Engagement and Volunteer Strategy

- Pre pandemic activity

- Engagement during Covid-19

- Ongoing review

- Short term plan

- Longer term strategy

Pre-Pandemic

➢ Regular drop-in programme

➢ Responsive projects e.g. Rheumatology

➢ Promotional opportunities at local events

➢ Volunteer activity

Covid-19

➢ Impact on staff and volunteers

➢ Digital engagement

➢ Chance to review prior approach

➢ Chance to learn new techniques + network training

➢ Staff changes

Ongoing review

➢ Limitations of drop in programme

➢ Impact on staff and volunteers

➢ Constant changes to restrictions

➢ Healthwatch network – sharing resources, attending Engagement and Volunteer Practitioners Network

Short term planning

➢ Development of new engagement team

➢ Return to face to face - Freshers, winter fayres, farmers markets

➢ Building relationships with stakeholders – esp voluntary sector

➢ Considering digital opportunities e.g. monthly social media focus, Facebook Live, Instagram TV

Short term planning

➢ Focussed work e.g. Carers project

➢ Ongoing restrictions around health settings

➢ Ongoing risk assessments relating to face to face

➢ Volunteer opportunities – existing and new

At beautiful Mevagissey today with Smiles at Sea, meeting local fishermen and their families who are getting their teeth checked out and letting them know how healthwatch Cornwall can help!

You, Michelle Jenice and 4 others   1 share

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healthwatchcornwall Well someone loved our logobugs! Great day at Freshers @falmouthmarineschool yesterday, looking forward to meeting more students @duchycollege tomorrow! #healthwatchcornwall #newstudents #freshers #mentalhealthawareness #coolhat

17w

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SEPTEMBER 22, 2021

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Jan – Mar

- Carers interviews

- Falmouth/Penryn network meeting – Communities Working Together

- Clay TAWC Community Centre

- College – re-engage

- Young People Mental Health First Aid

- Networking and planning

Jan - Mar

- Time to Talk Day

- Citizens Advice Cornwall – presentation to staff and volunteer meeting

- Intercom Trust – Gender Identity Family Days

Longer term strategy

➢ Develop a joint Communications and Engagement Strategy

  ➢ Co-designed with staff and volunteers
  ➢ Hybrid of digital and face to face
  ➢ Keep a focus on digitally excluded
  ➢ Consider voices of those not currently being heard
  ➢ Volunteer involvement
  ➢ Impact of Integrated Care System

Longer term strategy

➢ 3 main strands:

  ➢ Continuous Engagement
  ➢ Focussed Engagement
  ➢ Projects

➢ Key considerations

  ➢ Volunteer involvement
  ➢ Collaboration
  ➢ Inclusivity