

Healthwatch Oxfordshire Board of Directors

Date of Meeting: 24 January 2017			Paper No: 3			
Title of Presentation: Executive Director's Report						
This paper is for	Discussion		Decision		Information	x

Purpose and Executive Summary (if paper longer than 3 pages):

This paper summarises activity undertaken by the Healthwatch Oxfordshire (HWO) staff team in the period since the last board meeting 22 November 2016.

Financial Implications of Paper: None

Action Required:

The Board is asked to:

- Note the contents of the paper.

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Contents

1	Healthwatch Oxfordshire Activity November - December 2016	3
2	We heard	3
2.1	Social media	4
2.2	Television, radio and newspapers	4
3	Future.....	5
	APPENDIX A - Media	6

1 Healthwatch Oxfordshire Activity November - December 2016

The period covered in this report includes the month of December, which traditionally is quiet and includes one week when the Healthwatch office was closed (Christmas and New Year).

Reports to the Health Overview and Scrutiny Committee and Health & Wellbeing Boards held in November were detailed in my November Report.

Activity around the Health Transformation Agenda mainly focused on Healthwatch commenting on draft communication materials - which were appreciated and, in some cases, acted upon by the Oxfordshire Clinical Commissioning Group.

Health Transformation consultations begin on January 17th and we are already hearing concerns from the community, particularly in the north of the county, regarding what proposed changes might mean to them. The concerns expressed focus on potential changes to maternity and access to the John Radcliffe hospital.

2 We heard

Monthly reports can be viewed on our web site www.healthwatchoxfordshire.co.uk

During November and December 2016, as part of our outreach activity we spoke to 96 individuals and organisations. The main areas of concern that people or voluntary groups have been talking to Healthwatch Oxfordshire about are summarised below:

Waiting times for doctor appointments and out-patient appointments at John Radcliffe Hospital

General practice surgeries (GPs) were the most frequently commented on service. Concerns included difficulty in obtaining appointments, poor communications, dissatisfaction with the triage system, and GP practice mergers.

Oxford University Hospital Trust attracted concerns about waiting times for out-patient appointments across many departments. Oxford Eye Hospital attracted praise and some dissatisfaction.

Praise for Oxford Eye Hospital, some GPs and Nuffield Orthopaedic Centre was shared with us.

Over the next few months the team will conduct an analysis of the 'We heard' data and this will inform our strategy for targeted activity over the next year.

3 Media

Media coverage during November, December 2016 and early January 2017 has picked up, nearly back to the July Board data levels. The active media coverage in local television, radio and newspapers during October and early November have obviously had a positive effect on public interest in Healthwatch.

During the past two months, there were eleven separate media enquiries from Oxford mail, BBC Oxford, and Oxford Guardian. These resulted in 19 separate items of media coverage, in print, radio, and television.

Appendix A gives a more detail on media activity.

3.1 Social media

Twitter activity was down on September board figures and most likely reflects fewer public / engagement events.

There was a three percent (5) increase in the number of Facebook followers during this period.

Web page activity statistics now exclude 'internal traffic' i.e. visits by HWO staff and as such cannot be compared to the September board report figures. We will use the November figures as our bench mark in future. It is worth noting that 67% of visitors to the HWO web site were 'new visitors' during this period.

3.2 Television, radio and newspapers

Healthwatch Oxfordshire achieved a significant media presence over the past few months, with the focus being on Deer Park GP surgery closure, delayed transfer from hospital story, the Refugee Resource report and the Chair's Oxford Mail column. We achieved:

Three television interviews

Five radio interviews

Two newspaper articles

Full details are attached in Appendix B Media.

4 Witney project

The planning and development of the Witney project - when Healthwatch Oxfordshire will focus our attention and activity on Witney Town during the month of March - is now full steam ahead. This is the first time that Healthwatch has focused on listening to the people of a single town to give them an opportunity to talk about their experiences of health and social care services.

We will talk to service providers, employees and those responsible for making sure that health and social care services meet the needs of the local population. We will be visiting local health and social care services, talking to people on the street and at community venues. Our aim is to gain an in-depth understanding of people's experiences and expectations of their local services.

We will report back to Witney and share what we have heard with commissioners and providers of services in June 2017.

There are three main components of the project:

1. Outreach - where HWO will have a presence in the town centre, library, college, pharmacy, leisure centres etc. and listen to what service users have to say
2. Targeted activity / group visits - visits are being arrange to day centres, activity clubs, schools, drop in groups, doctor surgeries etc
3. Enter and view will focus on local care homes and a 'light touch' visit to local hospital
4. A survey of people's experiences of health and social care services will run throughout March with access via online and paper copies.

On the final day of March, we are holding a health and social care market place focused on voluntary organisations providing health and social care services and support to local people.

This event will offer an opportunity for people to gain awareness of and access to services, whilst at the same time a networking opportunity for service providers.

In the early stages of planning is a question and answer session, to be chaired by HWO Chairman, focusing on health and social care provision in Witney. The panel will consist of local experts.

The Witney events will be well promoted and publicity is key. One key objective is to raise the profile of Healthwatch in the local community.

The success of the project will be judged by:

- Number of people contacted and listened to - target is 1000
- Response to the survey - target is 1000
- Increased media activity - target is 6 individual items of coverage across all media
- Increased activity on HWO web and social sites during March and April - 30% increase reported in June 2017 (base line March Board report)
- Changes made to service provision and design initiated through what we have heard and survey - 12 month review completed in March 2018.

5 Future

Publish the report produced by the voluntary sector organisation Oxfordshire 1001 Critical Days Coalition titled "A Silent Problem" Perinatal Mental Health in Oxfordshire.

The Healthwatch supported lay members to the Health Improvement Board will table their recommendations on how the HIB should respond to the Health Inequalities Commission Report

Healthwatch will publish its report on 'social care assessments, packages, and reviews in Oxfordshire - people's views and experiences of the process'

Publish our report on 'Peoples experiences of using GP services in Oxfordshire' - revisiting the survey conducted in 2014.

The Health Transformation Consultation Stage 1 programme goes live on the 17th January and Healthwatch will be attending all public consultation events

We will continue to explain health and social care publications etc. to the public in plain English thus helping to ensure that the patient and public voice has an opportunity to be heard

Continue to develop our engagement with patient participation groups and locality forums and respond to what we are hearing about the concerns facing patients accessing GP services

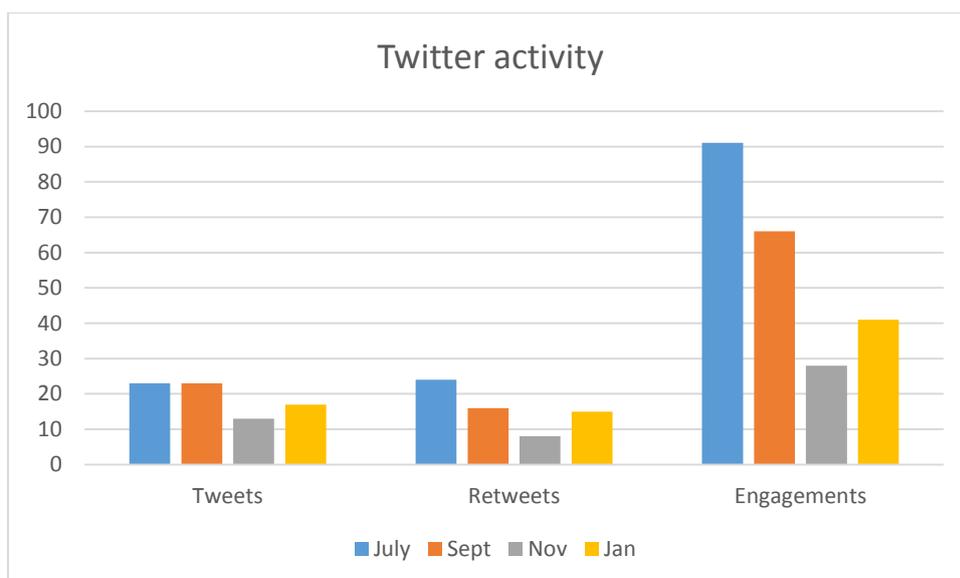
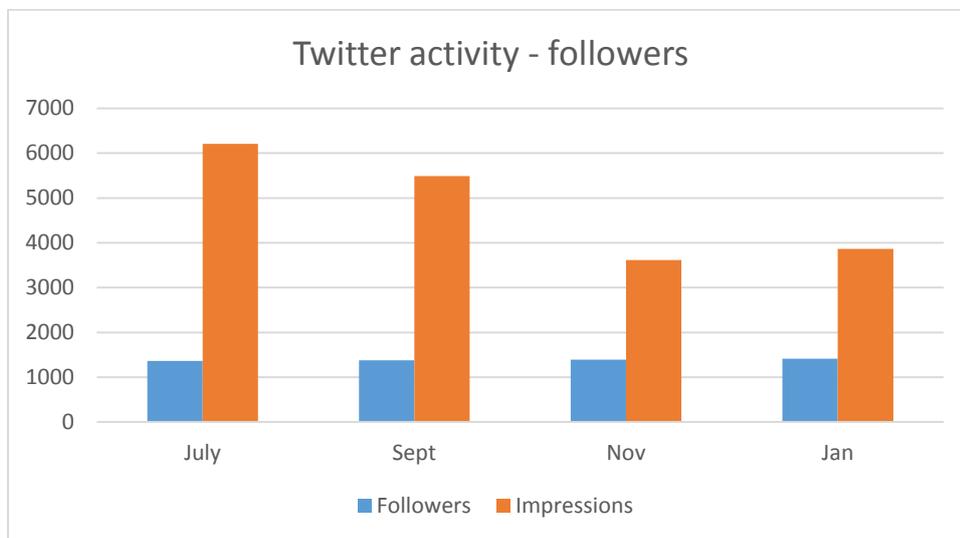
Continue to raise our profile across the county

Our annual conference for the voluntary sector is on Tuesday 7th February 2017 where the Oxfordshire Clinical Commissioning Group Chair and Chief Executive will present the Health Transformation programme - a first opportunity for the third sector to respond to the OCCG consultations.

APPENDIX A - Media

Twitter

Statistics for January 2017 Board report



Followers: 1416

Tweets: 17

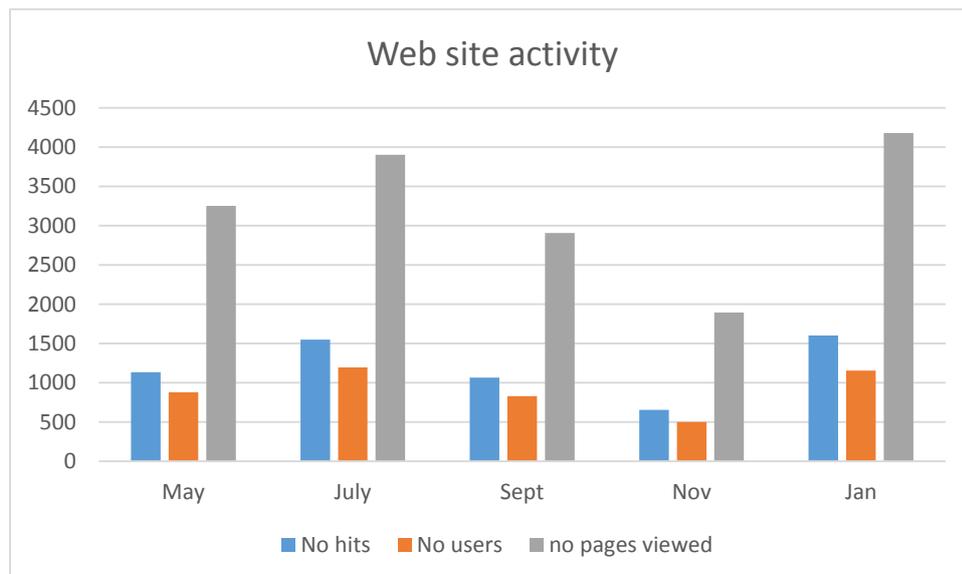
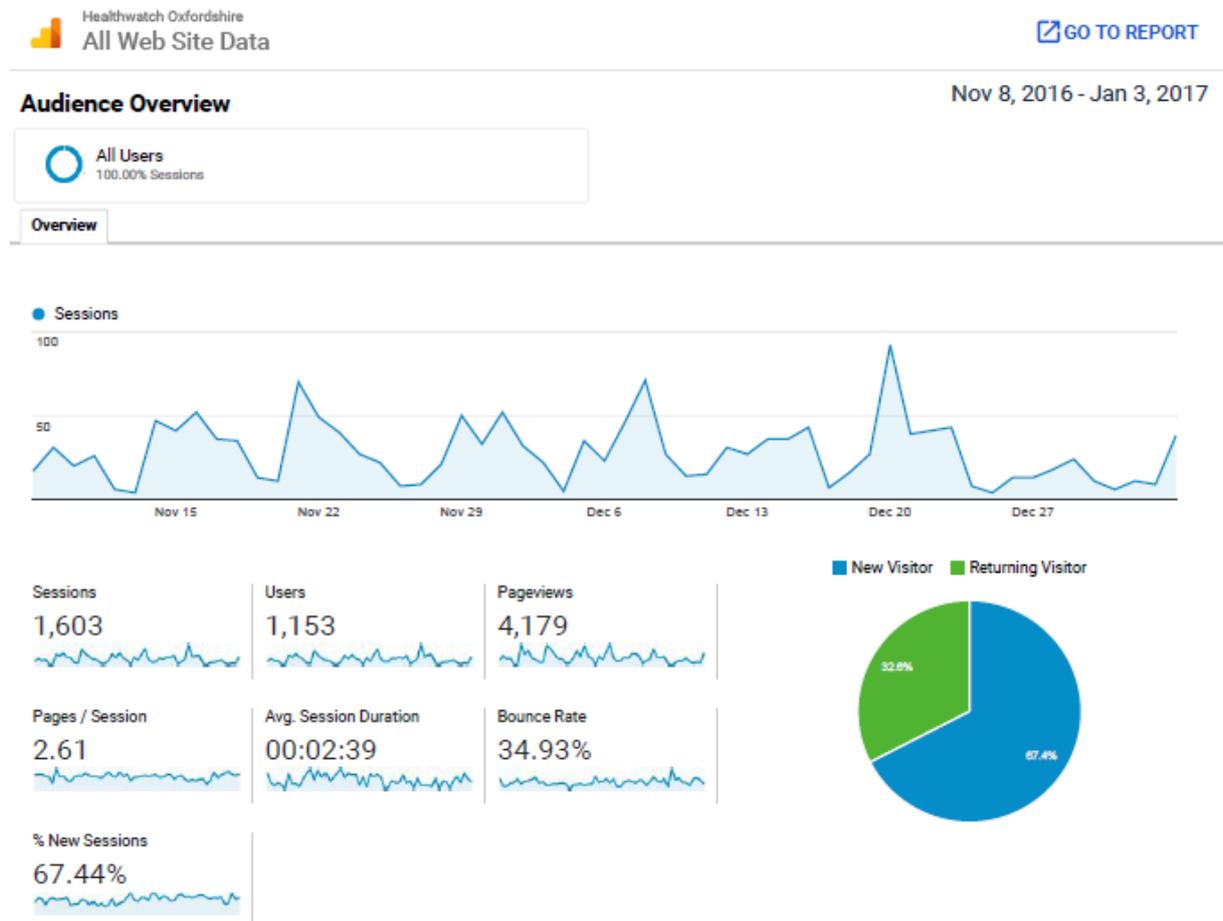
Impressions: 3863

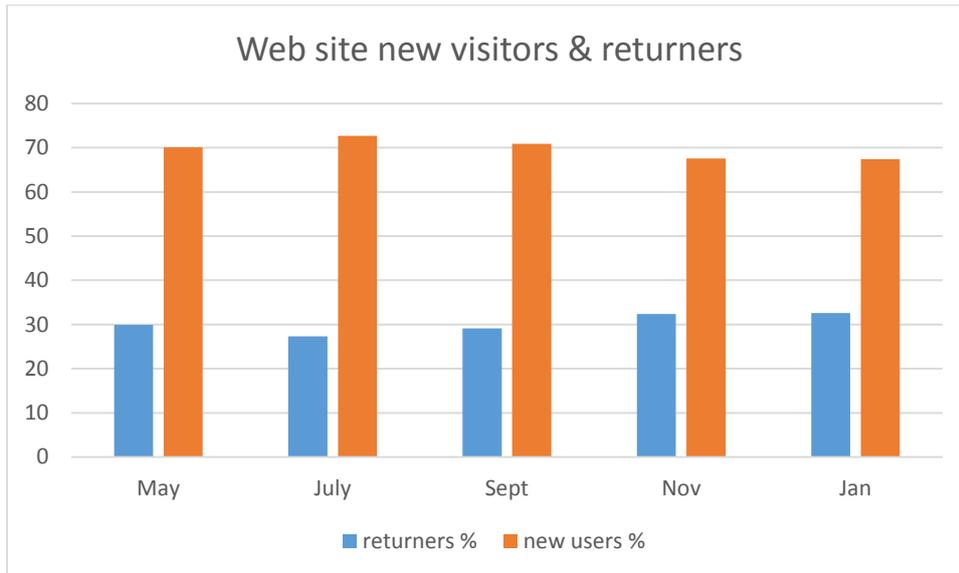
Engagements: 41

Retweets: 15

Web

These statistics now reflect the fact that internal traffic (i.e. visits to the website from staff) are now excluded from the figures.





Television, Radio and newspaper coverage November-December 2016:

During November and December 2016, Healthwatch Oxfordshire received 17 separate items of coverage in the local media, comprising:

- 5 newspaper articles
- 7 mentions/interviews on radio
- 4 mentions/interviews on local television.
-

Principal subjects covered were:

- Our appeal against the refusal of our Freedom of Information Request
- Winter Pressures
- The release of the Project Fund report by Oxford Against Cutting
- A preview of a HOSC meeting
- The leak of the BOB/STP proposals
- Interviews with each member of the staff team as part of the BBC Oxford Big Tour
- Parking problems at the John Radcliffe Hospital
- Proposals for a 'supertrust'
- Recruitment appeal for new Board members.