

# healthwatch

North Lincolnshire

## Quarterly Report

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Quarter 1 - 2021/22



## Healthwatch North Lincolnshire quarterly performance report Quarter 1 2021/2022

Healthwatch North Lincolnshire are required to evidence activity and progress against each of the following outcomes, which are in line with the statutory functions of local Healthwatch.

**Outcome 1: High public awareness of Healthwatch North Lincolnshire and the services it provides.**

**Outcome 2: People's understanding of their rights as users of health and social care services will be improved**

**Outcome 3: Greater patient and public involvement in the work of Healthwatch.**

**Outcome 4: Strong and effective relationships with commissioners and a credible voice on the Health and Wellbeing Board.**

**Outcome 5: Ability to show the impact of Healthwatch North Lincolnshire to challenge and speak on behalf of health and social care service users, for example at the Health and Wellbeing Board.**

**Outcome 6: Collective views, experiences and needs of local people are made known to Healthwatch England, local Overview and Scrutiny committees and to local health and social care commissioners and providers.**

This report provides an overview of activity during quarter 1 2021/2022, mapped against these outcomes.

### **Communications and Engagement**

Due to many COVID-19 restrictions staying in place throughout quarter 1, face-to-face engagement has been very limited, and we have therefore continued to increase the public's awareness of Healthwatch North Lincolnshire primarily through virtual channels and our newsletter. There has been occasional face to face engagement, and we hope to increase this further as we head into quarter 2.

#### **Good News Report (Outcomes 1+2)**

During quarter 1 we made the decision to reduce the frequency of our 'Good News Report' from 2 weekly issues to 1. We made this decision as the pace at which information and guidance surrounding COVID-19 was slowing down, meaning that people no longer required clarification as frequently.

Whilst the engagement with the newsletter has remained relatively consistent throughout this quarter (with an average of 30.3% of the issues being opened), we have noticed that the number of new subscribers has slowed - we had 11 new

subscribers this quarter, compared to 87 in the last quarter. Again, we believe this is because of greater awareness and understanding of the national guidance.

As the national lockdown is scheduled to lift fully in July, we will make the decision whether to continue the Good News Report closer to this time.

### **Newsletter (Outcomes 1+2)**

This quarter we produced 1 newsletter in May, which featured information on a variety of topics including volunteer's week, stroke awareness, sun safety, and updates on our recent work. Over 320 postal newsletters were sent out to a variety of recipients including GP practices, mental health facilities, children's and family services, Scunthorpe General Hospital, and local residential addresses.

Alongside this, we sent out over 500 copies of the newsletter as an email to help increase reach and ensure it was accessible in several different ways. The percentage of email opens from recipients also increased this quarter from the last by 6.5%, which is most likely a result of us removing all inactive subscribers last quarter.

One major benefit of the e-newsletter version is that all included links to webpages can be clicked to take the reader directly to the specific site. This means the reader can access sources and information much more quickly and effectively.

### **Social Media (Outcomes 1+2)**

The use of social media has continued to play an important role in the way which we communicate with both members of the public and share important information. With some of the national restrictions easing this quarter, social media has enabled us to quickly and effectively share this information across a number of different platforms.

It's also been useful to share information regarding the vaccine roll-out programme and keep the public regularly updated with which age groups can come forward, and where they can get their COVID-19 vaccine from.

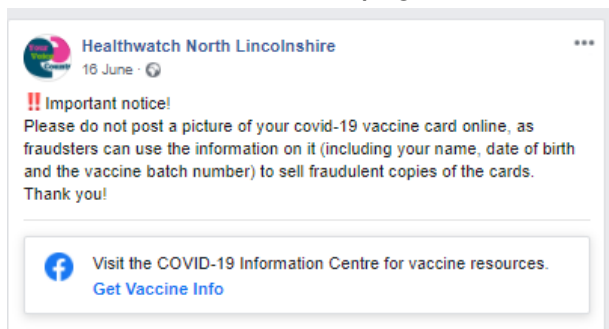
#### Facebook

Due to the flexibility that Facebook offers in terms of being able to post images, videos, longer text, and links to websites, it has continued to be our most engaged with social media platform.

This quarter we published a total of 115 posts which together reached over 17,000 people. We had 8 new page likes and followers, bringing the total now to 1187. This is a relatively low increase when compared with previous quarters, however we have

not had any paid campaigns this quarter, which usually contributes to an increase in likes on the page.

Our top performing post this quarter was published in June and was a public information notice to remind people not to post pictures of their vaccine cards online, as the information contained on them can be used fraudulently. The post was simple yet reached 2057 individuals and received a total of 20 shares. This indicated to us that there was perhaps a lack of knowledge about how personal medical information could be used in fraudulent ways. In response, we have since posted more advice from the Humberside Police and Crime Commissioner surrounding various scams which are prevalent in the local area and have also scheduled to dedicate a page to scam awareness in our next newsletter issue.



## Twitter

Although twitter continues to be our second most popular social media platform in terms of engagement, the nature of its format and restrictions in terms of post length means it is more suited to short updates and quick signposting messages.

In quarter 1 we published 88 tweets which generated a total of 20,100 impressions, with the majority taking place in April.

Whilst overall impressions were lower this quarter compared to the previous, one element which did increase significantly was the number of profile visits we received, which increased month upon month this quarter. The profile visits were 77, 164, and 377 for April, May and June respectively.

The highest number of new followers we had during quarter 1 was 11, which took place in June.

Our top post this quarter was a recruitment call-out for our Youth Healthwatch Group for 16-25 year olds. The post had a total of 1351 impressions and 14 engagements (which includes likes, shares, and clicks).



**Healthwatch N Lincs @HealthwatchNL**  
We are recruiting young volunteers from North Lincolnshire to help form our NEW Young Healthwatch Group!

If you're interested in Health and Social Care, want to broaden your skillset and contribute positively to your community, then get in touch!  
[pic.twitter.com/rMI3PosDIO](https://pic.twitter.com/rMI3PosDIO)

## Instagram

This quarter we published 8 posts, the most successful of which gained 11 likes. We have also had 12 new followers of our account, which was a combination of North Lincolnshire residents and local service accounts, including North Lincolnshire CAMHS and the North Lincs Festival of Creativity project which is being led by North Lincolnshire Council.

Making connections on Instagram has proven to be somewhat useful for us, and as we have slowly gained followers we have identified that groups such as the North Lincolnshire School Nurses have been sharing our posts to their 'stories'. This will in turn help us to reach a wider audience and potentially interact with individuals who were previously unaware of Healthwatch.

Our top post this quarter gained 10 likes and was a quote which we posted for World Mental Health Awareness Week. The more image-focused format of this post and the fact that it's less text-heavy suits the platform of Instagram better, and therefore is something we should look to implement more in the future.



### Partnership (Outcomes 1,2+3)

This quarter, we have continued to publish our monthly partnership e-newsletter to try and engage with our partners more. The aim of this newsletter is to provide the partners with updates on work we are currently doing and future projects, and also offer the opportunity for them to let us know what they have been up to and get in touch to share any news stories with us.

As the engagement and responses to these newsletters were low, we reached out individually to each partner at the beginning of the quarter to check that the lead contact details we had, were correct. The majority responded and informed us that their details had remained the same, and this opened more direct conversations about how we could better support one another. In particular, we have had increased contact with the Maternity Voices Partnership and also with The Carer's Support Centre, who provided us with some materials to promote on our social media platforms for Carer's Week in June.

The partnership is something which we are looking to continually strengthen through engagement with our members, and we hope to carry out a networking event in either quarter 2 or 3 to help consolidate our working together and remind members of the benefits of working in partnership.

### Website (Outcomes 1,2+3)

Throughout April, May and June, the number of sessions carried out on our website has remained relatively steady with 1565, 1534 and 1424 sessions, respectively. Most of the visits to our site come through Google, whilst a smaller portion come directly through typing in our website address, and an even smaller number are led there through external sites such as Facebook or the North Lincolnshire Council website.

The number of page views has increased with each month, indicating that visitors who come to the website are viewing multiple pages before leaving again. The page which is visited the most frequently is our 'COVID-19 Information' page, although this has seen a decrease in views month on month from 889 to 634, which correlates with the easing of national restrictions and a greater public understanding of the COVID-19 guidance.

The next most frequently visited pages were our 'Alcohol and drugs' information page, followed by 'What we do' and 'Mental Health'. This follows the trend from last quarter and has helped us to identify what information is most in demand from the public. It also helps to inform us what further support is required locally and confirms that activities such as our monthly 'Every Voice Matters' mental health Patient Participation Group are still very much needed to provide effective information signposting and an opportunity for people to have their experiences listened to.



### **Return to Face-to-face engagement (Outcomes 1+2)**

As some of the national lockdown restrictions began to ease this quarter, we were able to carry our first face-to-face engagement session since the beginning of the COVID-19 pandemic. The session took place at the Arc Westcliff, which is a community hub and offers a range of support to local people including employment and training, mental health support, housing and financial advice, and socialising activities. Appropriate COVID-19 measures were put in place to ensure the safety of Healthwatch North Lincolnshire staff, the Arc staff, and members of the public who attended. We were invited on 23 June as part of Men's Health Month and spent the morning at the venue with a range of information leaflets. The footfall was relatively low on the day, however we still managed to speak to a few members of the public and explain who Healthwatch North Lincolnshire are and what we do.

In addition, the event enabled us to make contact with a member of staff who is a trained counsellor and has recently set up a support group for men experiencing mental health difficulties. We discussed how we may be able to work together in the future and in particular, how it would be beneficial to speak to some of the male participants to hear about their experiences of accessing different local mental health services. Another face-to-face engagement session has been scheduled for July, which will offer us further opportunities to engage with members of the public.

## **Projects**

### **Youth Healthwatch North Lincolnshire (Outcomes 3, 4 +5)**

Over the course of quarter 1 our Youth Healthwatch North Lincolnshire group has developed further and we now have 2 members who regularly join us and participate. The group has decided to meet every 2 weeks on a Friday, and is led by our Engagement and Communications Officer.

Over the past sessions, the participants have all had an introductory presentation to Healthwatch North Lincolnshire to gain a deeper understanding of what we do and our position within both the local and national health and social care system. After this, the participants then began discussing how they would like to approach their first group project.

Using the results gathered from the young people's survey in the previous quarter, as well as their own personal experiences, the participants decided to tackle the issue of sexual health and relationships. The participants discussed how they felt there was a lack of information at their own schools and colleges, and how aside from their GP, they did not know where to get accurate information regarding sexual health, such as STI's and contraception. They also mentioned how there was a lack of discussion around the topic of healthy relationships and in particular, consent.

Another key gap they brought up was around information for LGBT+ individuals, who they felt were not catered for with the information that's currently available (both online and taught in education settings).

The participants began by researching what online resources are currently available and evaluating different elements including the content, layout, and accessibility. This activity is similar to our 'read and review' volunteer role.

After sharing their findings, the youth Healthwatch members decided that they wanted to extend their research and find out what other local young people have to say on the subject, and specifically, to ask questions around where they currently access information around sexual health, and what type of information they would like to see more of. The participants have formulated a series of questions themselves, which they are currently in the process of putting into an online survey. This will then be published online across our social media channels and be promoted to the local secondary schools and colleges for them to share with students of the appropriate age range.

The information retrieved from this survey will help to identify which areas of sexual health education and information require improvements, which in turn can be used to inform future campaigns and signposting carried out by our young people. Current ideas which they have expressed include setting up a social media channel with signposting information, or creating flyers to be distributed in places like colleges. The information gathered from the survey could also be presented to services that offer sexual health advice and support including the North Lincolnshire School Nurses, Virgin Care Sexual Health Hub and GP practices, to raise awareness of where gaps in provisions are and enable them to develop their services so they reflect the information and advice that young people require.

Healthwatch North Lincolnshire will continue to recruit young volunteers to join Youth Healthwatch North Lincolnshire over the next quarter.

### **Every Voice Matters Group (Outcomes 2 + 3)**

Our mental health patient participation group 'Every Voice Matters', continues to grow and develop. We have 18 people currently registered to attend the sessions with 5 or 6 regular service user attendees each week and many more who dip in and out when they are able. The group is regularly attended by a worker from North Lincolnshire Mind and the People's Voice Co-Ordinator from North Lincolnshire Council who actively contribute to the group and support service users as required. The group has been continuing to work on the Crisis House Mobilisation project and has also been contacted by Rotherham, Doncaster and South Humber NHS Trust, North Lincolnshire Council and voluntary sector groups to ask for service user views



and opinions to inform work plans. This is a really positive move towards greater service user involvement in the planning and development of upcoming projects.

Service users report back that they enjoy the setup of the sessions which are very informal and lead by those who attend. Whilst there may be guest speakers at the sessions, there is no formal agenda set for any session and they are open spaces to see what matters most to those who attend. This empowers participants to speak about matters which are of most important to them without any preconceived agenda, and helps Healthwatch North Lincolnshire to tailor information and signposting to what is most useful in the moment.

It is hoped over the next quarter that a mixture of face to face and virtual sessions can be implemented to better suit the needs of a variety of service users.

### **Crisis House Mobilisation (2, 3 + 6)**

Involvement with the crisis house mobilisation for North Lincolnshire alongside various local agencies is continuing, utilising service user voices gathered through the Every Voice Matters Group. Further to this planning is underway for Healthwatch North Lincolnshire to facilitate wider service user's engagement through upcoming focus groups. Using information formulated into a topic guide by North Lincolnshire CCG, Healthwatch North Lincolnshire will explore the subjects independently with service users and report back to the mobilisation group to inform the measures and outcomes local people would like to see incorporated in this new service. This is an exciting opportunity for Healthwatch North Lincolnshire to ensure local voices are at the heart of decision making and planning for this new resource.

### **Facebook Live (Outcomes 1 + 2)**

Alongside our Every Voice Matters group, we have continued to facilitate monthly Facebook Live sessions in which the staff member who runs the sessions briefly introduces the team, explains a little about the sessions and invites people to register interest to attend. They then do a brief presentation on a related subject, for example providing information and signposting relating to themes which have been discussed in our Every Voice Matters session. Topics covered over the last quarter included Mental Health Awareness Week, and loneliness. The aim of these sessions is to not only pass on information and engage with the public but also to give a visible face to our Every Voice Matters group and the wider organisation to encourage and reassure those who may be apprehensive about attending sessions.

### **Discharge from Hospital (Outcome 3)**

Healthwatch North Lincolnshire will be evaluating a new 'welcome home' service being facilitated by the voluntary sector. The new service will provide low level support to people who have been discharged from hospital. The aim of this service is to minimise the number of readmissions into hospital. The evaluation by

Healthwatch North Lincolnshire will consider the effectiveness of the service and the outcomes it has achieved for those who have received it, using information gathered through planned one to one interviews conducted by Healthwatch Volunteers. Further to this there are plans to carry out a similar piece of work to gather patient experience of the discharge to assess process. Planning for this project has been underway throughout quarter 1, yet at this time no further work has been completed on the project. It is hoped that this project will progress throughout quarter 2 and we look forward to providing a full update at the end of the next quarter.

### Ironstone Centre Developments (outcomes 1, 2 + 3)

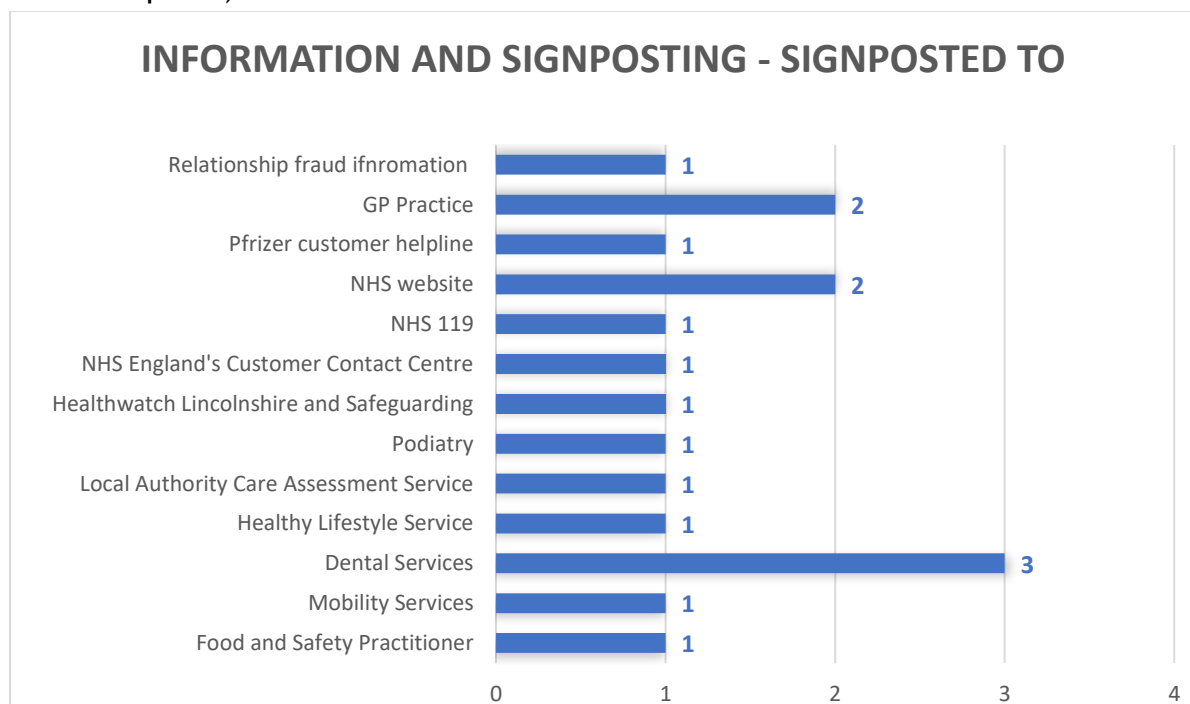
Healthwatch North Lincolnshire have been involved with discussions around the redevelopment of the Ironstone Centre atrium area. This will be utilised as patient friendly space to facilitate social prescribing for local people.

Building work on this project has now begun, and we visited the site recently to view the changes so far. Initial work is definitely visible and it is hoped that things will progress steadily over the coming weeks and months.

## Feedback and Signposting

### Information and signposting (Outcome 2)

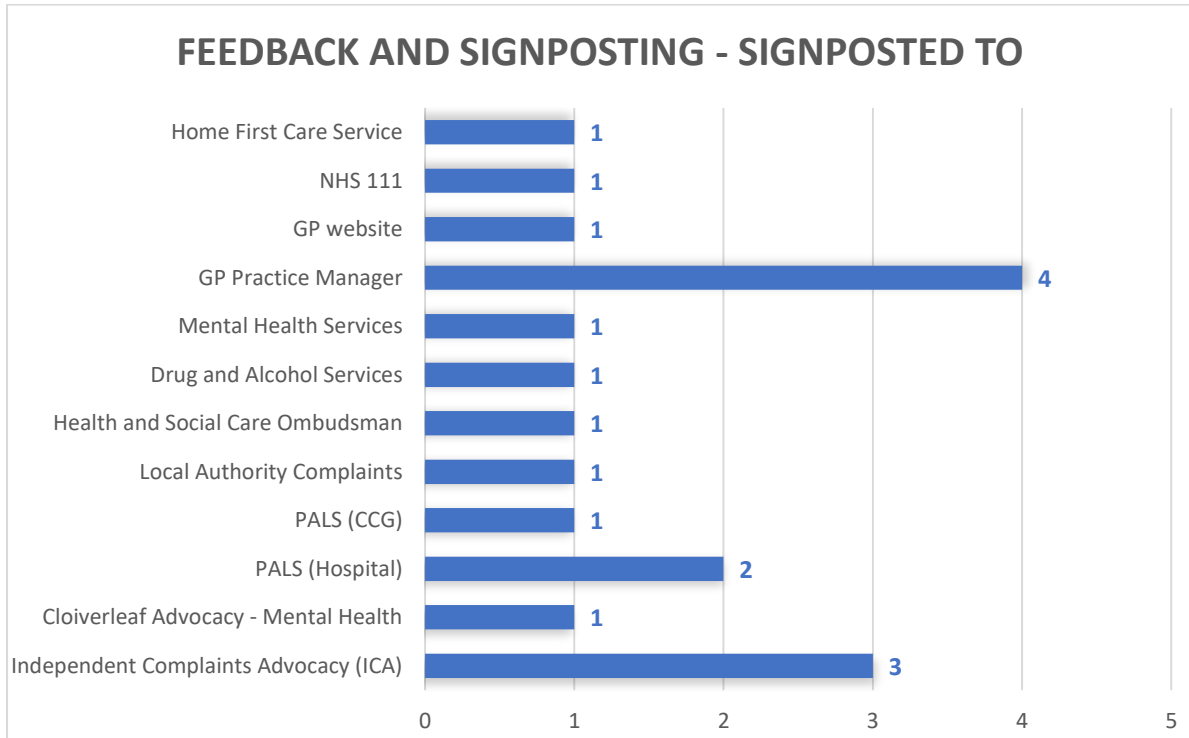
During quarter one, we were able to help 17 people with information and signposting and a range of services were signposted to (some people were signposted to more than one place).



### Feedback and signposting

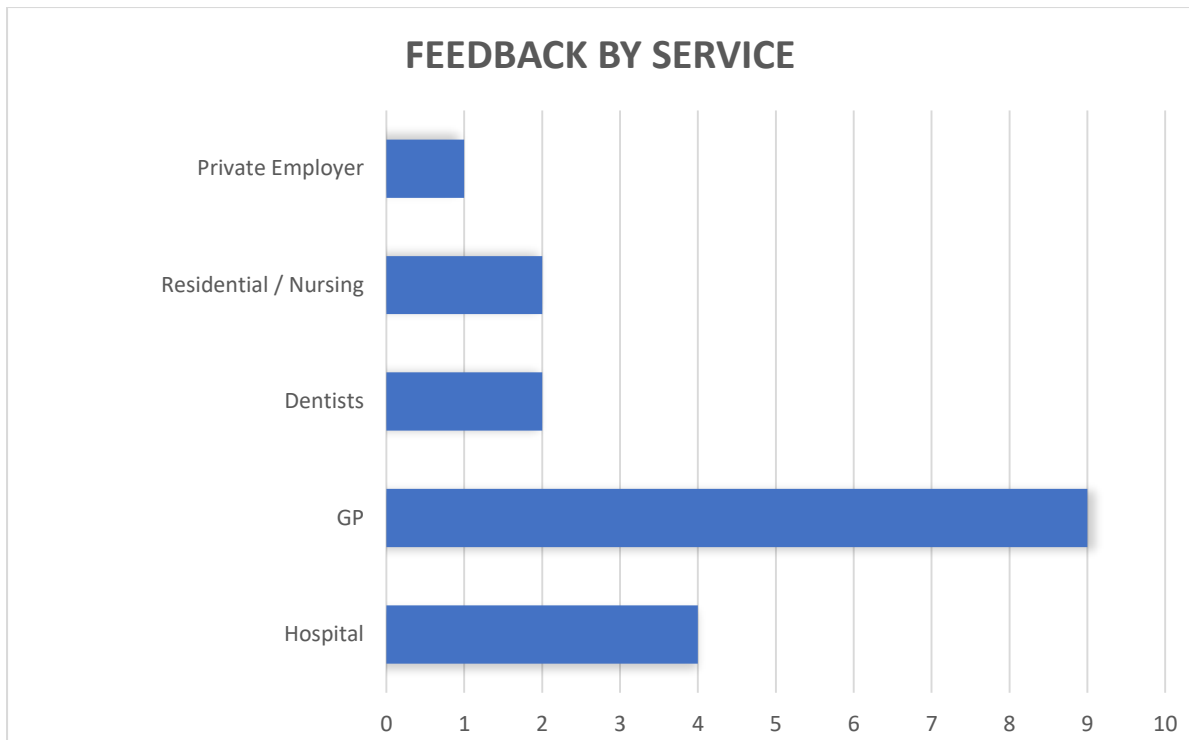
During quarter one, most of the feedback and signposting that took place was over the telephone. We were also contacted through our online Patient Experience form.

We listened to the feedback of 15 people and helped signpost them. A range of services were signposted to (some people were signposted to more than one place).



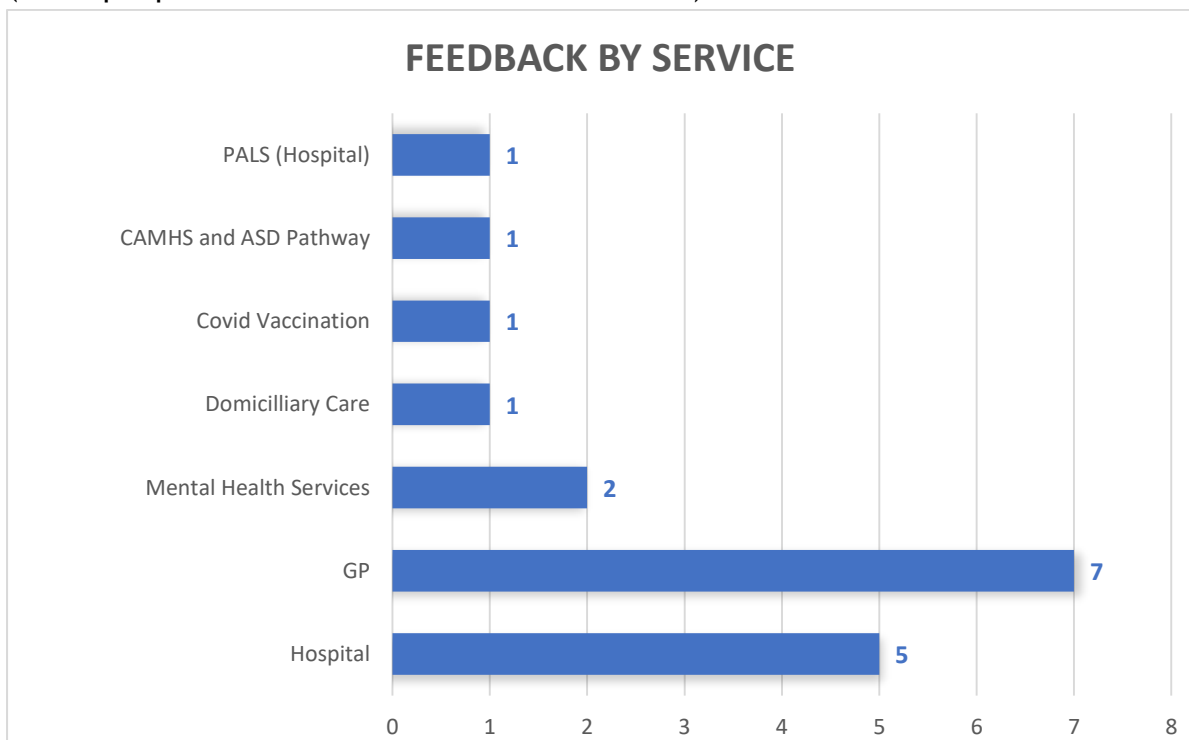
### **Feedback (no signposting) (Outcome 5)**

Feedback information received, without the need to signpost. Please see the next chart (some people mentioned more than one service).



### Feedback (with signposting) (Outcome 5)

Feedback information received and signposting provided. Please see the next chart (some people mentioned more than one service).



## Trends Identified

### Negative

- Feedback for this quarter has once again highlighted the problems local residents are facing in getting NHS dental treatment. Healthwatch North Lincolnshire has previously shared intelligence on local dental provision with Healthwatch England.
- A few people were dissatisfied with the length of wait in A&E.
- A couple of patients were dissatisfied with the lack of treatment given (hospital).
- Some patients, were not happy with the way their GP consultation was carried out, for example: some who had telephone consultations, with their GP, would have preferred face to face. Whereas another wanted phone consultations or virtual online appointments due to the pandemic.
- Some comments highlighted problems in getting through to the GP by telephone.

### Positive

- A couple of residents were pleased with their Care Home including how friendly the staff were.

### **Covid-19 vaccine (3, 5 + 6)**

Healthwatch North Lincolnshire developed a survey to understand how patients were finding the Covid-19 vaccination process. This included looking at the information provided before and after vaccination. This quarter we received 37 responses and overall people were satisfied with the: location, care provided, efficiency and staff/volunteers.

Vaccine information provided to patients to allow them to make an informed choice, was not consistent and whilst some people knew when their second vaccine would be, the majority did not. Reports are now being produced every quarter for each of the Primary Care Networks. The reports are provided so that improvements can be made as the vaccination programme progresses.

### **Covid Impact (3, 5 + 6)**

We are currently working on the draft of a survey that will gather the public's views of the impact Covid has had on Health and Care Services locally. Part of this involves working with the hospital's Patient Experience Group to identify what information would be useful for the hospital trust to know and including these into the survey. By working alongside the Trust it is hoped that any negative trends identified, in the hospital setting, can be acted upon more swiftly.

## Volunteering

Throughout quarter 1 we had a total of 47 (34 of these are currently active) volunteers across the following roles:

- Telephone Support Buddy
- ISAB
- Virtual Care Home Visits
- Read and Review
- Young Healthwatch

### Telephone Buddy Network (Outcome 2 + 3)

During quarter one there has been a steady decline in calls made and through the telephone buddy service from 129 calls a month to 62 calls a month. Although the average length of call has remained the same throughout, it currently sits at around 30 minutes. This decline is thought to be for a few reasons, such as volunteers returning to work and a planned reduction in call packages reducing some more frequent calls to once a week. This planned reduction is to aid volunteer retention and minimise the risk of volunteer burnout as people return to 'normality'.

The day with the highest number of calls made by volunteers this quarter was 7 April, during which 312 minutes of calls were recorded.

We have seen a steady flow of referrals over quarter one, with 6 or 7 service users on the waiting list at any one time. We have had a slower influx of volunteers with just two going through processing each month. This demonstrated to us that demand was higher than supply and as such has led to us taking steps to address this and further development is ongoing. We have begun to implement a more outcomes focused model in which service users will start with a planned number of calls, usually around 6-8 weeks. They are also asked about what they hope to achieve throughout these calls. The aim of moving onto this more structured outcome focused model is that we will be able to connect with individuals, find out their recent experiences and support them to move forward and reconnect with their family, friends, or community. Once this re-introduction has taken place, and the call package has come to an end, the service user will be asked about their experiences of the service to demonstrate impact. Healthwatch North Lincolnshire is excited to be developing this new model and hopes that it can be utilised to develop a sustainable service which promotes better outcomes for local people.

### Virtual engagement work

Whilst Healthwatch North Lincolnshire awaits further updates from Healthwatch England about recommencing Enter and View processes, we have completed another local virtual engagement. A visit to Cherry Tree House was completed on 13 April and the report for this is due to be published within the next month or so.



Healthwatch North Lincolnshire is continuing its ongoing recruitment and training of any volunteers interested in this role.

### **Volunteer's Week 1- 7 June**

To celebrate volunteer's week Healthwatch North Lincolnshire planned to meet with a small group of volunteers in Central Park. This was a great opportunity to get together and build stronger relationships, since many of the current volunteers have joined since the start of the pandemic and communication/interactions have taken place virtually. It was a lovely sunny afternoon, and we hope to plan more similar events going forward. For those unable to attend the daytime trip to the park, we held a Zoom catch up event and will likely continue to offer a mix of face to face and virtual interaction opportunities going forward.

Volunteers were asked if they wished to share their stories with the volunteer alliance hub that went out on their social media platforms. Several of our volunteers participated in this and it was wonderful to see all their stories highlighted over social media. The Healthwatch North Lincolnshire volunteers are all highly motivated and passionate, they are a great asset to the team. We are proud of all our volunteers and it was fantastic to have the chance to celebrate their successes from the past year.

### **Looking ahead**

Our volunteer co-ordinator is involved in the development and restructure of the Telephone Buddy Support Network working alongside our Project Support Officer. They hope to continue to develop a more uniform, robust recruitment, training & supervision package for all Healthwatch North Lincolnshire volunteers, which will enable volunteers to be more easily engaged in different aspects of the work we do, creating increased flexibility. Further to this they aim to develop a volunteer strategy which will help to shape the work of the Healthwatch North Lincolnshire volunteers and sets a clear outline of processes. Alongside this they will be looking at any new volunteer roles which can be developed and planning another virtual care home visit.

### **Other Activity**

#### **Meetings attended (Outcomes 1, 3, 4, 5 + 6)**

An additional way in which we encourage greater patient and public involvement in the work of Healthwatch North Lincolnshire is through attending regular meetings with stakeholders. This enables information our current and upcoming projects to be shared more widely and helps us to identify which groups of individuals may benefit the most from our areas of enquiry, and where they may be opportunities for collaboration between organisations. More importantly these meetings are a

platform for ensuring patient voice is heard by those with the power to make lasting change.

Attending regular meetings enables the profile of Healthwatch North Lincolnshire to be raised, and for the work we do and experiences we gather to have a greater impact on local services the people who use them. This helps to achieve one of our most important objectives, to influence those with the power to change services so that they better meet people's needs now and in the future.

Meetings attended during the quarter were a mixture of providers and commissioners across the public and voluntary sector. Some of the meetings attended by the team include:

- North Lincolnshire Armed Forces Forum
- North Lincolnshire Volunteer Alliance Managers Meeting
- Vaccine Reluctance Webinar
- North Lincolnshire Maternity Voices Partnership
- North Lincolnshire Safeguarding Adults Board
- Research and Insight Network Group
- Voluntary Alliance Meeting
- Voluntary and Community Sector Partnership
- Crisis Concordat
- UCNL
- North Lincolnshire Council, Young Gambling awareness
- North Lincolnshire Positive Steps
- Humber Fraud Forum
- Children and Young People's Partnership
- North Lindsey College (re YHW)
- Team Parkinsons
- Scunthorpe and District Mind
- Dental Stakeholder briefing
- RDASH Operational Equality, Diversity, Inclusion and Participation
- Fraud Awareness
- Humber Coast and Vale Type 2 Diabetes Prevention Programme
- Introduction to AbilityNet
- Children and Young People's Emotional Wellbeing and Mental Health Steering Group
- North Lincolnshire Learning Disability Partnership
- RDASH Health Inequalities and Community Engagement Workshop
- Kooth (Humber Update)
- HW Humber Engagement and Communications Officers
- Scunthorpe Centre Islamic Centre

## Training (Outcome 2)

In addition to meetings, several training sessions have been attended by the staff team to help develop knowledge and enable more effective signposting, support, and communication.

Training sessions attended this quarter have included:

- Mental Health First Aid
- Mental Health Webinar
- Demographic Workshop
- Vaccine Reluctance Webinar
- Video Masterclass (HWE)
- Sexual Health for LGBTQ webinar