

Report to:	HEALTHWATCH BLACKPOOL
Relevant Officer:	Steven Garner, Healthwatch Blackpool Manager
Date of Meeting	14 November 2016

OPERATIONAL LEADS' REPORT

1.0 Social Media and Website Engagement for September – October 2016:

1.1 Facebook

Following paid advertising, the graph below demonstrates that average reach has settled at a higher rate of around 176 people per post, with spikes of popular posts reaching over 400 and occasionally 4,000 people. Popular posts tend to include positive news including GP surgeries being nominated for national awards, and occasional job advertisements.



1.2 Website

The Graph below shows fewer visits to the website over this period in comparison with months including paid advertisements, but average visitor numbers are maintained.



1.3 Twitter

The figures below demonstrate a consistent rise in engagement and followers.

September 2016 Summary:

Tweets: 22

Tweet impressions: 9,403

Profile visits: 639
Mentions: 24
New followers: 21

October 2016 Summary:

Tweets: 23
Tweet impressions: 11.900
Profile visits: 526
Mentions: 7
New followers: 30

Current total of followers: 1,425 (increase of 51)

2.0 Service Reviews

2.1 Care Home Reviews

A total of 15 care home reviews have been written up and are currently going through new quality assurance measures before being passed by the Board. The Care home reports are due imminently to be passed by the Board before publication. A report of overall care with data from all 24 care homes visited in the past year will be delayed due to additional timescales on other projects.

Following meeting with Chairmen and the Chief Executive at Blackpool Victoria Hospital and with patient engagement/ nursing leads, we have surveyed 50 patients in the hospital cardiac centre, in terms of appointments, communication and waiting times.

A delayed review of the newly redesigned Outpatients waiting areas took place on 11 November.

A public survey is also being promoted on social media and amongst the Healthwatch Blackpool membership for those who have used the hospital Outpatients services.

2.2 Adult Mental Health (November / December)

Meetings are due to be held with community based adult mental health service providers (Richmond Fellowship, Blackpool Teaching Hospitals Outreach services, and Lancashire Care Foundation Trust leads) to inform a service review over December.

2.3 GPs (January/February)

Healthwatch Blackpool is meeting with Patient Participation Groups and with practice managers to discuss what work would be done within GP surgeries to tackle appointments and waiting times (key themes listed in the Workplan priorities report).

3.0 Consultations

3.1 Carers Consultation

The Blackpool Carers Report has been circulated and passed by the Board. It has been sent to Commissioners of carers services and made publicly available. It has

been included in the most recent Healthwatch Blackpool Newsletter.

The results show that most carers provide unpaid support for immediate family with long term conditions. Social life is impacted most negatively by caring roles, while the most positive impact of caring on overall wellbeing was in emotional health. A majority of carers were unemployed or retired, but 76% of carers who were employed did not receive support at work for their caring role. Carers would like information and advice as soon as they are recognised as carers, with training in managing conditions and joined up services supporting both the carer and the cared for.

3.2 Pharmacy Consultation

Healthwatch Lancashire, Blackpool and Blackburn with Darwen are undertaking a joint pilot piece of engagement work, taking surveys to pharmacies. This has been arranged with the CEO of Community Pharmacies Lancashire. There are around 230 community pharmacies in Lancashire and 44 in Blackpool. Discussions are being held around appropriate pilot scale and proportional sampling of pharmacies (supermarket based, those providing additional screening etc.)

3.3 Cervical Screening and Immunisation

Healthwatch Blackpool will receive £2,319.50 in funding to undertake three focus groups in Kirkham Prison, Lancashire Women's Centre and with a local Travelling group. This is expected to take place over December.

4.0 **Additional Revenue**

In addition to the £2,319.50 funded consultation in December, Healthwatch Blackpool, Lancashire, Darwen with Blackburn and South Cumbria has applied for funded work to revise and consult on the public facing Sustainability and Transformation Plan (STP) document. The total funding requested is £20,000.

5.0 **Staffing**

A restructure at Empowerment has led to Healthwatch gaining an apprentice for 37.5 hours per week, to undertake many of the Information Officer and administrative duties.

A three month secondment of a part-time services manager from Blackpool Carers means that more oversight, performance management and development can be provided to the Healthwatch team.

6.0 **Key Performance Indicators (KPIs)**

The KPIs for quarters one and two have been submitted to Healthwatch Blackpool Commissioners for discussion in mid-November. The Board is invited to discuss and prioritise the Indicators, which will be sent to the Board under separate cover prior to the meeting.