ICA (Independent Complaints Advocacy) information with our contact details to all outreach events. Staff and volunteers have some knowledge of services and agencies. If more detailed information is required we call the office for information, use the internet or take contact details to get back to the enquirer.

We also promote our Nominate a Star scheme using A5 sized postcards: people can tell us about a good service they have received or experienced from an individual, service or organisation from any private or publicly funded health or social care service.

We have found that the best way to attract people's attention, and to persuade them to share their stories with us, is to offer free branded goods, to stand in front of the table, smile, make eye contact, greet them and offer them information about us. Having a free quarterly prize draw for shopping vouchers attracts more people/easier to gather views/helps but we don't have this now but may be a consideration for the future.

We are hearing from a wide range of voices:

- a) The various black and minority ethnic (BME) organisations, including refugee and asylum seeker groups, we have worked with have helped us to speak to people from BME communities, hearing the views of them and their families
- b) Information stalls give us the opportunity to speak to a good cross-section of the community and have highlighted many different issues
- c) Our planned engagement events in care homes and sheltered accommodation will allow us to hear from people that find it difficult to come to us
- d) We have worked with various representative community groups, allowing us to hear the views of seldom heard groups, such as people with learning disabilities
- e) The Newcastle Mela and Pride festivals were not only great opportunities to speak to people from many different backgrounds, but also enabled us to network with other organisations and share information and views. Festivals like this are becoming more business focussed so the charity/voluntary organisations are usually all together and it is becoming increasingly more difficult to attract big numbers of people.

Our future approach to outreach

We will continue to:

- a) Work with local voluntary and community sector groups to hold focus groups with the people they serve/represent
- b) Plan our outreach calendar to ensure there is space for us to attend events that we are invited to; invitations to existing events are useful as promotion is done externally, they are often well attended by specific populations and have, so far, provided a good number of people to speak to within the events' target demographics
- c) Ensure a continued presence at some of the bigger events around Newcastle, such as the Mela

In addition, we will:

- d) Network and research to broaden the range of events, groups, fairs, meetings etc. that we can attend
- e) Set up regular engagement stalls in different venues, such as hospital foyers, sexual health clinics and GP surgeries, where we may catch patients and visitors as they arrive and leave
- f) Offer to be a speaker for groups such as those run by the Women's Unions, Self-Care Programme, learning disability groups, where we can also spend time talking on an individual basis to health and social care service users and promote our work and hear their experiences
- g) Organise our own outreach events to target different groups in the community
- h) Develop new mechanisms to engage young people, for example, go into colleges and hospital to talk directly to health and social care students and newly qualified nurses and staff about Healthwatch
- i) Develop focus groups and workshops for young people from schools and colleges and ask them to help us write a young people's engagement strategy to ensure that the way they work with us is how they want to and not what suits us
- j) Design a survey for young people asking about any health-related issues or aspects of social care; from the work above, recruit young people who may want to be Healthwatch Champions
- k) Engaging with people when we have stalls in their community

To ensure our outreach programme delivers our core objectives we will:

- a) Review the 'Your care, your feedback' form that people can fill them out themselves and send back via Freepost, or which can be completed on the spot
- b) Have surveys/questionnaires available on our Healthwatch tablet which can ensure answers are captured quickly and easily
- c) Consider the best merchandise (freebies) to give out:
 - Think less about what people will quickly come and grab, and more about what people will retain and use. Our quality pens are popular and will stay in someone's bag or on their desk for a long time, regularly exposing them to our message
 - Consider the different types of people we are seeing at different events and places and tailor the freebies to those occasions, for example, wristbands at a young people's event, balloons and balls at the festivals, foldable water bottles at health events and markets, stress balls or resistance bands? at older people's events (taking into consideration that the balls get used as exercise balls)
- d) Monitor the numbers of people who approach us
- e) Take contact details of people who would like to be contacted in the future
- f) Attract more volunteers to help with outreach, as having two or more people on stalls will ensure we don't miss people who want to talk.

In particular our aim this year is to attract Young Champions /engage with young people and this will require us to:

- Advertise on our website, social media, through the mainstream media and other networks
- Approach specific groups/agencies such as youth groups

Making effective use of the information we gather

To ensure the intelligence we gather during outreach events informs service change, we need to capture and share the stories people tell us. This means:

- Capturing relevant information on our feedback centre and trends analysis routinely reviewing this to identify themes and trends. We must be aware when collecting data from perhaps 1 community group it is in fact representative of the whole community. i.e. engaging with a small number of community leaders is in fact representing/representative of the community i.e. 500 strong Roma community, 5,000 Muslim community, 10,000 Jewish community
- Ensuring that summaries of this data are regularly provided to relevant organisations, including providers and commissioners, through strategic partners, meetings and formal letters as well as contributing to Care Quality Commission inspection scheme

Future plans

To continue weekly outreach sessions ensuring we cover the widest possible cross section of communities.

To establish more regular focus groups with communities of interest ensuring we cover the widest possible cross section of communities.

To ensure we reach a fair geographical spread across the Borough.

Trial installation of 2 fixed tablets in 2 GP settings to gather views on Feedback Centre.

Explore engagement with more people at health and social care service settings i.e. care homes and residential settings i.e. sheltered and supported housing accommodations

Empowering, encouraging and training Champions in managing outreach events independently.

Young people's work relating to HWN to find out what young people are saying about health and social care services.

Building on partnerships and relationships built since June with community partners i.e. MIND, Age UK, Gateshead Housing Company, Gateshead Council staff, Public Health teams.

Gateshead Outreach Plan April 2017 - March 2018

Date	Organisation	Event	No attended	Comms	Notes	Comments	
14/06/2017	Party in the Park	Stall			Families and children and carers		
04/07/2017	Womens Health Project	Networking			Wait til after Summer to approach again		
13/07/2017	Practice Managers meeting	Presentation		5	Wendy attended		
22/07/2017	PRIDE	Stall			LGBT community		
25/07/2017	Happy to Help	Networking		1	Older and housebound. Will take our feedback centre leaflets to clients		
03/08/2017	Older Peoples Assembly	Stall		1 poster 20 leaflets	Carers Assessment questionnaire completed		
08/08/2017	LINKS	Focus Group		17	LD adults	Too much for 1 staff	
08/08/2017	Public Health network/contact	Networking		1	Public Health. Louise Harlandson	Making Every Contact Count info/training	
27/08/2017	Newcastle MELA	Stall			BME and families		
30/08/2017	Blaydon Drop in	Stall		6	Patients		
05/09/2017	Gateshead Muslim Society	Focus Group		5	1 poster 20 leaflets	BME Men	Awaiting to visit Womens Group
06/09/2017	Regional Refugee Forum	Networking		1	1 poster 5 leaflets	Networking	Feedback Centre, HW Priorities and Update
19/09/2017	Teams Family Health Event	Stall		6	1 poster	Families and children	mostly young people
29/09/2017	Self Care Programme	Presentation		6		Adults, carers, working population	1 interested in volunteering too
29/09/2017	Older Peoples Assembly AGM	Stall		100	3	Older People	Networked with other stalls too
04/10/2017	ST Chads	Networking		1		Families and children	opportunity to go to separate groups/clubs
05/10/2017	Comfrey Project	Focus Group		7	1 poster 4	BME, Refugee and Asylum Seekers	language barrier sometimes difficult. More opportunities and groups to engage with
05/10/2017	NIWE	Networking				Women, Eating Disorders	To progress
10/10/2017	World Mental Health Day	Stall				Families and children	
12/10/2017	Grange Road Medical Practice	Presentation			8	Patients and 2 staff	Info left
19/10/2017	QE	Stall				Patients	

