

Healthy Conversation Update – Healthwatch Lincolnshire – Your Voice – Wednesday 10th July 2019

Following the launch in early March, Healthy Conversation has progressed well and we continue to engage with patients, public staff and stakeholders across the county.

Public engagement events

So far we have held nine Healthy Conversation engagement events (Boston, Louth, Skegness, Grantham, Sleaford, Gainsborough, Lincoln, Stamford and Spalding). Workshops took place in Grantham (19th June) and in Boston (27th June). The workshops are to look in more depth at the key themes which were raised at the engagements events. Further workshops are planned in other locations for September onwards.

The engagement events included a series of information and listening stands, supported by expert clinicians and support staff. In conjunction with these events, we will continue to attend partner and stakeholder events in order to promote and discuss HC2019, as well as hosting our standard events throughout the county. In addition, our survey on the Acute Services Review remains open online and as a paper copy or in different formats on request as well as a generic feedback form online where we welcome your views.

The engagement events to date have been attended by 365 people. The core themes that were raised within feedback (through direct verbal feedback, formal forms and the surveys analysed to date) were:

Date	Location	Key Locality Themes	No. of attendees
13/03	Boston	<ul style="list-style-type: none"> Accessibility of stroke services in the future Loss of services to Boston as a whole 	67
14/03	Louth	<ul style="list-style-type: none"> Threat of hospital closure (this was an initial concern that alleviated once responded to) 	17
19/03	Skegness	<ul style="list-style-type: none"> Accessibility of stroke services in the future Loss of services to Boston as a whole 	20
20/03	Grantham	<ul style="list-style-type: none"> A&E downgrade perception Urgent Treatment Centres and what they are 	129
20/05	Sleaford	<ul style="list-style-type: none"> Lack of GP access Lack of coordination following discharge from hospital 	25
21/05	Gainsborough	<ul style="list-style-type: none"> Lack of GP access 	13

		<ul style="list-style-type: none"> Financial difficulties when having to travel to visit family 	
22/05	Lincoln	<ul style="list-style-type: none"> Financial difficulties for family members having to travel to hospital Professionals should be able see each other's notes to make it more streamlined for patient 	30
12/06	Stamford	<ul style="list-style-type: none"> tbc 	20
13/06	Splading	<ul style="list-style-type: none"> tbc 	44

Throughout all events, we consistently heard that the public are concerned about:

- Transport to services for patients and family
- NHS111 and its effectiveness
- EMAS (ambulance service) and response times
- Issues of overburden on Lincoln County Hospital

Promotion of the engagement events began in March with poster distribution to local outlets and all stakeholders. Press releases to key media contacts were also regularly issued to promote the events. A social media plan delivers key messages around the campaign and social stats are captured in a monthly infographic which is published on the website.

The communications team has been busy responding to hundreds of questions and producing evidence reports for 'you said, we did' which are publically available over the coming weeks. The team continue to add FAQs to the Healthy Conversation website with the latest uploads focusing on Urgent Treatment Centres. There has been an excellent response to the Acute Service Review survey with 600 completed to date and 64 feedback forms have also been submitted online.

Healthy Conversation Press Office Activity – 6th March – 30th June

During the launch of Healthy Conversation we monitored the activity over a number of different formats – a breakdown can be found in the diagram (opposite).

Conclusion

The Healthy Conversation 2019 campaign has delivered a recognisable and effective way to make sure that members of the public and key stakeholder groups can share feedback with Lincolnshire's NHS.

Priorities now are:

- To ensure we highlight the importance of prevention and self-care, community care, and mental health throughout the remainder of the campaign
- To engage with a broader and deeper section of Lincolnshire's public, delivering a fully representative engagement piece
- Providing evidence regarding the impact of public feedback upon continued transformation planning

How you can get involved

- Complete the ASR survey and feedback form online or request a printed copy
- Encourage your family, friends and community groups to get involved
- Attend one of the Healthy Conversation engagement workshops
- Check the website for regular updates, including news, FAQs and statistics
- Follow LincsNHS on Facebook, Instagram and Twitter and share content #hc2019

