



Quarterly Report

Year 8, Quarter 3

October -December 2020

Quarter 3 overview

Quarter 3 was a busy period for the team at Healthwatch North Lincolnshire.

With the infection rate rising locally, the team ensured they stepped up once more to ensure that the public were well informed about the emerging situation and how to comply with the new restrictions.

The virtual care home project took place in quarter 3 and team took part in the vaccine roll out at the Ironstone centre.

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

With Coronavirus restrictions tightening once again during quarter 3, engagement and communications carried out by Healthwatch North Lincolnshire continued to be primarily virtual.

During this quarter our engagement officer developed and began to implement a new communications plan which aims to create more structure in the way we approach our communications and help us to achieve our organisational aims. The strategy incorporates important campaigns and key messages from other stakeholders including NLaG, North Lincolnshire CCG, our partners, Healthwatch England and National campaigns to ensure members of the public are aware of the latest information in health and social care -both on a national and local level.

By implementing communication which are consistent in their messaging and revolve around more focused campaigns, we aim to increase overall engagement with Healthwatch North Lincolnshire, leading to a greater awareness amongst the public of our work, an increase in feedback on services, and better stakeholder relationships.

Social media:

The use of social media to create interactive and engaging posts has continued to pay a crucial role in raising the awareness of Healthwatch North Lincolnshire and the services we provide. We also use social media to keep people up to date with changes to local services and encourage participation in our work.

In line with our new communications strategy we have planned our social media messages with more purpose in order to create posts which are more consistent in their theme, and which target specific groups with a direct call-to-action.

Facebook -

Over the course of quarter 3 we have had 99 new page likes and 110 new page follows, making the total number of followers now 1,177. The majority (103) of new followers came during November where we also witnessed an increase in page views of 282 from the previous month.

Our top performing post during this quarter was published during November and called out for volunteers at Scunthorpe General Hospital. The post was shared 817 times, received 325 total likes and reached a total of 56251 individuals.

The screenshot shows a Facebook post from Healthwatch North Lincolnshire, dated 17 November 2020. The post text is an urgent appeal for volunteers at Scunthorpe Hospital. The performance metrics are as follows:


Performance for your post	
Reported stats may be delayed from what appears on posts.	
56251	People reached
1293	Reactions, comments and shares
325	Like
1	Wow
20	Love
1	Haha
5	Sad
0	Angry
124	Comments
817	Shares
6044	Post clicks
0	Photo views
0	Link clicks
6044	Other clicks

Twitter -

In Quarter 3 there was an increase of 9 new followers on our twitter account, bringing the total to 686.

Our average total impressions this quarter have also consistently increased, with an average of 4,900 impressions in October, 7,300 in November, and 8,800 in December.

The post which gathered the most impressions was published in December and was an advertisement for our 'Every Voice Matters' patient participation group. A total of 801 impressions were made on this post -equating to 801 individuals seeing this particular tweet.

 <p>Healthwatch N Lincs @HealthwatchNL Next Thursday at 7pm is our second online Every Voice Matters event! Join us for an informal chat about all things mental health including local support.</p> <p>To register for the session, please send an email to enquiries@healthwatchnorthlincolnshire.co.uk pic.twitter.com/WJzzcxrhZ7</p>	Impressions	813
	Total engagements	7
	Media engagements	3
	Retweets	2
	Likes	2

Instagram-

This quarter we increased the frequency of our posts on our Instagram page, publishing a total of 22 posts compared to just 5 which were posted in quarter 2. Our followers during quarter 3 also increased by 10, bringing the total to 211.

We worked to diversify the types of posts we published on Instagram this quarter and during National Self-Care Week in November we published a daily self-care. Utilising a mixture of both broad and specific hashtags such as #selfcare, #wellbeing and #healthcarenorthlincolnshire enabled us to receive likes on these posts from accounts who did not previously follow us and therefore helps to increase the exposure of Healthwatch both on a national and local level.

We also trialled using the 'polls' feature on Instagram stories in December to create a more interactive online presence. We tied this in with the beginning of the national COVID-19 vaccination campaign and posted a series of 'true or false' questions surrounding common vaccination myths. This way we were able to educate and disseminate information in a way that is more interactive, and the data returned to us from the polls could be useful in helping us to identify if there were any misconceptions that people were unaware of which we could then clarify further on other social media platforms.

We also used the poll function to ask for feedback on our series of 'Self-Care' posts by asking the simple question: 'Would you like to see more of this content in the future?'

100% of poll respondents answered 'Yes', giving us a quick and easy way to gather quantitative feedback.

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

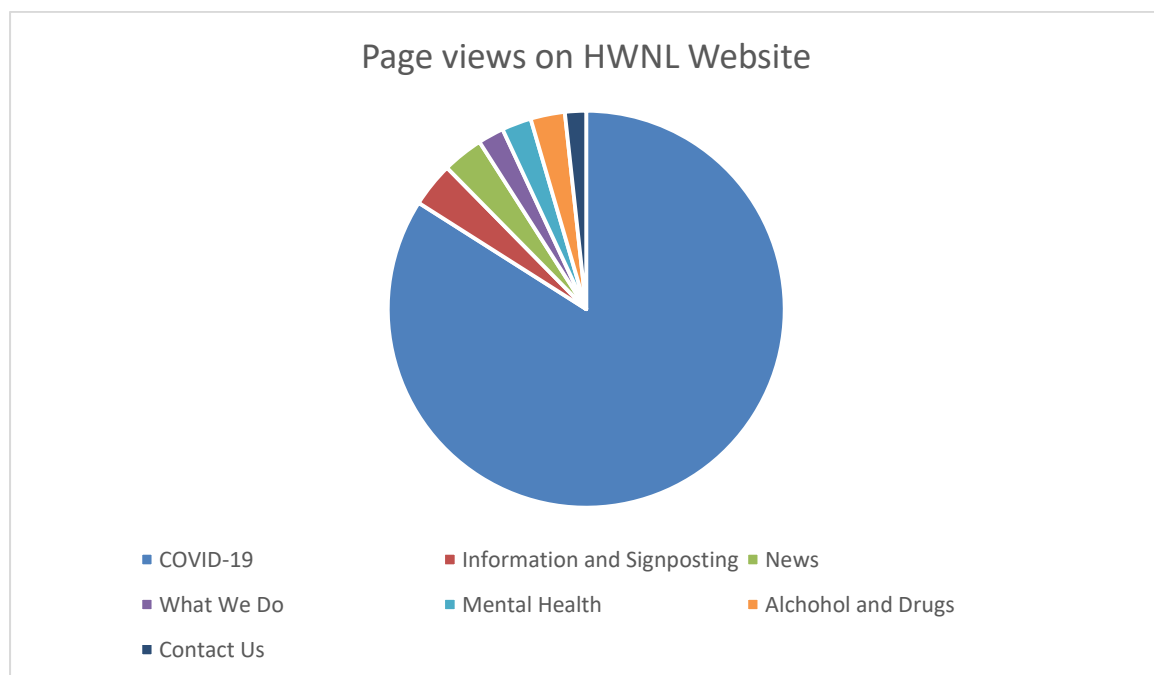
Information and signposting - website:

At HWNL we strive to provide high quality and accurate information regarding health and social care, and this is now more important than ever. To ensure this information is accessible we use a range of media and formats including our website, social media, e-newsletters, postal newsletters, BSL and Makaton videos and easy-read/low-literacy guides.

Our website is one of the primary ways in which members of the public can find out more about our work and view helpful information on a broad range of different topics. It is updated regularly to reflect current governmental guidance and contains information and dedicated pages on national and local services, the latest health and social care news, complaints procedures, volunteering information and more.

During quarter 3 the number of total sessions carried out on our website increased by 174% from quarter 2 (from 2,658 sessions to 7,294) and we had a total of 9,702 individual page views.

The most frequently visited page was our *COVID-19 Information* page, followed by *Information and Signposting*, *News*, *Alcohol and Drugs*, *Mental Health*, *What We Do*, and *Contact Us*.



The increase of views on our COVID-19 Information page from 991 in quarter 2, to 5,796 in quarter 3 indicates that it is a topic people are increasingly seeking guidance on, and that we need to ensure it is kept up to date and accessible. We saw a particular increase in page views in December, which coincided with a change in COVID-19 rules over the Christmas holidays.

Our website also contains a dedicated page for information on our partners. Our newsletter which is published every 2 months also features a *Partner Update* page to give our partners the opportunity to showcase their latest work and raise awareness of any service changes to our readers.

During quarter 3 we have been reaching out more actively to our partners through regular emails which highlight the work of HWNL and encourage them to keep us informed of any information they would like promoting on behalf of their organisations.

Newsletters:

Quarter 3 saw one issue of our newsletter being produced, and we also gathered feedback regarding the frequency, content and length of our newsletters.

All respondents were happy with the length (8 pages) of the newsletter, and the majority were happy with the frequency (every 2 months) -only one respondent requested it to be longer. Comments regarding the content included that people would like to see more updates on the work of Healthwatch North Lincolnshire and a featured exercise for readers to do at home.

220 postal copies of the newsletters were sent out, roughly 100 of which went to private residencies and the remainder being delivered to GP surgeries and other health and social care services. 486 copies were sent out in an e-newsletter format to our subscribers. We also distributed over 30 copies at the Ironstone centre during the COVID-19 vaccination roll-out.

A further 63 people subscribed to our newsletter during Q3. 38 of these were a direct result of the patient feedback forms we completed during the first dose roll out of the vaccine in December.

Targeted engagement with seldom heard communities:

As part of the COVID-19 Champion project we helped to deliver in quarter 2, we connected with local group 'Starlight Arts' who deliver a range of classes - including dance, music and acting- to individuals with learning disabilities.

To support our project, they kindly produced 2 information videos in Makaton. Towards the end of this quarter we contacted them again to ask if they would be interested in producing another Makaton video for us around the topic of the COVID-19 vaccination. They have kindly agreed to this and the video should be ready for us to upload to our social media accounts by the end of January, which will help to provide important information regarding the vaccine in an alternative format.

We have also continued to source additional easy-read documents and share them on our website where we now have a designated page for easy-read/low-literacy publications. By having the information gathered in one place, it becomes easier for people navigating our website to find it, and we also regularly create social media posts highlighting our bank of accessible information.

In November we were made aware of a local directory specifically for members of the Muslim community which was being put together, so our engagement and communications officer contacted the appropriate individual to introduce Healthwatch North Lincolnshire and enquire about ways in which we could collaborate.

We produced an A5 advertisement to be used in their directory and have maintained contact with a member of the community by sharing resources.

We have also been informed that it may be possible to hold a face-to-face session after their weekly prayer service, which we are looking at setting up in the future once COVID-19 restrictions are lifted.

Both the directory and face-to-face engagement will help us to raise awareness of Healthwatch North Lincolnshire in the Muslim Community by making members aware of what services we offer, how to access them, and ensure that their experiences of local health and social care services are heard.

Good news report

We have continued to publish our Good News report on Monday's, Wednesday's and Friday's in order to help keep those individuals who may not have social media accounts informed on the latest COVID-19 news and guidance.

The report also contains a 'Good News' article and puzzle in order to create a more uplifting feel and help to boost morale for those who may be struggling at the moment.

We have received good feedback over the last months with individuals stating that they enjoy the frequent reports and their contents. The number of subscriptions has also increased by 13 since the end of quarter 2 -now making the total 494. The average percentage of people who open the newsletter has also increased from 28.8% to 30.3%.

BBC Radio Humberside interview

In October, the Delivery Manager was approached by BBC Radio Humberside to take part in a radio interview about the importance of having a flu vaccine and how to obtain one. This was in response to comments made to the media that people over 50 were struggling to obtain a flu vaccine due to low supply levels. This was an opportunity to raise the profile of the service and provide trusted and accurate information about the largest flu vaccination programme in history.

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

Covid 19 vaccine programme

During mid-December, the first doses of the newly approved Pfizer vaccine were being rolled out by the south Primary Care Network at the Ironstone Centre. This was an excellent opportunity for Healthwatch staff and volunteers to be involved in ensuring the roll out ran smoothly and gather valuable patient feedback.

During the week of the 14th December, 205 people completed Healthwatch patient feedback form about the vaccination process at the Ironstone centre. Questions related to communication about the process, the location and accessibility, volunteers and thoughts and feelings about the vaccine. Respondents had the opportunity to leave contact details to receive a follow up call to ask about the second dose.

The feedback was used to directly inform the South PCN and the volunteer manager of patient experience during the roll out ,and any areas that may need improving. The majority of the feedback was incredibly positive.

Comments included;

‘the doctor was superb’ ,

‘all friendly and very helpful’

‘Very quick and efficient’



Vaccine volunteers at the Ironstone centre in December



Buddy service

37 volunteers , and three staff members continued to offer support to lonely and isolated individuals throughout quarter 3 through the telephone buddy service.

The service remained stable throughout the quarter with 42 service users continuing to receiving calls and the recruitment of one extra volunteer.



Towards the end of the quarter we were unfortunately unable to accept new referrals into the service due to a lack of available volunteers and found ourselves in the position of having a waiting list of 12 individuals requiring support.

The Delivery Manager is exploring opportunities for collaboration and funding options to further develop the service in January.

As a result of a social media recruitment campaign and support from the volunteer alliance hub we received a number of new volunteer applications, which means the service will be in a position to take on new service users in the New Year.

In the run up to Christmas some volunteers asked if they could send Christmas cards to their buddies. We decided to offer a Christmas postal service, which allowed volunteers to send the Christmas cards to the Healthwatch office via the freepost address and the team forwarded on to the service user. This was well received from the volunteers and service users alike.

As a thank you for their hard work and dedication to Healthwatch, each volunteer received a letterbox treat containing tea and coffee, biscuits, a card and some chocolate.



Virtual Care Home engagement project

We launched our care home engagement pilot project towards the end of quarter 3 to attempt to understand the experiences of those living and working in care home, and those with loved ones in a care home during the pandemic. This project was planned and delivered alongside the three other Healthwatch in the Humber region.

The project consisted of a number of stages;

- general engagement to raise awareness of the project and gather any general intelligence

- training for volunteers
- engagement
- evaluation

General engagement

To increase public engagement with HWNL during our Virtual Care Homes project, we created a short video which we shared on Facebook for 30 days using the paid campaigns option. This enabled us to carry out targeted engagement with specific individuals -in this case those over the age of 18 living in North Lincolnshire who had an interest in Health and Social Care.

As it was a paid campaign, the video was shown on the newsfeeds of Facebook users who were not already followers of our page, helping to increase our exposure.

2,389 people engaged with the video and we also received 103 clicks on the attached link which then directed the individual to our survey.

In addition to the video we created a series of posts which were uploaded to all three of our social media platforms. These posts targeted specific groups in their address, including:

- Care home residents
- Family/friends of care home residents
- Care home staff
- Residents, family/friends and staff at the three specific care homes we were virtually visiting

These posts were shared by a number of individuals and organisations, including care homes themselves. We also received a number of direct messages to our Facebook account from members of the public who had seen the posts and wanted to provide feedback for us a result.

Training

The Delivery Manager delivered a three training sessions in order to accommodate volunteers from the East Riding, Hull and North East Lincolnshire. The training session were aimed at ensuring the volunteers had a good understanding of the project, and how to engage with care home residents, staff and volunteers in the virtual world.

Training also included information on the current restrictions in care homes, and listening and observation skills.

Virtual engagement

Once the sessions were completed, volunteers were invited to take part in virtual tours of care homes, and had the opportunity to ask the registered Manager some questions about their care home and covid -19 experiences.

Following this, volunteers also took part in telephone interviews with residents to understand their experiences of living in a care home during a pandemic, and had conversations with relatives to understand experiences from their perspective.

Six volunteers were involved in the virtual care home engagement project, and in total they contributed 28 hours of their time to the project.

Evaluation

Three care homes took part in the pilot project, however, engagement with residents and relatives was quite low despite extensive social media advertising and allowing plenty of notice to the care home. The results of the project will be written up in the New Year and the team will continue to try and elevate resident voice in the coming months.

Mental Health patient participation group

During November our Patient Experience Officer held the first virtual Every Voice Matters Patient Participation Group.

This project was established in response to our previous work surrounding the effect that the COVID-19 pandemic and lockdown had on people's mental health. Our findings showed that concerns 75% locally of participants who had suffered from mental ill in the past year or longer saw a decline in their mental health during this period, and 40% of individuals who reported having no previous mental health concerns saw a decline in their mental health.

Additional common feedback and experiences which were shared with us highlighted the importance people placed on being able to talk freely about mental health, and the opportunity for service users to help to shape local mental health support services.

The sessions we developed in response to this feedback are held once a month on the video platform Zoom, and invite members of the public to join and have open discussions about all things related to mental health. Participants are able to share their own experiences of mental health or any related services they have accessed, and are also able to ask questions and obtain signposting information to local services. The sessions are joined by a member of staff from Scunthorpe and

District Mind who is able to offer specific information regarding their services and support.

The Every Voice matters sessions have been promoted across a range of media including on our social media through regular posts and a 'Facebook Live' with our Patient Experience Officer who spoke a little about the sessions. They have also been promoted in our Good News Report, our newsletters, and will be included in the next issue of North Lincolnshire CCG's Embrace newsletter.



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 3

- Children and Young People's Partnership
- Health and wellbeing board
- Health and Social Care Standards Board
- Quality Surveillance Group
- Maternity voices partnership
- Cross sector provider partnership
- Voluntary sector partnership
- Voluntary sector alliance
- Safeguarding adults board
- PCAG
- Health and wellbeing for people with learning disabilities

Health and wellbeing board

The Health and wellbeing board began to meet more frequently in quarter 3 in response to the coronavirus pandemic and rise in local infection rate. The purpose of this is for the Health and wellbeing board to have a more regular oversight of

the outbreak management plans that are taking place. The meetings that took place in November and December were an opportunity for Healthwatch to share feedback about some virtual GP appointments not addressing the needs of those with communication difficulties, and to share an update on how the vaccinate roll out was progressing from a patient experience perspective.

Meetings with the CCG

Monthly meetings with the Deputy Director of Nursing and Quality at the CCG began in quarter 3. This is a valuable opportunity to feed back into the system any concerns that are being raised by members of the public and gain an insight into any commissioning developments within health.

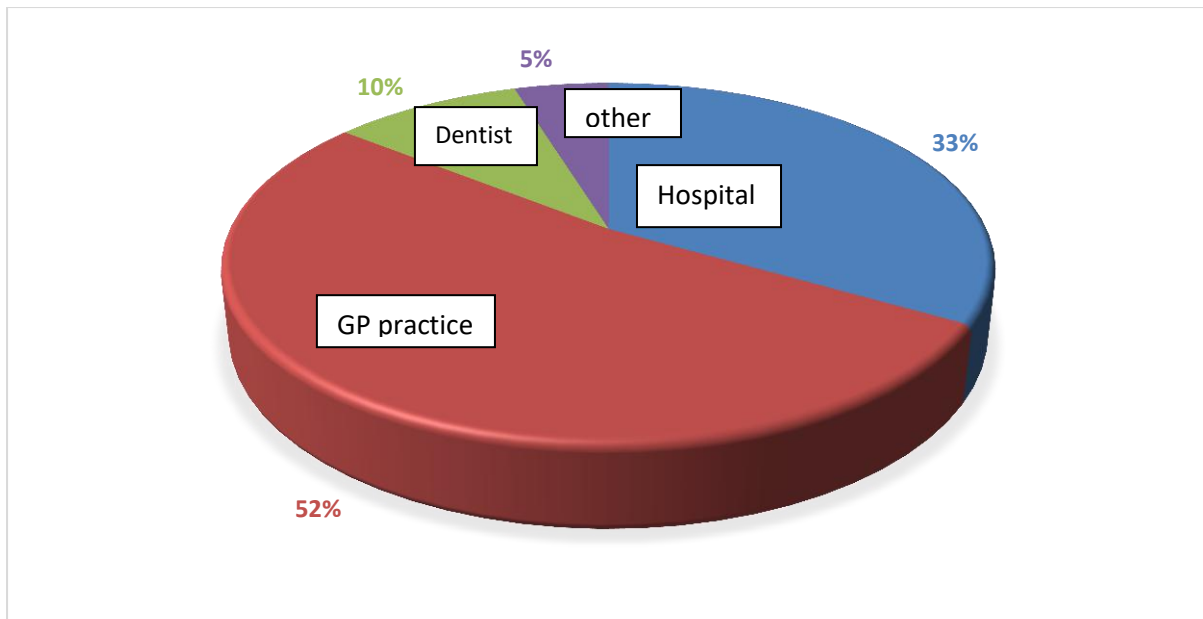
At these meetings the Delivery Manager provided feedback on the telephone appointment system at GP practices, and an update on the development of the virtual care home engagement project.

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

Feedback

In Q3, 21 people contacted us directly to give general feedback on services. Most comments were received through our online patient experience survey and over the phone. It should be noted that due to the ongoing pandemic, no face to face contact was taking place which has limited opportunity to gather feedback during this time.

Most comments received were from patients, relatives or staff members and were mostly in relation to GP services followed by hospitals and dentists. Whilst some feedback received has been positive, the majority was negative in sentiment.



The majority of feedback was related to access to a face to face GP appointment as although GPs should be offering this, it would seem that there is some confusion about when an appointment should be made and patients are becoming increasingly frustrated at having to have appointments over the telephone.

This is a barrier for many vulnerable patients who find the prospect of a telephone appointment daunting, and was raised with the CCG in q3.

Cervical screening report

Responses to the cervical screening report were received in quarter 3 from the CCG and from Public Health within the LA. Both responses were overdue, however did address the recommendations within the report.

CCG and NHSEI response

The CCG and NHSEI have committed to ensuring that GP practices are making reasonable adjustments to ensure those individuals who are physically disabled are able to receive intimate examinations in a GP practice.

“North Lincolnshire CCG will be sharing communications with practices regarding the requirement to make reasonable adjustments for patients and will support by sharing guidance and toolkits to practices/PCNs which will help them achieve this”

The response also stated;

“the Healthwatch report and recommendations were presented at NHS North Lincolnshire CCG Primary Care Quality Assurance meeting in December and progress against the agreed actions will be reviewed again in April 2021. Additionally this forum is also looking at different ways of supporting practices to increase their uptake of annual health checks for those on the Learning Disability register. Opportunities and progress will be reviewed at the bi-monthly Quality Assurance meetings.”

The response did not directly address the recommendation of a hoist to be installed in primary care settings to aid those who cannot transfer themselves independently, as this is an issue to be taken up with the PCNs directly. Healthwatch intend to pursue this issue over the coming months.

Local Authority Public Health response

The recommendations made to North Lincolnshire council public health team were related to identifying those women who are not engaging with cervical screening and running targeted public health campaigns to encourage uptake, and ensuring that the cancer champions programme is promoted, and staff working in health promotion roles are trained in this area;

“North Lincolnshire Council Public Health will continue to work in partnership with North Lincolnshire CCG and GP practices to monitor local public health intelligence to identify non-attendance groups or those at risk of non-attendance for the cervical screening programme within North Lincolnshire, which in turn will inform targeted health promotion and public health campaign activity to increase screening uptake and reduce barriers to accessing screening for all eligible individuals.”

“North Lincolnshire Council Public Health will continue to support the Humber Coast and Vale Cancer Alliance in the promotion and delivery of Cancer Champion sessions within North Lincolnshire settings. The current Cancer Champion workshop opportunity has been widely promoted to local businesses and organisations via the ‘Wellbeing at Work,’ network and also widely encouraged internally as a training and development opportunity with North Lincolnshire Council workforce and will continue to be targeted towards key front-facing providers and services. Cancer Champion training details are also communicated to various community groups for interest on a regular basis.”

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

Access to dental services continues to be a significant issue locally and nationally. Healthwatch North Lincolnshire have ensured the Yorkshire and Humber network and Healthwatch England received any intelligence on this subject during q3, which have contributed to a backbench debate taking place on the 14th January in Parliament.

During quarter 3 our team attended 'Healthwatch week' which was a virtual version of the Healthwatch annual conference which usually takes place face to face. This was an excellent opportunity to get involved in a range of virtual events that took place and listen to the perspective of some high profile individuals within health and social care, such as Sir Michael Marmot and Dr Jenny Harries.

We continued to contribute intelligence from our Covid-19 experience survey to the Humber coast and vale Health and care partnership in quarter 3. This information was to contribute to the planning of services on the wider ICS footprint. In quarter 3 we provided information on Oncology services.

Quarter 4 plans-

- Publish Mental Health report
- Continue to support the covid response and vaccine roll out
- Further develop the telephone buddy service
- Meet with Nlag to develop A+E and end of life workstream
- Plan Young Healthwatch programme