



Quarterly Report

Year 8, Quarter 2
July - September 2020

Quarter 2 overview

Quarter 2 represented a return to some sense of normality for the team at Healthwatch North Lincolnshire, and although the response to the ongoing Covid crisis continued, the team started to restart some projects that had been placed on hold during quarter 1.

We began a phased return to the office which presented a welcome opportunity to work together; however towards the end of the quarter, working from home became necessary once more.

The team at Healthwatch North Lincolnshire needed to continue to adapt and respond to the challenges that presented themselves during quarter 2.

Outcome 1 - High public awareness of HWNL and the services it provides

Under normal circumstances, our team are very visible at events across the County and at our usual engagement locations such as the hospital and the ironstone centre, however the restrictions on face to face contact remained in place during the quarter, there was no opportunity to carry out our usual engagement activity.

This meant that we needed to find more creative ways of reaching out to the local population.

The use of social media to create interactive and engaging posts became more crucial than ever during this time. Social media is used by Healthwatch North Lincolnshire to raise the profile of the service and the services that we offer. We also use social media to keep people up to date with changes to local services and encourage participation in our work

Facebook

We hit a large milestone as we reached over 1,000 'likes' on our Facebook page in September.

This was a direct result of two posts in September which became the most successful and widely shared since the beginning of our Facebook page in 2013.

The posts were in response to feedback from members of the public who told Healthwatch they were confused about Covid symptoms and when to get tested. As testing capacity nationally and locally was under pressure, we decided to create some simple posts to alleviate some of this confusion. Neither social media posts were 'boosted' (paid for), proving that public interest in this issue was very high at this point in time.

Healthwatch North Lincolnshire
Published by Healthwatch NL Engagement (1) · 18 September · G

To alleviate pressures on the NHS, it's important to only get a COVID-19 test if you think you have Coronavirus. To help make this decision, it's important to know the signs:

COVID-19 Vs Common Cold

With winter fast approaching, many people find themselves becoming more susceptible to common colds. Whilst the symptoms of a common cold such as a cough may seem like COVID-19 symptoms, there are some key differences.

If you have a cold, you may have:

- A blocked or runny nose
- A sore throat
- A chesty cough that may bring up phlegm
- Pressure in your ears and face
- You may also be sneezing more

If you have COVID-19, the main symptoms are:

- A high temperature
- A new, continuous, dry cough
- Loss or change to your sense of smell or taste

If you think you have a cold, please do not book a test. If you think you may have COVID-19, DO NOT attend your GP, pharmacy, hospital, or A&E. Please self-isolate, and try to book a test at www.gov.uk/get-coronavirus-test or if you don't have access to the internet call NHS 119.

Performance for your post

18,000 People Reached

422 Reactions, comments & shares (👤)

187 Like	5 On post	182 On shares
2 Love	0 On post	2 On shares
47 Comments	2 On Post	45 On Shares
186 Shares	185 On Post	1 On Shares

918 Post Clicks

523 Photo views	0 Link clicks (👤)	295 Other Clicks (👤)
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NEGATIVE FEEDBACK

2 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts.

The first was a poster which explored the key differences between symptoms of COVID-19 and a common cold. This reached 18,000 people through 185 shares, and there were 1,340 engagements with this post.

Healthwatch North Lincolnshire
Published by Healthwatch NL Engagement (1) · 18 September · G

Unsure if your symptoms could be COVID-19, winter flu, a cold or allergies? Use the helpful symptom checker below, and remember to only book a COVID-19 test if you're exhibiting the correct symptoms.

Symptom Checker

<p>COVID-19</p> <ul style="list-style-type: none"> • Fever • A new, continuous, dry cough • A loss / change to your sense of taste / smell 	<p>Flu</p> <ul style="list-style-type: none"> • Fever • Muscle and joint pain • Sore throat • Headache • Loss of appetite • Diarrhoea / stomach pain
<p>Cold</p> <ul style="list-style-type: none"> • Runny / blocked nose • Sore throat • Headache • Muscle ache • Sneezing • Chesty cough • Pressure in ears/face 	<p>Allergies</p> <ul style="list-style-type: none"> • Sneezing • Runny nose • Red, itchy, watery eyes • Wheezing / coughing • Red, itchy rash • Sore / itchy throat

Remember—if you think you have COVID-19, DO NOT attend your GP practice, pharmacy or hospital. Self-isolate and book a test as soon as possible.

Performance for your post

18,634 People Reached

435 Reactions, comments & shares (👤)

207 Like	7 On post	200 On shares
3 Love	0 On post	3 On shares
1 Haha	0 On post	1 On shares
23 Comments	0 On Post	23 On Shares
201 Shares	201 On Post	0 On Shares

880 Post Clicks

451 Photo views	0 Link clicks (👤)	419 Other Clicks (👤)
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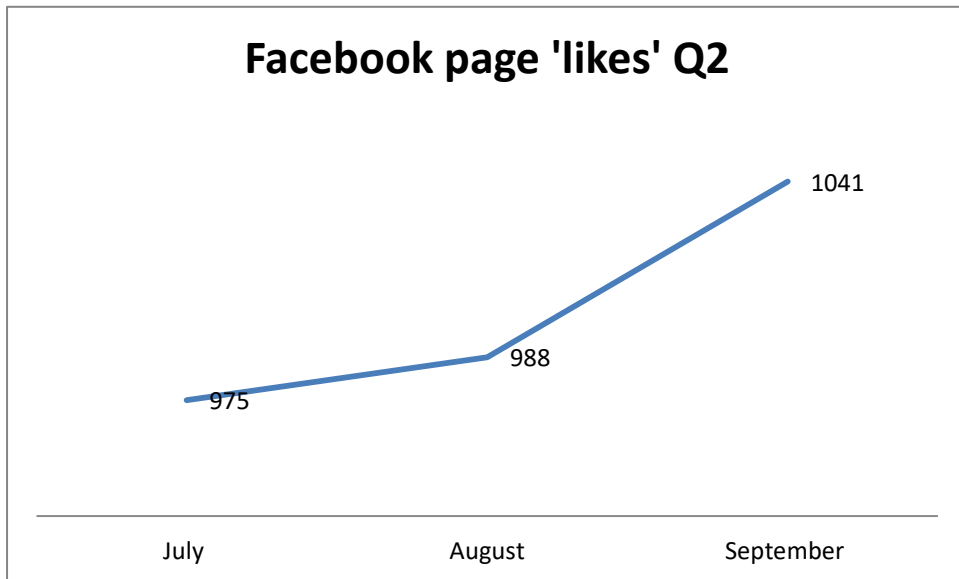
NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts.

The second was a poster explaining the difference between COVID-19 symptoms, and symptoms of flu, a common cold and allergies. This post reached 18,632 people, was shared 201 times, and there were 1,312 engagements with it.

This huge interaction meant that we received 57 new likes on our page, which is a 280% increase on the previous month.



In total across all 124 posts we published in Q2, we had a reach of 82,259 and our posts were engaged with 4,645 times.

Twitter-

This quarter, we posted 48 tweets which received approximately 16,900 impressions. The top post in each of the months of July, August and September received similar impression figures, with 686, 684 and 685 impressions respectively.

These posts included a call out for more volunteers to join our Telephone Buddy Service, information to join our virtual focus group looking at mental health experiences during lockdown, and information on the seasonal flu vaccine.

We also had a total of 169 profile visits, the highest (88) being in July.

We gained 8 new followers, bringing our total up to 1863.



Newsletter:

Our newsletter is published every 2 months, and can be obtained either by email or as a physical copy.

Our July-August issue included articles on topics such as World Breastfeeding week, local mental health services, information on our Telephone Buddy Service and an update from the Carers' Support Service who are one of our partners.

The September-October issue contained articles on Alzheimer's Awareness Month, organ donation week, and updates from our partner the Stroke Association, as well as information on our own current projects.

For both issues, 220 postal copies were sent out. This included residential addresses, local GP practices, hospital wards and local authority services.

For some services, we reduced the number of copies we sent out by post. This was for a number of reasons including to reduce printing costs, and also we recognized that many services which usually would have a supply of our newsletter, would be having less footfall due to more appointments being available over the telephone/video as a result of the COVID-19 pandemic.

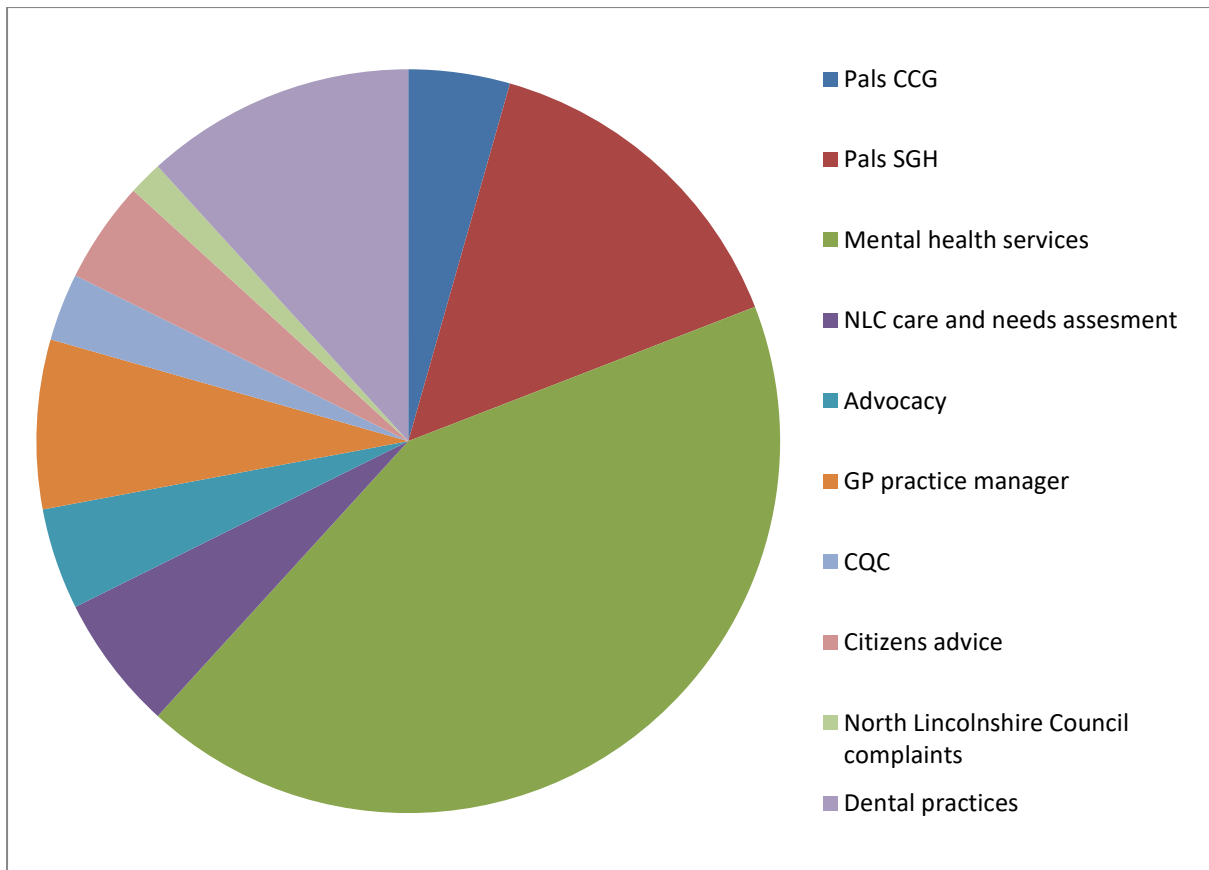
The newsletter was sent out to an average of 465 e-news subscribers, making the total copies submitted approximately 685. The newsletters are also available on our website, and we published social media posts to remind our followers that they can access them there.

Outcome 2 - Peoples understanding of their rights as users of health and social care services will be improved.

Information and signposting

During quarter 4, the majority of the information and signposting that took place was over the telephone from members of the public asking for advice or through the enquiries email.

Through our direct contact we were able to signpost 74 people to a range of services in North Lincolnshire. This was an increase of 21 people on the previous quarter.



We saw a further increase in people contacting HWNL for advice about where to go for mental health support during quarter 2. This was a direct result of the mental health survey and focus group that took place during the quarter.

A number of people who access the telephone buddy service also needed signposting for mental health support, and unfortunately three of these individuals also required support to access the crisis service during quarter 2.

Website:

Throughout quarter 2, engagement across various pages on our website increased, with significant increases in September. Our 'COVID-19 Information' page remained the most popular, with 991 visits in Q2; 487 of these being in September alone. This is a 151% increase when compared with the beginning of Q2 (July).

The COVID -19 information page is updated regularly with the latest guidelines and information on the virus in a straightforward.

Other most frequently visited pages throughout the quarter were;

- Alcohol and drugs (201 visits)

- Mental Health (121 visits)
- What we do (141 visits)

In total, we had 2,168 new users on the website which resulted in 2,650 sessions.

Session numbers increased by 4% between July-August, and then by 40% between August-September.

Most visitors of the website reached it through the search engine Google, however a small number also accessed it through Facebook, and the North Lincolnshire Council website.

Good News Report:

During quarter 2, we continued to publish the daily good news report. We published 34 issues of our Good News Report this quarter. This is a reduction from Q1, as we decided in August to publish it three times a week initially and then twice a week (on Monday's and Friday's) rather than every weekday. This was due to the reduction of virus cases nationally and a more settled period with less guidance changes.

The report continues to be well received and we have seen an increase in our subscriber numbers number to 487, meaning it has risen by 13 since Q1.

We continue to monitor the number of issues that we produce and will increase this number if needed as we enter the second wave of the pandemic.

Covid Champions project:

During Q2, we received some additional funding from the Transforming Care Partnership Board (through Inclusion North) to continue work which aimed to provide accurate and accessible information regarding the COVID-19 pandemic and related subjects for adults with autism and/or learning difficulties. The project was in partnership with Inclusion North, Cloverleaf Advocacy, Matthew's Hub, Choices and Rights and Autism Plus, and together we formed the Humber COVID-19 Information Champions.

Working closely with Cloverleaf Advocacy, we decided to publish a weekly e-newsletter which was to be sent out to residents and organisations across North Lincolnshire. The aim was to ensure that organisations that support people with LD and / or autism would be able share the information with their service users.

Each newsletter focused on one particular topic;

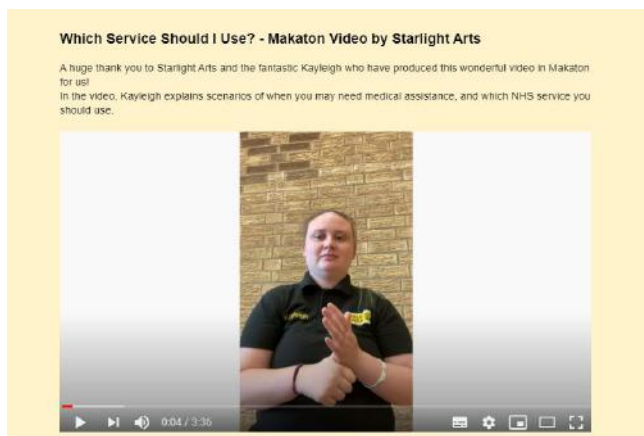
- Issue 1 - Symptoms
- Issue 2 - Face Coverings
- Issue 3 - Seasonal Flu Vaccine
- Issue 4 - Mental Health
- Issue 5 - Support Links
- Issue 6 - Employment
- Issue 7 - Accessing NHS Services

These topics were chosen because we recognised their importance in the current climate, and also because for many, there was either limited information available for people with autism and/or LD, or information were not accessible enough. By collating the information into a weekly newsletter we were able to create a single point to access the information from, which could easily be shared to wider audiences, was cost-effective, and able to share a variety of different media including text, video and audio.

To make the contents accessible to a wide audience with different needs, we tried to include as many different styles of resources as possible -some of which were embedded into the body of the newsletter, and some of which were available to download and print.

Some of these resources included:

- Easy-read documents
- Low-literacy documents
- Videos in British Sign Language (BSL)
- A video in Makaton
- Links to resources in alternative languages to English



Throughout the project we achieved many of our initial aims, such as reaching out to local groups to collaborate with on the newsletter. An example of this was our collaboration with Starlight Arts, an organisation based in North Lincolnshire who provide opportunities for disabled adults to engage with the arts through the use of drama, music & art workshops. We reached out to them and they kindly

supported us by filming a video in Makaton which explained how to access a variety of NHS services.

In total, the newsletter was sent directly out to 650 email addresses which included individuals who were on the Healthwatch North Lincolnshire e-mailing list, local councillors, local support groups, charities, individuals who work for the NHS and North Lincolnshire Council, amongst many more.

We also know that the newsletter was distributed further, as we repeatedly received positive feedback from individuals and organisations, who wrote to praise the contents and inform us that they had shared the newsletter on.

One example of this was Scunthorpe MP Holly Mumby-Croft, who wrote to us twice stating that she found the information useful and had shared it with her colleagues, and had shared the content on her website.

Another organisation who shared contents from the newsletter to their website was the Humber & Wolds Rural Action group.

We also sent out a link to a quick survey we had created, in order to gather some further feedback on the project.

We had 29 responses to the survey, and below are some of the figures and feedback we obtained:

Did you share any of the newsletters or attachments with other contacts?

- 31.03% of respondents said they'd shared most or all of the newsletters/attachments
- 41.38% of respondents said they'd shared some of the newsletters/attachments
- 27.59% of respondents said they'd not shared any of the newsletters/attachments

“Lots of helpful information and useful guides that were shared, in a variety of formats”

***“Clearly explained with lots of accessible links.... that work!
Excellent visual layout. Good headings and categories.”***

“We will continue to refer and signpost to the new found links you have provided. Thank you.”

Outcome 3- Greater patient and public involvement in the work of Healthwatch

Telephone buddy service

Since the start of the telephone buddy service in March 2020, we have recruited and trained 71 volunteers and supported 136 service users. In total the volunteers have made:



As a result of the easing of restrictions over the summer months, many of the service users who have been supported by the telephone buddy service no longer felt they needed calls, and volunteers who had been furloughed during the acute phase of the crisis also started to return to work, which resulted in a reduction in both service users and volunteers.

By the end of quarter 2 we had 36 volunteers actively making calls, and 43 service users still receiving regular calls.

In q2 our volunteers made a total of



Although this is a reduction on the previous quarter, this is a positive step for service users who no longer felt isolated, and many of the volunteers who stepped up initially to support during the crisis are keen to continue to be involved with Healthwatch North Lincolnshire.

Virtual Care Home engagement project

In quarter 2 we began to work closely with our neighbouring Healthwatch teams in North East Lincolnshire, Hull and East Riding of Yorkshire to develop a new model of engagement in Care homes across the region.

With restrictions on Enter and View visits remaining in place for the foreseeable future it was concerning that the voices of the most vulnerable people are not being heard.

To tackle this we decided to look at more innovative ways of engaging with residents, relatives and staff working in care homes to understand their experiences during the pandemic. The first phase of the project which involves targeted communications began at the end of quarter 2 with extensive social media messaging across the Humber region. This is designed as part of the pre engagement phase to help determine which care homes would be the most appropriate to work with.

18 volunteers have expressed an interest in the project and will take part in training in October and the aim is to have the first virtual 'visits' in November.

Mental Health survey

In quarter 1 we started to look at the impact of covid-19 on mental health in North Lincolnshire. This was in response to feedback from members of the public and the buddy service about people struggling to access services. During quarter 2 we held a focus group and 1-1 interviews to investigate this further.

In total we involved 136 people in the mental health project and a report with recommendations will be published in Q3.

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

The team attended the following meetings during quarter 2

- Children and Young People's Partnership
- Health and wellbeing board
- Health and Social Care Standards Board
- Cross sector provider partnership
- Voluntary sector partnership
- Voluntary sector alliance
- Safeguarding adults board

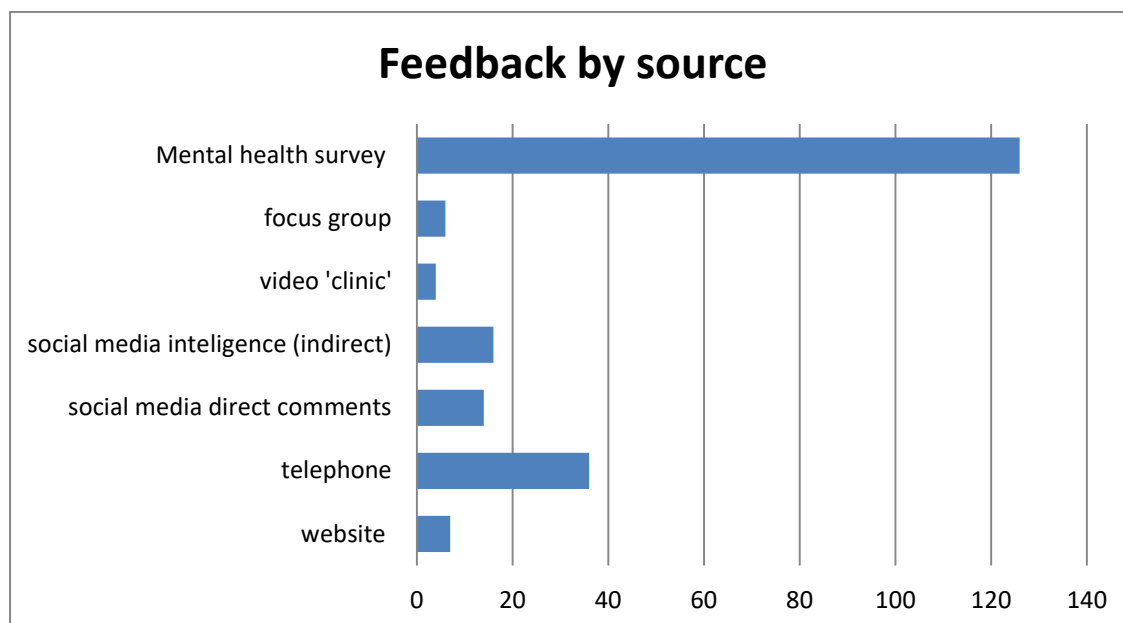
Health and wellbeing board

The Manager presented the Annual report to the Health and wellbeing board in September 2020. This was an opportunity to showcase the work that has been undertaken in 2019-2020 and discuss the work plan for the remainder of 2020 onwards.

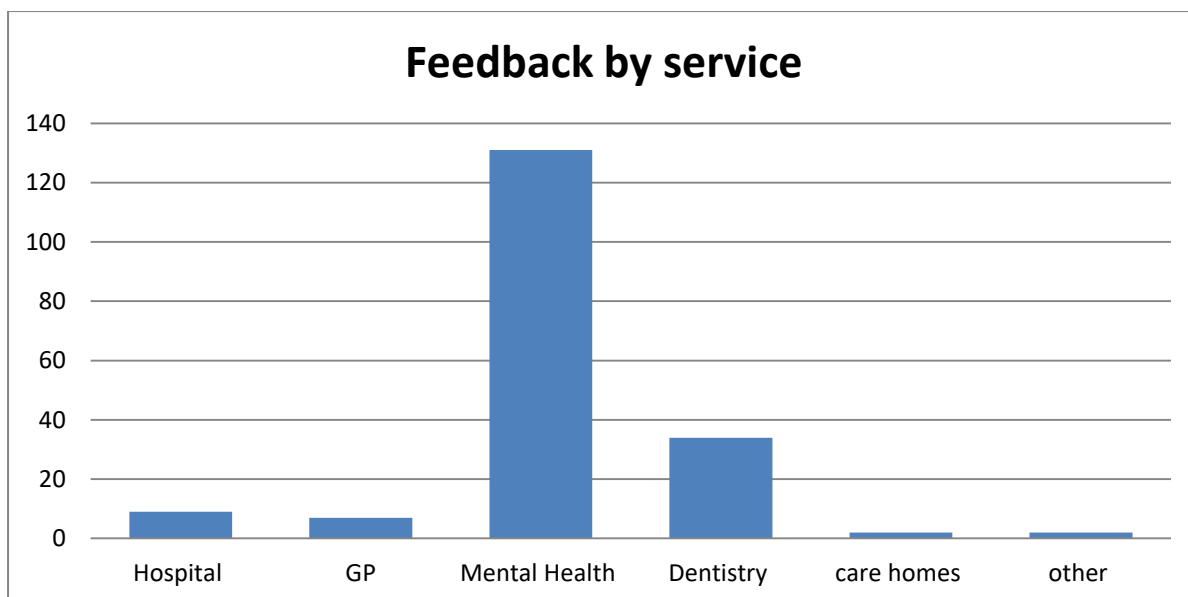
Outcome 5 - Ability to show the impact of HWNL to challenge and speak on behalf of Health and Social care service users.

Feedback

As face to face engagement has still not been possible throughout quarter 2 we have relied on different methods of obtaining feedback.



We started to use social media more effectively during the quarter, utilising intelligence that came through a range of local groups that Healthwatch are a part of. These 'indirect' comments and feedback on social media have been used to build up a wider picture of local issues. This was a particularly useful strategy when looking at the issue of dental access. Healthwatch England contacted all local Healthwatch to gather intelligence on access in each area, and as well as producing a number of social media posts asking for feedback on this subject, comments that were available in the public domain on social media were also used as part of this evidence.



The increase in mental health feedback is a direct result of the mental health survey and focus groups that were carried out in quarter 2.

We continued to feedback any intelligence related to the hospital trust into a virtual patient experience group with NLaG during quarter 2. The patient experience team at the hospital use this intelligence to improve the service they deliver.

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

Cervical Screening report

During quarter 2 we completed the cervical screening report. This report was shared with GP practices, local authority Public Health and the CCG.

Many of the GP practices have provided a response to the recommendations, but unfortunately we are yet to receive a response from Public Health.

Additionally, the CCG have decided that it would be more appropriate for NHSEI to respond to the recommendations and therefore have forwarded the report to the regional lead.

Because we all care

During quarter 2 we became involved in project with Healthwatch England and the CQC called 'because we all care'. The purpose of the project was to encourage more local people to speak up about their experiences.

Hospital discharge survey

Healthwatch England were also keen to find out experiences of people being discharged from hospital during the pandemic. The HWE survey was shared on our platforms and data will be shared with local Healthwatch in quarter 3.

ICS feedback

We continued to contribute intelligence from our Covid-19 experience survey to the Humber coast and vale Health and care partnership in quarter 2. This information was to contribute to the planning of services on the wider STP/ ICS footprint. The engagement lead at the North Lincs CCG requested feedback on Ophthalmology, Urology ENT and maternity services during the quarter

Plans for quarter 3

- Publish mental Health impact report
- Plan NLAG A+E work
- Publish the cervical screening report following responses from NHSEI and Public Health
- Carry out virtual care home engagement project