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Week
Share.
Learn.
Celebrate.

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How to communicate impact

Laura Blower and Debbie James

Monday 2 November

Housekeeping tips

You need to:

1. Place yourself on mute and turn off your camera
2. Please use the feature to raise your hand if you have a question
3. Please feel free to use the chat box during the presentation
4. You will receive a copy of these slides
5. We will record the session so you can watch it back
6. If the connection drops out, please allow five minutes for us to re-join

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Question:

What do you find is the easiest or hardest part of writing for impact?

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What do we mean by impact?

What do we mean by impact?

Impact can mean different things to different people.

You need to:

1. Identify the **audience**

2. Have a **tangible** impact that those affected can understand

3. Know how you're going to **communicate** the impact over your project's timeline in a way that's best suited to the audience

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Why do we communicate impact?

Communicating impact in line with your strategy

Your strategy:

1. Support people to have their say

2. Provide a high-quality service

3. Ensure people's views help improve health and care

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Our challenge

FACT: People are more likely to share their experiences if they believe that it will make a difference to services.

But there are still a number of barriers…

- Will anyone listen?
- Can anyone help me get the care I need?

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Overcoming mis-conceptions

Increased awareness

Short term

Overcome barriers

Builds trust

Long term

More likely to:

- Get people coming to you for help
- Get funding

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Preparing to communicate impact

SMART goals

At the start of your project consider setting SMART goals:

S - Specific
M – Measurable
A – Achievable
R – Relevant
T – Time bound

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Where are you on your project?

The stage of the project will affect how you communicate impact - and what channel you use to do so.

- Project launch
- During the project
- What you've found
- The difference you've made to services

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How do we communicate to different audiences?

Creating a persona

Reasons they would engage with us?

•Are they looking to help themselves/their family?
•What do they think of the organisation/system?

Reasons they would not engage with us?

•Are they aware of Healthwatch?
•What do they think of the organisation / system?

Who are they?

•Name
•Age
•Location
•Gender / Ethnicity
•Condition?
•Frequent user of health and social care?

What motivates or influences them?

•Are they part of any community groups?
•Who do they follow on social media?

What do they think / feel?

•Are they likely to feedback their view? Why?
•Are they likely to come to you for help?
•Are they likely to want to help others?

What channels do they use

•Are they online?
•Do they use social media? Which channels?
•Users of email?
•Reader of newspapers?

Are there any accessibility requirements?

•Do they need info in accessible formats e.g. easy read?
•Do they need hearing aids such as subtitles?
•Are they online?
•What language do they speak?

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Question:

What do you find is the easiest or hardest part of writing for impact?

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Writing for impact

The five W's and How

Before writing a story, you need understand:

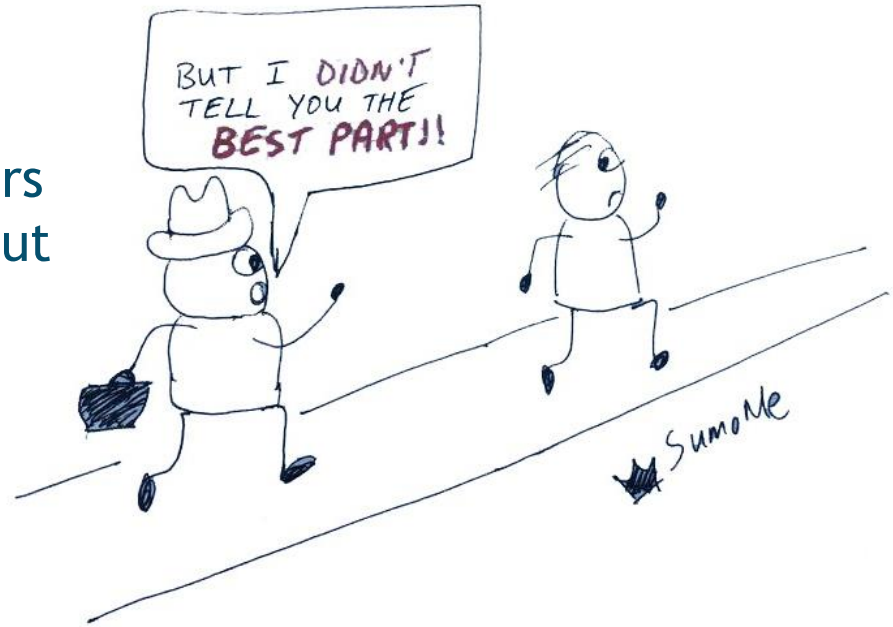
1. Who
2. What
3. Where
4. When
5. Why
6. How

Your introduction

Starting with impact:

DO SAY:
Getting an appointment with your GP will now be easier in Dorset, thanks to…

DON'T SAY:
At a meeting with senior healthcare stakeholders in Dorset reviewing evidence from a survey about people's views of GPs, it was decided that…



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Writing for impact

- **Clarity**
  Keep it clear and focussed – don't spend to long on what you did, focus on the impact the project has made
- **Accessibility**
  Use everyday language
- **Be open**
  Include your key findings and recommendations
- **Evidence**
  Back up your story with stats/people's views
- **Scale**
  Can you show how you have benefited people as a result of them sharing their experience?

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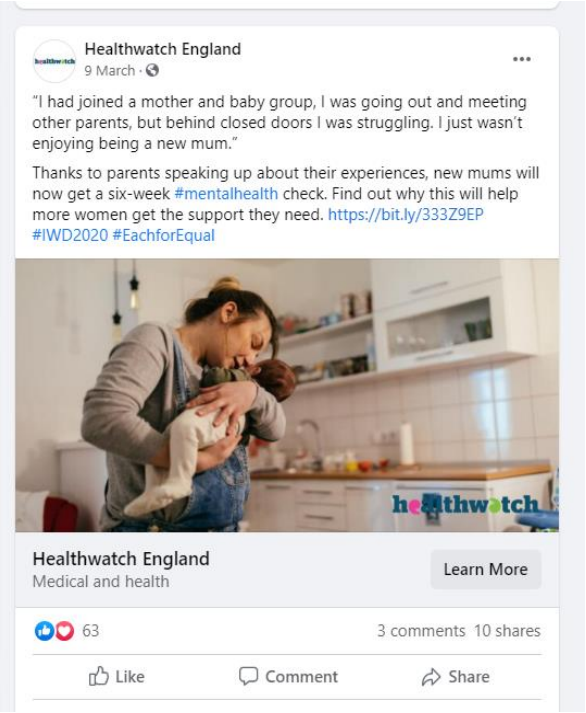
A national example

National: What have we achieved

Maternal mental health project

- **Project launch**
  Using social media, we talked about the need for people to feedback to improve services, providing example issues and people's experiences

- **During the project**
  We re-shared people's experiences via social media, the number of people that had responded so far, and encouraged partners to communicate this too to help encourage more people to feedback.



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National: What have we achieved

- **What we found**
  Email and social media – thanking people and partners for sharing
  Videos and blogs - showcased people's experiences
  Report - pulling together experiences and recommendation's, working with the Maternal Mental Health Alliance

- **The difference made to services**
  After writing a report sharing over 1,700 people's experience of maternal mental health services and sharing it with service providers, a six week mental health check up was implemented for new mums.

  We shared via social media, press, email, and back to the people that shared their experiences.

National: What have we achieved

And it continues…

- We reflect back on what we found in line with appropriate awareness days, and when we want to encourage others to share their experiences with us.
- We keep our advice and information on our website up to date

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A local Healthwatch example

Healthwatch Islington

Mental health support for migrant communities

Project Launch

- Social media advertising the project
- Partner organisations talking directly to the community

During the project

- Quotes used from service users on social media
- Quotes / recommendations used from partner organisations
- Partner organisations fed back to the communities

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Healthwatch Islington

What they found:

- Report – pulling together the views and thanking people for participating
- Thanking participants in their first language, in person
- Social media content highlighting recommendations
- Meetings with commissioners to explain findings and recommendations

The difference they made

- Using opportunities to draw on their work for advice
- Follow up visits to new organisations wanting to partner
- Awareness days to highlight the recommendations that have been implemented.

Improvements in mental health support services for migrant communities in Islington

Blog - 9 October 2020

Feedback we received from residents and local organisations supporting migrant communities is helping make mental health services easier to access for people from diverse cultural backgrounds

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Resources and feedback

Resources

Comms centre
https://healthwatch.brandstencil.com/

Workplace
https://healthwatch163.workplace.com/groups/280616882574510

Network site
https://network.healthwatch.co.uk/

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Feedback

We would love to hear your feedback of this session. There is a feedback form for conference week:

https://network.healthwatch.co.uk/healthwatch-week-evaluation-form

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