

Building an impact page on your website

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About this resource

Each year, local Healthwatch must produce an annual report by 30 June, which is an excellent opportunity to highlight the impact you have made and the important issues to your community.

However, for many people who want to understand quickly what Healthwatch has achieved for your community, this specific page on your website will promote your work.

You can add stories as soon as you achieve outcomes and update them again later on if more positive changes come about. Over time, you can build up a collection of stories that give people a very direct summary of your impact.

How to build your impact page

Here we will show you how to build your page and populate it with text and image blocks. For an example of the finished page, have a look at our website: www.healthwatch.co.uk/our-impact

Create the page

Go to: Content – Add content – page

- Add your title 'How we make a difference'.
- Add text for your lead paragraph that helps explain what information is on the page. For example, "How your feedback has helped improve services locally."
- Press 'Save'.
- Your page should look blank but have a blue box with your lead paragraph in, similar to this:

How we make a difference

How your feedback has helped improve services locally.

Adding the content blocks

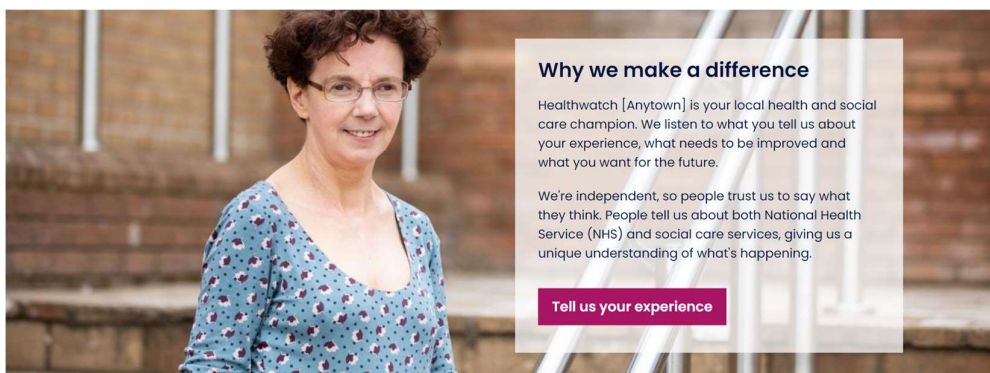
Add a hero banner image

- Structure – Block layout – Add custom block.
- Select the type of block you want to add, in this case “hero banner image (text right)”.
- **Block description:** Make this something obvious such as ‘impact page – hero banner’.
- **Image:** Upload an image, add alt and title text.
- **Link:** You only need to complete this if you want the hero banner to link to another page. Otherwise, leave it blank.
- **Block body:** Include the following text but replace the yellow highlighted words with your local area.

Healthwatch [Anytown] is your local health and social care champion. We listen to what you tell us about your experience, what needs to be improved and what you want for the future.

We are independent, so people trust us and tell us what they think. We hear from people about NHS and social care services, so we’re uniquely placed to understand what is happening. This means NHS leaders and other decision-makers take notice of what we say. They know we’ll collaborate with them to find solutions, they can talk to us openly, and we encourage them to involve the public in making services the best they can be.

- **Save:** This will then take you to the configuration page.
- **Title:** This will automatically pull through the block description. Make sure you untick the check box “display title” otherwise the heading will appear on the page.
- **From the tabs on the left hand column, select pages:** include the end part of the URL of the page you want the block to display on. For example only include the part of the URL in yellow – www.healthwatch.co.uk/how-we-make-difference
- **Region:** Select ‘hero banner’.
- **Save block**



Adding grey block at the top of the page

- **Structure** – Block layout – add custom block.
- **Select block type:** in this case grey block.
- **Block description:** Make this something like ‘Our impact – reaching out to our community’.
- **Block body:** Add your title in **Heading two** and the rest of the text below in normal text style:

“Reaching out to our community

We strive to make sure we hear from as wide a range of our diverse community as possible. We want to tell the people who make decisions and change things about the experiences everyone has with health and care services.

We understand that factors such as culture, location, wealth, education, environment and discrimination can lead to worse health outcomes, and we support the strong consensus that this must change. At Healthwatch, we stand ready to help by doing more to amplify the voices of communities that go unheard and reduce the barriers they face.”

[We recommend you add a couple of bullet point examples here to highlight what you have done recently. For example we have worked with x group to hear more about the experiences of ... / taken steps to ensure ... were well represented in our work by...

- **Save:** This will take you to the configuration page.
- **Title:** This will automatically pull through the block description. Make sure you untick the check box “display title” otherwise the heading will appear on the page.
- **From the tabs on the left hand column, select pages:** include the end part of the URL of the page you want the block to display on. For example only include the part of the URL in yellow – www.healthwatch.co.uk/how-we-make-difference
- **Region:** Select ‘content top’.
- **Save block**

Reaching out to our local community

We strive to make sure we hear from as wide a range of our diverse community as possible. We want to tell the people who make decisions and change things about the experiences everyone has with health and care services.

We understand that factors such as culture, location, wealth, education, environment and discrimination can lead to worse health outcomes, and we support the strong consensus that this must change. At Healthwatch, we stand ready to help by doing more to amplify the voices of communities that go unheard and reduce the barriers they face.

Adding impact story blocks

- **Structure** – Block layout – add custom block.
- **Select block type:** Two columns.
- **Block description:** Make this something like ‘Our impact – case study one’.
- **Image:** Upload the image you want to display on the block and add alt text.
- **Link:** If you want the whole block to link to your impact article, you can add the link here. Otherwise leave it blank.
- **Block body:** Add the title of you project as heading two, then add a short overview of the key outcome. This shouldn't be longer than three to four lines of text. Then add a ‘Find out more’ link to an impact focused article. Once you have added the link highlight the text and click on styles to create a pink call to action block.
- **Save:** This will take you to the configuration page.
- **Title:** This will automatically pull through the block description. Make sure you untick the check box “display title” otherwise the heading will appear on the page.
- **From the tabs on the left hand column, select pages:** include the end part of the URL of the page you want the block to display on. For example only include the part of the URL in yellow – www.healthwatch.co.uk/how-we-make-difference
- **Region:** Select ‘row 1 (grey)’.
- **Save**



Writing about impact

Use this opportunity to write two or three sentences on the biggest outcomes from your work. This should be what has changed as a result of your work and how this has improved the lives of local people.

[Tips on writing with impact](#)



Making hospital discharge safer

Thanks to your feedback we have ensured that the process of being discharged from hospital is now safer and there are checks in place to ensure everyone receives all the care they need at home.

[Read an example story](#)

Adding a hero footer

This is a good opportunity to remind people about your latest annual report.

- **Structure** – Block layout – add custom block.
- **Select block type:** 'Hero banner image (text right)'. If your image suits the text on the other side, just select 'Hero banner image (text left)'.
- **Block description:** Make this something like 'Our impact – hero footer'.
- **Image:** Upload the image you want to display on the block and add alt text.
- **Block body:** Add the title as heading two and the rest of the text as normal formatting:

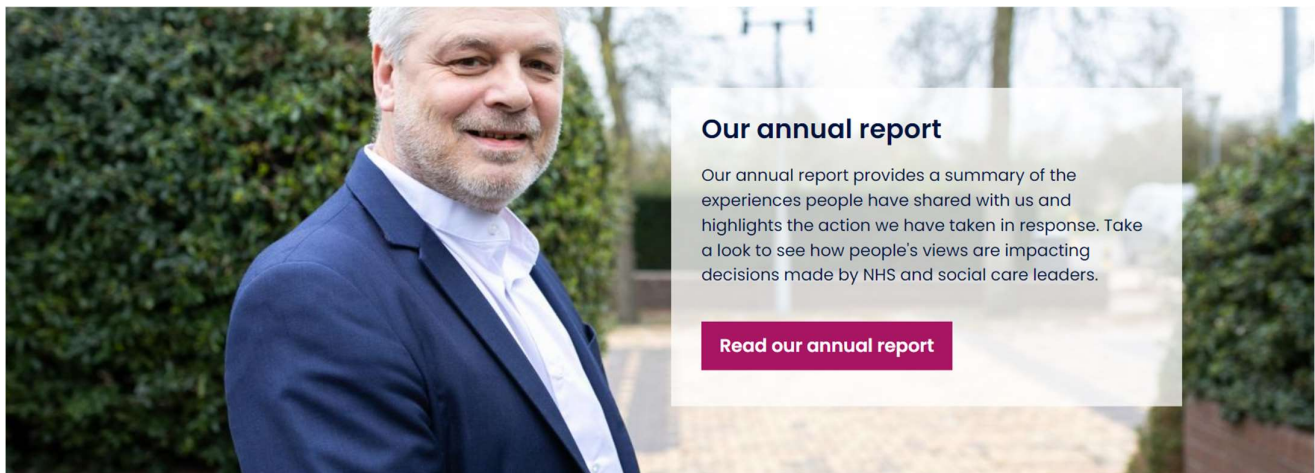
"Our annual report

Our annual report summarises the experiences people have shared with us and highlights our actions in response. Take a look to see how people's views are impacting decisions made by NHS and social care leaders.

Find out more"

Add a link to the text find out more to your annual report page and then click on styles to convert to a pink call to action button.

- **Save:** This will take you to the configuration page.
- **Title:** This will automatically pull through the block description. Make sure you untick the check box "display title" otherwise the heading will appear on the page.
- **From the tabs on the left hand column, select pages:** include the end part of the URL of the page you want the block to display on. For example only include the part of the URL in yellow – www.healthwatch.co.uk/how-we-make-difference
- **Region:** Select 'hero banner footer'.
- **Save**



How to create impact story articles

These will be news article added on the website. This article gives you more space to talk about your work's impact on the local people in your community. To add an article:

- Go to content – add content – add article
- **Title:** Your article title should be clear and engaging. People should know what the article is about from the title.
- **Author:** We suggest you leave the author blank for articles that focus on your impact.
- **Article type:** Select news from the drop-down list to select the article type.
- **Scheduling options:** Choose the date and time that you would like you publish your article. The scheduling tool is handy if your report or article is embargoed until a specific time. Remember your homepage pulls through your most recent stories in date order, so if this is an article from a while ago, we suggest you back date it to avoid older content on your homepage.
- **Tags:** Use tags to help categorise what the article is about. These tags are not shown publicly, but this information is what is used to work out 'related information' at the bottom of an article.
- **Themes:** Choose the themes that relate to the content within your article. Themes are a publicly visible way of sorting content. You should ensure that you select a theme on all articles, so it will easily appear in search via topic.
- **Lead paragraph:** Summarise your article in a couple of sentences. This text will be pulled through as a teaser for the news and reports landing page. This should be short and snappy and make people want to read more.
- **Main image:** Click 'Add media' to upload or select an image to best illustrate your article.

If you upload a new file, the minimum dimensions for this image are 780x500 pixels. Make sure you include alternative text (e.g. Patient speaking to a doctor). You need to do this for accessibility to ensure that screen readers can read the page correctly.

- **Second paragraph summary:** If there is no main image, you will need to add another paragraph of summary text. If you have an image you can leave this blank as it won't be displayed.
- **Add the body of your article using paragraphs.** There are several different paragraph types depending on what you want to write about:

- **Text.** This will be the paragraph you use the most. This paragraph is for adding text to the article to appear on a white background within the article. Remember you have a lot of functionality within this paragraph, including embedding multimedia content like videos or tweets, the long quote function, heading styles, adding links, call to action buttons and icons. For more detailed information on the functionality, refer to our [full website guidance](#).
- **Text in a grey box.** This works the same way as a text paragraph above, except it puts all the text in a grey box. The grey box helps information jump out when someone is scanning the document. Reserve this box for your most important information – if you use too many, they will not be effective in grabbing the readers attention.
- **Downloads.** This is how you should add any reports, briefings or publications that you want the reader to read in addition to your article. This might be a report that supports your impact story.
- **Video.** This paragraph allows you to embed a video. Add the URL of the video (upload it somewhere like YouTube first) and a video description. The website will automatically resize it to fit the article without distorting the video.
- **Quotes.** This paragraph type is for short impactful quotes and will make it stand out on the page by including it in larger text and adding pink and green apostrophes at the beginning and end.
- **Image full width.** This will display an image that is the entire width of your article, the same size as the main image you previously added.
- **Image float left or right.** This will display a smaller image, floating on one side of the article. If you add a text paragraph directly afterwards the text will wrap around the picture.
- **Related content.** This will automatically populate for you based on the tags you have used. In this instance you might want to dictate that it displays other impact stories you have added to the website, that likely will have different tags so won't automatically pull through. If you manually add one, the website will still automatically fill the other two spaces for you.
- **Options:** You have two options here. 'Promote to carousel' will promote the article to the carousel on the news and reports landing page (NOT the home page carousel). 'Promote to homepage' will push the article to be displayed on the homepage in the larger left-hand box under 'news'.
- **Publish:** Tick this box to immediately publish your article. If left unticked the article will save as unpublished content – meaning only logged in users can view it. This is useful to review the article and proof read it before publishing.
- **Save.**

How to write with impact

Writing with impact – top tips

People working in the health and care sector will understand the benefits of improved systems and services.

However, most people reading this page will want to hear about how the outcomes you've achieved have enhanced people's experience of services and benefitted their lives.

It is crucial to focus your stories on people and the difference to their lives and talk less about the steps you carried out as part of the work.

- Have clear in your mind the difference between outputs, outcomes and impact.
 - Outputs – what you produced
 - Outcomes – the effects of what you produced
 - Impact – the broader improvements that your outcomes have contributed towards.
- Start with the essential information – the results of your work, particularly any outcomes achieved, not what you did or why you chose to undertake this piece of work.
- Be clear, concise. If your article is too long people won't read it.
- Use everyday language, not jargon, so that everyone can understand it.
- Be selective – you cannot write about every detail; choose the most important outcomes and impacts to include.
- Include evidence – back up your story with statistics, people's views and quotes.
- Does your story have heart? Make sure you write your article in a way that will resonate with other people.

Remember – you can still talk about the impact if you contributed to a task with other partners. Make sure you take credit for your part of the work.

More information on writing for the web

For more information on writing for your website, check out our [website accessibility guide](#) which includes information on:

- Structuring your content well

- Using headings
- How to add accessible links
- Using short sentences and paragraphs
- Faces about how people read differently online than they do on paper.

Measures of your outcomes and impact

Remember to show the scale of your work – for example, don't say "eight people in the care home had their lives improved" as this shows no scale. Tell us eight out of the ten living in the care home, or 80% of people in the care home. Or if you're talking about improvements in a particular service, can you reference the number of people who typically access that service each year? This will highlight the number of people who are likely to benefit from what you've achieved.

Can you link your impact back to information already in the public domain if you have no measures? For example, "A lack of social care connections has been linked to cardiovascular health risks and increased death rates, blood pressure, depressions and risk of dementia." This shows why your work was so important even without you having any measures.

Resources to help you write well

[Brand messaging and descriptors](#)

[Slides from the writing with impact training](#)

[Writing a good story guidance](#)

Need more help?

If you have any further questions, please email digital@healthwatch.co.uk or ask in the [Workplace group](#).



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