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Healthwatch Sandwell Business Plan 2023/2024

**Contact Holder**: Engaging Communities Solutions

**Author:** Alexia Farmer, Manager

**Senior Responsible Officer**: Elizabeth Learoyd, Managing Director

**Approved by:** Healthwatch Sandwell Advisory Board

**Date: July 2023**

We offer a dynamic service adapting our approach to ensure people have the support to navigate and access evolving services. We continue to identify and involve those people that remain marginalised and whose voice is often unheard.

Our main activity is to engage people and to collate their experiences of accessing health and social care and use the products of this to seek improvements to services. Through our research specialists, these experiences are analysed and produced as reports that are fed back to planners and decision makers in order to ensure that more health and social care professionals see the value of using people’s views to improve services.

**Our Mission**

To make sure peoples experiences help make health and care better in Sandwell.

**Our Approach**

**listen** to local people, especially the most vulnerable, to understand their experiences and what matters most to them

**Including** everyone in the conversation – especially those who don’t always have their voice heard

**Analysing** different people’s experiences to learn how to improve care

**Acting** on feedback and driving change

**Partnering** with local health and care services and the voluntary and community sector to make care better whilst retaining our independence

**Our Objectives**

To build a sustainable and high-performing local Healthwatch service in Sandwell

To find out the experiences of people needing or using health, public health and social care services

To seek the views of those who are seldom heard and reduce the barriers they face

To act on what we hear to improve health and care policy and practice

To build on and share our expertise in engagement

To be strong, well-governed and use our resources for the greatest impact

**Healthwatch Sandwell (HWS) Business Plan summary**

Green – on track

Amber - slightly delayed

Red - Delayed

**Listen -** We will listen to people and making sure their voices are heard:

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| **Deliverables** | **KPI** | **Start Date and comments** |
| Develop and approve a strategy to improve our communications and explore greater engagement with the public | Regular bulletins published - minimum 12 per year  Social media story used to gain public awareness of HWS – using the contact us on our website.  Regular Intelligence reports – minimum 10 per year | May 2023.  Published 11 to date December 2023  Over 3000 replies to contact us received. LH works through.  Published on a monthly basis x 6 to date December 2023 |
| Increase peoples’ awareness of HWS across Sandwell | Regular bulletins published - minimum 12 per year.  Sharing info about website and newsletters.  Regular Intelligence reports – minimum 10 per year | May 2023  Published 11 to date December 2023  4000 replies to newsletter subscription. LH working through list.  Published on a monthly basis x 6 to date December 2023 |
| Empower people to share their experiences of health and social care | In addition to community engagement, we will hold a drop-in service at community venues – up to 12 per year | May 2023  Q1 – HWS talks 22  Drop in events 32  Q2 – HWS talk 21.  Drop in events 40.  Q3 – HWS Talks 21  Q3 – HWS Drop ins 41 |
| Encourage people to engage through our website, share experiences and access information, advice and guidance | 25% increase in web site traffic  Advertise our Helpline on web site | May 2023  Our website traffic has slightly lifted, the user experience is now quicker meaning info seems to be accessed easier.  We have over 3000 responses to contact us which we are working through. |
| Encourage people to follow and engage through our social media | 25% increase in social media followers | May 2023  Social media following has remained the same however we now use link clicks – direct to website for patient experience sharing. |

**Including -** We will include everyone in the conversation especially those who don’t always have their voice heard

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| **Deliverables** | **KPI** | **Start Date** |
| We will ensure awareness and involvement across Sandwell. Increased community engagement in areas of Sandwell where we know there is a shortfall | Dedicated worker covering geographic areas.  Community engagement schedule produced per quarter – 4 schedules | May 2023  Q1 planned and completed.  Q2 planned and completed  Q3 planned and operational  Q4 planned and operational |
| Embed Equality Diversity & Inclusion across all aspects of our service, especially involving those that don’t have their voices heard | Ensure all our reports address groups experiencing health inequalities | May 2023  Diabetes project focused:   * African and African Caribbean communities. * South Asian Communities * Vulnerable Elderly people   Guided by You   * Event venues in diverse communities.   ICB Engagement focus   * And visually impaired people |
| Continue to work to the Healthwatch England Quality framework | Performance reports shared with Advisory Board when available | May 2023 |
| Complete a 360-assessment involving all stakeholders | Feedback report shared with Advisory Board when data available | September 2023 for survey |
| Establish more links across the voluntary and community sector. | Develop a partner network | May 2023  Increasing due to priority projects and ASC co-production network |

**Healthwatch Sandwell (HWS) Business Plan summary**

**Analysing** – Gain better insight to different people’s experiences to learn how to influence service design and delivery, leading to better care

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| **Deliverables** | **KPI** | **Start Date** |
| We will continually look to improve our analysis, understanding, reporting and actions on equalities and diversity issues. | Reports to give clear profile of respondents | May 2023 |
| We will use peoples’ voices to actively influence more front-line professionals | Reports published on website and shared directly with system leaders of all stakeholders | May 2023  March – 2024  We have a standard agenda item at HWBB.  All reports being tabled at Scrutiny Board.  Guided by You report tabled at SHCP |
| We will publish reports on our priority areas minimum 3 - Diabetes, Accessible Information, Language, and cultural barriers in accessing health and care services | Reports published on website and shared directly with system leaders of all stakeholders | May 2023 – March 2024 |
| We will continue to reinstate our Enter & View programme within health and care settings | Enter and View programme established. Reports published and shared minimum 10 | May 2023  January 2024  13 Visits completed.  Harvest View planned for February 2024 |

**Acting** – We will act on feedback and drive change

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| **Deliverables** | **KPI** | **Start Date** |
| Plans include SMART Objectives to measure and record impact/difference made | Priorities Project Plans to have objectives, success measures and impact checked | April 2023 Decision to be made at Hab meeting 18.04.23 |
| Staff are clear on expectations from people and management (Evidence based work) | Regular staff supervision and annual objectives set linked to work programme | May 2022  Programme in place |
| Enable people and partners to rate Healthwatch Sandwell | 360 reviews undertaken annually | September 2023 |
| Enhance organisational management to deliver impact | Staff and Volunteer survey results acted upon | TBA |

**Healthwatch Sandwell (HWS) Business Plan summary**

**Partnering** – We will work collaboratively with local health and social care services and the voluntary, community and social enterprise sector to make care better whilst retaining our independence:

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| **Deliverables** | **KPI** | **Start date** |
| Regular collaborative networking and joint work with Health and Social Care | Attend 100% Health and Wellbeing Board, Overview and Scrutiny, Adult Safeguarding, ICS Partnership Board meetings, Place Based Health, and Care Partnership meetings | April 2023 |
| Networking and collaboration with Healthwatch Sandwell and other Black Country Healthwatch. | Participation in issues relating to Sandwell | May 2023  Bimonthly meetings in pace with ICB to discuss local and BC HW Issues |
| Recruiting Advisory Board Members to extend our operational and strategic reach | Ensure HAB has minimum of 6 members | April 2023 – on going recruitment |
| Participation in Healthwatch England initiatives. |  | April 2023 |
| Enhanced regular involvement with HWBB & Overview and Scrutiny Chairs and elected members, DOPH, DASC, CEO SWBHT, CEO or similar Sandwell Health and Care Partnership | HAB Chair to be in attendance with HWS manager in reserve | April 2023  Chair attends meetings regularly. Also diarised quarterly meetings with Key decision makers |

**Healthwatch Sandwell (HWS) Business Plan summary**

**Volunteers** – We will have an effective volunteer programme and will provide local people who volunteer with HWS opportunities for social inclusion, skills and confidence development and possible routes into employment. HWS recognise that volunteers add value and support us to achieve our mission and strategic objectives

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| **Deliverables** | **KPI** | **Start date** |
| Recruit, train and develop a team of volunteers to represent all local communities | Maximum 12 volunteers to ensure quality support | April 2023  Currently 12 active volunteers.  Pending application 3 |