CEO Board Report

22nd July 2021

Introduction

This is my second report to the Board as CEO.

We have continued to operate at a sub-optimal level of performance as a consequence of covid and lockdown. This still impacts upon our ability to engage with the public and recruit and motivate volunteers. However, as we approach the end of lockdown, we will bring forward new engagement and volunteer development plans and the next meeting of the Board will be asked to endorse these.

COVID-19 Update

External

I have continued to send Directors the weekly situation report updates on the outbreak and vaccination programme. Cornwall and the Isles of Scilly now has gone from one of the lowest rates of COVID-19 cases of all Upper Tier Councils in England to the highest. However, as the reports clarify, the spike in infection rates has occurred mainly in younger non vaccinated age groups so has not resulted in increased hospitalisation to any significant extent.

We continue to be represented on 5 separate working groups that deal wholly or partly with pandemic planning. These focus on mental health, suicide prevention, inequalities, communications, outbreak prevention and vaccination inequalities.

Internal

Staff remain working from home and all meetings continue to take place on Teams. There is now "light at the end of the tunnel" and the Board will meet face to face now that the government has confirmed that all restrictions will have ended prior to the date of the Board meeting.

We are implementing covid secure working processes to enable all staff to attend the office on a rotation basis. A separate paper on this is submitted to the Board for approval.



Healthwatch Cornwall key contract work

We continue to meet with our key contract manager Kate Allcock from Cornwall Council. I presented our Business Plan to the adult social care leadership team. Jody and Mike have met with Kate to discuss developing the role and function of the Partnership Boards, and are also discussing the potential for an enhanced role for the PBs and HC more generally in the delivery of the adult social care strategy.

Diabetic foot amputation project

A small commissioned piece of work via KCCG in collaboration between people in the Launceston area with people with diabetes, carers, podiatry, residential and nursing homes, primary care, specialist diabetes services and other stakeholders in a review of diabetes services with a specific focus on footcare. The project aims to identify any changes that could contribute to a reduction in the major amputation rates for people with diabetes in the next three years, with a view to rolling out improvements across Cornwall and wider, with Cornwall being an outlier nationally/in the SW. Project is in the research development phase with coproduction of questions for patient interviews with an amputee completed this week (NS). HC's role will be to ensure the experiences of those having who have had an amputation in the last three years can inform the project and its ambition to improve outcomes/reduce amputations.

Mental Health issues

Our report on access to mental health support in Cornwall has been released. The report is the culmination of a series of activities including an awareness raising campaign and a very successful Facebook Live event. The report is a substantial piece of work that is both data driven and interview based and contains detailed evidence regarding the quality of mental health services in the county and people's experience of accessing them. The report makes a series of key findings and recommendations.

We have a process for seeking to advance the recommendations with relevant stakeholders. Jody Wilson continues to represent HC on the MH Strategic Board, the Mental Health Recovery Group, and the Crisis Care Concordat where many of the issues contained within the report are being, and will continue to be, discussed. We have also been invited to join the newly formed Community Mental Health Transformation Programme Board where there will be a substantial amount of opportunity for us to feed in our findings, highlight our recommendations, and use them as part of the transformation programme.



Dentistry

There continues to be a high level of enquiries into HC regarding people continuing to have difficulty in accessing dental provision, and this also continues to be a hot topic for HWE when collating information across the network. This issue is being discussed at parliamentary level with the British Dental Association also supporting the various HWE reports to ask that the dental contract reform is expedited. Locally, we are involved in the SW Oral Health Dental Reform programme that started with an engaging workshop with representation from across the SW and the input from the local Healthwatch network was highly lauded. There will be two further workshops that delve in deeper into the issues and focus on those solutions that could be worked upon on a local level.

Care home sector

We are continuing to build relationships in the care and care home sector and through our attendance at the Care Home Partnership Board, with the aim of increasing feedback from patients, residents and families.

We are also looking to widen this focus as part of our general aim to increase our knowledge and process regarding social care feedback. An initial meeting with the Area Director (West) brought forward a number of ideas as to how we can support them to bring the learning from people with lived experience into their quality improvement process. We have also had some initial conversations with Cornwall Council's Strategic Commissioning team regarding their Adult Social Care Transformation Programme and where HC can support and monitor the progress.

Healthwatch Cornwall Key Projects

Kernow Maternity Voices Partnership

We have been concentrating on sustainability and succession planning. HC admin, comms and volunteer support have also helped implement website updates, and increase robustness of communication channels. Close working relationships have developed between HC Project Manager, KMVP Chair and KCCG commissioner. We have received verbal confirmation by KCCG that the annual KMVP funding will again be provided for 2021-22 delivery. Additional funding is being sought to restructure delivery to include a lay Vice Chair and HC Project Officer. This is to establish the right structure and resource to deliver the requirements of the LMNS Board, including providing a robust response to the Ockenden report, and for longer term and data collection, and provide resource to manage social media which is essential to collaborative working with service users. SLA and funding agreements are yet to be finalised due to the urgency of creating the Ockenden action plan by the NHSE end of June deadline.



Ageing Well

Lesley Pearson has been appointed as lead HC Project Officer for Ageing Well project. Project planning phase completed supported by appropriate project documentation. Strong relationships built with NHS Programme Manager and Senior Responsible Officer, and inclusion in Delivery Group and Steering Group meetings to maintain connections with other key stakeholders. Strong collaboration within HC has ensured a smooth handover of early work from the research team to the project team, and boosted volunteer recruitment to support project delivery to plan. Patient interviews will commence in mid-July, initial feedback will be shared with commissioners at the end of September, and a final report will be completed by the end of 2021.

An opportunity to increase project scope is being explored, with the NHS PM checking procurement routes to provide additional funding.

Planning for Parenthood

Morwenna Gee recruited to the role of lead HC Project Officer for the delivery of PPP. Strong support received from KCCG commissioner and KMVP to get PO up to speed and integrated with key stakeholders at an early stage. Project planning underway supported by appropriate project documentation. Research into national and local provision and best practice will be followed by engagement to incorporate the views of service users and staff. The final stage will be co-production of proposals for an overhaul of education, information, advice and guidance provision, working with service providers to deliver this effectively to the diverse population of Cornwall.



Partnership Boards

Carers Partnership Board

The CPB has continued to function effectively and the negativity previously displayed by some vocal members has, in general, been replaced with focused and positive discussions. Ania Nicholls as our lead Commissioner and Sandra Ward, Parent Carers Cornwall, as Chair have provided continuity and stability. Contacts across Cornwall and at Derriford have grown and we are well placed to be able to form a solid and fit for purpose membership once the PBs restructure is agreed.

Learning Disability and Autism Partnership Boards

Through the pandemic the themes affecting the two Boards merged and, having gauged the opinions of Board members, we decided to temporarily amalgamate the two. This served its purpose well but we have now reverted back to individual Boards to allow for more focused discussions and, in particular, consideration of the draft LD Strategy and the draft Autism Strategy. We are currently liaising with Ann Smith, lead commissioner of those strategies, to ensure that the boards are fully and effectively utilised and play a full role in their development.

The LD, Autism and Carers Service Users Events are additional meetings set up to provide a safe space for self-advocates and carers to express their views. They have proven both popular and effective in ensuring that the Boards, and the statutory authorities, hear the voices of our local population with lived experience of learning disability (LD) and/or Autism and of carers. Meetings are currently scheduled for the remainder of 2021. They have proven to be especially beneficial for those with sensory considerations and attendees have expressed a desire for them to continue beyond the end of the year. We will re-evaluate our position following the Autumn round of meetings in terms of their effectiveness, PB team capacity and current Covid guidelines.

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 are currently liaising 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.

Updates on other issues and projects

Integrated Care System (ICS).

The Board will have received a presentation from System Transformation Director Carolyn Andrews on progress towards the creation of the ICS. Draft Terms of Reference for the ICS have been subject to ongoing discussion at the System Leaders Board of which I am a member. I am also a member of the ICS "Task and Finish" group which aims to complete the preparations necessary for a shadow ICS Board to be up and running by September.

The current Terms of Reference includes a place for Healthwatch Cornwall CEO on the Board in a non-voting capacity. I will take up this opportunity at the appropriate time.

Healthwatch England

We continue to participate in HWE and HWSW activities. These include seminars on the role of Healthwatch in the proposed Integrated Care System (ICS), decision making and conflicts of interest. Stephen Jobling is a member of the HWE Campaigns and Communications Ambassadors Network, Rhiannon Pring is a member of the Volunteer Lead Network and Jody Wilson is a member of the HWE Engagement Leads Network. Staff have attended HWE webinars and training sessions, including topics such as Measuring Success, Conducting Virtual Visits, and Modelling Engagement Showcase, as well as accessing HWE remote learning courses.

I liaise regularly with the HWSW regional support team and have facilitated a discussion between the national Chair of HW, Sir Robert Francis, and the Chair of KCCG regarding the role of Healthwatch and the ICS in Cornwall.

We have participated in the HWE CRM taxonomy development along with the Research and Insight Group.

Michael Samuel, HWE CRM Systems Manager, attended HC Research Team Meeting to assist in our request for alternative reporting function to be made available that will help progress our work to streamline CRM data processing. Purpose was also to



further build on existing working relationship and to secure our involvement in future CRM development.

We arranged a tailored workshop with 2 x Research analysts at HE. Purpose was to ascertain any processes/changes we could implement to expedite our analysis of qualitative and quantitative research where possible and/or any development requirements we may wish to discuss. Feedback was incredibly reassuring with absolute confidence in our mental health data analysis. Some tips and tricks for us to implement are being shared with the project management team.

Appointment of CCG CEO/Accounting Officer

I chaired the Patient and Public Involvement stakeholder panel for the interviews for the position of CEO/Accounting officer for Cornwall CCG. Subsequently Kate Shield was appointed to the post. Kate is currently Chief Executive of RCHT and will take up her role in mid-August. At the time of writing interviews are taking place for the Chief Executive of CPFT but we have not been approached to participate in this process.

Citizen's Advisory Panel (CAP)

I have continued to attend meetings of the CAP. The group is far from being in the best of shape. It lacks participants and geographical reach. Its remit and escalation processes are unclear. However, with the creation of the Integrated Care System the opportunity exists for the CAP to develop a meaningful role in channelling patient concerns and needs through the system. Success in this endeavour will depend on its ability to recruit sufficient numbers of volunteers on a county wide basis.

Review of GP surgery websites

Due to the slight delay in publishing the mental health report, this review has been pushed back. However, this has also enabled us to look at the wider issues starting to be presented via our feedback routes regarding GP access such as face-to-face appointments and clarity of information, among other issues, so we are currently reflecting on what our strategic approach will be regarding this as a wider topic.



Isle of Scilly Healthwatch

I continue to hold regular update meetings with our IoS colleagues. We have agreed that I will represent their interests on the ICS and will put processes in place to ensure the flow of relevant information to support this both ways.

Internal and staffing issues

We welcome two new members of staff to Healthwatch Cornwall. Morwenna Gee who joins as a Project Officer working to Sue Dobson. Sarah Jones joins us as an Engagement Project Officer working to Jody Wilson and alongside Michelle Hooker.

Roger and Anne will update the Board on developments with ODAG.

The latest HR dashboard is appended to the ODAG report.

Establishment of Trestadow

We continue to develop the establishment of the Community Interest Organisation Trestadow. We have met with the auditors to understand the different reporting requirements for CIOs. We have asked our accountants/payroll manager (CRCC) to quote on providing a similar service to the one they provide to Healthwatch. Once we have agreed that we will seek to open a bank account. The Board will be updated on future developments.

Prioritisation and Planning

We have developed a new version of our Prioritisation and Planning spreadsheet. This is more detailed and aims to ensure we are able to effectively resource, implement and complete project and other work while avoiding blockages in the production pipeline.

This will be available for the Board to review at its next meeting. This will provide the Board with updates on all key projects within the organisation.



Priorities July - October 2021

In addition to on-going reported activity and project management there are a number of additional priorities for our attention over Q2 that include:

- Progress discussions with KCCG regarding structure of public participation in ICS
- Ensure safe return of staff to hybrid working
- Production of research reports: GP Website Review
- Monitoring of discharge process changes and further engagement around work to improve discharge experiences
- Re-evaluation of CIoS EOL Strategy Board subgroups and projects
- Ongoing review of data management processes, CRM and staff development to support handling enquiries
- Follow up recommendations from Covid Survey report.
- Completion of all staff appraisals/objective setting
- Development of Action Plan to align with HE Quality Framework (ODAG)

MARIO DUNN CHIEF EXECUTIVE HEALTHWATCH CORNWALL JULY 2021



Q1 Public Participation & Feedback

July 2021

Introduction

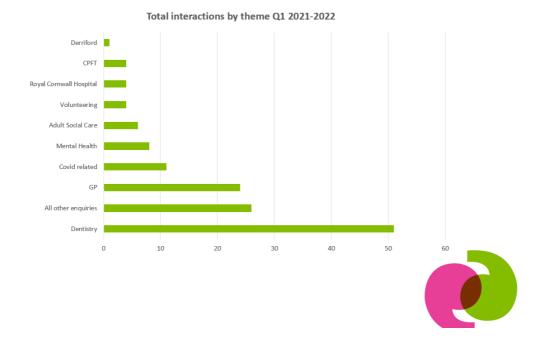
Contact continues to be largely through our information freephone number, by email or by our website. Responsibility for managing, responding to and recording this information sits within Business Support although others within HC support where necessary for example in complex cases, if there are safeguarding implications or for longer "Have your Says".

The contacts are reviewed monthly at our Prioritsation & Planning meetings where risk ratings are agreed and appropriate action discussed.

The graphs below give a snapshot of the feedback received.

138 pieces of feedback in total

Total feedback communicated to the organisation



This is in comparison to 50 pieces of feedback in Q1 of 2020/22 - an increase of 176



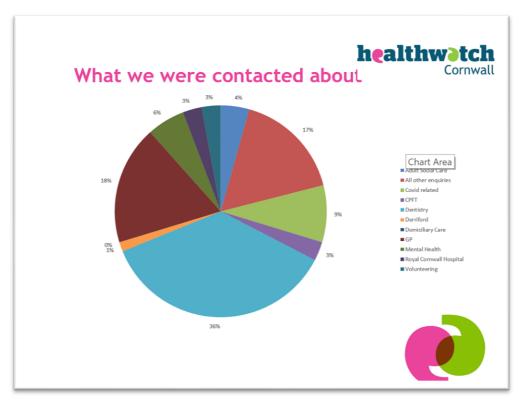
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Cornwall



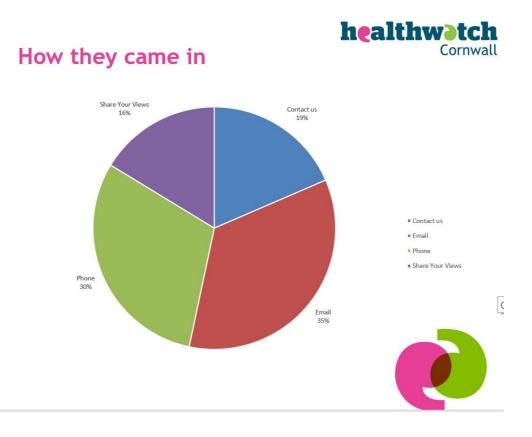
Time spent by the team processing feedback

What we were contacted about





Contact mix





Q1 marketing & communications update

8th July 2021

Website performance

For the Q1 period 1.4.2021 - 30.6.2021 the website achieved 5,739 unique users and 11,944 page views v 3,336 unique users and 8,703 page views for the same period last year. This is an increase of 72% in the number of unique users coming to the website.

Website traffic highlights

- 5,739 unique users
- 11,994 page views
- 92% of this traffic was from new visitors
- 48% of traffic was on desktop, 47% mobile and 4% tablet

Q1 comms & marketing highlights

In Q1 we have published the review of Adult Safeguarding in Cornwall together with the UK review and interim report. Our annual report was also published which highlighted the excellent work that has been done by the organisation during such challenging times.

A bespoke content activation was also created for Mental Health Awareness week with a personable approach to raise our profile and introduce our staff, as well as a new format to give our CEO a stronger voice/representation on our digital platforms/channels. The website and social channels were also kept updated with the usual signposting to local organisations and highlighting of critical COVID/vaccine information.

This balanced approach with 'research' report style content and more 'personable/informal' content creates a vibrant and diverse feel to the content mix. Illustrated imagery, graphics, high quality stock photography and selfshot/edited social video content has been used - which looks strong visually and has contributed towards an increase in traffic and engagement with the website.

- Annual Report published 30th June
- Adult Safeguarding review published 27th May
- Mental Health Awareness week bespoke activation 10th-16th May
- New content format, CEO Blog



• Signposting

Annual Report 2020-21

- The annual report was published on Wednesday 30th June.
- An Easy Read version was also published concurrently.
- These were both uploaded and published to Healthwatchcornwall.co.uk.
- The report was uploaded to Healthwatch England.
- A press release was circulated to key contacts and media in Cornwall.
- Social promotion also highlighted the release of the report.
- The annual report can be viewed on our website here.









Then and now Mental health

() Then: mental health conference

In June 2019 our annual conference 'Together in Mind' was dedicated solely to mental health. The five-year Mental Health Strategy for the county was launched here, providing a forum for discussion and consultation that we were able to directly influence.

Since then and in response to the pandemic, a number of partnership meetings have been established to focus on the mental health and wellbeing of our population, ensuing that people had access to support and trying to predict whate chars support may be needed. Healthwath Command altends the Mental Health and Saidole Provention Cell and the Mental Health and Learning Disabilities Operational Group, feeding in real time feedback received through our communication channels - close contact and regular communication with these various Cells has delivered neal impact and results.

During the pandemic, there was a common misconception from the public that services were closed. We encouraged the system leads to focus on communicating the fact that services were still open and how a people could access them, as well as the need to provide more communication about helpful resources. In a survey we conducted in July, 1,078 respondents told us about the impact of the pandemic on their mental health.



Cornwall Coronavirus Survey

The 'Cornwall Coronavirus Survey' launched in June last year to understand how the events of the first lockdown and COVID-19 had affected health and social care services.

- 1,731 residents responded to the survey
- This resulted in a 63 page raw data report and a 24 page highlights report
- 1,617 residents gave us feedback relating to information and advice
 1.496 respondents told us about healthcare issues
- 1,456 respondents told us adout nearncare issues
 1,401 respondents gave us feedback about mental health and wellbeing

The findings were grouped in three key areas of mental health, communications and carers. The report was presented to the System and a number of recommendations were adopted, notably there was an improvement in mental health resources and communication output from organisations such as Public Health.

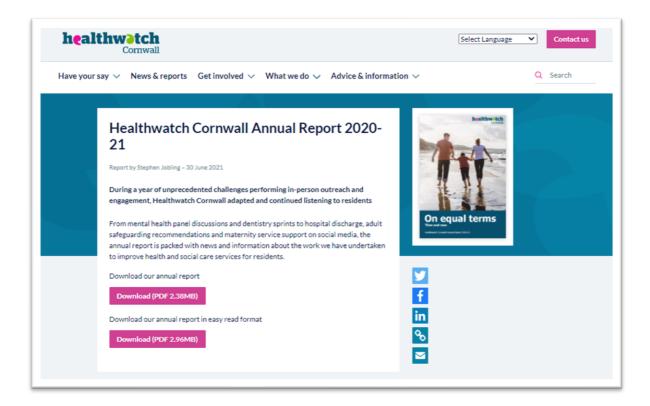


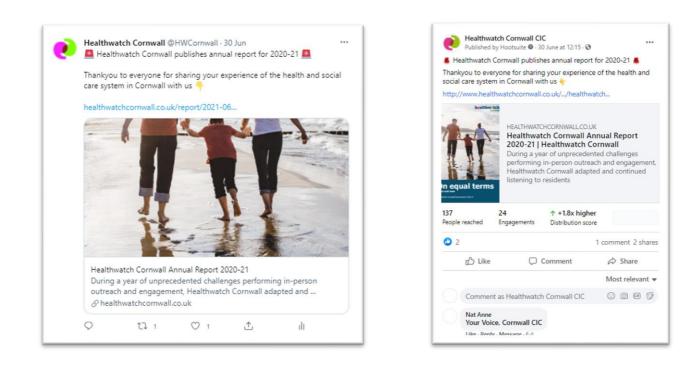




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CEO Board Report







Adult Safeguarding Review - Reports Published

Healthwatch Cornwall published three reports as part of our commissioned work to review Adult Safeguarding in Cornwall. The three reports published are:

- 1. People's experiences of adult safeguarding services a review of services in Cornwall and the UK.
- 2. People's experience of adult safeguarding a review of UK findings and recommendations.
- 3. Experiences of adult safeguarding Interim report.
- The three reports were professionally designed and published simultaneously on our website.
- CCM attended the SAB comms subgroup to liaise with local organisations to brief on our comms activity for this.



A review of services in Cornwall and the UK.





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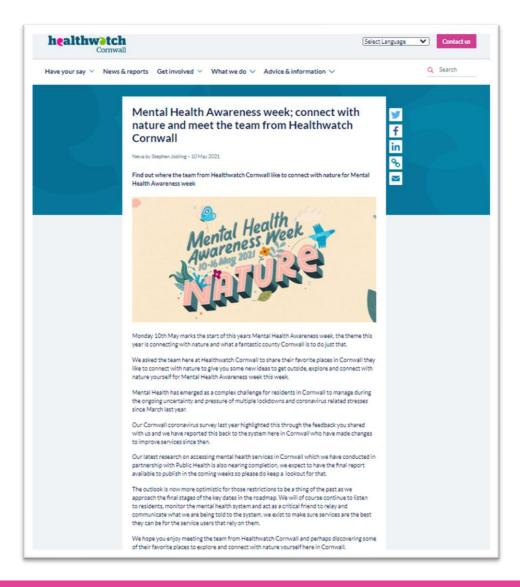
Adult Safeguarding Review - Reports Published





Mental Health Awareness Week Campaign

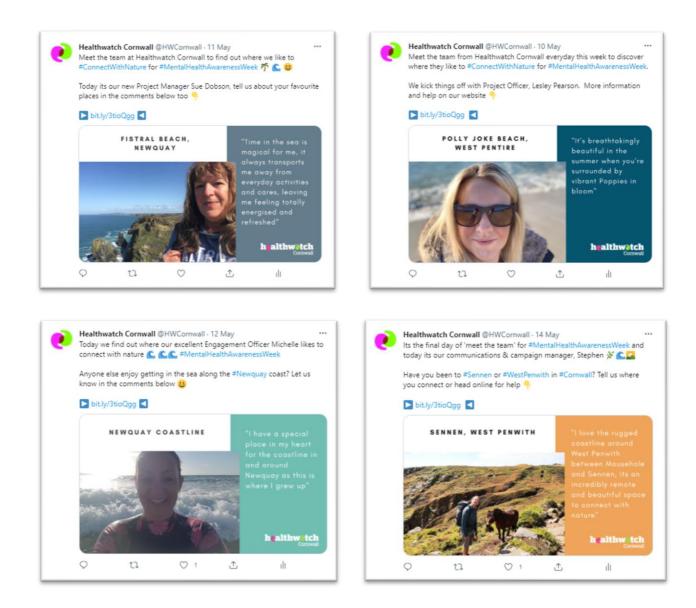
- One week campaign to raise awareness of Mental Health Awareness week, the theme this year was connecting with nature.
- The awareness week theme 'connecting with nature' worked well for Cornwall, with our campaign idea involving introducing individual team members telling our audience where they most enjoyed spending time outside in Cornwall.
- This created some great content, introduced the team, championed report findings such as spending time outside to help with mental health and linked in with our soon-to-publish report on the subject matter.
- We linked in with Public Health comms and teased our forthcoming Mental Health report via their press release and online article, securing mentions.
- The website article also signposted local support resources such as the 24/7 emergency mental health support line.
- You can read the full article here.





Mental Health Awareness Week - Social

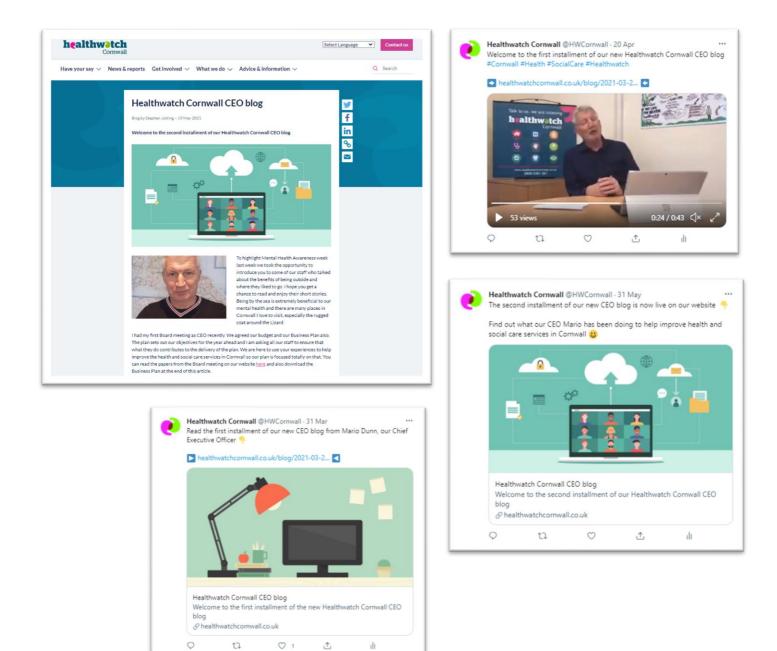
- Every day of the week we introduced a different team member on Twitter, Facebook and Instagram.
- Each post gave our audience an idea on where they could go outside to connect with nature to help with mental health during mental health awareness week.
- The posts linked back to our site, where there was more information.
- The website article signposted further resources for support.
- The campaign also ran as a first for us using Instagram Stories, which were widely viewed and increased our reach.





CEO Blog

- New CEO blog format to update our audience on the breadth of work undertaken at Healthwatch Cornwall from CEO perspective.
- Relaxed blog format with updates on work, meetings and activities.
- Online article with graphic illustration, profile shot and updates.
- Short video shot to introduce and promote, posted to social channels.
- Article posted to social channels.

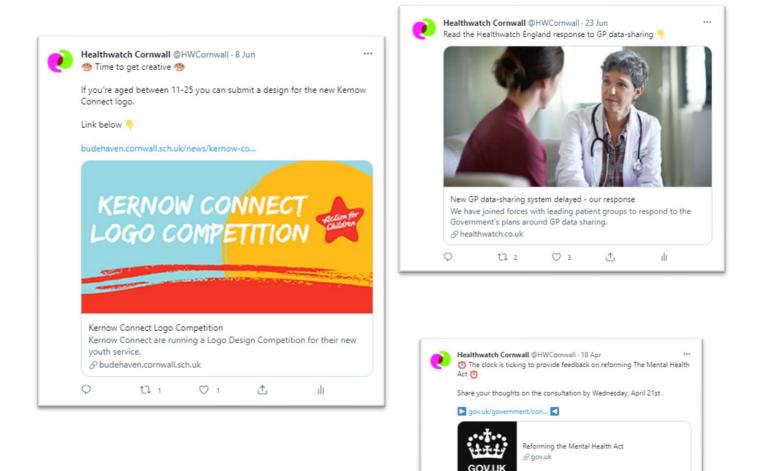




Signposting

Supporting a wide variety of organisations in Cornwall with signposting. in the last three months we have signposted and supported the following organisations:

- Healthwatch England response to GP data sharing.
- Mental Health Act reform survey.
- Cornwall Council, NHS and Government COVID updates.
- Carers Week, Volunteers Week, Mental Health Awareness Week & Dementia Action Week and thanking our volunteers.
- NHS Kernow accessible communications survey.
- A short film from NHS Kernow from a nurse discussing his experience of working through COVID.
- Dental services feedback.
- Young Persons Kenow Connect logo competition.
- National voices mental health and long-term conditions report.



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