

healthwatch

North Lincolnshire



Quarterly Report

Quarter 2 - 2021/22

Healthwatch North Lincolnshire quarterly performance report Quarter 2 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 2 2021/2022, mapped against these outcomes.

Communications and Engagement

Newsletter (Outcomes 1 + 2)

This quarter we published two newsletters; the first in July and the second in September. For the July issue, we sent out a total of 290 postal copies and 575 e-news copies. We also distributed approximately 25 copies to members of the public at the Community Action Day which was organised by Humberside Fire and rescue on 29 July 2021. For the September issue we sent 300 postal and 577 electronic copies, bringing the total number of newsletters distributed in quarter 2 to 1,767.

Themes and topics covered in the newsletters included information on a variety of national health campaigns such as breast cancer awareness week (which brought to attention some of the signs and symptoms of the disease), eye health week, sexual health awareness week, updates on our work, and information about the services our partners provide. We also utilised data from our general enquiries to inform topics for some of our articles. For example, over the past few months we have had an increase in queries about how to receive NHS dental treatment. We therefore published a concise article outlining what you should do if you need an appointment, where to go if you're struggling to find an NHS dentist with appointments available, and what to do if you're experiencing an emergency relating to your oral health.

Social Media (Outcomes 1 + 2)

Our social media channels have continued to be used as an effective method of sharing information about our current work and projects, and about changes to local health and social care services.

Facebook

Overall, engagement on our Facebook posts has been slightly lower than in previous quarters, which is also reflected in a relatively low increase in new likes and follows on the page. During quarter 2 we have gained a total of 5 new likes, compared with 8 last quarter. The total number of likes on our Facebook page currently stands at 1,186. In total we published 68 posts, which had a combined reach of 12,600. Our top post this quarter informed our followers about the beginning of sexual health awareness week, and encouraged individuals aged 14-25 to complete the sexual health survey which has been created by members of our Youth Healthwatch. This post was published in September, reached 1,670 individuals, had 3 interactions (which includes comments, likes and shares) and 31 link clicks.



Healthwatch North Lincolnshire
13 September · 🌐

Today marks the beginning of Sexual Health Awareness Week, and so we want to hear about young people in North Lincolnshire's experiences of using sexual health services, and what information is available to them! If you're 14-25, please complete our short survey at: www.surveymonkey.co.uk/t/SZYX7MG



healthwatch
North Lincolnshire

SEXUAL HEALTH AWARENESS WEEK

👍 Get more likes, comments and shares
When you boost this post, you'll show it to more people.

1,679 People reached 52 Engagements [Boost post](#)

Performance for your post

1,679 People Reached

3 Likes, Comments & Shares 📊

1 Likes	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

49 Post Clicks

3 Photo views	31 Link clicks 📊	15 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

Twitter

During quarter 2, July was our most successful month on Twitter with 5,700 impressions. Of this number, 1,247 impressions were made on our top performing post, which requested people to share their opinions on the new Crisis House. This post also gained the highest number of engagements throughout the quarter, which was 87. These are a combination of likes, link clicks, comments and shares. The impressions we gathered in August were 4,315, and 3,232 in September. Unfortunately, we experienced a decrease in our number of followers this quarter, having lost 13 in August. Whilst we have regained some of these in September, our total number of followers is still slightly lower than it was at the beginning of the quarter.

Instagram

This quarter we have successfully used our Instagram page in a more consistent way, posting 2-3 times per month. In comparison to Facebook and Twitter this is a considerably lower post rate, which is due to two main factors. The first is that we are unable to schedule posts in advance on Instagram, and the second is that links (e.g. to an information website or online survey) are much more difficult to include into Instagram posts on a free account, and as such can only be accessed through being embedded into the account biography.

Our top performing post this quarter gained 10 likes and was a photograph of a member of our team out on engagement at the Community Action Day which was organised by Humberside Fire and Rescue. We have used this example to learn from and have since published more photographic content on Instagram as we have found that these tend to perform better than posts which are primarily text-based. In total this quarter, we have gained 2 new followers.



Website (Outcomes 1, 2 + 3)

Between July and September a total of 4031 sessions were held on our website, 3242 of which were conducted by new users. The majority of the sessions were directed from Google, although in July we experienced a proportion from Facebook Mobile which was larger than usual.

Our overall most viewed page was 'COVID-19 Information', although the number of views decreased from month to month with 616 views on the page in July, 419 views in August, and 295 in September. This indicated that people were no longer requiring regular updates and information about the latest COVID-19 guidance, which was most likely as a result of the guidance not changing as frequently as it did at the beginning of the pandemic and throughout the subsequent lockdowns.

Our next most viewed pages were 'Information & Signposting' with a combined 253 views, 'Alcohol and Drugs' with 211 views, and 'What We Do' with 197 views. Compared to previous quarters, our 'Volunteering' page did not perform as well. One way in which we could work to increase the number of hits on this page over the next quarter, would be by carrying out a targeted volunteer recruitment campaign. This is something which would be appropriate to schedule in alongside the new Telephone Buddy System model, as we can then promote the new volunteering role along with the new volunteering portal on the website.

In addition, we have continued to work on our new website. The new site has been designed to be simplified, and easier to navigate and find pages of relevance. We also found that a lot of the information on the current site -particularly our 'Information and Signposting' page, was not fully up to date. Some services which no longer existed were still present on the page, whilst others had lead contact details from individuals who no longer worked within the organisation. To help rectify this issue and streamline our information page, we have worked closely together with North Lincolnshire Council on their new 'Live Well' directory, which brings together all services across North Lincolnshire in one place. The online directory has the added benefit of service providers being able to amend and edit their own services, meaning that they can take ownership for their own page. The information they submit is then approved by an information assurer before being widely published on the directory. This is something our Communications and Engagement Officer, Hannah, is directly supporting with. By including a link or widget on our new website to the Live Well directory, we can help to direct visitors of our website to one source of reliable information. This new system will hopefully ensure that not only is service information kept up to date and accurate, but will also prevent unnecessary directories from being duplicated across North Lincolnshire.

Community Action Day (Outcomes 1, 2 + 3)

We were invited by Humberside Fire and Rescue to attend their Community Action Day on 29 July 2021, which was held in a public park along Burringham Road, Scunthorpe. The event was held between 10am-4pm, and was attended by a number of other local services including Humberside Police, Safer Roads, the Healthy Lifestyle Service, North Lincolnshire Youth Council, and many more. The day had a high footfall and it was a great opportunity to carry out safe and socially-distanced engagement with members of the public again. Whilst we distributed a variety of different leaflets including our newsletter, leaflets about

our upcoming Every Voice Matters sessions and our contact details, the event also provided the opportunity for us to listen to people's experiences of accessing services over the past 18 months. The majority of the feedback we received was concentrated around access to GP appointments and a number of individuals informed us how they would like for face-to-face appointments to be resumed, but their practice is still not routinely offering them under the COVID-19 restrictions. The feedback we received at this event has been recorded and included in our intelligence information.



Projects

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

This quarter has seen the further development of our Youth Healthwatch group as our members have designed and published their survey to find out more about the experiences and opinions of local sexual health services in people aged 14-25. The survey is composed of 10 questions which ask how the respondents currently receive different types of information surrounding sexual health (including contraception and STI's) and healthy relationships (including consent). The survey also asks questions surrounding how the respondents would MOST like to receive information, which will help us to identify if their *preferred* methods of information receiving correlate with the way in which they are currently receiving information. In turn, this can help us to recommend where improvements can be made in information sharing for ourselves and other local services. We have shared our plans for this project with a number of stakeholders including local colleges and Virgin Care Sexual

Health - our local sexual health service provider. These stakeholders have supported us not only with sharing the survey, but also have expressed their interest in receiving a copy of our findings once they are published, to help inform and improve the way in which their services are delivered. The survey has currently been available since 7 September 2021, although we did have to close it for 2 weeks during this time due to an issue we experienced with receiving fraudulent responses. We noticed this after receiving an influx of almost 200 new responses during a 3 day period. When we began checking through the responses we noted that some of the contact numbers included were not UK phone numbers and there were a number of nonsensical written responses. We used the 2 week survey closure to contact the customer help team at Survey Monkey, through whom our survey was published, and received a helpful response with some key features of spam responses to look out for which we used to identify and remove fraudulent responses and make improvements to the survey which it is hoped will avoid this happening again in the future. We will continue to have the survey live until at least the end of October, at which point we will then make the decision to either extend it for an additional month, or close it and begin collating the data into a report which will be led by the Youth Healthwatch members.

Engagement in Colleges

In addition to promoting the survey online through our social media channels, sharing it in our newsletter and with our partners and other stakeholders, we also carried out some face-to-face engagement this quarter at two of the local colleges.

We visited North Lindsey College on two occasions as part of their student induction week, where we held a stall in their canteen over lunch time. We took promotional materials to advertise the Youth Healthwatch Group in addition to copies of the survey QR codes to encourage students to complete it whilst they were on their break. We found that during our first visit interest was relatively low, and we experienced challenges engaging with the students. This could have been due to many of the students being in the college for the first time, and passing through the hall as part of a tour with their tutors, presenting limited opportunities for our staff to interact with them. We used this as a learning experience for the next engagement session there the following week, and printed a higher quantity of flyers and dispersed them on the cafeteria tables *before* the students came in for their lunch. Once students had entered the hall, we then approached them at their tables to explain a little more about Healthwatch, what we do, and information about the survey we were conducting. In total, we spoke to around 15 students, handed out over 35 flyers, and had 6 responses to the survey the same day.

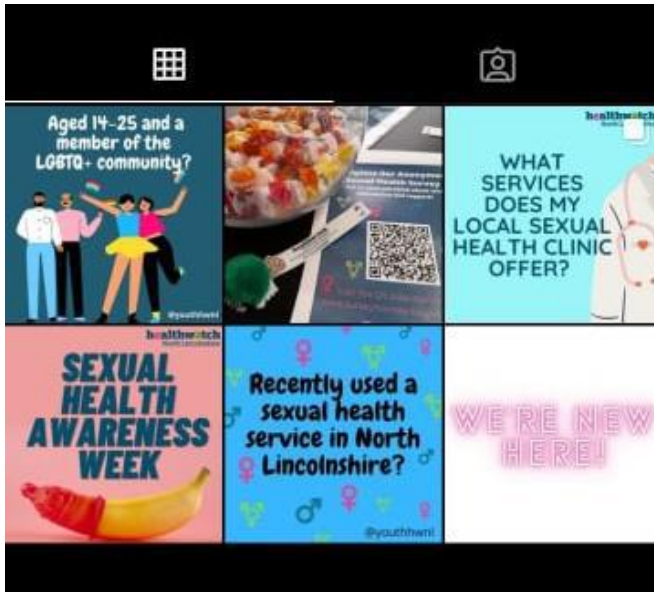
We also visited John Leggott College as part of their Wellbeing Week event, where we were accompanied by a number of other organisations and local health and care services including Virgin Care Sexual Health, The Blue Door, and the Healthy

Lifestyle Service. The event provided an excellent opportunity for us to not only build better relationships with the other stallholders, but with a footfall of over 100 students during the hour, we were able to give out 50 flyers and have an more in-depth conversation with 4 students who were interested in volunteering. We also had a polling station for young people to vote on the topic which they feel is most important to them. We had 4 votes for 'Healthy diet & exercise', 6 votes for 'Education & employment' and 33 votes for 'Mental Health'. The results of this poll will be fed back to our Youth Healthwatch Group, and will help to inform their next research topic.



Instagram account

To support the sexual health survey campaign, our Youth Healthwatch team also felt it would be beneficial to make a dedicated Instagram account. In total, we have published 6 posts to the account, and currently have 15 followers. The content of the posts has been created in collaboration with some of our Youth Healthwatch members, who submitted designs to be used.



Every Voice Matters Group (Outcomes 2 + 3)

Our mental health patient participation group 'Every Voice Matters', continues to grow and develop. We have had three new people register to attend the sessions throughout quarter 2 and continue to have 5 or 6 regular service user attendees each week and others are always made welcome when they feel able to attend. 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 continued to work on the Crisis House Mobilisation project and has a session planned to introduce the group to a new mental health project being run by a local community group. It is hoped that connections to local groups such as this will continue going forward. This is a really positive move towards increasing the opportunities for community groups and projects to reach a wider audience and help people reconnect within their communities.

Sessions are very informal and lead by those who attend; this allows for free speech to address the most pressing issues at the time, which can be used to tailor information and signposting. One key theme that has been identified this quarter is that those in attendance agree that they prefer to access services and groups, etc in which there is a commonality, for example where those who attend have personal experience of mental health concerns. This type of peer setting ensures the participants feel more at ease as they find that those with personal experience are less judgemental and more accepting than those without.

We have not yet been able to facilitate our desired mixture of face to face and virtual sessions, however this is still a hope going forward.

Crisis House Mobilisation (Outcomes 2, 3 + 6)

Involvement with the Crisis House mobilisation for North Lincolnshire alongside various local agencies continues. We have continued to engage with the Every Voice Matters Group about this who have been keen to participate in the work and enjoy the regular updates. We had planned a number of focus groups for quarter 1 to discuss the Crisis House mobilisation, and whilst we had a number of people express interest in attending, we faced challenges in getting people to attend the sessions. We have consulted with the North Lincolnshire CCG Engagement Manager about this and made the decision to offer one to one conversations to go through the planned focus group topic guide. So far one such conversation has taken place and it is hoped that more will take place in quarter 2. Another focus group is also to be planned after making contact with other local groups who have an interest in mental health services who have expressed a keen interest in being involved in this work. Whilst the engagement work has been challenging and the overall mobilisation plan for the Crisis House has been delayed, this continues to be a very exciting opportunity for Healthwatch North Lincolnshire to empower the voices of local people whose experiences are not yet being heard.

Welcome Home Evaluation (Outcome 3)

Healthwatch North Lincolnshire were asked to complete an independent evaluation of a new 'Welcome Home' service being facilitated by the voluntary sector. The new service provides 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 service has faced a number of challenges with the initial implementation but has been well received by those who have received it. Initial feedback about the Welcome Home service has been particularly positive, with comments such as 'better than other similar services used in the past', 'Impressed', 'thought about the little things, like checking smoke alarms'. Many of the people who gave positive comments were living alone and felt isolated.

There was some feeling that Welcome Home had not been the right or relevant service for some participants which could be attributed to the initial challenges seen in relation to referrals and implementation. However, for those who did not see the value of the service for themselves, due to having established support packages in place, they could appreciate it would be of value for those without this support. The service has been extended 31 March 2022 however it is planned that our evaluation will conclude within quarter 3 and be passed to the service with recommendations from the information gathered from participants and supportive evidence.

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. This quarter

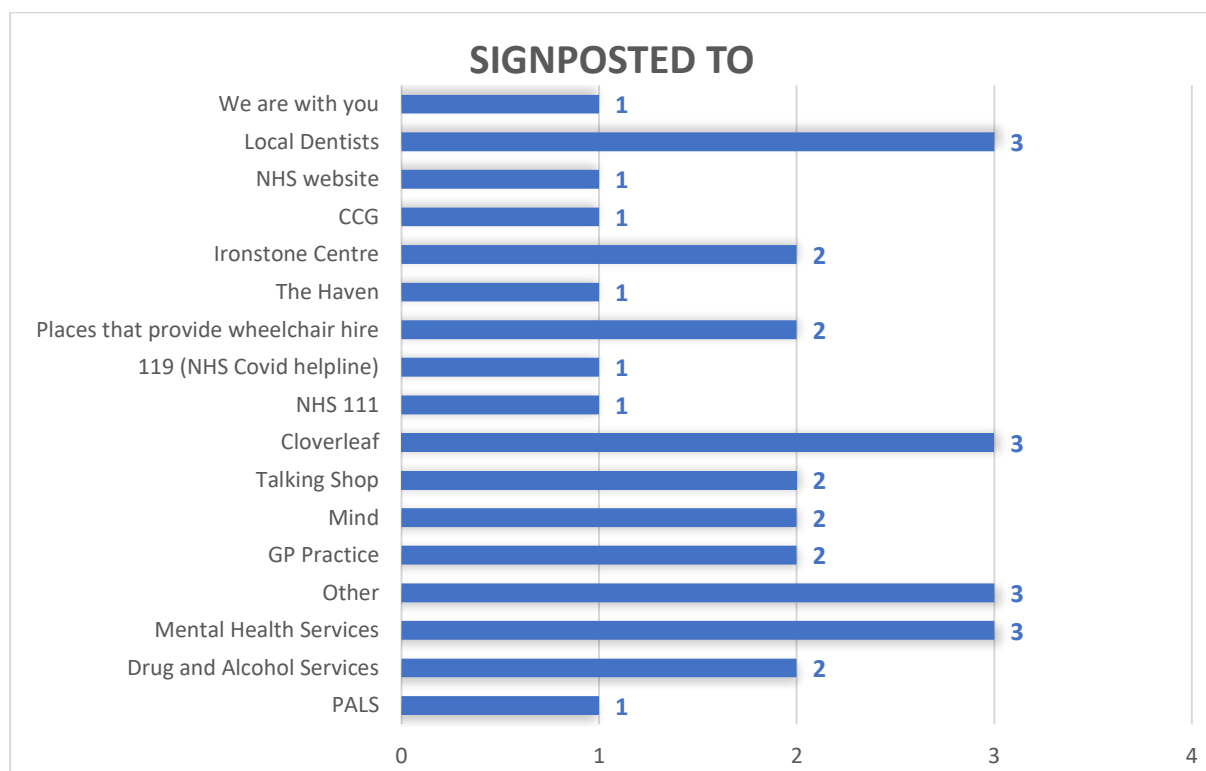
Healthwatch North Lincolnshire has been involved in the recruitment process for a Co-Ordinator to work within this setting, however, the post remains vacant and the process continues.

Building work on this project is well underway, and many changes are now visible in the setting. Further updates are expected throughout quarter 3 in which it is hoped the setting will become functional with Healthwatch North Lincolnshire volunteers becoming involved in the meet and greet services within the setting again.

Feedback and Signposting

Information and signposting (Outcome 2)

During quarter 2, we were able to help 21 people with information and signposting. The range of services we signposted to include: (some people were signposted to more than one place).

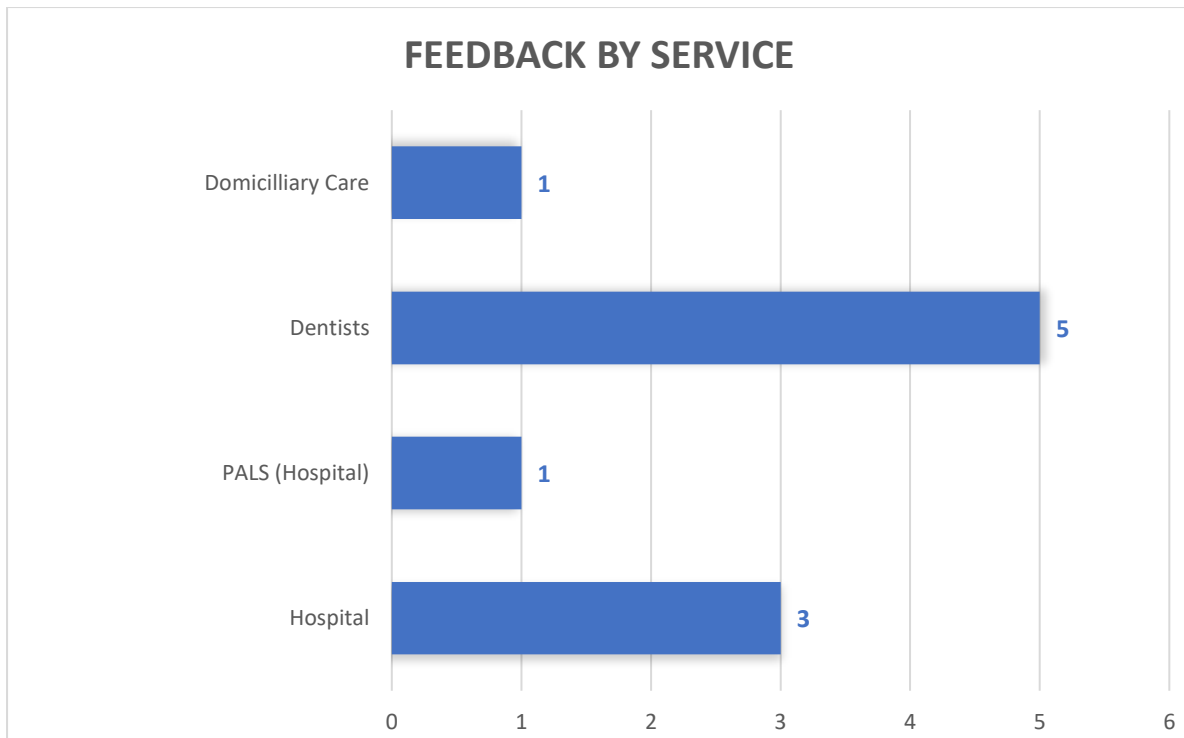


Feedback and signposting (Outcomes 2 + 5)

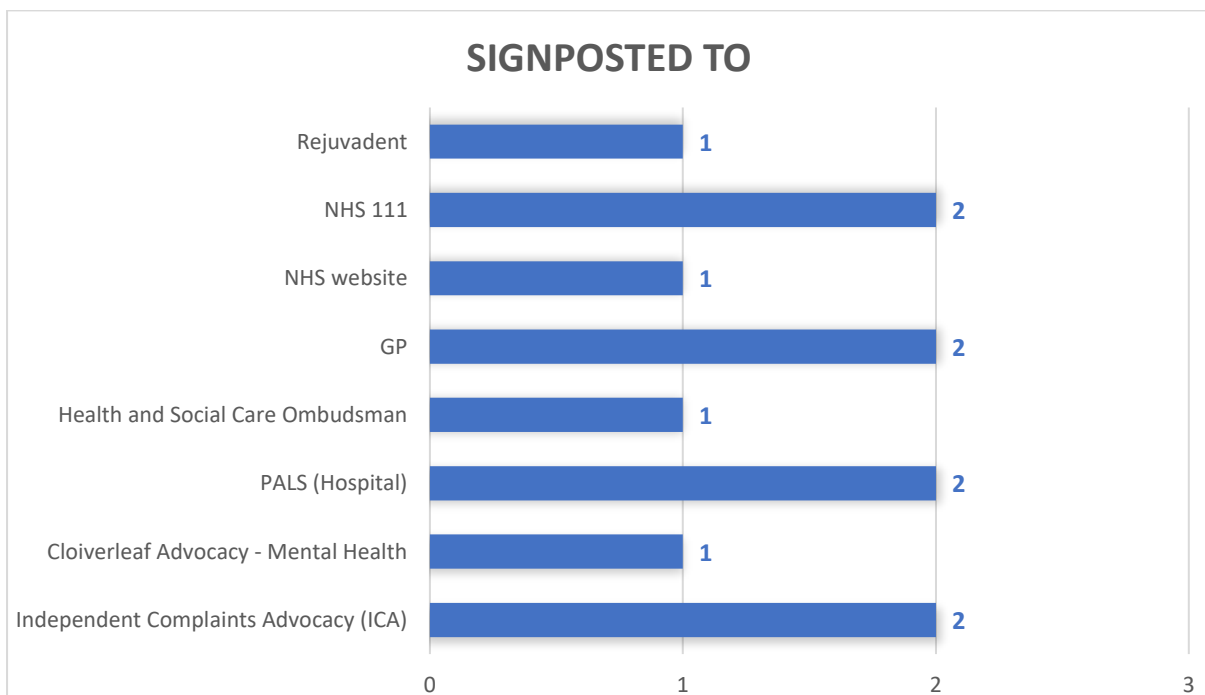
During quarter 2, the majority of the feedback and signposting that took place was over the telephone. We were also contacted through our enquiries email.

We listened to the feedback of nine people and helped signpost them to relevant services based on the feedback they provided.

Feedback information received, by service area, for which we provided further signposting included (some people mentioned more than one service in their feedback):

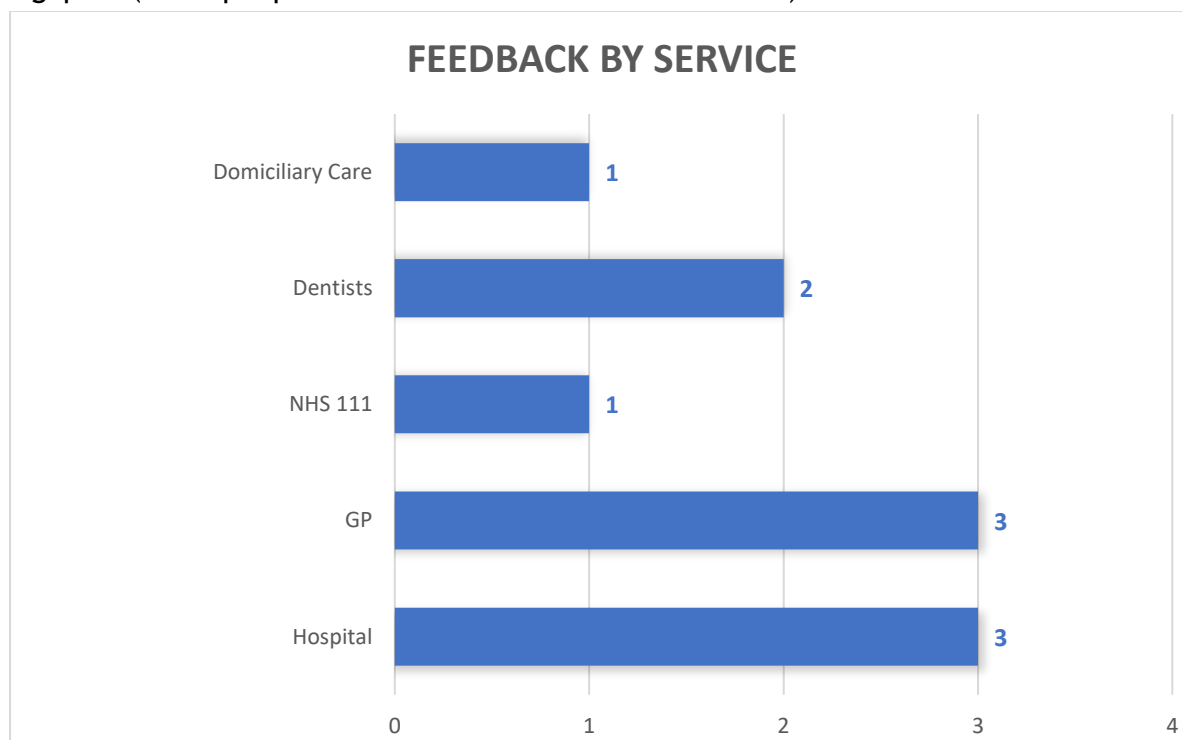


The range of services we signposted people to as a result of the feedback they provided are (some people were signposted to more than one place):



Feedback without signposting (Outcome 5)

Feedback information received, by service area, without the need or opportunity to signpost (some people mentioned more than one service):



Trends Identified (Outcome 3)

Negative

- Feedback for this quarter has once again highlighted the problems local residents are facing in getting NHS dental treatment. HWNL has previously shared intelligence on local dental provision with Healthwatch England.
- Three people have mentioned issues that they have had with Scunthorpe hospital's PALS department: one was dissatisfied with how long it was taking to get a response, another was displeased that they could not get through to speak to anyone over the telephone and another initially gave them the details for their complaint only to be told later that they had not contacted the correct hospital that needed to deal with the complaint.
- A couple of people have mentioned that their GP's seem reluctant to speak to them face to face.

Positive

- No positive themes were identified during this quarter

Covid-19 vaccine (Outcomes 1,2,3 + 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 five responses. The low response rate is likely due to fewer people being vaccinated.

With third doses now being administered to over 50s and those who are in vulnerable groups and with first dose now being given to 12-15 year olds, it is hoped that the number of responses in quarter three will increase.

Covid Impact (Outcomes 1,2,3 + 6)

We have created a survey to gather the public's views of the impact Covid has had on Health and Care Services locally. The survey has been sent out across four Healthwatch patches in the Humber region: Healthwatch North Lincolnshire, Healthwatch North East Lincolnshire, Healthwatch Hull and Healthwatch East Riding. The survey will run until the end of quarter three.

Volunteering

Throughout quarter 2 we had a total of 41 (34 of these are currently active) volunteers across the following roles:

- Telephone Support Buddy
- ISAB
- Youth Healthwatch
- Virtual Engagement
- Meet and Greet

Telephone Buddy Network (Outcomes 2 + 3)

Throughout quarter two we have seen a further decrease in the amount of calls completed by the telephone buddy network, this is thought to be because of some volunteers and service users deciding to end calls and also due to changes being introduced as we move toward developing the service into a new model. Average call length remains around 30 minutes with longest calls recorded being over one hour.

The day with the highest number of calls made by volunteers this quarter was 6 July, during which 281 minutes of calls were recorded.

We have continued to receive referrals to the buddy network but have seen a much slower rate of contact from people wishing to volunteer. This means we have not been able to manage demand for the service as well as we would have liked and throughout this quarter we have developed the telephone buddy network so it is better suited to the ongoing level of demand and supply we have started to see. The new service has been developed by members of the team alongside support from other voluntary sector organisations and the local authority.

Covid 19 Community Exhibition (Outcome 1)

During quarter 2 we had a volunteer and their telephone buddy participate in an interview with North Lincolnshire Museum. This interview was part of a piece of work to gather experiences of local people throughout the Covid 19 pandemic. The volunteer and telephone buddy gave their experiences and reflected on the calls they have shared as part of the Telephone Buddy Network over the course of the pandemic. We are yet to hear when this exhibition will be available to view but are excited that they chose to take part within this piece of work which will no doubt become a fantastic piece of local history.

Awards (Outcome 1)

To commend the work of our volunteers and team we have made nominations as part of two award groups during this quarter.

Hey Smile Foundation

Kelsey Boulton was awarded Highly Commended in the category of Young Volunteer of the Year in September 2021. Kelsey has been giving her time as a Healthwatch North Lincolnshire volunteer for the last 18 months. She has been phoning isolated members of her local community to provide them with companionship over this difficult time. We are incredibly proud of the commitment Kelsey has made to Healthwatch North Lincolnshire and hope that she continues to volunteer with us going forward.

Healthwatch England

We have made two nominations for the following Healthwatch England Awards categories:

Covid-19 Response

Celebrating our volunteer team

We are yet to receive the shortlist for these awards, which are due to take place during quarter 3. We have our fingers crossed that the hard work and effort made by our staff team and volunteers throughout the Covid-19 pandemic is recognised, but whatever the result we remain incredibly proud of everything we have achieved as a team and the incredible work of our dedicated volunteers.

Looking ahead (Outcomes 1,2,3 + 5)

Our Volunteer Co-ordinator and Project Support Officer are set to finalise the restructure and implementation of the new Telephone Buddy Network model during quarter 3. It is hoped that this model can be used to evidence an ongoing need for this type of support. This evidence can then be passed on to relevant commissioners and providers to influence future service design to suit the needs of local people.

Our Volunteer Co-ordinator has begun to implement regular group sessions and one to one phone calls with volunteers to develop relationships and begin working towards the development of new and exciting roles for volunteers to be involved with. Whilst doing this our Volunteer Co-ordinator will meet with the wider Healthwatch Humber network to consider a new volunteer strategy. This will include the streamlining of the volunteer recruitment process to make it easier for volunteers to become involved in different pieces of work and complete various volunteer roles with Healthwatch North Lincolnshire. Further work is expected to take place with volunteers in relation to the training opportunities available to them, as we aim to widen their skillsets and knowledge.

It is also expected that our Volunteer Co-ordinator will promote virtual engagement visits with the Provider Development team, in the hope that more providers will be receptive to this new model whilst we are restricted in the delivery of complete Enter and View visits.

Other Activity

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

Another way to ensure good patient and public involvement with a range of people is through the regular attendance of Healthwatch North Lincolnshire at a variety of meetings with local stakeholders. This provides excellent opportunity to keep groups updated on the work of Healthwatch North Lincolnshire and ensure information is gathered from and shared with relevant groups. Meetings also provide an excellent platform to stay connected with other partner agencies and the public which helps to identify opportunities to work collaboratively where necessary. Another important function of maintaining regular attendance at a variety of meetings is to enable Healthwatch North Lincolnshire to ensure the voices of local people are consistently fed back into services.

The impact of the work completed and experiences gathered by Healthwatch North Lincolnshire heightened through our meeting attendance, due to our increased visibility and the opportunity to develop and maintain good relationships with other agencies. This enables us to fulfil one of our most important objectives; to influence those with the power to make change happen and help ensure that local services improve to better meet the needs of local people 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:

Local

- North Lincolnshire Safeguarding Adults Board
- Voluntary Alliance Meeting
- Voluntary and Community Sector Partnership

- Crisis Care Concordat
- Welcome Home, Frailty and Discharge meeting
- Carers Advisory Partnership
- Crisis House Mobilisation Group
- Youth Healthwatch North Lincolnshire
- Wellbeing at Work Steering Group
- Children and Young People's Emotional Wellbeing and Mental Health Steering Group
- RDaSH Equality, Diversity, Involvement and Participation Workstream Group
- Learning Disability Partnership
- The Forge Annual General Meeting
- Patient Participation and Engagement lead at RDaSH
- Patient and Community Assurance Group
- North Lincolnshire Council Data Assurers
- North Lincolnshire Council Community Champions Partner Focus Group
- NLaG Patient Experience Group
- North and North East Lincolnshire Maternity Voices Partnership
- NLaG Patient Experience Group - Sub Group for COVID Impact Survey
- EMAS Annual General Meeting
- Volunteer Manager Meeting
- Pre-Assurance Panel
- Health Champions
- Befriending Development
- Co-Production Workshop

Regional

- Healthwatch Humber Engagement Officers
- Humber Coast and Vale Healthwatch Meeting
- Humber Co-Production Network Meeting
- Regional Maternity Voices Partnership
- Healthwatch Humber Patient Experience Network
- Humber Healthwatch Work Planning

National

- Healthwatch England Research and Insight Network Group
- Healthwatch England Volunteer Lead Network
- Healthwatch England Dental Update and Engagement

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:

- Breath work for low mood and tiredness
- Domestic Abuse and Coercive Control Awareness
- LGBTQ+ Sexual Health

- Healthwatch England Volunteer Masterclass
- Healthwatch England Mystery Shopping Pilot
- Responding to vaccine hesitancy