

## Healthwatch Bristol, North Somerset and South Gloucestershire

### Communications Strategy March 2021

#### Vision

**'Empowering the public to help develop fair, accessible and inclusive health and social care services in Bristol, North Somerset and South Gloucestershire.'**

#### Purpose and role of Healthwatch's communications

Our communications promote Healthwatch (HW) using short, simple messages about what we do and how we work. Board of Trustees, staff and volunteers –prioritisation panels and work plans, (statutory functions as part of Health and Social Care Act) –so through HW public views can influence and improve local health and care.

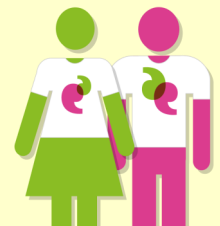
#### Key comms messages/actions/activities

- **Share your views on local health and care services** (public can follow link from social media to websites or by phone, post or text) Work with commissioners and providers as critical friend to share insights to bring about improvements by empowering public voice.
- Circulate our project findings and recommendations showing how services can improve.
- Signposting public to other organisations to meet health and care needs.
- Offer opportunities to get involved in our work—focus groups, surveys, co-production.
- Promote membership of HW so more people receive our newsletter.
- Make Enter and View visits –gaining feedback first-hand from services and listening to patients and families.
- Share local and national news relevant to the health and social care landscape.
- Escalate concerns to CQC, Quality Surveillance, Health Overview and Scrutiny Committee and others.
- Work with organisations to promote health issues and highlight themes especially featuring public involvement.



#### Aims and ambitions

- Build digital reach and at same time boost audience engagement on social media channels and website visitor numbers. Each area has Facebook page and Twitter account and NS has Instagram.
- Show how Healthwatch works - highlighting staff, Board and volunteers' involvement and highlight our commitment to our values of inclusion, independence and transparency. Highlight how we work together to make an impact and raise HW's profile.
- Make it easier for people to give feedback on services. Promote our contact and social media handles and website links to raise profile and boost public feedback obtained.
- Signpost the public if they want to complain about a service.
- Work collaboratively with stakeholders/partners on projects to achieve outcomes/impact.
- Work inclusively by embracing the diversity in all sectors of the community.
- Focus on giving a voice to the seldom heard and working with community groups to listen to their views and experiences of health and social care.
- Use our resources fairly and proportionately so we reach residents in all three areas.



#### How we are communicating what we do

- Publish our workplans, decision-making process and the priorities identified from public feedback and how we work to achieve outcomes on these issues. This will encourage more feedback if results are amplified.
- Promote digital feedback forms on website as Covid-safe alternative to our face-to-face events held in Bristol, North Somerset and South Glos.
- Posters and leaflets with QR codes (mailouts) for non-digital groups.
- Send out regular digital newsletters to update our members on projects.
- Connect with MPs and councillors to highlight reports and achievements.

## Healthwatch will work as a team to boost engagement

- Engagement involves ensuring people understand the work of HW BNSSG and respond by sharing their views or use us as a trusted source of information. HW exists to engage with all sectors of the community and the seldom heard.

- Communications will highlight that sharing your views with HW can drive changes and improvements in services.

- HW team working: Area leads support comms by seeking feedback on HW media channels.

Comms lead/coordinator tells the HW story with case studies and pictures and supporting graphics on websites and social media.

Comms will develop themes and news based ideas/use awareness days. Ideas developed weekly.

- All staff share information/events/meetings from contacts on social media and encourage these organisations to return favour to boost engagement potential—especially commissioners and providers, voluntary sector.



## Working with stakeholders

- HW will forge strong links with those who plan, purchase, provide and use local health and care services by sharing our reports to influence outcomes.

- Building on HW's reputation as the respected and independent engagement experts. Comms will circulate and promote HW's qualitative data, our collated public views and lived experience.

- HW will strengthen links with professionals and practitioners working locally, building relationships as systems become more joined up and develop new methods of regulation and governance which helps the patient experience.

## Reaching all sectors of the community

- HW will use inclusive language, be accessible and provide information that breaks down barriers. Use of information in different languages, understanding cultural sensitivities and access to health service problems. Promoting Easy Read and videos (more work to develop Zoom interviews, simplifying complex information/reports).

- Reaching people using different media - to inform and engage with all groups. Non-digital, working through councillors/MPs/community contacts.

- Help people get online with our Digital Inclusion projects and the use of videos and guides.

- Help surgeries and other organisations with digital inclusion.



## Evaluating success

- Record of social media and website stats of visitor views and reach.

- Record of newsletter opens and new sign-ups.

- Record number of appearances on radio, newspaper articles, diverse publications.

- Number of GP websites (or other providers' websites) with links to us by using our HW Gif

- Achieve wider public representation in our work, especially from equalities groups in Prioritisation Panels and other involvement opportunities.

- Show how we signpost people to other organisations—case studies/feedback data.

