



Healthwatch Slough Objectives and Work plan

2014 - 2015

Healthwatch Slough Board of Directors
20th February 2014

Revised - May 2014

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January - December 2014

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Context

Healthwatch Slough, as the independent consumer champion for Slough, has broad responsibilities to a diverse population. It covers a wide and complex range of services;

- Key responsibilities across health and social care services include
 - Information and advice - the provision of non-clinical advice, signposting and information to all service users in Slough about access to services and support in making informed choices
 - Community Research and Engagement - gathering people's views and experiences of the health and social care system and services in Slough
 - Providing evidence, understanding and insight in order to
 - report findings to relevant health and care commissioners, agencies and other bodies e.g. Healthwatch England(HW England) and Care Quality Commission (CQC)
 - influence local service commissioners and providers to ensure that delivery of health and social care meets the needs of local people
 - contribute to the Slough Joint Strategic Needs Assessments (JSNA) and joint health and wellbeing strategies
 - promote better outcomes in health and social care within Slough
 - Demographically, Slough has an increasingly diverse population and the degree of integration and social cohesion is limited. HW Slough will need to reach diverse local communities, including those often excluded and under represented

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Guiding Principles Objectives and Themes

Healthwatch Slough has a requirement to prioritise activity to optimise value. Where Healthwatch Slough makes an intervention, the intervention will be based on the guiding principles below:

- We will focus on the consumer experience
- We will look for trends or problems that are not being addressed by anyone else
- We will collaborate with other stakeholders where appropriate and feasible in investigations that involve the consumer interest
- We will cover 4 key areas (young people, adults, health and social care) within a twelve month period

Using these principles Healthwatch Slough will strive to achieve the following objectives:

- We will raise awareness of issues in the local community and among key partners e.g. Community Groups, Clinical Commissioning Groups, Patient and Public Groups and Local Authorities.
 - We will build our engagement and reach by increasing our mailing lists, monitoring social media and by signing up Healthwatch Champions and volunteers in local communities;
 - We will establish Healthwatch Slough as a high quality provider of impartial non-clinical health and social care advice and information on services
 - We will ensure value for money by being able to demonstrate positive impact locally
 - We will carry out strategic reviews e.g. Strategic exploration of selected Wellbeing Board priorities to ensure consumer interests are adequately covered; as well as tactical reviews on services already in place
- Each of our project activities will be based on one or more of the following six themes (see prioritisation matrix below)

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The six themes for Healthwatch Slough

1. Access to services including timeliness
2. Information about provision and treatment
3. Quality (including process and outcomes)
4. Integration of health and social care
5. Grievance and redress i.e. complaints process and outcomes when things go wrong
6. Dignity/respect [Healthwatch England priority]

Healthwatch Slough Prioritisation Matrix

	Access	Information	Quality	Integration	Redress	Dignity & respect
Young People						
Adults						
Health						
Social care						

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Priority messages

Local Healthwatch key messages:

In order for people to understand the service that is delivered by Healthwatch Slough, our key messages are;

- We are the independent consumer champion for local health and social care services
- We are a strong voice for children, young people and adults, ensuring we get heard
- We will influence decision making at senior strategic level and ensure that improvements are made

Audiences

Our key audiences are:

- Patients and the public in Slough, including the seldom heard;
- Third Sector organisations in Slough that have a health or social care focus;
- Local CAB clients, staff and volunteers ;
- Community Groups in Slough that have a health or social care focus;
- Patient Participation Groups (PPGs) affiliated to Slough surgeries;
- the Clinical Commissioning Group (CCG) and Slough Borough Council
- The Health and Wellbeing Board
- NHS Foundation Trusts

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Work Plan Objectives and Deliverables

Objective:	Deliverables:	Success criteria:
<p>1. Raising awareness in the local community and among key partners e.g. Community Groups, PPGs and LA.</p>	<ul style="list-style-type: none"> ▪ Set up and update website including Browse Aloud ▪ Establish Social Media presence on Twitter and Facebook ▪ Leaflets and posters produced ▪ Deliver talks and presentations to community groups and at events ▪ Press releases ▪ Distribute leaflets ▪ Deliver the Healthwatch Slough Launch ▪ Attendance at key meetings 	<ul style="list-style-type: none"> ▪ Local press coverage ▪ Increase of health & social care contacts at Citizens Advice Bureau (CAB) ▪ Contacts increasing ▪ Stakeholders referring to Healthwatch Slough ▪ Number of calls to Healthwatch Slough ▪ Analytics on website hits and length of stay ▪ No of attendees ▪ Feedback received ▪ No of attendees at events and in particular the launch, ▪ Feedback from people attending events

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Objective:	Deliverables:	Success criteria:
<p>2. Building our community engagement and reach by increasing the number of local people on our mailing lists and signed up as Healthwatch Champions</p>	<ul style="list-style-type: none"> ▪ Distribute information ▪ Speak to local groups ▪ Plan Volunteer recruitment event ▪ Recruit to vacant Board seat ▪ Recruit Lay Representatives ▪ Distribute volunteer leaflets ▪ Distribute Volunteer Packs ▪ Establish Enter and View team ▪ CCG Representation ▪ Established equality 	<ul style="list-style-type: none"> ▪ Increase in numbers of people offering to volunteer ▪ Increase in community group membership ▪ Increase in awareness amongst community groups and the general public ▪ People from different sectors of the community actively engaged in the local Healthwatch work plan ▪ Certificate of involvement presented to all Champions ▪ All members of the Board in place
<p>3. Establishing Healthwatch Slough as a high quality provider of impartial non-clinical information and advice about</p>	<ul style="list-style-type: none"> ▪ Healthwatch training to all CAB volunteers ▪ Healthwatch information at all outreach locations 	<ul style="list-style-type: none"> ▪ Increase of health and social care contacts at CAB ▪ Increase in helpdesk enquiries

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Objective:	Deliverables:	Success criteria:
<p>Health and Social Care services and advocating on behalf of the public;</p>	<ul style="list-style-type: none"> ▪ Establishing Healthwatch Champions ▪ Updating website with project plans and reports ▪ Reporting mechanisms in place ▪ Helpdesk staff training 	<ul style="list-style-type: none"> ▪ Accurate and meaningful reporting on enquiries, issues and themes ▪ Continuation of existing positive relationships with stakeholders ▪ Increase in volunteer numbers
<p>4. Ensure value for money: work in partnership with local organisations, evidence social impact</p>	<ul style="list-style-type: none"> ▪ Allocate spend to enable tactical and strategic project initiatives ▪ Where possibly work in partnership with local groups ▪ Ensure social impact is evidenced where possible 	<ul style="list-style-type: none"> ▪ £14,000 of annual budget spent on consumer initiatives ▪ At least one community partnership proposal presented to board Evidence of partnership working

NB HW Slough will prioritise initiatives on a rolling basis ie only fixed for the forthcoming three months. This allows flexibility to conduct ad hoc activity or adjust priorities as the year progresses, provided such adjustments adhere to the HW Slough guiding principles.

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6. Work Plan Initiatives

Communications Deliverable:	Objectives	Next steps:	Success Criteria
<p>Initiative 1 Wexham Park Hospital Discharge Project</p> <p>Timescale By 31/5/2013</p> <p>Revised Date August 2014</p>	<ul style="list-style-type: none"> Research and gathering data on patient discharge Engaging with patients and family members Observing the patient discharge system Meeting with key stakeholders 	<ul style="list-style-type: none"> Review existing research projects to ensure no overlap Update and liaise with the CEO WPH Scope project and agree approach/timeline with Board 	<ul style="list-style-type: none"> The consumer voices on the experience on patient discharge at WPH Increase of information on patient discharge Response to the report findings Changes in the patient discharge service services for the future Improvements to access and quality
<p>Initiative 2 GP appointments/walk in centre</p> <p>Timescale By 30/6/2014</p> <p>Revised Date August 2014</p>	<ul style="list-style-type: none"> Identify research that has been carried on the GP appointments survey in Slough. Engaging with patients through surveys, interviews or workshops to explore the reasons of coming to the identified provision 	<ul style="list-style-type: none"> Send formal letter requesting response to outstanding recommendations from LINKS GP access report Review existing research projects to ensure no overlap Scope project and agree approach/timeline with Board 	<ul style="list-style-type: none"> Response to recommendations from the Local Involvement Network report on mapping access to GP appointments. Number of calls or contacts relating to patient care and choice. New/stronger relationships with key stakeholders

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			<ul style="list-style-type: none"> Improvements to Access, Information and quality.
<p>Initiative 3 Strategic exploration of selected Wellbeing Board priority</p> <p>Timescale 30/5/2014</p> <p>Revised date September 2014</p>	<ul style="list-style-type: none"> Strategic exploration of Wellbeing Board key priority. 	<ul style="list-style-type: none"> Discuss with Public Health and agree priority to be explored Obtain Board Approval 	<ul style="list-style-type: none"> Findings shared.
<p>Initiative 4 Hold Healthwatch Slough Launch Event</p> <p>Timescale 30/3/14</p>	<ul style="list-style-type: none"> To hold launch events in the Slough community to raise the awareness of Healthwatch Slough and inform the public of the Healthwatch priorities. 	<ul style="list-style-type: none"> Plan and deliver launch events to reflect Adults, children and young people gather the views on health and social care 	<ul style="list-style-type: none"> Number of attendees at the launch events Increased number of contacts to Healthwatch Slough Number of promotional material distributed
<p>Initiative 5 Healthwatch Champions & Enter and View Teams</p> <p>Timescale ongoing</p>	<ul style="list-style-type: none"> To recruit and provide training for community members to become Healthwatch Champions and Enter and View Team. 	<ul style="list-style-type: none"> Promote the roles of Healthwatch Champions Deliver Champions Information days and support sessions 	<ul style="list-style-type: none"> Number of Healthwatch Champion requests Number of trained Healthwatch Champions

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		<ul style="list-style-type: none"> Recruit champions To deliver training for Champion roles in Partnership with Healthwatch Wokingham, Slough Council for Voluntary Services, Slough Volunteer Centre & Slough Borough Council. 	<ul style="list-style-type: none"> Established Enter and View team
<p>Initiative 6</p> <p>Healthwatch Community Funding</p> <p>Timescale 1/7/2014</p> <p>Revised Date September 2014</p>	<ul style="list-style-type: none"> Healthwatch will allocate funding to successful applicants from the Slough Community & voluntary organisations who work with hard to reach or isolated clients to deliver a project to gather views and experiences on health and social care services in Slough. 	<ul style="list-style-type: none"> To plan the funding process To raise awareness of the community funding proposal To select applications that meet the criteria and using the decision matrix to award successful groups and identify ways to work with groups who are unsuccessful. 	<ul style="list-style-type: none"> Number of new contacts to HWS Number of contacts with hard to reach groups. Healthwatch work plan to reflect some of the information gathered Key meetings with stakeholders planned as an outcome of the information gathered. Report and recommendations submitted to providers.
<p>Initiative 7</p> <p>The voice of health and social care in Slough</p>	<ul style="list-style-type: none"> Collection of views and experience on health and social care in Slough. 	<ul style="list-style-type: none"> To plan a survey that will collect a range of data and 	<ul style="list-style-type: none"> Number of surveys completed

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<p>Timescale Ongoing</p>	<ul style="list-style-type: none"> ▪ Slough Health and Social Care Survey ▪ Youth Survey on Health and Social Care 	<p>experiences on health and social care.</p> <ul style="list-style-type: none"> ▪ To distribute the survey through community networks. ▪ To identify a plan to collect the views of hard to reach communities and individuals ▪ For the key findings to reflect in the HWS work plan. 	<ul style="list-style-type: none"> ▪ Engagement plan to identify access too hard to reach communities. ▪ Partnership engagement work
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The Healthwatch Slough Work Plan will be updated with new project information on the 30th July 2014. Project updates and reports can be viewed on the Healthwatch Slough website - www.healthwatchslough.co.uk.

Document Information
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