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# Healthwatch Surrey work plan 2017/8

This work-plan has been driven by our vision statements:

* **Healthwatch Surrey is the respected, trusted and credible champion of the consumer for health and social care in Surrey.**

We will:

* Continue to prioritise constructive relationships with commissioners, feed back what we’ve heard on a regular basis and seek outcomes.
* Have effective escalation routes for sharing cases of concern with service providers.
* Continue to build the way we collect and handle experiences from the public, and share this in an influential way that leads to changes.
* **Healthwatch Surrey’s role, function and services are known, understood and valued by consumers and therefore they readily contact us.**

We will:

* Have an increased emphasis on awareness-raising across all our core functions.
* Continue to seek varied and accessible outputs for our work so that we maximise reach, awareness and understanding.
* Ensure we collect feedback on our Helpdesk and via Independent Health Complaints Advocacy to enable us to better assess value.
* **Our influencing is based on sound evidence, knowledge and insight.**

We will:

* Develop and implement a plan to engage with people in a way that maximises use of our limited resources and ensures equal opportunity to have voices heard.
* Increase the number of experiences we gather, and ensure we have a range of ways that people can share their experiences with us, including through our partner organisations and through the Community Cash Fund.
* Set clear priorities for our thematic work based on transparent criteria.
* Build our volunteer base to help with our work.
* Capture, store and analyse our evidence in a safe, efficient and effective manner.
* Ensure that our evidence is used in an influential manner.
* **As a social enterprise we have secured a growing and sustainable future.**
* We will secure additional sources of income by offering services that are complementary to those of our main Healthwatch contract.

# How we will deliver on these vision statements

* **Healthwatch Surrey is the respected, trusted and credible champion of the consumer for health and social care in Surrey**

***To do this we need to***

* ***Build good relationships***
* ***Feed our evidence back effectively to the system and seek outcomes***
* ***Demonstrate our effectiveness***

We will:

* Continue with regular What We’ve Heard meetings with commissioners. With CCGs we will aim to meet quarterly.
* Build our ability to feed back evidence to social care commissioners.
* Continue with CQC relationship.
* Embed and communicate our strategy for how we will work with providers and in particular ensure we have effective routes in for escalation of concerns and seeking outcomes.
* Develop capacity to get involved with Patient Experience Monitoring Committees at the Trusts (by use of volunteers).
* Ensure all escalations procedures are in place.
* Continue the work of the Enter and View panel to guide our approach to issues of concern.
* Review our approach to What We’ve Heard meetings (seeking outcomes) to ensure we remain effective.
* Build on the findings in the Reflective Audit 2017 to broaden our relationships and therefore our influence.
* Review our attendance on key boards, committees and meetings to ensure we have the right people in the right place at the right time.
* Continue to work cooperatively with other local Healthwatch and to build more relationships.
* Build relationships with complaints managers of health and social care providers in Surrey.
* Explore how we can make use of our watchdog powers and become more vocal/critical when required to increase our influence.
* Continue to publish our outcomes on a quarterly basis and work to make this as impactful as possible so it reaches a wider audience.

How will we know that we are doing a good job?

We will:

* Receive positive feedback from stakeholders around perceptions of respect, trust and credibility: annual reflective audit.
* Develop a way of evaluating public awareness of us.
* Develop a way of evaluating satisfaction and perceptions of value of those who use our services.
* Conduct our own mapping of quality of relationships every 6 months and see improvement.
* Achieve agreement from all CCGs to meet on a quarterly basis.
* Demonstrate that we have effective escalation routes for cases raised by the Enter and View panel.
* Continue to capture outcomes across our work, report on these quarterly, and track these across the year.
* **Healthwatch Surrey’s role, function and services are known, understood and valued by consumers and therefore they readily contact us.**

***To do this we need to:***

* *Improve awareness amongst general public and ensure that it is easy to contact us*
* *Improve awareness amongst stakeholders in a targeted manner*

We will:

* Continue with our campaign-led communications strategy until October 2017, ensuring monthly monitoring to allow a post campaign review after 1 year.
* Based on the reflective audit review we will develop a detailed awareness strategy defining awareness raising initiatives for both Public & Stakeholders. This will be to raise overall awareness of HWSY and what we do how to contact us. This will sit above the communications strategy which communicates the thematic priority work.
* This strategy will include;
  + social media strategy for HWSy, (investigate paid search and Facebook advertising)
  + radio campaign implementation and measurement
  + literature distribution – leaflets/posters/postcards – in relevant locations
  + increasing e-bulletin subscriptions
  + developing and maintaining relationships with system communications leads.
* Develop the awareness raising sub group to help define the strategy and identify key performance measures.
* Carry out a reflective review towards the end of 2017/18.
* Implement media strategy review of media contacts and PR contacts to ensure our comms/press releases reach the right people at the right time.
* Ensure metrics are in place to measure our communications and awareness raising activity to allow constant appraisal of what works well and what less well. e.g. CA helpdesk stats, web metrics, increased social media audience, increased subscribers, increased media presence.
* Ensure all our output has a consistent look and feel, to include in particular this year:
* Annual report production and design
* To ensure consistent look and feel of all our communications and outputs
* New website development.

**How will we know that we are doing a good job?**

To follow:

* Awareness-raising sub-group to help develop metrics
* Increased use of our services
* Increased web traffic etc.
* **Our influencing is based on sound evidence, knowledge and insight.**

*To do this we need to:*

* *Set clear priorities and stick to them*
* *Have an engagement strategy to guide our work*
* *Ensure our evidence is stored safely and we are able to analyse and report on it to good effect*

We will:

* Continue to engage according to a clear strategy (see Appendix 1 – to follow).
* Implement our new Feedback Centre and continue to improve our reporting back to commissioners and CQC.
* Crystallise our vision of Healthwatch Surrey’s approach to evidence, where we are special and can add value and develop a shared strong belief in the power of our insight.
* Continue to build on the success of the Enter and View Panel.
* Review our strategy for VCFS relationships.
* Now that our definition of a “useable experience” is firmly embedded we will increase the number we collect from the people of Surrey to build our evidence base.
* Focus the majority of our engagement work around our thematic priorities, but also engage without an agenda with communities within each CCG area based on a strategic approach.
* Undertake targeted engagement as directed by the Enter and View panel in order to build evidence around areas of potential concern.
* Seek out the views of a particular disadvantaged community each quarter.
* Have a new Feedback Centre to store our experiences and develop our ability to analyse, spot themes and report back in order to have influence.
* Seek ways to gather experiences in a more efficient manner.
* Revise our strategy for our approach to the voluntary, Community and Faith sector in order to further amplify the voices of those who are at risk of health inequalities or poor health outcomes, or may be less likely to have their voices heard.
* Build our volunteer base to assist with this work.

**Building our use of volunteers**

*To do this we need to*

* *Have a clear strategy and implement it*

We will:

* Achieve a greater understanding of any potential barriers to volunteering with us.
* Agree and start to implement a new strategy by end of May 2017

**How will we know that we are doing a good job?**

* Hit target of useable experiences
* Gather 100 experiences using a new more efficient method of engagement
* Hit targets for number of reports/outputs and positive perceptions of value from reflective audit
* Capture 50 experiences through Community Cash Fund and receive positive feedback from attendees at CCF Celebration event.
* Volunteer feedback
* **As a social enterprise we have secured a growing and sustainable future.**

*To do this we need to:*

* *Develop a strategy*
* *Build our ability to pitch and tender for work*
* *Ensure we have the relationships in place*

**How will we know that we are doing a good job?**

To follow – to be agreed by new business sub-group.