

<b>Report to:</b>	<b>HEALTHWATCH BLACKPOOL</b>
<b>Relevant Officer:</b>	Steven Garner, Healthwatch Blackpool Manager
<b>Date of Meeting</b>	17 May 2016

## OPERATIONAL LEADS' REPORT

### 1.0 Social Media and Website Engagement for Quarter Four:

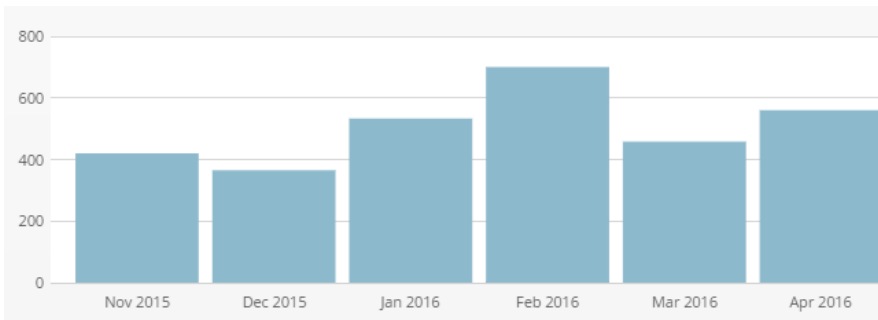
#### 1.1 Facebook

As Graph One shows, we have had regular good reach from our Facebook page, a total reach of 7630 people. Our most popular posts are multimedia posts, which make use of tagging, hashtags and use picture/ video media. Facebook is not as success as the Twitter page and at present we do not make use of any paid targeting, which is something which will be looked into.



#### 1.2 Website

As Graph Two shows, we have a consistent visiting rate to our website. We mainly get new visitors (about three quarters), which is good. During the last month we had **560 visits**. The average person spends two minutes and six seconds on the site, which is above average and suggests the site is easy to navigate and data is easy to understand. The most popular page was our homepage with 41% of visitors and our publications page which has 12%. People sent on average one minute 21 seconds on the pages.



**1.3 Twitter**

Twitter is our main method of talking to people online. We average a good number of new followers each month to our Twitter feed and a good number of “Impressions”, which indicate our reach. We try to increase reach wherever we can through the use of hashtags and tagging other agencies, often making posts centered around national awareness weeks/ days. The Twitter feed regularly retweets the posts of other agencies such as Blackpool Teaching Hospitals, Blackpool CCG, Blackpool Council, Carers Trust, Age UK Blackpool etc., resulting in good symbiotic relationship. We also post original content inviting people to see our newly published reports and include multimedia posts including pictures and videos to increase our visibility.

There were fewer tweets posted in March, which we attribute to two weeks of staff holiday. However, the multi-media use of tweeting demonstrates that although numbers remained low, the reach and number of new followers was still around the monthly average.

JAN 2016 SUMMARY		FEB 2016 SUMMARY	
Tweets	29	Tweets	47
Tweet impressions	7,085	Tweet impressions	13.2K
Profile visits	462	Profile visits	702
Mentions	8	Mentions	11
New followers	38	New followers	25
MAR 2016 SUMMARY			
Tweets	12	Tweet impressions	7,265
Profile visits	489	Mentions	9
New followers	24		

## **2.0 Reviews/Consultations**

### **2.1 January**

The final Accident and Emergency Report, which has been sent to the Head of Urgent Care for response is attached at Appendix 10(a) for information.

### **2.2 February**

The Harbour Conversation is a joint piece of work conducted with Healthwatch Lancashire, who took the lead on the project. This report is still being produced, but we hope to be sent a copy before publication. We visited The Harbour over three days and went into wards to ask people about their care. We asked how they felt about the staff, if they felt safe and if there was anything that was concerning them.

### **2.3 March**

The Substance Misuse report, which has been sent to Horizon for response, is attached at Appendix 10(b) for information. The Hub has responded regarding Young People's services, Horizon is anticipated to respond regarding adults services.

The Healthwatch/MacMillan On Tour report, which has been sent to Macmillan for feedback, is attached at Appendix 10(c) for information.

### **2.4 April**

Three PLACE assessments were undertaken at Blackpool Victoria, Spire, and Clifton Hospitals.

## **3.0 "Voices"**

The number of individual concerns that have been logged with Healthwatch Blackpool is still very low and we hope with our increased presence in Victoria Hospital, the Library, The Harbour, the media and whilst proactively soliciting views for our targeted work that people will begin to contact us directly with concerns

In the last quarter, four concerns were raised regarding the closure of Hoyle House, a 29-bedded service for those who suffer from dementia. Within this service was the only place in Blackpool, which held four respite beds for carers who wished to stay overnight. Upon closure of Hoyle House, this left no overnight carers respite in Blackpool. We contacted the Council who informed us that overnight respite was being made available in two care homes, resulting in four rooms, which was much more financially viable. The closure of Hoyle House will form part of our reviews into Dementia Services, which we aim to conduct in the next 12 months.

We received one concern, which was about prescriptions, stating that Pharmacies will be

*“refusing to prescribe a patient with necessary prescriptions to aid in the ongoing & lifelong detrimental treatment of medically proven symptoms & affects attached to illnesses, traumas, conditions, diseases, intolerances & allergies”.*

This respondent did not leave contact details and so we could not investigate this issue any further.

In March, we received two concerns, one was regarding dental treatment in Lancashire and we forwarded this person the details for Healthwatch Lancashire and some information on complaints procedures. The second concern was an inquiry regarding advocacy support, which was forwarded to Empowerment advocacy services. We have also had an increase in information requests from CQC regarding care homes and domiciliary care home providers. The breadth of the last year's work has given us more information to share with partners and strengthen links with CQC. We will be once again promoting our “Share your experience” page in order to increase the number of concerns we receive.

#### **4.0 Next Steps for May and June**

- 4.1
- Healthwatch Blackpool will be organising a plan of work for 2016/17, which will detail the results from our public consultation and define our work over the next 12 months.
  - We will be taking part in the Dementia Friendship Support Network Blackpool to Brighton bike ride
  - We will be looking into GP access and range of services. This issue has come up over several of our reviews in the last year and will form part of the 2016/17 plan of work.
  - Attend Annual Conference in Nottingham

#### **5.0 Dates for the diary**

- 5.1 Details of the Annual Conference can be found using the following link <https://registration.livegroup.co.uk/healthwatchannualconference2016/>  
The venue will be the East Midlands Conference Centre, Nottingham on Thursday 9 June 2016 ([View Agenda](#)) and Friday 10 June 2016 ([View Agenda](#))