

CEO Board Report

April 2022

Introduction

This is my fifth report to the Board as CEO.

Overall the position of the organisation remains strong. We are in a relatively good financial situation and are presenting a budget for 2022/23 which means we are not dependent upon winning further commissioned work in order to meet our outgoings for the year.

Attrition remains a problem with a continued turnover of staff. This is a reflection of the fact that we pay at the lower end of the scale but also that having worked for Healthwatch Cornwall is an attraction to potential employers.

Finally, we welcome a new Chair and Board members and I look forward to working with them now and in the future.

Coronavirus update

External

I have continued to send Directors the situation report updates on the outbreak and vaccination programme. Cornwall and the Isles of Scilly currently has higher levels of infection rates than Upper Tier Councils in England with one in seven people in the county being recorded as having contracted the virus, albeit a comparatively benign version.



I attend the final meeting of the Local Outbreak Engagement Board which coordinates responses to localised surges. Given this, it may be that situation reports are received with less frequency if at all from now on.

Internal

A number of staff have caught covid recently. Given the relatively high infection levels in the county there are no plans at this time to institute a full return to office working . However, there has been a marked upturn in staff coming into the office for meetings and I am keen to encourage this.

Healthwatch Cornwall core contract work

Mental Health issues

We continue to monitor feedback received regarding access to mental health services and escalate as appropriate, while also relaying any emerging themes to the various mental health meetings that we attend. Of particular interest for this quarter has been a focus upon the access to talking therapies/Cognitive Behavioural Therapy provided by Outlook South West within Cornwall Partnership Foundation Trust. We have had conversations with the Clinical Service and Strategy Lead and the Commissioning Manager at NHS Kernow to discuss the service transformation plans which will address many of the issues that we have provided feedback on, including within our 'Accessing Mental Health Support' report. We are awaiting further information regarding how we might assist with the service user feedback element of their transformation plans. Wider issues relating to vacancies within mental health services continues to be a topic within mental health meetings – but a recognition that this is a wider health and care sector issue.



Engagement

Sue Hooper has joined Sarah Jones as our Engagement Project Officer and has been working with Sarah to develop our engagement programme. They have both been out on a number of face to face engagement activities, including: Time to Talk Day in Truro Co-op; Falmouth/Penryn network meeting; St Dennis Community Centre; Trispen baby group; Intercom Trust Family Day; St Bugle 'Tea and Chat'; Falmouth Health Centre; Sticker 'Kindness in a cup café and Market; Falmouth District Nurses meeting; YMCA Café Penzance; Hayle Family Hub; and Truro Community Safety Day. The engagement team are working with the wider team to develop plans for this year's Royal Cornwall Show and are also planning activity for the next 6 months that will include more of a focus on the East and North of the county, while also reserving capacity to support the research team with the Dementia research engagement and possibly GP access follow up. We will also ensure that we continue to offer engagement opportunities for volunteers to assist with as well as encouraging volunteers, where appropriate, to identify potential opportunities to engage within their communities.

Healthwatch Cornwall Key Projects

Sue Dobson our Project Manager has left for alternative employment. We are advertising the role and have short term cover arrangements pending her replacement.



Kernow Maternity Voices Partnership

We are commissioned by the Local Maternity and Neonatal Systems Board (Public Health) to host KMVP, providing project management, admin, volunteer management and communications. Engaging with pregnant people and women and parents to gather their feedback, recruit them for involvement, and support the Chair & Vice Chair in their work influencing and collaborating strategically with senior NHS management, bringing about improvements to services including quality and equity considerations. Working in partnership with the NHS to develop and implement robust local responses to the requirements of national enquiries.

This is an ongoing contract, with the funding level agreed annually (£56k agreed for 2022-23, SLA being finalised; discussions started on potential increase needed to maintain current level of service for 2023-24) KMVP annual report is due to be published in May.

Kernow Parenting Journey (formerly Preparing for Pregnancy and Parenthood)

This is an 18 month contract which is currently funded to March 2023. Collaboration with KMVP is integral to this and is supported by a joint project officer with KMVP. The structure of the project work is:

- A core Group – small monthly meeting to support P.O with delivery
- A working Group – monthly meeting of diverse stakeholders in the sector to oversee project development
- A programme Development Group – monthly meeting of specialists to create the new Antenatal Education Programme
- Reporting monthly and quarterly to LMNS and One Vision
- Currently preparing final recommendations for LMNS Board to sign off in May, ready for development and implementation of new antenatal education programme



Ageing Well

Commissioned by Cornwall Foundation Trust, Phase 2 funding has been received. We will commence Phase 2 in May once a Project Lead is in post, completing final report by end of November for sign off and sharing learning in CFT during December.

Videos of patients and staff completed in Phase 1, with a request to increase this to 5 videos in Phase 2. This is now being reviewed, as there may be more value in increasing the number of patient interviews instead

Mental Health and Suicide Prevention

This is a project commissioned by Public Health over 8 months to engage with 14 population groups plus social prescribers and service providers for qualitative feedback on Mental Health and services available or needed

General population survey also to be circulated for broader feedback.

Collaboration with Covid Impact project, some shared focus groups with joint questionnaires created.

An interim report will be issued at the end of May and a final report by the end of August.

Impact of Covid

Again, commissioned by Public Health, this is a 4-month project to engage with 8 population groups for qualitative feedback on the impact of Covid on different areas of their life. It includes the production of a survey also circulated for broader feedback.

There is collaboration with the MH & SP project, some shared focus groups with joint questionnaires created.



NHS England and Improvement commissioned project: Carers experiences of hospital discharge

This project was completed in Q4, as one of 7 local Healthwatch we held in-depth semi-structured interviews with 15 carers and facilitated a Focus Group of key stakeholders to discuss initial findings, culminating in a final report to NHS England and Improvement.

The key findings from the interviews did not come as a surprise to the stakeholders at the focus group. Poor communication with patients and carers, and the involvement of carers in supporting those close to them throughout admission and discharge were all common themes. Positive touchpoints were where someone stepped in, could 'see' the carer and acknowledge their concerns/'battle', acting as an advocate to champion their voice. This was particularly apparent during discharge where social care was needed.

Our focus group and interviews will feed into information being collated from NHSE/I for all local Healthwatch, for report to published late Spring – we have been asked not to share locally until published by NHSE/I, but we want to share locally what we can and start the conversation – an opportunity to gather/collate for our own report. Follow up work should really focus on the need to train and support staff to identify carers earlier, and to involve and communicate with them effectively in order to move from a transactional approach to care and discharge, which often results in carer support being implemented in a crisis.



Experiences of Carers of People Living with Dementia

This work has been developed with a core project group including commissioners, Memory Café Board members, the CCG dementia lead and other stakeholders. The survey aimed at capturing the experiences of carers of people living with dementia is being launched week commencing 25th May and will be distributed via the 46 Memory Cafes throughout Cornwall. It can be completed either online or via a paper version. The survey will also be promoted extensively on our website and via social media, stakeholder and communications contacts to reach as many people as possible. As well as informing our work locally with key stakeholders the final report will be shared with NHS England and Improvement and Healthwatch England to help shape future services.

Review of GP websites

The recently published GP website review is the culmination of a large volunteer-led review of all 58 GP websites in Cornwall last year. The report published in March this year, supported with website, newsletter, press release, and social content on Healthwatch Cornwall channels. It has been/is about to be presented to a number of important forums in the county too for further dissemination. These forums include the Primary Care Digital and Information Steering Group, the NHS South West Communications Network and the Citizens Advisory Panel.

The report has been circulated to all Practice Managers via the LMS, and we are currently liaising reactively with individual GP practices as they get in touch with us following this, supplying them with individual website reports upon request. Healthwatch Cornwall will also be presenting a webinar with individual Practice Managers that colleagues at CCG are organising. There is discussion within the CCG about including this report as part of their core digital training modules online too. The report was released within the wider



context of the national Healthwatch England Accessible Information Standard campaign we are involved in locally, #YourCareYourWay, with a version available as an Easy Read on our website too.

Partnership Boards

Carers Partnership Board

A key role of the Board is to scrutinise the implementation of the Adult Carers Strategy through the delivery of the new Informal Carers Service. The reporting mechanisms developed to enable the five providers to provide the Board with quarterly updates on their work are working effectively. Task and Finish Groups for independent elements of work in relation to the Adult Social Care Modernisation Programme are currently being convened by Cornwall Council, which should lead to CPB involvement over the coming months.

We continue to working closely with Charlotte Harris, NHSEI, to ensure that we are aware of work undertaken locally to meet the objectives of the NHS Long Term Plan and to ensure that the Board can contribute at a local level. We engage at a regional and national level through the new Carers Collaborative Events, which are as early as possible indication of work being undertaken at both regional and national level and to link in with groups outside of Cornwall to share knowledge and best practice.



Learning Disability Partnership Board and Autism Partnership Board

Although the issues considered by these two Boards differ, the key matters to report overlap.

We are hopeful that matters improve in respect commissioner engagement over the coming months as the authority moves on from what has been a difficult period of upheaval for staff.

It was felt that there was little value in continuing the online LD, Autism and Carers Service Users Events as the level of support to attend that providers could give to service users had reduced as more 'normal' working practices had started to resume, leading to a decrease in attendance. For this reason we held a meeting in Truro on 24 March, to which 22 service users attended – an excellent number – many of whom we had not engaged previously. The event was very successful and we will hold more to ensure that the voices of service users are heard by the Boards. The second part of the meeting focused upon gaining feedback on experiences of Covid, on behalf of Public Health. We hope that, for example, NHS partners will utilise the group to engage directly with people on the services that affect them and their peers.

We have been working closely with The Advocacy People with a view to assisting them to work with service users to help them to develop the skills to become self-advocates. This work could be key in ensuring that we have more self-advocates that are empowered to join full Board meetings and, ultimately, co-Chair them.

As with the CPB, the Boards will be engaged on the development of new services following the agreement of the Adult Social Care Commissioning Strategy. It is anticipated that we will utilise our service users meetings for this purpose.



We have as yet developed more formal links with the Learning Disability and Autism Programme Board as its last meeting was cancelled. For information, it is within its Terms of Reference that there should be two-way links to the PBs and that the Boards should have sight of work undertaken in relation to the LD and Autism elements of the NHS Long Term Plan objectives.

We will be attending Blue Light Day in July with a view to promoting the Boards and encouraging participation, both by people with lived experience and professionals.

One issue unique to the Autism Partnership Board – we are currently commissioning the design of a new logo. Opinions on the jigsaw image, popularly used worldwide for many years to represent Autism related matters, are now divided so the Board agreed that a new logo was preferred. It will be a design incorporating the St Piran's flag and the infinity symbol and will hopefully be agreed at the Board's June meeting.

Older Persons' Partnership Board

Following agreement with the previous contract manager and the current membership of that board, the OPPB is paused as it was felt that there was an overlap with the CPB. It had proven difficult to find a way to focus agendas as the opportunity for influence was so broad and there are no specific strategic leads for older persons. We continue to liaise with the contract manager to determine how the Board could be utilised in the short term, possibly for engagement on upcoming strategies, and its longer term purpose given the evolution of governance structures across the sectors.

However, with a view to gaining perspective on related issues post-pandemic, we will have a presence at a Dementia Action Week Engagement and Networking Event in Newquay in May.



Other Matters

Tanya Falaschi joined us at the end of January and has been busy making contacts and reaching out to individuals and organisations that we haven't engaged with previously. Tanya will lead on engagement with members between meetings, enabling greater focus of specific issues that arise both inside and outside of Board meetings.

We will be attending Royal Cornwall Show in June to promote the Partnership Boards and encouraging participation by people with lived experience. We hope that Board Chairs and service users will be able to join us throughout the event.

Partnership Board meetings will continue to be held on Teams. This will be regularly reviewed but the majority of attendees have expressed a preference for meetings to remain online.

Updates on other issues

Integrated Care System (ICS).

Extensive progress has been made in terms of reshaping the governance structures – the “wiring” of the system. The Integrated Care Partnership (key stakeholders) and Integrated Care Board (and sub committees including a Citizens' engagement committee) are the principal forum for decision making. Healthwatch Cornwall CEO has a seat (non voting) on the ICB and ICP and we have a seat on the Citizens' engagement sub-committee.

A draft system development plan has been produced and as part of that an engagement strategy is being developed and we will be consulted on this. The system wide guidance for public engagement includes explicit references to working with Healthwatch. I recently met with the ICS non-executive director for public engagement (Carole Theobald). I will be



working with Carole to define the terms of reference for the Citizens' engagement sub-committee and am in early stage discussions with her about a wider role for Healthwatch Cornwall in the public engagement programme.

The ICS will now launch in July 2022 (subject to the legislation passing its Parliamentary hurdles). This will not be a "big bang" approach, particularly in respect of public engagement. It is expected that the broader changes the new structures want to bring about will be over three years.

Some Board members will not have had an opportunity to be briefed on the development of the ICS. There is an updated slide deck on the new structures available for colleagues should they wish to see this.

Priorities April – June 2022

In addition to on-going reported activity and project management there are a number of additional priorities for our attention over Q1 that include:

- Ongoing discussions with KCCG regarding structure of public participation in ICS
- Prepare our Work Plan 2022-24 and integrate with Action Plan following completion of the Healthwatch England Quality Framework
- Work with team, including research team, to plan our engagement and research in order to increase amount of solicited feedback, with a particular focus on primary care and adult social care.
- Completion of set up of financial and accounting arrangements in-house
- Maintain interim cover for all projects pending appointment of new Project Manager.

MARIO DUNN

CHIEF EXECUTIVE

HEALTHWATCH CORNWALL

April 2022



Appendix – Q4 marketing & communications update

April 2022

Q4 website and digital performance:

- Annual website traffic is +81% yoy with **23,011** unique users v **12,663** unique users in previous financial year.
- The website received **46,219** page impressions annually v **32,117** page impressions previous financial year.
- Q4 website traffic is +47% yoy with **7,882** unique users v **4,144** for the same period 2021.
- 64% of our traffic is on desktop, with 32% of traffic on mobile and just 3% on tablet.

Q4 comms and marketing highlights:

- **Time To Talk Day:** excellent cross-team collaboration and creative campaign execution for the mental health awareness day, Time To Talk Day.
- **Accessible Information Standard:** actively involved and participating in the national Healthwatch England AIS campaign, #YourCareYourWay.
- **GP website review:** published report and communicated findings to CCG, Primary Care, Practice Managers and public.
- **Media and PR:** focus on press release distribution and landing our work with media and key contacts more frequently and directly.
- **Long COVID research:** used WhatsApp for the first time successfully as part of digital engagement method for the long COVID research.
- **March newsletter** [here](#).

Looking ahead – Q1 priorities:

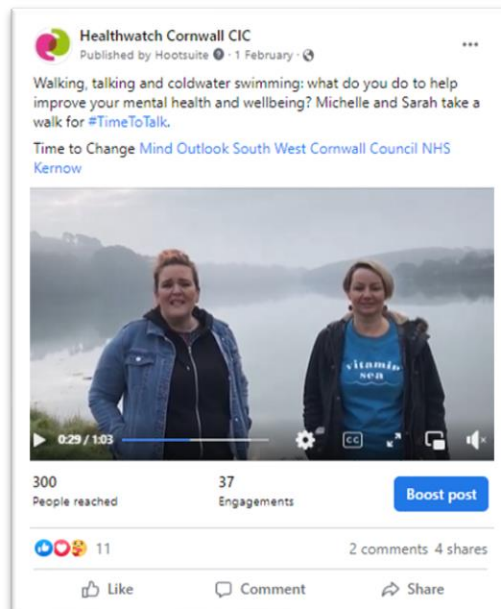
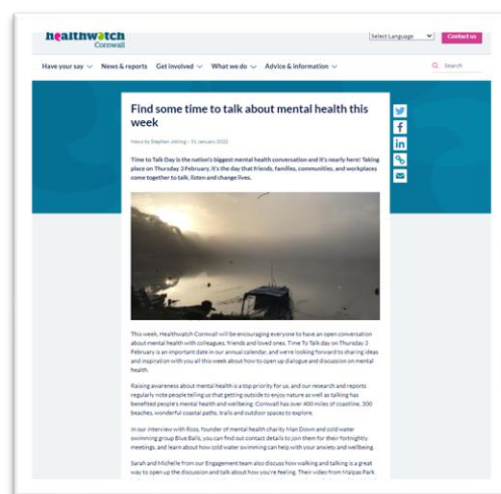
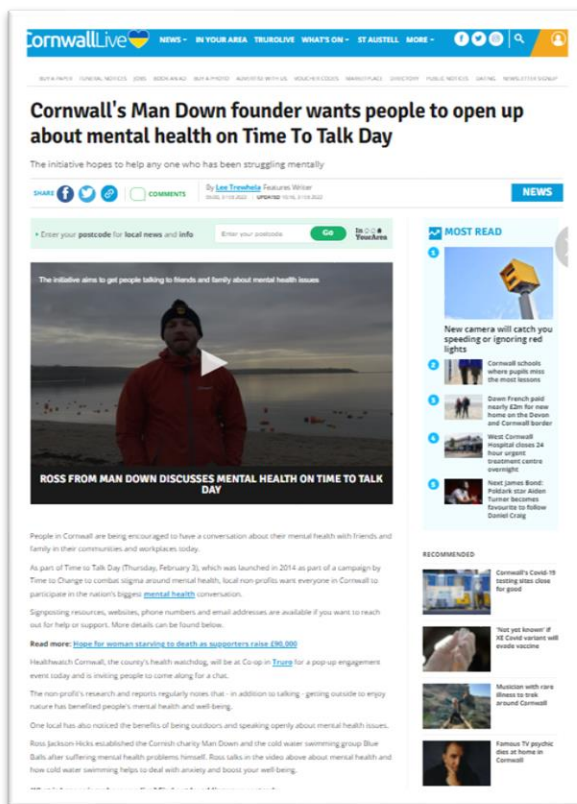
- Annual report planning.
- Dementia research campaign activation.
- Mental Health & Suicide Prevention interim report.
- COVID impact report.
- Royal Cornwall Show promotional assets.



Time To Talk Day

Healthwatch Cornwall participated in the national Time To Talk Day mental health awareness campaign. Comms and Engagement collaborated to create an interesting mix of content for the week, using social video and PR to support people with their mental health. The week was filled with regular supportive content on our website and social channels that not only provided valuable support information, but raised our profile too.

- Three video edits posted to Instagram, Twitter, Facebook and Youtube.
- Press release to key contacts in collaboration with mental health charity, Man Down.
- Coverage on [Cornwall Live](#) with CEO quote, video included and link to website.
- [Online article](#) Healthwatch Cornwall and event at Truro Co-op.

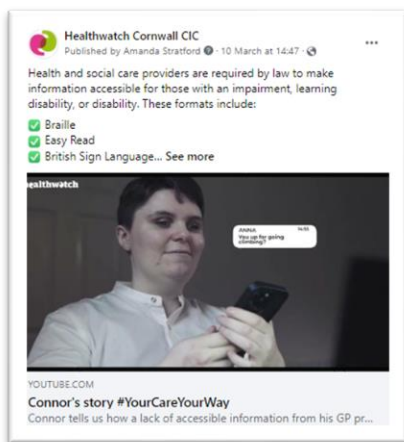
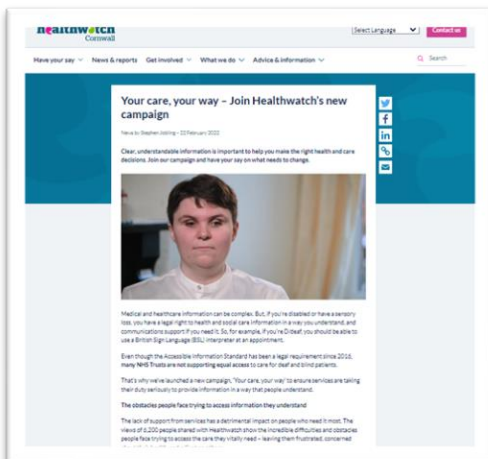
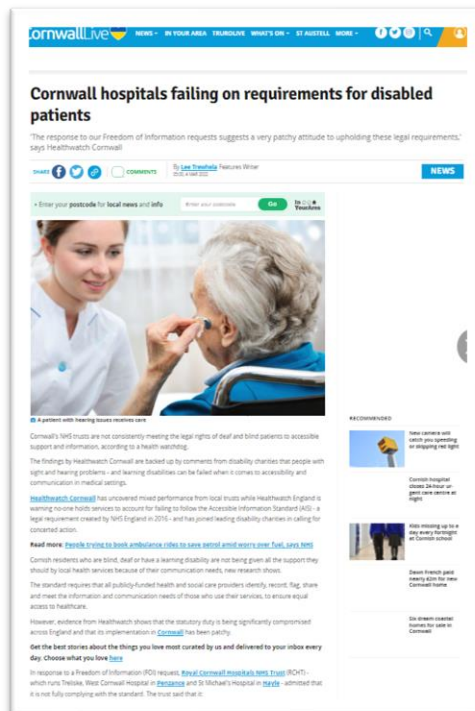


Accessible Information Standard campaign



Healthwatch Cornwall actively participated in the national Accessible Information Standard campaign run by Healthwatch England. The FOI findings about our local trusts, and AIS signposting/recommendations and resources have been communicated and distributed on our different platforms/channels.

- FOI request revealed two trusts in Cornwall not fully complying with the standard.
- Four articles published on our website supporting different campaign elements.
- Press release circulated to media, key contacts and PR secured with [local media](#).

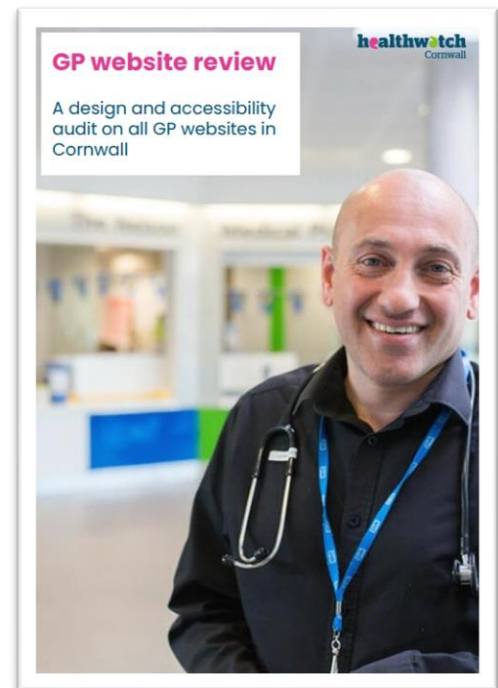
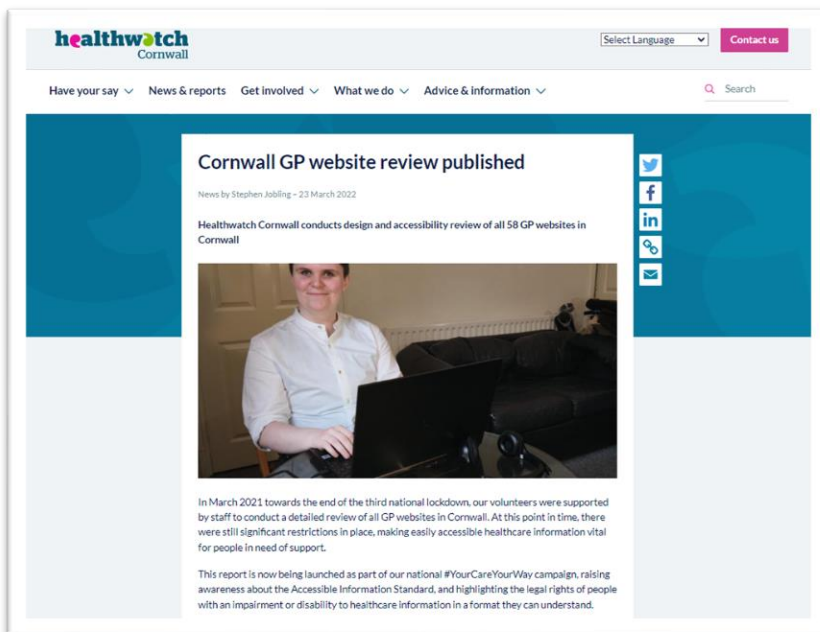


GP website review



The [GP website review](#) has been very well received by colleagues at CCG Primary Care. Following the report publication on our website and usual comms/distributions methods, the report has been presented to stakeholder groups and sent directly to practice managers too. There are several next steps that we will be pursuing to help support the uptake of recommendations going forward.

- Report release timed and launched as part of #YourCareYourWay AIS campaign.
- Easy Read version of the report produced.
- Website article, social and newsletter inclusion.
- Presented to CCG Digital and Information Steering Group.
- Presenting to CAP and NHS SW comms network.
- Sent directly to practice managers via LMC.
- Individual reports being produced for individual Practise websites.
- Discussing further webinar/digital training module for practice managers.



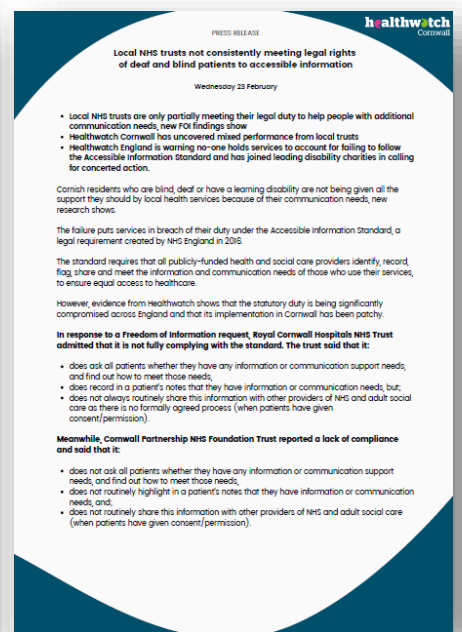
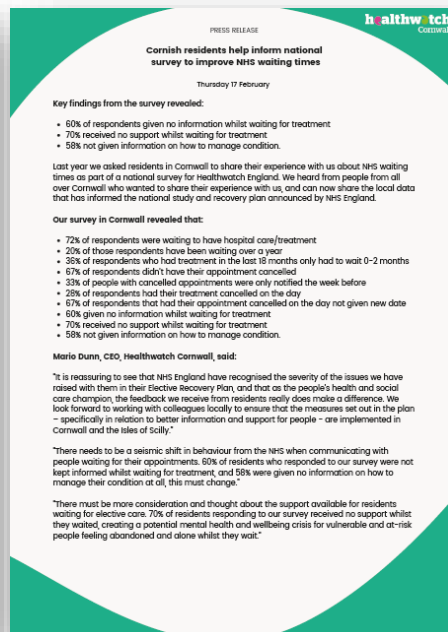
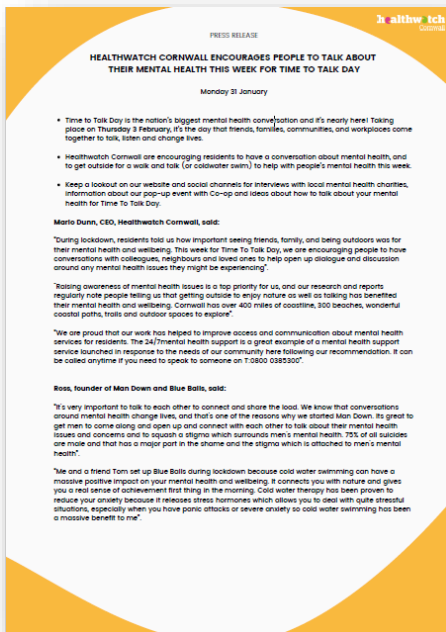
Media and PR



Q4 focus on landing more coverage and awareness with creation and distribution of more press release material. Multiple projects and campaign activity relevant for this, raising awareness with media with key contacts within the health and social care sector in Cornwall about our work.

Four press release in Q4:

- GP website review:**
 “Healthwatch Cornwall conducts accessibility and design review of all 58 GP websites in Cornwall”.
- Accessible Information Standard campaign, #YourCareYourWay:**
 “Local NHS trusts not consistently meeting legal rights of deaf and blind patients to accessible information”.
- NHS waiting times:**
 “Cornish residents help inform national survey to improve NHS waiting times”.
- Time To Talk Day:**
 “Healthwatch Cornwall encourages people to talk about their mental health this week for Time To Talk Day”.



Long COVID research - WhatsApp



Engagement methods vary from campaign to campaign, with bespoke activations depending on the audience and subject matter. For the Mental Health and Suicide Prevention (MHSP) research, WhatsApp was used for the first time to encourage people with long COVID to come forward to discuss their condition. The test was successful, and we had several people come forward, messaging us directly via WhatsApp through the Facebook paid social media campaign. Onwards from the success with MHSP, we are discussing using this method of engagement for the forthcoming dementia project.

