



**Healthwatch Lincolnshire**  
**Annual Planning**  
**2020 - 2021**

Key to use of abbreviations:

Several abbreviations have been used in this document; below is a definition of their use:

CCG - refers to Clinical Commissioning Groups

CQC - Care Quality Commission

Health and Social Care - refers to all statutory funded Health and Care services

HR - Human Resources

HWL - Healthwatch Lincolnshire

NHS - National Health Service

KPI - Key Performance Indicator

JSNA - Joint Strategic Needs Assessment

PR - Public Relations

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# Introduction

This annual planning document 2020 -21 provides structure and direction to successfully run the Healthwatch Lincolnshire Contract.

## Executive summary

As the statutory independent champion for social care and health service users and the public, Healthwatch Lincolnshire has a key role to play in helping to make sure that services are planned and delivered taking into account the needs and wishes of the people who use them. We also gather people's views of the services they use and share that information with the organisations that plan and provide services.

Over the next three years we aim to:

- Continue to influence commissioners and providers on how they engage and involve the public voice
- Increase the volume and quality of insights received from the public and service users and,
- Deepen our understanding because of this
- Ensure that the work of Healthwatch Lincolnshire is transparent effective and sustainable within the contract allocation

## About us

Healthwatch Lincolnshire is one of 152 local Healthwatch bodies established throughout England on 1 April 2013 under the provisions of the Health and Social Care Act 2012. The remit of local Healthwatch covers all publicly funded health services for both adults and children and social care services for adults only. The role is to champion the rights of users of social care and health services and to hold the system to account for how well it engages with the public.

We have the following functions:

- **Engagement** - Promoting and supporting the involvement of people in the monitoring and commissioning of local health and care services.
- **Patient/carer service user's voice** - Obtaining the views of the whole community, capturing their needs and experiences of social care and health services and make those views known to providers and commissioners.
- **Information signposting** - Providing information and signposting to the public in relation to social care and health services.
- **Health and Social Care Insight** - Making reports and recommendations about how social care and health services could or should be improved, also identifying what is done well.
- **Networking** - Providing information that supports Healthwatch England in understanding the needs, experiences and concerns of people who use services.
- **Representation** - We also have a statutory place on the Health and Wellbeing Board.

## How we measure our effectiveness

Under Lincolnshire County Council monitoring we have 6 measured Key Performance Indicators (KPI's).

### 6 Core KPI Contract measures

**Objective 1:** Support people to have their say

- Number of people who have accessed information and signposting from HWL

**Objective 2:** Providing a high-quality service

- Number of volunteers
- Number of retained volunteers

**Objective 3:** Ensuring people's views help improve health and care

- Representation at agreed meetings
- Number of health and care experiences closed or resolved from the previous quarter
- Number of case studies supplied providing patient experiences of services.

	Annual Target
Number of people who have accessed information and signposting from HWL	1200
Number of volunteers	44
Number of retained volunteers	95.00% - 95.9%
Volunteer's hours per month	n/a
Representation at Agreed Meetings	13 per month
Number of experiences closed or resolved from previous quarter	85%
Number of Case Studies supplied	12

## Decision making

The purpose of the Healthwatch Steering Group is to oversee the operation of and provide guidance to HWLincs in its delivery of the Healthwatch Lincolnshire contract and to ensure successful delivery of its work programmes. As such it has decision making powers where there is a need for priorities and spend to be considered. The group takes its insight from the operational team internally but also from the vast amount of external information sources. The role is to provide a check and balance on activities to ensure the KPI's and statutory requirements for the Healthwatch Contract are being met.

# Our Healthwatch Lincolnshire vision, mission, and core functions

## Vision

- Our vision is for everyone in Lincolnshire to access and receive outstanding Health and Social Care services

## Mission

- Our mission is to be the consumer champion for all Health and Social care services for everyone in Lincolnshire

## 3 Core Functions

- Influencing - helping to shape the planning of Health and Social Care
- Signposting - providing information to help people access and make choices about available services
- Watchdog - being a critical, supportive and accountable friend to everyone in Lincolnshire



<b>Every Voice Matters</b>	We believe everyone should have an equal chance to engage with Healthwatch Lincolnshire.
<b>Respect</b>	No matter how small or big an issue is, if it is important to the individual, it's important to us.
<b>Listening</b>	We can help people in whatever format is needed to share their views in a supported way.
<b>Your Privacy is Important</b>	People can share their views and experiences with us in a confidential environment.
<b>Open to All</b>	We support everyone and are here to help people from all communities and of any age.
<b>Independence</b>	We are an independent organisation, we are not working for any statutory authority and are therefore able to openly challenge and champion on behalf of the public.

# Engagement

As a result of the COVID-19 pandemic engagement as we know it has changed drastically, we expect that there will be no face to face engagement in the community for at least the rest of 2020 which has meant looking for new and unique ways of engagement.

Last year we had begun to successfully use digital engagement through social media advertising to great effect and this will continue throughout the 2020 -2021 year. However, we are very aware this can exclude some areas of the community and we will be working with other stakeholders and voluntary organisations to better reach seldom heard groups some of who we cannot access through digital means to hear their experiences of health and social care services in Lincolnshire.

## Principles of Engagement

To enable patients, service users and the public to share their views and experiences of health and social care services, our Healthwatch Lincolnshire contract staff will adopt the following principles of engagement. These principles will cut across the selection, planning, delivery and reporting of our activity.

- **Work in collaboration with others**  
We will work with partners across all sectors to make the most of our capacity for engagement and involvement.
- **Engage creatively and meaningfully**  
We will need to think creatively. We will make sure that when we engage, we engage with purpose rather than engaging for engagements sake, making our HUBS work in a self-sufficient but supported way and suggesting new ways to respond to requests for our attendance.
- **Engage digitally**  
The development of our digital activity is crucial in collecting patient feedback, in addition it is an ideal conduit to share with the public what Healthwatch and other partners are doing.
- **Plan engagement**  
This will help us listen to what patients, service users and the public say matters to them so that we can speak up using evidenced based opinions and recommendations.
- **Provide information and signposting**  
We will ensure that the public are aware of their rights and what health and care they should receive and in addition we will signpost them as appropriate.
- **Involve volunteers**  
We will ensure that the general public can actively get involved in Healthwatch through a variety of volunteer roles which add value, variety and diversity to our engagement and delivery functions.



## YourVoice@Healthwatch

Our YourVoice@Healthwatch events are an opportunity for the public to attend and take part in a panel Q&A session. The panel at these events are handpicked to best answer the public questions around the chosen theme and consist of key decision makers within the field of expertise. It is also an opportunity for attendees to network with service providers and other charity organisations. There is now more participation from community groups, 3rd sector organisations, patient representative groups and the public, meaning that less professionals lead the proceedings.

Average attendance is between 40 to 50 people per event from a wider background of the community and a higher attendance from 'Seldom Heard' groups as well as patient representation groups and members of the public.

Themes chosen reflect priorities of the Healthwatch Lincolnshire contract and data gathered from engagement and other sources.

As a result of the COVID-19 pandemic, these events have evolved and adapted and in July 2020 we conducted our first online event. Due to the success of this event we will be running them virtually for the foreseeable future.

We will also be adapting the learning from the YourVoice@ events to bring the public online *A cuppa with* engagement opportunities, which will be run to support project work and facilitate information signposting.

### Themes for future YourVoice@healthwatch

	<i>YourVoice@</i> theme
Oct 20	Hospital Discharge
Jan 21	Urgent & Emergency Care
Apr 21	Maternity
Jul 21	Social care

October - Hospital discharge (relates to the HWE England work and the ULHT Priority)

January - Urgent and Emergency care - Can feed into QSG in Jan (will have to check dates), and feed into the Trust in March. Complements the work we will run in conjunction

April - Maternity - can feed into Mays QPEC and its not a population of people we often engage with so thought it might bring a new audience to us but iam open to other suggestions for April

July - Social care We need to include at least one social care theme and it will also coincide with our social care work once a focus has been agreed

# Engagement audiences

## People living in Lincolnshire

- Adults and older adults
- Children and young people
- Seldom heard (such as protected characteristics)
- Rural and urban communities
- Potential volunteers

## Voluntary organisations

- Those doing similar work (ie: consumer voice, health, social care)
- Those working with people Healthwatch Lincolnshire want to hear from
- Social and self-help groups (for specific diseases, conditions, or demographics)

## Commissioners of health and social care services

- Clinical Commissioning Groups (CCGs)
- Lincolnshire County Council (including Public Health)
- NHS England
- Commissioners of publicly funded health and social care services

## Internal Communication

- Healthwatch volunteers
- Representatives
- Staff

## Delivery arms of the commissioned health and care services

- Lincolnshire-based NHS Trusts
- Nursing and care homes
- Registered social care suppliers
- GPs
- Pharmacists
- NHS Dentists
- Opticians

## Statutory organisations or those who deliver statutory functions

- District and Borough Councils
- Health Overview and Scrutiny Committee
- Health and Wellbeing Board
- Lincolnshire Local Medical Committee
- Neighbouring Local Healthwatch
- Healthwatch England
- Care Quality Commission

## Media

- Local and regional broadcast and print agencies
- County and District Councillors
- MPs
- Public

## Communication

Effective communication and marketing are vital to delivering this annual plan and needs to include all aspects of Healthwatch Lincolnshire's work, with a need for more digital communication in 2020 - 2021.

1. **Promotion** - Continuously develop, strengthen, and promote Healthwatch Lincolnshire, its brand and independence to all residents and communities in Lincolnshire.
2. **Impact** - To regularly communicate the impact of Healthwatch Lincolnshire work and activities to all stakeholder's via media and other communication opportunities.
3. **Support** - To support residents of Lincolnshire with health and care messages and information on behalf of provider and commissioner stakeholders.

## Because we all care

Because We All Care is a new campaign led by the Care Quality Commission (CQC) and Healthwatch England in response to coronavirus (COVID-19). As the country pulls together to recover from the impact of coronavirus, Because We All Care aims to encourage more people to share their experiences of care to help the NHS and social care services identify and address quality issues and provide the best care possible.

We will use the resources provided to help us promote this campaign and encourage people to share their experiences.

## Volunteering

*'Volunteering is the commitment of time and energy, for the benefit of society and the community, the environment or individuals outside (or in addition to) one's immediate family. It is unpaid and undertaken freely and by choice'*

Volunteers recruited to support our Healthwatch Lincolnshire work are recognised as a valued resource, key to our ability to deliver the Healthwatch Contract and Annual Plan. Involving volunteers is also an important part of our statutory requirement of delivering a local Healthwatch.

Healthwatch Lincolnshire is committed to growing our volunteer community to enable us to deliver public and patient involvement across health and social care services in Lincolnshire.

Healthwatch Lincolnshire realise the value of volunteering in our work and the benefits of patient participation across all public health and social care services so that:

- Volunteers' capabilities and capacity are best utilised to support our work
- Volunteering is celebrated and patient participation strengthened
- Volunteering and its benefits are promoted broadly within local communities to build connections and ensure our continued success through representation
- Volunteers get the most out of their experience

We will continue to embrace diversity and encourage volunteers from all walks of life.

We will continue to develop a strategy for volunteer recruitment as well as retain existing volunteers and create diverse and varying opportunities.

The overarching aim of volunteers within the annual plan is to develop and promote good practice in the involvement and support of volunteers within Healthwatch Lincolnshire that will in turn contribute to effective delivery of our Annual Plan.

With much of our work our volunteer activity has been affected due to the COVID-19 pandemic and as a result like all our engagement there will be no face to face activities for the foreseeable future until deemed appropriate.

This has led us to look at new ways or incorporate our volunteers into our work.

- We will continue to utilise their skills through our Readers Panel, quality assuring the written work.
- Encourage their own networks - friends and family to give feedback about health and social care services, using the Because we care campaign to do so.
- Online research - including collecting feedback from social media groups, we will also be launching a piece of work where volunteers will be auditing GP websites.
- Develop new digital volunteer roles
- Co-production work

In August 2020, HWLincs completed the Investors in Volunteers renewal process which demonstrates a commitment by us all to involve volunteers. This along with our Volunteer Strategy sets out clear direction of travel for HWLincs and Healthwatch Lincolnshire contract delivery for the next 3 years.

## Information signposting

Offering information and advice is a core part of our work. We will continue to:

- Provide an appropriate response to anyone who contacts us with a health or social care query, whether by phone, email, post, social media, or engagement event
- Give individuals independent and impartial information and support about choices available to them
- Promote the information and signposting service to make sure people and service providers are aware of how we can help them

## Projects

### How we set priorities

Annually our priority areas are confirmed by our Healthwatch Steering Group.

The rationale used includes:

- Subjects where Healthwatch Lincolnshire has received a significant number of patients, carer or user experiences which suggests there is a gap or inequality in a service.
- Health and social care areas that have been identified as annual commissioning intentions and priorities for the Lincolnshire Clinical Commissioning Group (CCG) and Lincolnshire County Council Adult and Children's Social Care.
- Topics that have been highlighted to us where there is a known gap in data intelligence from other work streams (or bodies) such as Joint Strategic Needs Assessment (JSNA) or the Lincolnshire Health and Wellbeing Board.
- Areas of national concern raised by NHS England, Healthwatch England, Department of Health etc. where gathering of local experiences would support any consultation exercises.
- Seldom Heard. Our seldom heard work is with communities that are deemed to be seldom heard regarding their access to and treatment from health and social care services

# Project activities

## Steering group approved priorities for 2020 - 2021

- Hospital Discharge
- Communication & Information
- Mental Health -
- Social Care
- Urgent Health needs
- NHS Long Term Plan & Acute Services Review

## Project activities for 2020 - 2021

This year it was felt there a need for an overarching theme of Communication and Information.

Continually Healthwatch Lincolnshire receives feedback from the public about poor communication regarding their health and care services and how it impacts on their mental wellbeing and ultimately physical health.

To provide some context to this issue, over the past year alone, Healthwatch Lincolnshire has received 615 public experiences that highlight their concerns about how services communicate with them.

**These experiences can be broadly categorised in 3 ways:**

1. **Administration, e.g. appointment letters**
2. **Verbal, e.g. patients receiving information from doctors, consultants unsure of what is being said**
3. **General, e.g. leaflets, posters, signage, these can include information that is out of date or not meeting the needs of individuals**

Therefore, this year we felt an overarching theme across our work could look to address these Communication and information issues. Our aim is to provide evidence of where improvements in communication and information has resulted in positive outcomes for patients and carers. As well as being a feature of our work throughout the year we will also look to provide an evaluation report at the end of the year.

### **Watchdog**

Under our watchdog role we will be looking back at some of our previous work and evaluating how providers have responded to our recommendations and to see how well services have or have not improved for patients.

### **Stroke**

In January we plan to revisit our stroke work and check that proposed actions for improvement by provider of stroke services are in-place and benefitting patients.

Recommendations for improvements in communication and information for patients and carers will be a positive to people's overall wellbeing.

This will involve a series of 'desk based activities' and will include contacting stroke services, patients, and carers, arrange focus groups, telephone calls and virtual meetings, we are also considering a short online survey.

They will then feed back into the work and give an update into the work already carried out during the Local 100 day stroke challenge and will be beneficial for the STP/LTP for Lincolnshire Acute Services Review.

### **Learning Disabilities**

This year we also plan to revisit work with Learning disabilities and map and report the situation with regards to NHS Annual Health Checks for people with a Learning Disability. This is with a view to raising this as a serious issue impacting the health of people with Learning disabilities

This will involve 'desk based activities' including conversations with CCG staff, contact with GP surgeries and with the LD community.

This work can then be fed back into the Learning Disabilities Mortality Review (LeDeR) and ReSPECT which is the - Recommended Summary Plan for Emergency Care and Treatment.

### **Personal health budgets**

We will be being using our watchdog role to look back at our previous work with Personal Health budgets and understand if any improvement has been made with the knowledge, understanding and uptake of personal health budgets.

### **Quality Accounts**

Every year Healthwatch Lincolnshire is asked to comment on local service providers Quality Accounts.

Under our watchdog role we have agreed trigger points throughout the year up to March 2021 to enable Healthwatch Steering Group to have a better understanding of the impact of NHS Trust performance on patient and carer experience against their quality account priorities. This allows us to use patient experience to influence the quality accounts throughout the year rather than waiting until the end of the year to provide our evaluation.

### **Hospital Discharge**

Our work on Hospital discharge began in September with a National survey led by Healthwatch England and The Red Cross.

We have now begun reporting to providers these current experiences of hospital discharge and its impact (both positive and negative) to people's physical and mental wellbeing. With this we aim to see positive improvements to communication and information provided at the point of discharge.

Hospital discharge is a priority for ULHT and set out in their Quality Accounts, this work will therefore be extremely useful for this process and will give them current

up to date patient experience feedback to help assist to improve this area of priority.

It will also influence at a National level through the work being carried out by Healthwatch England.

### **Mental Health**

One of the impacts of the pandemic has been the rise in people suffering with mental health issues, with a particular area of concern being Suicide. Healthwatch England have already raised impact on mental health during COVID-19 and whilst this is not a COVID specific related piece of work we all recognise the impact of COVID-19 on people and services in Lincolnshire

We look to Understand and share the impact on people in crisis when waiting for mental health service support. We will look to consider any links to long waits and attempted or achieved suicides. And to understand what communication and information patients, their carer's and families receive whilst waiting for mental health support.

We have already begun gathering feedback with regards to suicide and suicide prevention, do people feel that the mental health services do enough to prevent suicide? this was done to feed patient experience and feedback directly into the Suicide Prevention Data Group and Quality Surveillance Group in January.

There is currently work being done in Lincolnshire on the Suicide Audit, Suicide Prevention Strategy and Action Plan, The work we are doing will help identify if the 'plans' are what is needed and also act as a bench mark.

### **Social Care**

Healthwatch Lincolnshire continues its commitment to social care and will be working in collaboration with Lincolnshire County Council and Adult Social Care to agree the main themes and focus to our work within social care. Plans will be agreed by the end of December and we will be looking to run this work between May and July 2021. In the meantime, we continue to encourage social care feedback from the public and share this with the relevant providers and commissioners to improve patient experience.

**This plan has been designed in a way that allows us to have some capacity for movement if other health and social care concerns arise. Where it would better suited for Healthwatch and patients carers and services users if our focus was moved towards them, for example we are expecting some public consultations around the NHS Long Term plan and the Acute services review but uncertain of when they will occur.**



## Overall outcomes and targets: 2020-21

As a result of this annual plan further operational action plans will be developed, below is a list of proposed actions to continue to develop and achieve the target Key Performance Indicators (KPIs) successfully.

### Objective 1: Support people to have their say

Strategic Aims	Top line deliverables as set by LCC KPIs
<b>Objective 1:</b> Supporting people to have their say	<ul style="list-style-type: none"> <li>• Continue to develop our communication with the public</li> <li>• Increase the number of people accessing Information and Signposting from HWL</li> <li>• Increase in the number of people sharing their views with us</li> <li>• Increase our digital presence</li> </ul>
<b>Objective 2:</b> Providing a high-quality service	<ul style="list-style-type: none"> <li>• Increase the number of volunteers (10% growth per annum)</li> <li>• Retain volunteers</li> <li>• Maintain and where relevant increase volunteer support hours</li> </ul>
<b>Objective 3:</b> Ensuring people's views help improve health and care	<ul style="list-style-type: none"> <li>• Continue to make sure Healthwatch provides representation at key organisations/stakeholder meetings</li> <li>• Continue to close and resolve patient experiences</li> <li>• Continue to supply patient experience stories and case studies</li> </ul>

### Broaden Healthwatch Lincolnshire's reach

- Create and assemble digital welcome material that can be distributed to local organisations and social groups - goal receive more feedback from patient and service users, more people accessing signposting service
- Take further steps to promote our role around social care - increase the amount of feedback received around social care
- Develop the effective use of digital marketing
  - *To engaging with Lincolnshire patients and service users*
  - *Also, to capture seldom heard groups*
- Better use of existing promotional resources
- Engage with more seldom heard groups
- Engage with frontline staff to understand the role of Healthwatch for patients and service users

## Objective 2: Providing a high-quality service

### We will do this through:

- We will continue to embrace diversity and further encourage volunteers from all the diverse communities within Lincolnshire.
- We will continue to develop a strategy for volunteer recruitment as well as retain existing volunteers and create diverse and varied opportunities.
- Healthwatch Lincolnshire is committed to growing our volunteer community to enable us to deliver public and patient involvement across health and social care services in Lincolnshire.

## Objective 3: Ensuring people's views help improve health and care

### We will do this through:

- Improve the opportunities for patients and service users to have their voices heard at the right time
- Having a place on the Lincolnshire Health & Wellbeing Board.
- Non-voting place on the CCG board and Lincolnshire Overview and Health Scrutiny Committee.
- Other opportunities e.g. (Committees) Maternity, Adult Scrutiny, Safeguarding Scrutiny, Dentistry, Ophthalmology, Pharmacy, Excellent Aging, District Health & Wellbeing Boards, Patient Experience Groups.
- Monitoring and evaluating impact of attendance on these Boards and Committees to influence Health and Care services.

## Strategic framework.

Healthwatch Lincolnshire Steering Group will evaluate the Annual Plan each year. This evaluation will assess the organisation's performance against targets, outcomes and achievements and recommend alterations and additions to the action plans as appropriate.

This document will form the basis of operational plans to direct engagement activities, and communications, along with projects and information signposting.

## Healthwatch Lincolnshire Project Activity for Oct 2020 - Sept 2021

Theme	Expected start and finish dates	Expected outcome/focus/beneficiaries	Anticipated partners/stakeholders (both in terms of background information gathering and direct involvement)	Methods used e.g. Survey, Desktop research, YourVoice@ and Volunteer engagement	Who will be involved?	How does this support national or local work e.g. Healthwatch England; CQC; Lincs ICS
<b>RUNNING THEME THROUGHOUT THE YEAR - COMMUNICATION AND INFORMATION (to include accessibility and inclusion)</b>						
Hospital Discharge	Sept - Nov 2020	Reporting to providers current experiences of hospital discharge and its impact (both positive and negative) to people's physical and mental wellbeing will result in positive improvements to communication and information provided	ULHT (results of HWE public survey available)	YourVoice@; Public Engagement including Survey	OQ, DO, TB	Hospital Discharge is a national campaign from Healthwatch England. Locally ULHT and QSG are planning to work on improving this area.
Communication and Information	1 Oct to 20 Sept 2021	Provide evidence of where improvements in communication and information has resulted in a positive outcome for patients and carers	Public	Feedback survey and inclusion across all work during 20-21 as a running theme	Healthwatch Steering Group and DO	Local NHS Long Term Plan delivery
Mental Health	1 Sept to 30 April 2021	Understand and share the impact on people in crisis when waiting for mental health service support. Consider any links to long waits and attempted or achieved suicides. Part of the work should be to consider what communication and information patients,	LPFT, Patients and Carers, Public Health and LCC, Suicide Prevention Group	Attend relevant meetings, desk-based activities include: background data gathering; online survey for affected	TB, EB - Volunteers, OQ, DO	Healthwatch England have already raised impact on mental health during COVID-19 and whilst this is not a COVID specific related

		their carers and families receive at the beginning and during this waiting period		patients, their carers and families; social media messages; focus groups		piece of work we all recognise the impact of COVID-19 on people and services in Lincolnshire
Social Care	May to July 2021	This area needs more consideration and scoping	LCC; Lina		TB; EB - Volunteers	
Urgent and Emergency Care	1 Oct 2020 to 31 Jan 2021	Inform the public how, what, when and where they can access urgent care services in Lincolnshire. This theme is mainly focusing on communication and information and requires us to firstly sense check the public's knowledge on where they would go if they needed immediate but not urgent healthcare	CCG; LCHS, PCNs. In addition, potentially ULHT as additional information to provide evidence that people are attending A&E appropriately	Patient engagement, social media, and surveys. Desk research and gathering of NHS messages with regards to 111. Explanation of access to urgent care centres across Lincolnshire	TB, OQ, DO, JE, EB - Volunteers	Local NHS Long Term Plan delivery
Personal Health Budgets	Mar - April 2021	Watchdog - Revisit previous work and to monitor the increase in public awareness of personal health budgets and uptake data		Desk based activity	TB	
Stroke	Oct 2020 to Jan 2021	Watchdog - Project checks and balances that proposed actions for improvement by provider of stroke services are in place and benefitting patients. Recommendations for improvements in communication and information for patients and carers will be a positive to people's overall wellbeing	ULHT/Patients and Carers requiring Stroke Services	Desk based activities include contacting Stroke Service departments and leads (email and	TB, EB - Volunteers, DO	Locally 100-day stroke challenge. STP/LTP for Lincolnshire Acute Services Review

				telephone). Patients and carers - seek new cohort of beneficiaries, arrange focus groups, telephone calls and virtual meetings, consider online short survey		
NHS Long Term Plan and Acute Services Review	Potential to start from Oct 2020 and run through to March 2021					
NHS Trust Quality Account Priorities for 2020/21	Agreed trigger points throughout the year up to March 2021`	Enable Healthwatch Steering Group to have a better understanding of the impact of NHS Trust performance against patient and carer experience	ULHT; LCHS AND LPFT	Desk based activities include telephone calls and emails with named people within the Trusts	TB	Local accountability
Other						

# Projects 2020/21

	October	November	December	January	February	March	April	May	June	July	August	September
Stroke Project - watchdog role												
Hospital Discharge												
Learning Disabilities												
Communications evaluation												
Quality accounts - watchdog role												
Social care project												
Mental Health												
Urgent & Emergency Care												
Personal Health Budgets												



	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Website Page Views				
Facebook Post Reach				
Facebook Engaged Users				
Twitter Followers				
E-News Letter Subscribers				
Telephone Calls/Emails				
Numbers referred to complaints or advocacy service				
Numbers of Health and Social Care Feedback received				
Number of Community events				
Number of Promotional Activities				
Number of Training Sessions delivered				
Number of planned training sessions for next quarter				
Number of escalation papers receiving a response				
Number of papers/ reports HWL produce each quarter				
Number of Enter and View Visits				
Seldom Heard groups				



	Engagement planner 2020/21											
	October	November	December	January	February	March	April	May	June	July	August	September
Your Voice				Social care								
Talks with - online engagement event												
Healthwatch England Events	National Conference											AGM
Signposting Events					LPCF Event							LPCF Event
Lincolnshire Health and Care managers Network												
Coproduction							Co - production					
Seldom Heard	Gathering experiences of COVID-19 and hospital discharge											
HUBs	Gathering experiences of COVID-19 and hospital discharge											
Volunteers - engagement												
Volunteers - Website audits	Audit GP websites											
Welcome packs and general engagement	Welcome pack to be sent to organisations & charities			Welcome pack sent to local businesses and employers			Engagement with health and social care staff					

# Communications planner 2020/21

	October	November	December	January	February	March	April	May	June	July	August	September
Volunteer recruitment campaign				New Year's Resolution promote Healthwatch Opportunities					Volunteers Week			
Promote Information signposting												
Healthwatch England Campaigns	Because we all care Campaign								Produce our annual report	Promote our annual report		

# Projects 2020/21

	October	November	December	January	February	March	April	May	June	July	August	September
Stroke Project - watchdog role												
Hospital Discharge												
Learning Disabilities												
Communications evaluation												
Quality accounts - watchdog role												
Social care project												
Mental Health												
Urgent & Emergency Care												
Personal Health Budgets												

To facilitate us engaging with different organisations and patient service users we have selected various awareness campaigns to encourage those voices to get involved in Healthwatch Lincolnshire and have their say on health and social care services that they are directly involved with.

	Campaign	Organisations to Engage with	Community Groups to Engage with
October			
November			
December			
January			
February	LGBT History Month		
March	World Oral Health Day		
April	11th - World Parkinson's Day		
	MS Awareness Week		
May	Deaf Awareness Week		
	Foster Care Fortnight (LAC?)		
June	Men's Health Week		
	Carers Week		
July	National Picnic Month		
	7-14 National Transplant Week		
August	Psoriasis Awareness Month		
September	Childhood Cancer Awareness Month		
	Alzheimer's Month		

## Communication action plan

Target Area	Process - dates ongoing unless otherwise specified
<p>Promotion of HWL</p> <p>General public</p> <p>Stakeholders</p>	<ul style="list-style-type: none"> <li>• Engagement activities</li> <li>• Annual engagement plans</li> <li>• Digital engagement</li> <li>• Volunteer engagement</li> <li>• HWHubs - refer to Engagement Officer for Hub development</li> <li>• Businesses, key organisations, and other opportunities (health and non-health)</li> <li>• Events and activities including working with other VCS - attendance at external events as required</li> <li>• AGM</li> <li>• Patient stories</li> <li>• Surveys, consultations, focus groups, quick polls, and project activities</li> <li>• Communicating public messages - promoting public messages on behalf of Public Health, CCGs, and NHS Trusts</li> <li>• @YourVoice Events</li> <li>• Representation and CCGs, Trusts, HSC, HWBB and other relevant boards, committees, and meetings</li> <li>• Sharing monthly and themed reports with providers and commissioners</li> <li>• Focused work with frontline Health and Care staff</li> </ul>
Working with national bodies	<ul style="list-style-type: none"> <li>• Attendance at HWEEngland National Conference</li> <li>• Attendance at East Midlands HW Forum and regional work when appropriate</li> <li>• Sharing reports and documents with HWEEngland, CQC etc</li> <li>• Quarterly meetings with CQC</li> <li>• Bi-monthly QSG meetings</li> </ul>
Communicating with communities and people who are not readily heard	<ul style="list-style-type: none"> <li>• Accessible Information Standards implemented (Easy Read)</li> <li>• Readers panel - ensuring documents are easy to understand and accessible</li> <li>• Specific Seldom Heard work developing from our successful work with gypsy traveller community</li> </ul>

<b>Communicating our work and impact</b>	<ul style="list-style-type: none"> <li>• Maintain internal impact document</li> <li>• Sharing impact with Healthwatch Steering Group and Board</li> <li>• Creating impact newsletter quarterly for public and stakeholders (infographics and reports) August, Oct, January, and early April</li> <li>• Project plans include presentation of reports to Board and stakeholders</li> <li>• With key people i.e. Cllrs and MPs</li> <li>• HWL Internal Comms</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Build media relations</li> <li>• Submitting regular press release</li> <li>• Weekly internal news items</li> <li>• Regular news column</li> <li>• Regular radio slots</li> </ul>
<b>Digital</b>	<ul style="list-style-type: none"> <li>• IT - website, Social Media (weekly campaigns)</li> <li>• Paid-for Social marketing when necessary to increase reach</li> <li>• Website - updating the Healthwatch Lincolnshire website</li> <li>• Enews Distribution List - increase the number of subscribers</li> <li>• Creation of a Healthwatch Lincolnshire photo library</li> </ul>



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