

# healthwatch Cornwall

6 Walsingham Place  
Truro  
Cornwall  
TR1 2RP

healthwatchcornwall.co.uk  
T : 0800 0381 281  
E : enquiries@healthwatchcornwall.co.uk  
Facebook : facebook.com/HWCornwall  
Twitter : @HWCornwall  
Instagram : healthwatchcornwall

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## Strategy 2018 – 2021

# healthwatch Cornwall

Healthwatch Cornwall has been created as a result of the Health and Social Care Act 2012. We are an independent, publicly-funded, non-profit organisation with statutory duties and a remit to ensure health and social care services in Cornwall are the best they can be for people – now and in the future.



### Who we work with

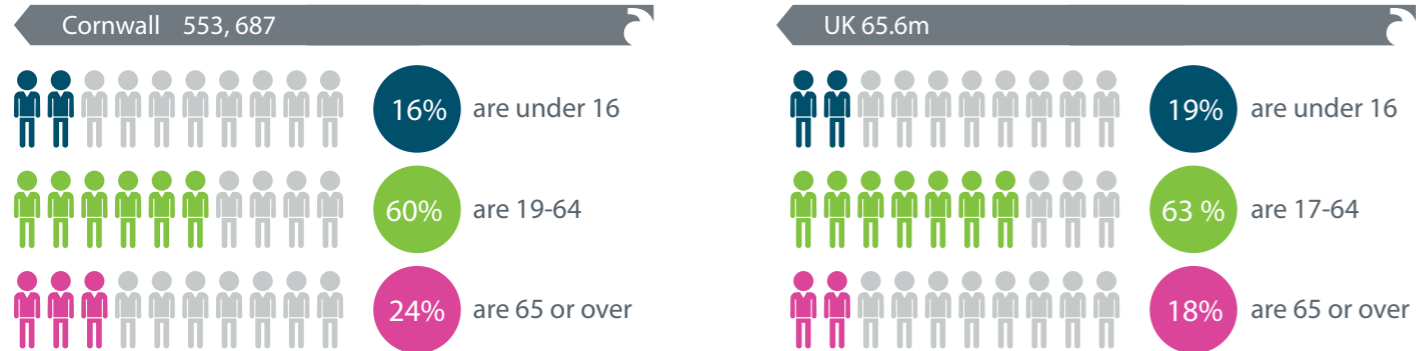


## Cornwall – an overview



A county surrounded by sea on three sides, Cornwall has a variety of landscapes including remote rural, coastal and environmentally sensitive areas interspersed with villages and historic market towns, where affluence sits alongside some of the most disadvantaged areas in England.

### Population (ONS 2016)



POPULATION LIKELY TO INCREASE BY 18% OVER 25 YEARS

OVER 40% OF THE POPULATION LIVING IN SETTLEMENTS OF FEWER THAN 3,000 PEOPLE (Cornwall Council)

### Place of Death (National End of Life Care Intelligence Network 2017)



11.9% (63,192 people) residents provide unpaid care to a family member, friend or neighbour compared to 10% (seven million) across the UK (Carers Trust)

Approximately 140,000 people in Cornwall and Isles of Scilly have experienced a mental health problem each year similar to UK figures (Cornwall Council)

Cornwall Council's figures for actual average wage was £21,993 (2012) compared with £32,659 in the rest of the country

Cancer, respiratory disease, musculoskeletal problems and cardiovascular disease, cause the majority of deaths

Seeing the same doctor "more important than speed of access to a GP". (Healthwatch Cornwall 2017)

The suicide rate for Cornwall's resident population is consistently higher than the national average (Cornwall Council)

Cornwall has one of the highest rates in the country of rough sleeping per head of population

## Our Priorities - 2018 to 2021



In delivering our mission to ensure people's views are heard at the heart of Cornwall's health and social care we will continue to run a programme of outreach opportunities across the county. This includes providing signposting and information via our website, social media and freephone service. Highlighted here are our nine priorities for the next three years. Each year we will prepare an Annual Business Plan which will give further details on how we will deliver against our priorities. This plan is publicly available.

In addition to our values there are key aspects of how we work which underpin this strategy

- Diversifying Healthwatch Cornwall income to improve organisational sustainability
- Strengthening our small, strong and dedicated team of volunteers
- Raising awareness of public opportunity to voice their views and influence change
- Increasing focus on reaching Cornwall's diverse communities

### Our Nine Priorities

