

Overview

How we track our success

		22/23 figure	23/24 figure
KPI 2.2	No. of people contacting Helpdesk (400 PA)	427 (PA)	432 (to mid March)
KPI 2.3	The number of people accessing the Independent Health Complaints Advocacy service	298 (PA)	317 (as of Dec 2023)
Website visits	The number of people accessing the website (per month)	1145 (Feb)	1063(Feb)
Social media followers	No. of people following us on Facebook Instagram Twitter (at a specific point in time)	1096 (Feb) 1029 (Feb) 3290 (Feb)	974 (Feb) 1225 (Feb) 3362 (Feb)
Insight bulletin numbers	No of people receiving our Insight bulletin (at a specific point in time)	496 (Feb)	627 (Feb)

Other updates from 2023 – 2024

- Style guide for all team to follow and have a system in place for checking reports
- Google analytics for website – example – can see that traffic for the website now regularly comes from Royal Surrey and Ashford and St Peters Hospital websites (communications meetings set up last year, encouraging widgets on their website – 4 out of 5 hospitals now have this, 2 of the 5 have our posters to display).
- Monitor social media figures each month – growth of followers each month, monitor popular posts – (can also see on average 2 – 5% of people visiting the website from social media)
- Response numbers to surveys – currently trialling a localised post re: pharmacy closures to see if this might build more engagement
- Burpham Wellfest last 2 years – led to an opportunity to have a joint stand at Guilfest this year/ Good Neighbours/Accessible Information Standard working group

Direct
Google
Bing
t.co
m.facebook.com
luminus-cic.uk
baidu
surreycc.gov.uk
surreyheartlands.org
lm.facebook.com
royalsurrey.nhs.uk
uk.search.yahoo.com
(not set)
app.betterimpact.com
duckduckgo
statics.teams.cdn.office.net
uck-word-
edit.officeapps.live.com
actionforcarers.org.uk
ashfordstpeters.nhs.uk
ecosia.org

Plan of actions for 2024 – 2025

As our engagement practice changes, it will be key to ensure that our communications enables us to continue hearing from a wide audience on any health and social care topics.

To do this we will focus on:

- Building relations with system partners – ensuring they have our information on their websites and our leaflets/posters where possible
- Utilising GP practices and ensuring our information is available to patients
- Building relations with VCSE organisations – encouraging them to have our information on their websites and our leaflets where possible/making them aware that they can share what they are hearing with us
- Drawing on Healthwatch England reports and making them locally relevant with calls to action on our news and social media posts
- Developing our social media posts to coincide with relevant awareness days where we can comment on our work/impact utilising relevant hashtags – such as #OralHealthDay
- Utilising paid for social media to grow our audience when we have a specific call for action (this might be priority work, surveys etc).
- Ensuring volunteers and team members have the resources to share information and leave promotional literature within community settings.

Detailed strategy

Healthwatch Surrey – our mission

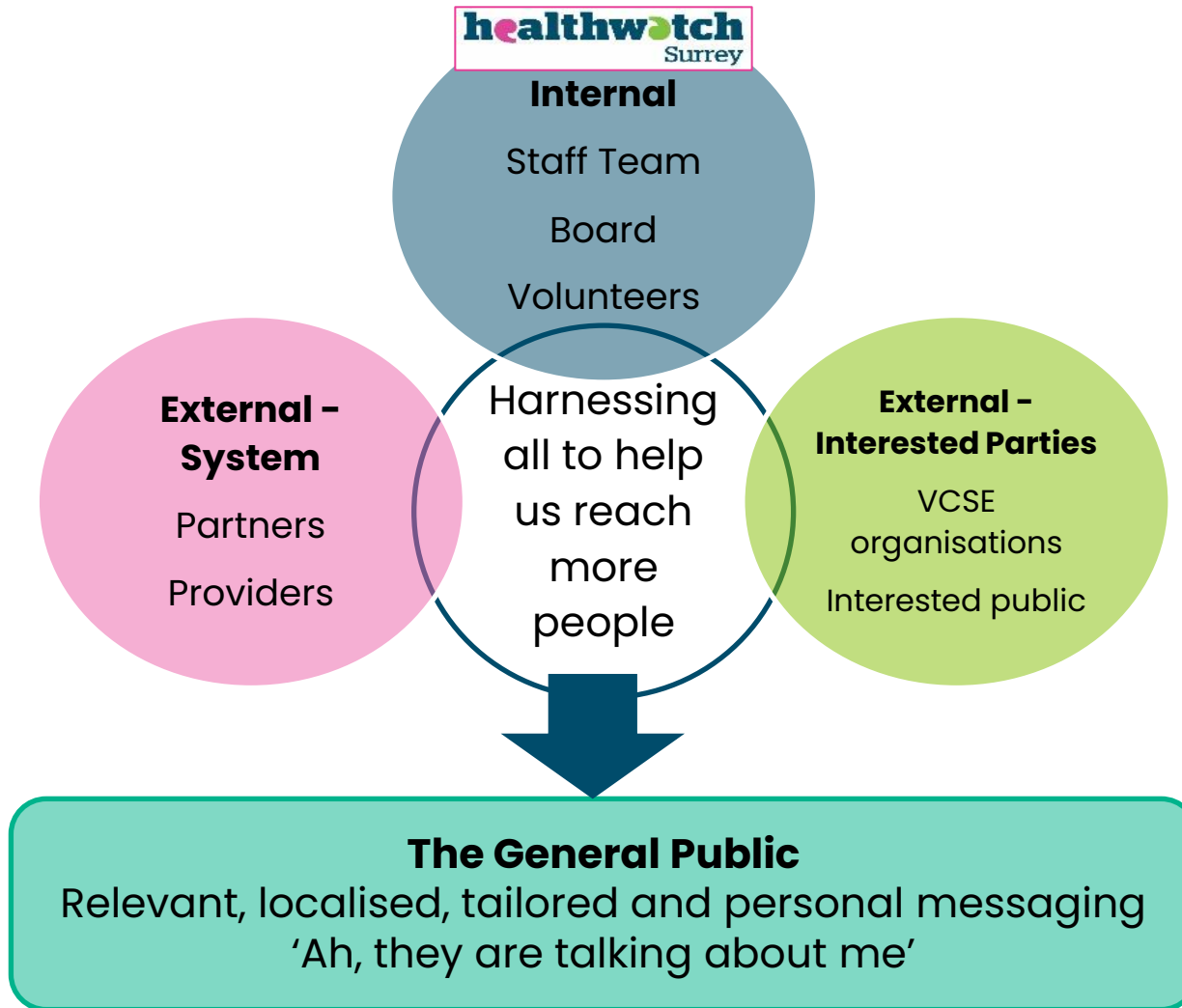
Healthwatch Surrey is an independent service giving people in Surrey a strong voice to help improve, shape and get the best from local health and social care services.



What are our communications objectives?

- To raise awareness about Healthwatch Surrey 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 Healthwatch Surrey in meetings and other engagements.
- 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 Healthwatch Surrey to their networks and the people they serve.
- To ensure people are aware of Healthwatch Surrey and our impact – so they share their experiences with us and use our Helpdesk and Advocacy services.

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

Local Healthwatch Advisory Group

Volunteer induction: ensure the communications ask is clear

Volunteer webinars

Volunteer newsletter: includes a communications ask

Ensuring our reports adhere to our style guide

Monthly Insight Reports

Quarterly Impact Report

Up to date leaflets

Clear Presentation Materials

What & how will we communicate with...?

Focus: To **showcase** the work we are doing and it's impact. Enable them to **promote our services**

**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

Promoting the value that
engagement can bring to system
partners and providers

Continue to build relationships with key communications staff – ensuring they provide us with information and also promote our service

Attending communications meetings

Place reports and monitoring impact

Direct emails about specific information

Insight Bulletins – growing membership (also where we share other reports)

Support priority leads with communication asks

Healthwatch England influence and impact – use for news and to gain experiences

Ensure our information is available/correct on their website

Utilise their publications/newsletters to promote our work

Social Media – to share their information but also for them to share ours

What & how will we communicate with...?

Focus: Showcase 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

Continue to build reciprocal relationships/attend events to support and raise our profile

Priority convening workshops – interested stakeholders

Awareness raising presentations to groups – ensure aware of our impact – experience sharing/promote our services

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

Raise greater awareness of social media – reciprocal engagement/tagging organisations we visit

Working with organisations regarding certain issues – (e.g. Accessible Information Standard)

Direct emails regarding promotion of campaigns

Volunteering opportunities

Insight bulletin and sharing of reports – encourage membership

What & how will we communicate with...?

Focus: Have specific asks and awareness raising to increase **engagement, feedback** and expand our **reach**. 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 information and signposting

Volunteering opportunities

Opportunities to get involved – our work and others

About our engagement sessions

About our priorities and impact

Our presence at community events

Our different services: Helpdesk & Advocacy (wider Luminus services where appropriate)

Clarity about what we do and why

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 – harnessing news stories

Website – developing our information and signposting offer

Social media – promoting our services (Helpdesk/Advocacy)

Social media – promoting priority work

Social media – encouraging more generic feedback – awareness days

Relevant Facebook Groups

Hospital magazines

Local Community literature (parish and local magazines)

Local radio and media coverage

What will this look like?

Internal : Staff Team, Board Members, Volunteers

Weekly: <ul style="list-style-type: none"> • Team contact 	Monthly: <ul style="list-style-type: none"> • Team meetings • Insight bulletin • Volunteer newsletter 	Quarterly: <ul style="list-style-type: none"> • Impact report • Board meetings • Communication meetings with contract leads 	Others: <ul style="list-style-type: none"> • Style guide • Volunteer events • Leaflets • Presentation materials
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External : System – Partners and, Providers and Regulators

Monthly: <ul style="list-style-type: none"> • Insight bulletin (sharing of other reports too) 	Quarterly: <ul style="list-style-type: none"> • Impact report • Healthwatch England Communications group 	Regular meetings: <ul style="list-style-type: none"> • Health & Wellbeing Communications group • Surrey Communications Group • Frimley Communications Group • Individual meetings/contact with system Communications Leads 	Others: <ul style="list-style-type: none"> • Direct emails • Provision of promotional copy and materials • Website links • Social media • Healthwatch England updates
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External: Interested Parties – VCSE organisations, Interested public

Monthly: <ul style="list-style-type: none"> • Insight Bulletin • Voice Alliance • Talking Shop meetings (other charity comms) 	Quarterly: <ul style="list-style-type: none"> • Impact Report 	Regularly: <ul style="list-style-type: none"> • Direct meetings & emails • Attending events • Volunteering • Group presentations 	Others: <ul style="list-style-type: none"> • Provision of promotional copy and materials • Reciprocal social media • Website
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• **The General Public:** Relevant, tailored and personal – specific asks

- Have focussed social media posts relating to specific topics, utilise awareness days/campaigns, Healthwatch England campaigns and news updates, support specific priority requirements

The General Public

Relevant, tailored and personal
'Ah, they are talking to me'

Example month	
Engagement spotlight area	East Surrey and Surrey Downs
Our themes/Priority activities	Self funder survey – flyer and survey finalised Primary care – pharmacy closure survey/flyer and communications plan Student volunteering week
Healthwatch England themes:	Share for better care (launching mid Feb)
Awareness months:	LGBT History month - focusing on Medicine
Relevant awareness days	Time to talk day Race Equality week (5-11) National HIV testing week (5-11) Children's mental health awareness week (5-11) Student volunteering week (12-18) Cancer prevention week (19-25)

Opportunities to maximise our reach

- Build on social media awareness days and hashtags - #TimeToTalkDay #TestimonialTuesday
- Can we link into the Healthwatch England news to share impact and ask for experiences?
- Can we utilise others to share our message – newsletters/social media/promotion to their groups/websites
- Can we share through staff & volunteers?
- Media interviews (can we be more proactive and ask them to share our story?)
- Show feedback/impact from previous engagements/activities

"Worryingly, overall cervical screening uptake has been dropping year-on-year in England."

Cervical Cancer Prevention Week

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"Thank you - how wonderful for you to reply so quickly. That is much clearer and at least I can make some phone calls to see if anyone has the tests in stock."
Feedback from someone recently supported by our Helpdesk

**Are you eligible for free Covid tests?
Do you know how to get them?**

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

- Meeting our KPIs for Helpdesk and Advocacy
- Increased traffic to our website
- Increased engagement with social media
- Increase in Insight bulletin take up

Next steps...

- CIC Board to approve the strategy
- Continue to develop monthly communication plan
- Develop our messaging for different audiences
- Continue to develop our methods for engaging the general public and monitor responses
- Clear sharing of responsibilities
- Align with Luminus communications