

Work Plan 2022-2024

Healthwatch Cornwall Work Plan 2022–2024

Healthwatch Cornwall is your health and social care champion. If you use GPs and hospitals, dentists, pharmacies, care homes or other support services, we want to hear about your experiences. We have the power to make sure NHS leaders and other decision makers listen to your feedback and improve standards of care.

Our current contract runs until 2024 so we are setting out here what we plan to achieve from now up until the end of that contract. Our plans are guided by the health and social care priorities of the people of Cornwall along with the requirement to manage our organisation efficiently and effectively.

The actions we have set out here are those designed to have the maximum positive impact possible for the people of Cornwall and are focused in three areas:

- **Maximising Impact**
- **Delivering for the people of Cornwall**
- **Organisational effectiveness**

Ensuring equality

Healthwatch Cornwall is here to deliver for all of the people in Cornwall regardless of who they are or where they live. Unfortunately, inequality in the delivery of health and social care services persists. This is widely acknowledged, and it is our collective responsibility to ensure that those who have traditionally suffered a poorer level of service, have their voices heard and their health and social care needs met on an equitable basis.

Healthwatch Cornwall has identified 14 different groups that are considered under serviced by our health and social care system:

- **Key / essential workers**
- **Long-covid patients**
- **Physical and/or sensory impairment**
- **Young people with a whole family approach**

- **Older people (65+ years) including impact of social isolation / digital exclusion**
- **Mild/moderate to a serious mental health diagnosis**
- **Paid and unpaid carers**
- **Different minority ethnic groups (e.g. Gypsy Roma and Traveller, Eastern European and BAME)**
- **Veterans**
- **Substance misuse**
- **Homeless**
- **Domestic Violence**
- **Self-harm and risk of suicide**
- **Problem Gambling**

Equality, diversity and inclusion should not be a separate activity for us. Instead, it should be integrated into all of the work we do. The activities we have set out in our Work Plan include a requirement to ensure the needs of those under-represented groups are assessed and promoted in all cases.

Maximising impact

All that we do - our advocacy, outreach, research, projects and communications must have a positive impact for the people of Cornwall. That means we must focus on activity that really makes a difference – to everyone in Cornwall regardless of whom they are or where they live.

Issue	Activity	Success
Palliative and end of life care	We will share people’s views with key stakeholders including at the Palliative and End of Life care Strategy Board. We will undertake research across three Integrated Care Areas at Primary Care Network level assessing the variation in provision and its impact on under-represented groups	Every person has access to high quality Palliative and end of life care services and that care is coordinated effectively
Access to GP services, information provision, quality of care, booking appointments	We will follow up on review of GP websites. We will undertake engagement at Integrated Care Area and Primary Care Networks. By triangulating data from a variety of sources we can make arguments for improvements to primary care	Our engagement and feedback to relevant stakeholders will lead to service improvements

<p>Mental health and suicide prevention</p>	<p>We will ensure the effective completion and delivery of our commissioned report on Mental Health and Suicide Prevention. We will explore potential for follow on commissioned work in this area</p> <p>We will continue to contribute the public's voice to the Mental Health Strategic Board, the Mental Health Suicide Prevention cell, as well as other relevant Mental Health boards. We will monitor ongoing response to mental health report recommendations</p>	<p>Our recommendations are acknowledged/responded to, and there is a demonstration of impact upon strategic commissioning decisions</p>
<p>Access to adult social care</p>	<p>We will continue to establish routes for the escalation of issues arising from the feedback we receive including complaints. We will respond to issues raised at the Carers Partnership Board.</p> <p>We will build stronger stakeholder relationships and ensuring there is a strong public voice in the adult social care decision making processes.</p>	<p>Improvements to the system will be achieved through our participation in the planning and scrutiny of adult social care policies and service delivery.</p>

<p>Access to NHS dentistry</p>	<p>We will continue to scrutinise developments within the Oral Health Transformation Programme and identify opportunities to share our data/feedback when appropriate. We will continue to liaise with the NHS England Commissioner to highlight hotspots or areas of concern.</p> <p>We will support the smooth transition of commissioning responsibility from NHS England to the Integrated Care Board</p>	<p>Our engagement in the local dentistry action plan includes action that will decrease the number of concerns raised about dentistry with Healthwatch Cornwall</p> <p>There will be an decrease in waiting times for people in Cornwall to be able to access an NHS dentist</p>
<p>Dementia</p>	<p>Low diagnosis rates, quality of services and support should be informed by people with learning difficulties, dementia and their carers</p> <p>We will undertake research (surveys, interviews, focus groups) to inform our strategy, support for pathway development, improve existing services and develop new services</p>	<p>Cornwall’s strategy, pathways and services are shaped in line with our research findings and recommendations as one of five priorities for the Integrated Care System</p> <p>This in turn will Impact on strategic commissioning decisions</p>
<p>Responsive Projects</p>	<p>We will undertake research and projects based on the</p>	<p>Stakeholders – service providers and commissioners – will</p>

	<p>feedback we receive from the public</p> <p>We will ensure Healthwatch Cornwall has the capacity to respond to future trends and issues highlighted via public feedback</p>	<p>enact improvements to policies, pathways and service delivery as a consequence of our engagement</p>
Healthwatch Cornwall Website	<p>We will ensure the website reflects the priorities of our organisation and the people of Cornwall</p>	<p>Our website is always updated to include the latest reports, articles and information about the work we do</p> <p>We will aim to continually increase traffic numbers to the site from Cornwall IP addresses</p>
Digital Engagement	<p>We will develop increasingly creative and accessible digital engagement activities</p>	<p>We will deliver Facebook Live Panel discussions and an Instagram Live event</p>
Public Relations	<p>There will be a continued timely sharing of press releases and other communications material with media, key contacts, system leaders and other stakeholders</p>	<p>We will secure ongoing coverage for Healthwatch Cornwall on television, radio, print and online</p> <p>Key stakeholders and the public will be aware of our public voice. We will remain a “go to” for public comment</p>

Delivering for the people of Cornwall

Delivering on our obligations means we are delivering for the people of Cornwall. We are contractually required to undertake a range of activities that support the health and social care needs of the county. We must deliver these to the highest standard.

Issue	Activity	Success
Signposting and support	<p>We will aim for an Increase in the volumes of people who approach us for signposting</p> <p>The Improved collection of demographic and consent information will inform our strategy</p>	<p>100% queries substantively responded to</p> <p>50% of entries have demographic and consent information</p>
Developing the Partnership Boards	<p>We will continue to drive our development in particular to determine appropriate governance and reporting structures</p> <p>We will secure an increasingly more representative membership, and develop robust action plans for each Partnership Board</p>	<p>Productive relationships will be in place between Partnership Boards and the wider system, enabling demonstrable input into local strategic plans and influence through reporting mechanisms</p>
Kernow Maternity Voices Project (KMVP)	<p>We will continue to fulfil our role of facilitating KMVP as directed by the local maternity and neonatal system</p>	<p>KMVP is enabled to fulfil its obligations as an advocate for improvements in all aspects of maternity services in Cornwall</p>

<p>Kernow Parenting Journey</p>	<p>We are commissioned to review and consult upon the provision of information and education in respect of the neo-natal and maternity “journey” parents undertake</p>	<p>We will bring forward proposals for accessible advice and guidance to parents about the maternity journey</p>
<p>Ageing Well</p>	<p>We will complete Phase 2 of the Ageing Well project</p> <p>We will collaborate with commissioners for the longer term evaluation of the effectiveness of the programme</p>	<p>The implementation and monitoring of Action Plan from Phases 1&2 will show service improvements</p> <p>Our contract to support Cornwall Council’s Ageing Well initiative will be extended</p>
<p>Supporting an effective integrated health and social care system</p>	<p>We will participate on the Integrated Care Board, Integrated Care Partnership and Citizen’s engagement committee</p>	<p>The Integrated Care System and the services that spring from it are the genuine product of public consultation, engagement and consent</p>
<p>Projects and reports</p>	<p>We will continue to develop communications specific projects and follow up with relevant stakeholders. The Accessible Information Standard and GP Website Review are two examples of this.</p> <p>We will attend relevant stakeholder meetings, working groups and meetings</p>	<p>The Health and Social Care System incorporates and adopts recommendations arising from our reports</p>

Profile raising	We will increase awareness about Healthwatch Cornwall and the work we do	There will be a brand awareness campaign for the organisation, general profile raising and increasing awareness of Healthwatch Cornwall outside of our specific projects focus
Acting on public opinion	<p>We will ensure the views of the public, which we receive through their feedback, is shared with stakeholders including the Integrated Care System in line with our statutory remit</p> <p>We will triangulate our feedback with equivalent provider and stakeholder insight</p>	Providers and other stakeholders receive our data and act upon it to improve services.

Organisational effectiveness

Our organisation must be well run, financially stable and be the best employer. Our governance should be of the highest standard.

Issue	Activity	Success
Effective Governance	<p>Our Board remains an active and engaged participant in the governance arrangements of Healthwatch Cornwall</p> <p>It continues to scrutinise all aspects of our governance and hold the CEO to account</p> <p>Our Board will conform to the highest standards of probity</p>	<p>Healthwatch Cornwall conforms to all aspects of excellence in governance.</p> <p>All financial and legal obligations are maintained</p> <p>Board decision making and appraisals reflect the highest standards of governance</p>
Financial Stability	<p>We will ensure that expenditure is within income</p> <p>We will continue to scope opportunities for further commissioned contract work</p>	<p>Expenditure and income levels broadly comparable</p>
Evidence and data management	<p>We will optimise our activity from the research we undertake and evidence we receive. This will be in line with GDPR and will inform</p>	<p>Our evidence is accurate and robust, so as to inform our work and stakeholder feedback</p>

	<p>our work plans and responsive projects</p> <p>We will identify gaps in evidence that discriminate against under-represented groups and use that to inform our research and engagement activity</p> <p>We will ensure our database is fit for purpose.</p>	<p>The diverse level of representation in our feedback will inform our activity</p>
Increasing our volunteer base	<p>We will refresh our volunteer development plan so that it focuses on the recruitment of new volunteers into a variety of roles that support the work of Healthwatch Cornwall</p> <p>We will maintain high standards of support and engagement for our volunteers</p>	<p>We will see an increase in the number and diversity of volunteers performing different activities to support Healthwatch Cornwall</p> <p>Volunteers will be fully supported in their role</p>
Extending our engagement	<p>We will develop our community engagement activity plan that includes a hybrid of face to face and digital engagement</p> <p>We will focus on engagement around children and young people, and health inequalities issues. These will be developed in more depth, utilizing the wider resources</p>	<p>There will be an increase in the numbers of people who engage with us</p> <p>There will be evidence of change in the demographic profile of those who engage to support improve inclusion</p> <p>There will be a balance of proactive and reactive engagement to increase the volume of feedback that</p>

	we have within the team at Healthwatch Cornwall	informs our reporting to external stakeholders
Our Brand identity (Healthwatch England)	We will run a session with staff to support their awareness of our brand assets and how to best use them	All of our staff will be comfortable with and confident using the Healthwatch England brand assets and reporting templates
Diversify feedback	We will generate increasing levels of feedback about activities outside of the main topics we promote	We will collaborate with external organisation and the health and social care system to generate more incoming traffic with feedback about areas outside normal topics
Being the best employer	Healthwatch Cornwall will be considered a great place to work	Our staff surveys will contain increasing levels of satisfaction across all measures
Renewing our contract	Our current contract expires in 2024	Assuming that national Healthwatch contracting arrangements remain as they are we will aim to renew the contract for the post 2024 period at fees at least no less than the current contract



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