



# healthwatch

## Week

**Share.**

**Learn.**

**Celebrate.**



## **The Missing Link: Campaigning at a Regional Level**

Tima Moledina and Chris Gorman  
Tuesday 3 November 2020





## Our national campaigns



# Our national campaigns

All designed to encourage people to share their views of health and social care and to raise awareness of our brand.

Want to help improve health & care?  
Talk to your local Healthwatch



2017, 2018, 2020



2017, 2018



2018 -19

**what**  
**would you do?**  
It's your NHS. Have your say.

2019



2020



**healthwatch**  
**Week**

# Our national campaigns

## What would you do (March – May 2019)



More than  
**40,000 people**  
shared their views  
with Healthwatch.



Our network held over  
**500 focus groups**  
reaching different  
communities across  
England.



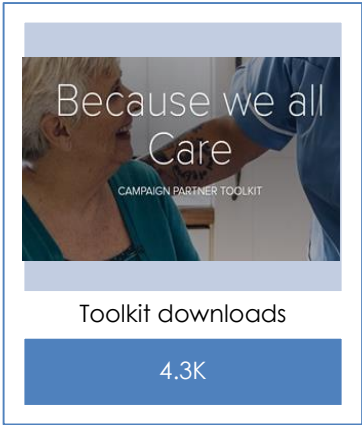
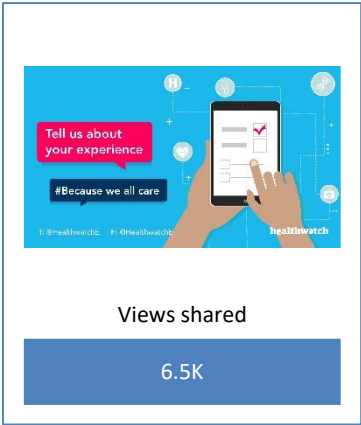
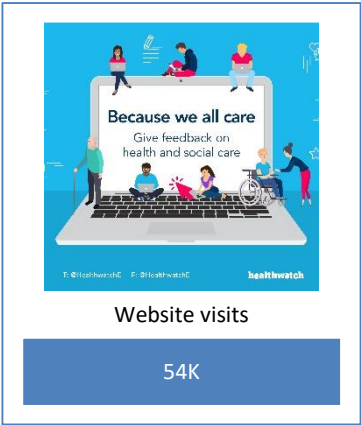
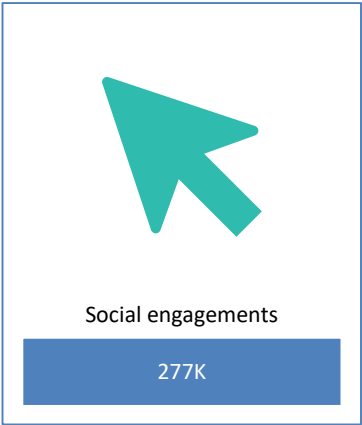
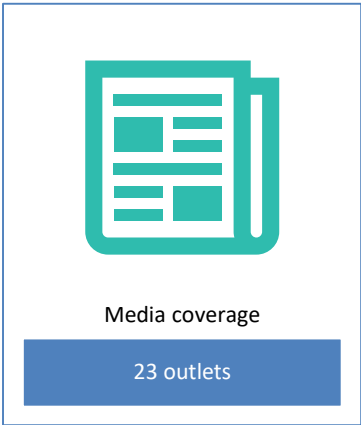
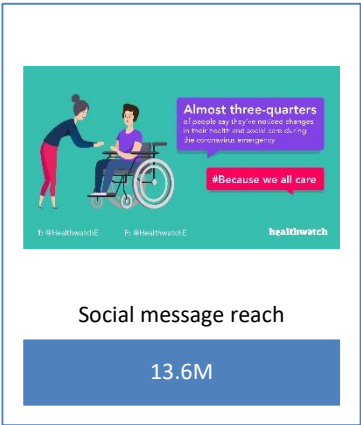
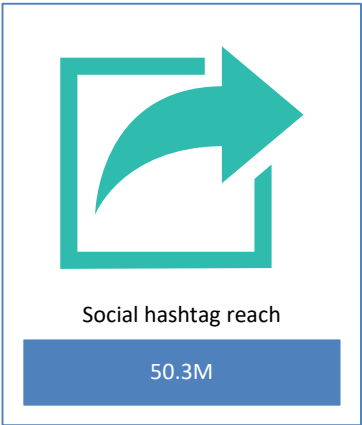
Healthwatch  
attended almost  
**1,000 community  
events**, including  
festivals, carers cafes,  
shopping centres and  
NHS services to speak  
to the public about their  
experiences.



**healthwatch**  
Week

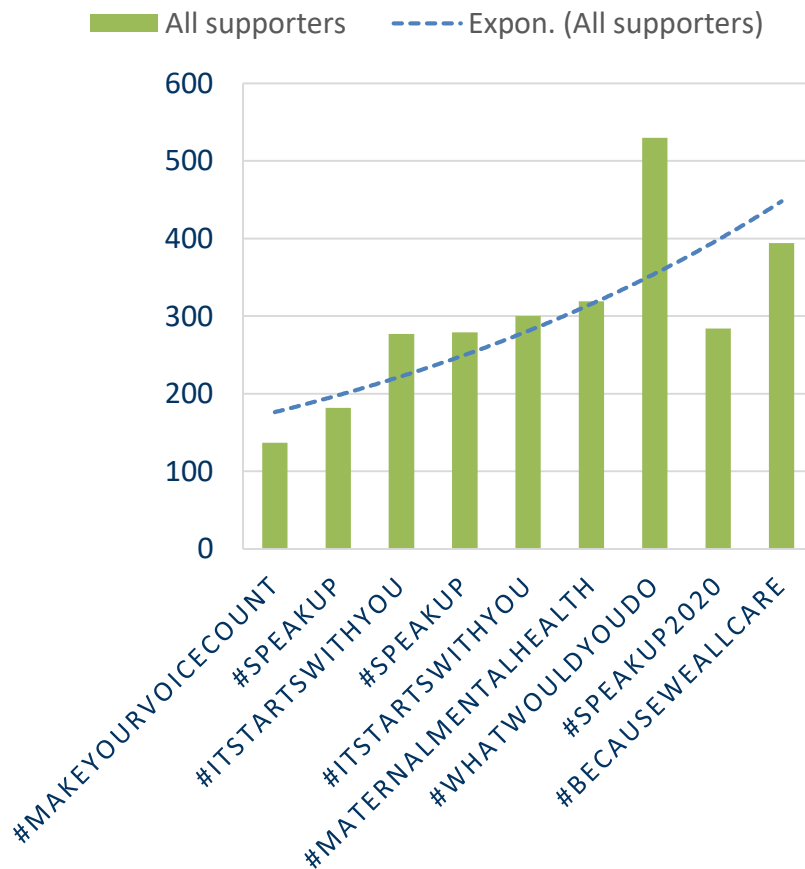
# Our national campaigns

## Because we all care (2020)



# Our national campaigns

## Campaigns we've run so far





# Regional campaigning



# Health and care at a regional level



## Why do we need to campaign regionally?

- Health and social care services are increasingly being planned and developed at a regional level.
  - Integrated care systems
  - Sustainability and transformation partnerships

## Local media landscape

- Communications landscape also changing with fewer radio, TV and newspaper organisations serving larger geographical areas.



# Case study: Hypermobility syndromes project

## Local Healthwatch in Yorkshire and Humber

Healthwatch Calderdale began to hear from people with hypermobility, both inside and outside its locality. They decided to engage more widely than in Calderdale and involve 15 other Healthwatch.

### What did they do?

- They provided consistent information about the project including a video and project toolkit.
- They met local Healthwatch regularly to discuss progress and provide updates.
- They used social media, e-newsletters, videos, focus groups and closed Facebook groups to engage people, as well as working with relevant charities.
- They had one survey that they encouraged everyone to complete.

# Case study: Dentistry issues in the East of England

## Overview

Despite surgeries reopening, people continue to report problems accessing dental care or being forced to pay for private dentistry, with lack of communication a common theme. This seems to be a particular problem in the East of England based on feedback to Healthwatch.

## What have we done about it?

- Healthwatch in the area have raised the issue through the Media and via reporting to relevant stakeholders, e.g OSC
- Healthwatch England evidenced and publicised the issue through the quarterly report, published in September

*"Routine check ups are no longer going to be happening because there isn't the capacity or facility to do that."*

Alex Stewart, Chief Executive, Healthwatch Norfolk



# Case study: Dentistry issues in the East of England

## Continued

- NHSE/I responded to these concerns and are now in regular dialogue with local Healthwatch in the area
- Local Healthwatch are now assisting commissioners by calling for people to identify dentists who may not be meeting their NHS obligations
- A local Healthwatch lead (Tracy Keech, HW Milton Keynes) has taken a keen interest in the issue and agreed to act as case study for national/regional media
- If problems persist for local people, we could take a campaigning stance calling for action as appropriate
- This 'mini-campaign' approach which could be replicated in other regions face the same issues, as necessary.



# Building an approach to regional campaigning



# Your approach to regional campaigning

## Discussion: Tell us your experience

- What kind of issues have you worked on regionally?
- How did you identify the need for/agree on the campaign - regional network meetings?
- How have you worked with other Healthwatch? E.g. have you taken on responsibility for different elements of the project?
- What are the benefits and challenges of working together?
- Have you found it easier to influence change at a regional level when you've been working together?



# Campaigning together: Nationally and regionally

## Success story - NHS Long Term Plan work

- Showed Healthwatch's strengths as engagement experts with reach across England
- Local Healthwatch were within system as trusted partner - often privy to confidential/sensitive information
- The project raised the profile of Healthwatch and gave people across the country a say on the future of their local services in a meaningful way

### Discussion point

- The NHS Long Term Plan work was commissioned but could a similar approach work without funding?
- We'll look at what technology can support joint working - would you see this as a benefit?



# Regional campaigning during COVID-19

## Success story - hospital discharge project

- The hospital discharge project involved local Healthwatch, Healthwatch England and the British Red Cross working together to investigate how emergency discharge measures introduced in March have impacted on patients.
- The final report was published last week and enjoyed excellent coverage in national, trade and regional media, including in the Daily Telegraph, HSJ and Independent.
- We also had excellent feedback on the report itself from stakeholders and hope our findings and recommendations will be taken on board by service leaders.

## Discussion point

- With the pandemic situation changing daily, do you think we will be able to plan and run meaningful campaigns like this on an individual regional basis?



# Campaign ambassadors



## Proposed approach

In order to mobilise and energise campaigning activity across local Healthwatch, we wondered if creating a network of ‘campaign ambassadors’ would work?

Each Healthwatch would nominate their ambassador (this could be anyone from the CEO to a volunteer) who actively wants to support campaigns and would look out for/act on any requests from Healthwatch England.

Similarly, they would play a role in feeding back ideas and suggestions for campaigning activity.

# Campaign ambassadors

## Discussion point

- How effective do you think this idea would be?
- What would be some of the opportunities it would bring?
- What would be some of the challenges?

## Media spokespeople

To respond to requests for interviews from the media during these potential campaigns, we could identify a media spokesperson from each region. This would usually be a Healthwatch lead officer or chair - known to have an interest in the issues and confident handling interview situations.

How do we see this working?



**Any further  
questions?  
Thank you for  
taking part!**

