



Local Healthwatch – Communications Strategy 2023–2024



Local Healthwatch – Our Mission

Healthwatch Surrey is an independent organisation which gives people in Surrey a strong voice to help improve, shape and get the best from local health and social care services.



Local Healthwatch – Our vision

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

Goal: To have the relationships and organisational structure in place to enable us to be trusted by all of our stakeholders, allowing us to collect experiences from local people and feed it back to the relevant parts of the system. We will be persistent in seeking outcomes and measuring our impact.

- **Healthwatch Surrey's role, function and services are known, understood and valued by local people who therefore readily contact us when they need us.**

Goal: To have a simple, widely understood identity and mission, ensuring that, at the time when people may benefit from contacting Healthwatch Surrey, they know who we are and what we do, can find and interact with us easily and, where appropriate, share their need and/or experiences with us.



Local Healthwatch – Our vision cont.

- **Our influencing is based on sound knowledge of local issues and the insight and experiences of local people.**

Goal: To acquire evidence, knowledge and insight that reflect local people's experiences of services in Surrey whilst ensuring that we actively seek out insight from seldom heard or hard to reach groups.

- **As a social enterprise we have secured a growing and sustainable future.**

Goal: To secure additional sources of income by offering services that are complementary to those of our main Healthwatch contract.

- **We continue building our use of volunteers.**

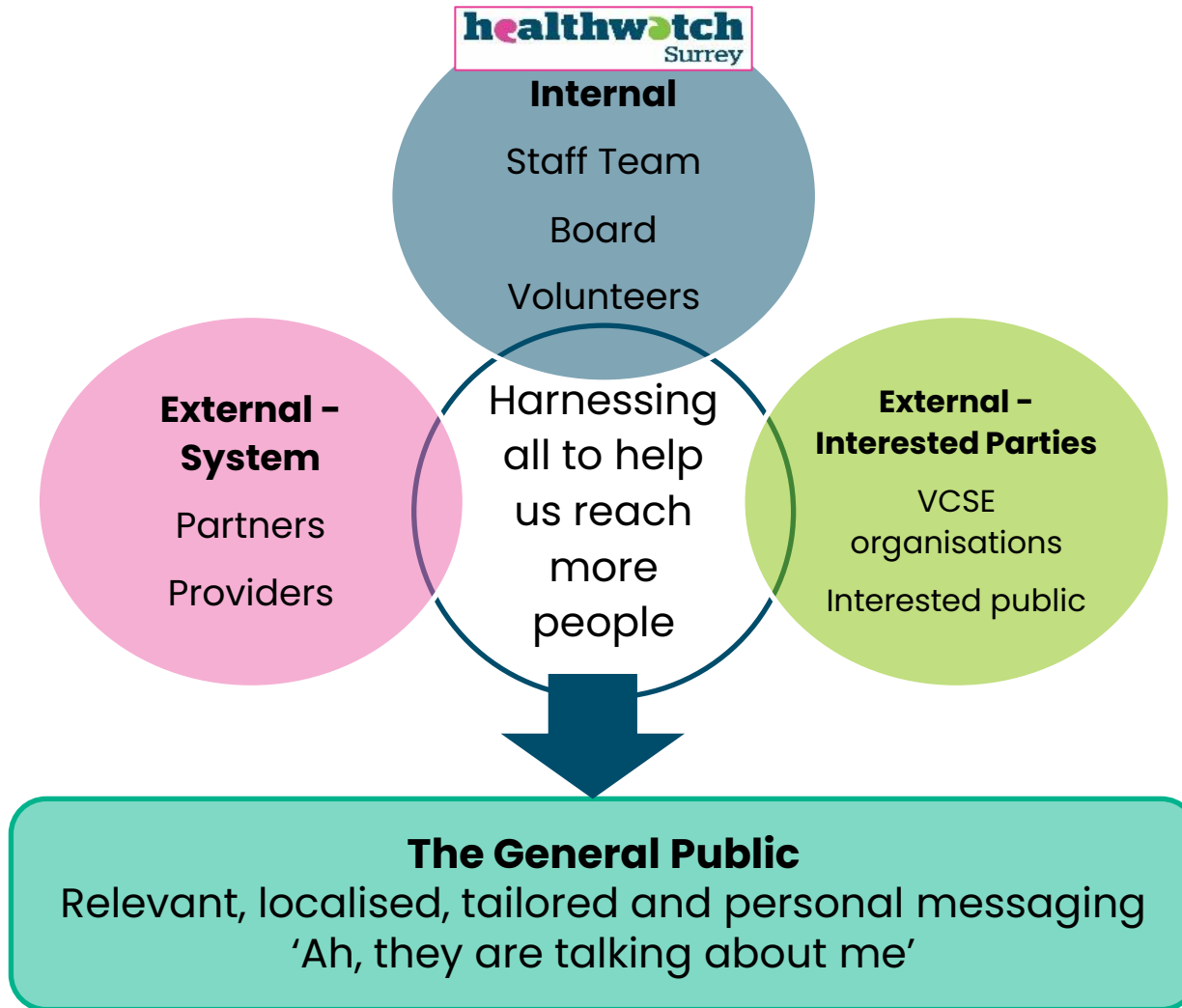
Goal: To grow the number of volunteers at Healthwatch Surrey and to continue to develop the different volunteering roles.



What are our Communications Objectives for Local Healthwatch in 2023-24?

- To raise awareness about local Healthwatch and our services to system partners, providers, local organisations and the wider public.
- To make our communications accessible and inclusive, ensuring our communications reflect the diversity of Surrey and are relevant to all local communities.
- To ensure the Team, Board and Volunteers are aware of our key initiatives and communications activity so they feel confident and we have a consistent message when representing local Healthwatch in meetings and other engagements.
- To ensure people are aware of local Healthwatch and our influence and impact – so they share their experiences with us and come to us for advice, information and advocacy services.
- To build relationships with system partners, providers and local organisations so they believe that what we do makes a difference and, in turn, they act upon what we tell them and help promote us to their networks and the wider public.
- To utilise local, trusted organisations to promote local Healthwatch to their networks and the people they serve.

Who do we want to communicate with?



What & how will we communicate with...?

Focus: To ensure **good internal communication** and enabling us to communicate a **consistent message externally**

healthwatch
Surrey

Internal

Staff Team

Board

Volunteers

Awareness about what each of us is doing

Consistent message about what we do

Good morale

What we're hearing

Our influence and impact

Upcoming events

Specific campaigns

Internal Changes

Recent reports

Monthly Staff Team Meetings

Monthly Lunch and Learn sessions

Staff Powwows

Board Meetings

Volunteer Events

Volunteer Webinars

Volunteer Newsletter

Monthly Insight Reports

Quarterly Influence and Impact Report

Up to date leaflets

Clear Presentation Materials

What & how will we communicate with...?

Focus: To **showcase** the work we are doing and enable them to **promote our services** to others

**External -
System
Partners
Providers &
Regulators**

Importance of people's experiences

Our recommendations

Our research

Our impact

User involvement

Consistent and clear message about what we do

How they can promote our services to users of their service

Continue to build relationships with key staff

What we're hearing meetings and reports

Attending system meetings

Place Meetings

Direct emails about specific information

Insight Bulletins

Influence and Impact Reports

Our research reports

Healthwatch England influence and impact

Our website

Ensure our information is available/correct on their website

Social Media

What & how will we communicate with...?

Focus: By **showcasing** what we do and the **relevance/importance** of this to **their communities** to in turn **encourage** them to **promote our services**

**External -
Interested
Parties**
VCSE
organisations
Interested
public

Clarity about what we do

Importance of people's experiences

Our research and recommendations

The difference we can make

How we can better work together

Having a collective voice to raise concerns to the system

Keen to learn from them/their communities

That we are open to communicate in different ways

Help ensure our communications are relevant to specific audiences

The advantages of promoting our services

Invitations to community events

To build reciprocal relationships

Direct meetings

Attending their events

Awareness raising presentations

Ensure they have the right materials to promote our services to their networks

Reciprocal engagement on social media

Direct emails regarding promotion of campaigns

Volunteering opportunities

Insight bulletin

Our influence and Impact report

Sharing relevant research reports

Website

What & how will we communicate with...?

Focus: The more **specific** and **relevant** the communications, the more **awareness** we'll achieve, which will increase **engagement, feedback** and expand our **reach**, this will help us **achieve** our communication **objectives** and **targets**.

The General Public

Relevant, localised, tailored and personal
'Ah, they are talking about me'

To share their experiences

To come to us for advice and information

Volunteering opportunities

About our engagement sessions

Our presence at community events

Our different services: Helpdesk, Advocacy, Giving Carers a voice

Clarity about what we do

Importance of people's experiences

How we make a difference

Through the services they use

Through people and groups they trust in the local community

Community talks and events

Information at local services

Website

Social media

Relevant Facebook Groups

Hospital magazines

Local Community literature (parish and local magazines)

Local radio interviews

What will this look like?

Internal : Staff Team, Board Members, Volunteers

Weekly: Team Contact	Monthly: Insight Bulletin Volunteer Newsletter	Quarterly: Influence and Impact Report Board Meetings Volunteer Webinars	Others: Volunteer events Leaflets Presentation materials
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External : System – Partners and, Providers and Regulators

Monthly: Insight Bulletin	Quarterly: Influence and Impact Report Research reports	Regular meetings: Place meetings System meetings What we're hearing meetings & reports Health & Wellbeing Comms group Surrey Communications group	Others: Direct emails Provision of promotional copy and materials Website Social media Healthwatch England updates
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External: Interested Parties – VCSE organisations, Interested public

Monthly: Insight Bulletin Voice Alliance Talking Shop meetings (other charity comms)	Quarterly: Influence and Impact Report	Regularly: Direct meetings & emails Attending their events Volunteering Presentations	Others: Provision of promotional copy and materials Reciprocal social media Website
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The General Public: Relevant, localised, tailored and personal

Focus each month on a different area and raise awareness with local groups linking, where possible to awareness raising dates – see next slide for details

The General Public

Relevant, localised, tailored and personal
‘Ah, they are talking about me’

Link each month in with our engagement team’s focus on Place

April 2023	May 2023	June 2023	July 2023	August 2023
Place Spotlight: Surrey Downs	Place Spotlight: North West Surrey	Place Spotlight: Surrey Heath	Place Spotlight: Guildford and Waverley	Place Spotlight: East Surrey
Awareness months to consider:				
Bowel Cancer Stress Awareness Testicular Cancer	Stroke Awareness Dementia Action	Volunteers Week Carers Week Pride Month	Samaritans: the big Listen	Breastfeeding Week
Link to local insight – Relevant location, condition, local consultation.				
<ul style="list-style-type: none"> • Linking with relevant community groups • Linking with community groups and awareness days • District councils • Local hospitals • Local GP practices • Staff & volunteers living in the area • Parish Magazines • Show feedback/impact from previous months engagements • Ensure they have our information to promote 				

How do we know we're doing a good job?

- Reflective Review (External system)
- Increased invites to promote Healthwatch Surrey to VSCE and local organisations (External interested parties)
- Increase in people pro-actively contacting us -website feedback form, Helpdesk, Advocacy (General public)
- Hear from a more diverse demographic profile (General public)
- More volunteer applications (General public)
- Increased traffic to website (All parties)
- Increased engagement with social media (All parties)

Next steps...

- Board to agree and discuss the strategy
- Implementation Plan based on audiences and messaging to be developed
- Agree priorities
- Clear sharing of responsibilities
- Align with CIC development and communications