

Members of the Committee are asked to:

- Note the contents of the report

### **Engagement/outreach plan 2017**

Community engagement works best where it is an ongoing cumulative process, helping to build and strengthen relationships and trust over time. Individual engagement events should be planned and designed with this in mind and aim to contribute to the overall aims of the engagement process. Community or voluntary groups may want to participate at a range of levels: from providing advice to designing the process together, and from undertaking some aspects of the engagement to delivering projects to meet some of the outcomes.

### **Introduction**

This plan sets out Healthwatch Newcastle's (HWN) approach to community outreach.

The objectives of our outreach programme are:

- a) To raise awareness of HWN
- b) To provide advice and information on a range of health and social care issues
- c) To hear people's stories about their experience of health and social care services and to use this information to drive change

The targets for the outreach programme are that:

- a) We complete an average of one event per week
- b) We should fairly cover all areas of the city
- c) We should include events that are designed to enable us to talk to families, men, women, young people and older people, as well as people from a variety of backgrounds and experiences

The programme should include events that target:

- Communities and groups with distinct social care and/or health needs
- Communities that experience difficulties accessing social care and/or health services, or have health/care problems caused by their social circumstances
- People living in disadvantaged areas

To achieve this we need to think about:

- a) Where we need to take our work to reach our target audience
- b) How we communicate with people when we are out and about
- c) What we do with the information we gather

## **Outreach 2016–17**

Since January 2016 our outreach programme has gone to over 45 different places, and spoken with over 750 people. We have carried out eight events in January and February 2017, with a further three booked before the end of March and the space to add a few additional dates.

### **Where have we been?**

We have been to a wide range of venues including:

- Jobs Education and Training (JET), Riverside Community Centre, West End Refugee Service (WERS), HMP Durham, Better Days
- Community information stalls – Brunswick Centre, Lemington Centre, libraries across the city
- Care homes and sheltered accommodation – Cranlea, Pavillion Court, The Grove, Whitehorn Crescent, Riverview Lodge, Allan House, Oban Court, Saga Court, Lincrest Court
- Places of worship – Trinity Church, Brunswick Methodist Church, Gurudwara Singh Sabha

### **Where are we going?**

We currently have events booked at Changing Lives, Pottery Bank Community Centre and Byker Youth Club.

### **What we do**

The purpose of our outreach work is to raise awareness about HWN, to provide advice and information and to find out what local people think about their health and social care services. This includes promotion of our feedback centre where people can give views on their experiences of care online. We have feedback centre forms ('Your care, your feedback') that people can complete and return to us if they do not want to go online, or do not have online access.

We take leaflets and information to all our outreach events. These include HWN promotional material with our contact details for people to take with them. We also promote our Nominate a Star scheme using A5 sized postcards: people can tell us about a good service they have received or experienced from an individual, service or organisation.

We have found that the best way to attract people's attention, and to persuade them to share their stories with us, is to offer free branded goods, to stand in front of the table, smile, make eye contact, greet them and offer them information about us.

We are hearing from a wide range of voices:

- a) The various black and minority ethnic (BME) organisations, including refugee and asylum seeker groups, we have worked with have helped us to speak to both young and older people from BME communities, hearing the views of them and their families
- b) Information stalls have given us the opportunity to speak to a good cross-section of the community and have highlighted many different issues
- c) Student information fairs have allowed us to hear the views of younger people who are predominantly 18 to 25 years
- d) Our engagement events in care homes and sheltered accommodation have allowed us to hear from people that find it difficult to come to us
- e) We have worked with various representative community groups, allowing us to hear the views of seldom heard groups, such as people with learning disabilities

- f) The Newcastle Mela and Pride festivals were not only fantastic opportunities to speak to people from many different backgrounds, but also enabled us to network with other organisations and share information and views

### **Our future approach to outreach**

We will continue to:

- a) Work with local voluntary and community sector groups to hold listening events with the people they serve/represent
- b) Plan our outreach calendar to ensure there is space for us to attend events that we are invited to; invitations to existing events are useful as promotion is done externally, they are often well attended by specific populations and have, so far, provided a good number of people to speak to within the events' target demographics
- c) Attend recruitment fairs such as those held by Newcastle and Northumbria universities and Newcastle College
- d) Ensure a continued presence at some of the bigger events around Newcastle, such as the Mela

In addition we will:

- a) Network and research in order to broaden the range of events, groups, fairs, meetings etc. that we can attend
- b) Set up regular listening events/engagement stalls in different venues, such as hospital foyers, sexual health clinics and GP surgeries, where we may catch patients and visitors as they arrive and leave
- c) Offer to be a speaker for groups such as those run by the Elders Council, youth clubs, scouting and school clubs, where we can also spend time talking on an individual basis to health and social care service users and promote our work and hear their experiences
- d) Organise our own outreach events to target different groups in the community, for example, we recently held a successful 'men's health event' at the Scotswood Men's Shed group
- e) Develop new mechanisms to engage young people, for example, go into schools and colleges to talk directly to health and social care students about Healthwatch
- f) Develop focus groups and workshops for young people from schools and colleges and ask them to help us write a young people's engagement strategy to ensure that the way they work with us is how they want to and not what suits us
- g) Design a survey for young people asking about any health-related issues or aspects of social care; from the work above, recruit young people who may want to be Healthwatch Champions

### **Engaging with people when we have stalls in their community**

In order to ensure our outreach programme delivers our core objectives we will:

- a) Review the 'Your care, your feedback' form that people can fill them out themselves and send back via Freepost, or which can be completed on the spot
- b) Source a branded gazebo to allow us to carry out our outreach activities all year round and promote the Healthwatch brand
- c) Have surveys/questionnaires available on our Healthwatch Newcastle tablet which can ensure answers are captured quickly and easily
- d) Review, revise and regularly update the variety of advice and information leaflets we take out with us, ensuring we have the material to hand that is most often requested
- e) Consider the best merchandise (freebies) to be giving out:

- Think less about what people will quickly come and grab, and more about what people will retain and use. Our quality pens are popular and will stay in someone's bag or on their desk for a long time, regularly exposing them to our message
  - Consider the different types of people we are seeing at different events and places and tailor the freebies to those occasions, for example, wristbands at a young people's event, balloons and balls at the festivals, foldable water bottles at health events and markets, stress balls at older people's events (taking into consideration that the balls get used as exercise balls for arthritis)
- f) Monitor the numbers of people who approach us
- g) Take contact details of people who would like to be contacted in the future
- h) Attract more volunteers to help with outreach, as having two or more people on stalls will ensure we don't miss people who want to talk. In particular our aim this year is to attract Young Champions and this will require us to:
- Advertise on our website, through the media and other networks
  - Approach specific groups/agencies such as youth groups, YMCA, Streetwise

### **Making effective use of the information we gather**

To ensure the intelligence we gather during outreach events informs service change, we need to capture and share the stories people tell us. This means:

- Capturing relevant information on our feedback centre and routinely reviewing this to identify themes and trends
- Ensuring that summaries of this data are regularly provided to relevant organisations, including providers and commissioners, through liaison meetings and formal letters as well as contributing to Care Quality Commission inspection scheme