

# **Strategic Objectives and Work Plan 2016/17**

## This strategy and work plan

This Strategy and work plan describes the overarching aims of Healthwatch Newham, who we are and what we plan to achieve to the end of March 2017.

### *Who we are:*

- Healthwatch Newham is an independent service delivered by Community Barnet that gives the people of the London Borough of Newham a voice to improve, shape and get the best from their health and social care services.
- Our vision and aim is to improve health and social care services and outcomes for people in Newham.
- We do this by being an independent consumer champion ensuring that the voices of people in Newham reach the ears of the decision makers.

Healthwatch Newham, part of the Healthwatch England national network, is an independent organisation that gives people a voice to improve and shape services and help them get the best out of health and social care services.

Healthwatch Newham is delivered as part of Community Barnet. We have developed excellent arrangements for governance and financial management. We have clear objectives in relation to our main areas of activity and we measure our success against their achievement.

Our main activities are: **Delivery of information and advice; Community engagement; Enter and View; Research and Influencing.**

## **The way Healthwatch Newham works:**

**Our Vision forms the basis of our actions**

**To improve health and social care services and outcomes for people in Newham.**

*We do this by being an independent consumer champion ensuring that the voices of consumers and those who use services in Newham reach the ears of the decision makers.*

### **Key Themes and Principles define what we do**

Key themes run across all areas of activity, in particular our commitment to quality and value for money, working in partnership and using our experience to contribute to the work of others in developing the best possible provision of service for users of health and social care services in Newham.

### **Eight Principles guide us in our work:**

- Our work is of a high quality
- We focus on the needs of consumers
- We do not make false promises
- We communicate what we find
- We aim for improvement of services
- We believe sharing good practice is beneficial
- We advocate for positive change
- Our purpose is added value not finding fault

## **Our values guide us in what we do**

All of our staff, volunteers and representatives agree to work to these guiding values:

- Approachable
- Responsive
- Collaborative
- Courageous
- Ambitious
- Constructively Challenging
- Open and Transparent
- Clarity of purpose
- Leading and promoting change
- Equality

## **Healthwatch quality standards**

Healthwatch Newham aims to work within and to the quality statement produced by Healthwatch England. The quality standards cover the following areas and we use them to guide our work.

The Quality Statements fall into five groups.

### **Strategic Context and Relationships**

Having a strong understanding of the strengths and weaknesses of the local health and social care system is critical to the success of local Healthwatch.

#### **Healthwatch Newham aims:**

- To develop priorities based on the experience and concerns of the public, whilst recognising the local health and social care context and priorities.
- To have trusting collaborative relationships with key local decision makers through regular formal and informal meetings where our role as a critical friend is understood.
- To play a clear and distinct role in key local decision making structures (going beyond our formal position in the Health and Wellbeing Board) and contribute to better local decision making.

- To contribute to the development of decision making structures in the local health and wellbeing system and, where appropriate, their delivery.

### **Community Voice and Influence**

Local Healthwatch enable local people to have their views, ideas and concerns represented as part of the commissioning, delivery, re-design and scrutiny of health and social care services.

#### **Healthwatch Newham aims:**

- To have a clear action plan for reaching out to and informing local people of our priorities and activities.
- To make a distinct contribution to improving engagement with seldom heard communities.
- To support local people to share their experience and opinions of local services
- To involve local people in setting priorities and commenting on the quality of local Healthwatch activities.
- To provide pathways for local people to become involved informally and formally in contributing to the delivery of the local Healthwatch activities.
- To contribute to the increased confidence and ability of local people to influence the local health and wellbeing system.
- To encourage and enable local commissioners and providers of health and social care to engage the public.

### **Making a Difference Locally**

A local Healthwatch needs to formulate views on the standard of health and social care provision and identify Local Healthwatch Quality Statements where services need to be improved by formally or informally collecting the views and experiences of the members of the public who use them.

#### **Healthwatch Newham aims:**

- To capture the experience and aspirations of local people in our research and reports.
- To collect public opinion on issues in a way that is appropriate and ethical.
- To use the opinions and experiences of the public, where appropriate, to produce recommendations for change.
- To ensure recommendations for change are heard and responded to by relevant decision makers.

## **Informing People**

A core part of the role of local Healthwatch is to provide advice about local health and social care services to the public.

### **Healthwatch Newham aims:**

- We provide the public with accurate, reliable, relevant and useful information about local services, when they need it, in a format that meets their needs.
- We consider the needs of easily ignored and marginalised groups in the design, focus and delivery of the service.
- We have a clear map of signposting services and refer members of the public to appropriate services or to places they can access information and signposting services.
- We provide members of the public with appropriate advice and support if they need to raise a complaint about any part of the health and social care system.
- We systematically uses the intelligence we gather in our advice and information role to inform our priorities.

### **Relationship with Healthwatch England**

Local Healthwatch work with Healthwatch England to enable people's experiences to influence national commissioning, delivery, and the re-design of health and social care services.

### **Healthwatch Newham aims:**

- To learn from and share their learning with other local Healthwatch.
- To consistently share the views and experiences of local people with Healthwatch England to be reflected in national work.
- To understand how information about our local Healthwatch has been shared with Healthwatch England and how this information has been used.
- To have given consideration to getting involved with national pieces of work, identifying the relevance of this work for their locality.
- To have discussed any concerns and issues that Healthwatch England or other partners have raised about our effectiveness and reflected on how best to resolve the situation in a constructive manner.
- We contribute our expertise to national policy development.

## Strategic objectives for 2016/17



### Strategic Objective 1

**Healthwatch Newham is the respected, trusted and credible voice of the consumer within the Health and Social Care System in Newham. We aim to work with the system while maintaining our independence from it and our objective perspective.**

- We will participate actively in relevant forums and groups, where we influence effectively;
- We will focus on influencing commissioning decisions and improving service design and delivery;
- We will work with our partners to reach out into the community to ensure that all voices in Newham are heard.



### Strategic Objective 2

**Healthwatch Newham's role, function and services are known and understood by consumers who readily contact us.**

- We aim to raise consumer awareness of Healthwatch Newham in the next twelve months
- Ensure aware consumers have a detailed knowledge of
  - What we do and don't do
  - How to access our services
  - The results and benefits of our activities
  - Increase the ease of access to our services and the propensity of consumers to do so



### Strategic Objective 3

**Decisions Healthwatch Newham takes and priorities we set are based on robust evidence and knowledge gathered locally and nationally from a wide variety of sources.**

- Through engagement with our partners and direct contact with the citizens of Newham we will ensure that the public's priorities become our priorities;
- We will continue to work to ensure that regional and national data also influences what we prioritise;
- We will work to add value by, when appropriate, seeking to align our priorities with those of the Newham Health and Wellbeing Board and the Newham Clinical Commissioning Group.



#### Strategic Objective 4

**Healthwatch Newham has robust strategic and operational plans, backed by processes that enable regular review and updating. We have comprehensive performance measures in place that demonstrate how we are performing and help to assist our continuous improvement.**

- We will publish both our priorities and our strategic plan as well as details of our performance against targets on a quarterly basis.

**We have a clear and transparent process by which we come to a decision on organisational priorities. This process includes taking into account accumulated evidence from our own data, data and experience collected from our partners, the Newham Joint Strategic Needs Assessment, London Borough of Newham and CCG and voluntary sector research and data.**

## Our Delivery Areas

Our key delivery areas are:

- Communications
- Information and Signposting
- Enter & View
- Research and Evidence
- Community Engagement
- Involvement and Representation
- Influence

Other areas of activity:

- Volunteering
- Sustainability



## Working towards our strategic objectives



### Strategic Objective 1

**Healthwatch Newham is the respected, trusted and credible voice of the consumer within the Health and Social Care System in Newham. We aim to work with the system while maintaining our independence from it and our objective perspective.**

#### How do we do this?

##### Working within the Health and Social Care System in Newham

**Healthwatch Newham aims to** be an active and effective members of the following committee's: Newham Health and Well Being Board; Newham Health Oversight and Scrutiny Committee. To do this we ensure that the forward plans for each of these committee's is integrated into the Healthwatch Newham work plan where appropriate and that representatives on the committees are well briefed and fully conversant with issues of importance to people in Newham. The organisation also works with the Newham Clinical Commissioning Group, the Acute Hospital Trusts and other Providers.

## Initiatives and highlights in 2016/17

We have a huge amount planned for the next year in our drive to be the "best Healthwatch possible" for the people of Newham. Here are just some of the highlights:

### Reports

- Maternity Services Experiences in Newham (Borough wide survey in conjunction with MumsNet and other partners)
- Quality report on websites of Newham GP Practices – launch of Webby Good GP Site Award
- A review of mealtimes in wards at Newham General (via our Enter & View powers)
- Newham Residents Priorities for Health – through engagement activity
- A review of service experience – in conjunction with Newham CCG

## Experience and insight papers

- Throughout the year we will be publishing a series of experience and insight papers which come out of our other activity.

## Listening

- We are a listening organisation and we have very strong links within the local community. We engage with residents of the Borough directly and through our many partners. We will be holding a series of “listening” events throughout the year

## Awareness

- Poster and leaflet campaign to drive traffic – “Tell us what you think”
- Increased use of social media aimed at younger people within the Borough



## Strategic Objective 2

**Healthwatch Newham’s role, function and services are known and understood by consumers who readily contact us.**

## Communications

Our vision for 2016/17 is a much greater awareness of the existence and functions of Healthwatch Newham, together with a broad understanding of the individual activity that we carry out. In 2016 we are aiming for an increased public awareness level and a corresponding increase in awareness amongst policy and decision makers in the Borough. We will also develop our communications channels in the year through a new website development strategy, e-communications strategy and marketing strategy.

## Key Communications Outcomes

- Visits to Healthwatch Newham website increased by 20% over 2016/17 period
- Increase in social media activity by 20% over 2016/17 period
- 20-25% Increase in telephone calls to helpline over the 2016/17 period

## Key activities for 2016:

- Production of online communication tools for use on partner websites
- Produce and distribute poster sets aimed at informing the general public about Healthwatch Newham and to drive traffic to help desk
- Healthwatch Newham media releases linked to engagement activity
- Healthwatch Newham media releases linked to planned research projects
- “What is Healthwatch” leaflet and other collateral materials
- Update of website and new website development plan

## Information and signposting

Our vision for 2016/17 is to give a much larger section of the Newham population access to health and social care information, signposting and advice. The introduction of the Care Act, and the changing information and advice landscape presents a range of challenges. To deliver this vision we will be working to deliver an uplift in the people coming to our information line and to our online presence.

### Key Information, advice and signposting outcomes

- Extension of information available on the Healthwatch Newham website to include easy read and materials aimed at younger people
- Development of further easy read materials
- 20% Increase in telephone calls to information line over the 2015/16 contract period

## Key activities for 2016:

- Production of online Information strategy to take into account Care Act
- Research into information giving options for young people and other groups designated as “seldom heard”.
- Increase the ease of access to our services and the propensity of consumers to do so



### Strategic Objective 3

**Decisions Healthwatch Newham takes and priorities we set are based on robust evidence and knowledge gathered locally and nationally from a wide variety of sources.**

## Enter and View

Our Enter and View programme for 2016/17 will aim to increase activity over previous years. Our vision is to develop our successful approach further to create an Enter and View approach which focuses on delivering in conjunction with our other project work. Healthwatch Newham sees Enter and View as a positive opportunity to work with Newham providers. As such we will be holding a provider event to explain the process and producing explanatory materials.

### Key Enter and View Outcomes

- 6-8 Enter and View visits in 2016/17
- 1 provider event held
- Information made available to CQC and Scrutiny Committee
- Focus on A&E and hospital mealtimes activity.

## Research & Evidence

To ensure the experiences, attitudes and opinions of people in Newham are amplified in a credible and influential way. Research and evidence is at the heart of what Healthwatch Newham does and forms a key part of our work plan and a significant proportion of our output including reports and insight. This work is essential as it allows us to influence decision makers and change the way things are done when necessary.

## Key Outcomes

- Impactful reports on the experiences, attitudes and opinions of people in Newham, including:
  - 4 x Research Reports delivered directly or through the Healthwatch Newham Partners
  - 4 x 'Insight Newham' Reports

## Community Engagement (community, health settings and seldom heard groups)

We are a listening organisation and part of that listening is engaging with local communities in Newham to find out what they think about health and social care services in Newham. Over 2016/17 we will be out and about across the Borough asking people what they think. We are also keen to engage with groups of people that have been designated as seldom heard because it is important that we hear all of the voices of people in Newham.

## Key Outcomes

- 400+ interactions on our database
- Data for Research & Evidence function

## Key activities for 2016/17

- Point of care activity in hospital settings (A&E)
- Point of care activity in primary care settings (GP Surgeries/Pharmacies)
- Point of care activity in social care settings (Day Centre/Residential Care)
- Public activity (Community Events)
- Seldom heard groups: Care at Home, Young People (through Partner organisations)
- Opportunistic events

## Involvement and Representation

One of Healthwatch Newham's key roles is the representation of the voice of the people of Newham at a range of different committees. We are involved in the following committees and are also represented on a variety of short life and development committees and groups:

- Health and Wellbeing Board
- Scrutiny Committee
- Adult Safeguarding
- Newham CCG Board

Healthwatch Newham also work with Community providers, local NHS and a range of other organisations. We will continue in this role to ensure that the patient's voice is at the forefront of the work of these organisations.

## Influence

To ensure local decision makers a) are aware of b) take account of and c) make decisions that reflect the experiences, attitudes and opinions of people in Newham.

## Key Outcomes

- Projects that deliver demonstrable impact, including influencing decision makers
- Supporting our influence amongst the Health & Wellbeing Board
- Influential quarterly report content, including;
  - case studies demonstrating use of evidence to secure outcomes for individuals
  - numbers of issues escalated to other agencies

## Key activities for 2016/17

- Project proposals driven by priorities
- Briefings

## Other areas of activity

### Volunteering

The work of our volunteers is at the heart of Healthwatch Newham's ability to deliver its ambitious plans and activity. We have a large number of volunteers who undertake a variety of roles across the organisation. In 2016/17 our focus will be on the continuing recruitment and development of volunteers with a specific focus on young people.

### Sustainability

Sustainability will be a clear area of focus for the organisation in the next 2 years. In order to extend our reach we will be creating a portfolio of traded services which will be made available for organisations both within and outside of the Borough. We are developing clear internal guidance around these services. As an organisation we are also looking at achieving cost savings through economies of scale and more efficient work practices.



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Newham  
E13 8DW

[Healthwatchnewham.co.uk](http://Healthwatchnewham.co.uk)

## HEALTHWATCH PERFORMANCE REPORTING:-

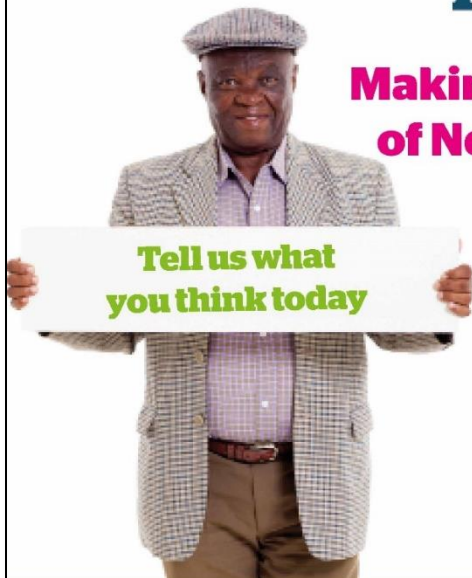
Area	Description	Who	Target	Comments
Reach data	Data provided by charity partners & HW from websites, newsletters etc	Charity Partners HW Newham staff Helen Harte (CB)	80,00 per annum 20,000 per qtr.	Provide quarterly to Fran
Volunteers	No of hours on HW activity	Lisa HW Newham Vol Co-ord	100 hours per month 1 Case Study per quarter	Provide monthly to Fran
Enter & View	Enter & View Visits	Lisa HW Newham E&V Co-ord	6-8 Visits per annum	Provide monthly to Fran Includes repeat E&V visits, large E&V visits count as 2 For new types of E&V requiring preparation, Lisa to supply narrative to Fran
Reports	Specific Engagement & topic based reports	Mike, Lisa, Amani, Charity Partners HW Newham staff	8 reports per year per HW	Provide quarterly to Fran
Formal Meetings	Attendance at statutory committees/meetings including HWBB, HOSC, CQC + other meetings re: health & social care	Mike, Lisa, Amani, John HW Newham staff	No target  1 Case Study per qtr per HW	Provide quarterly to Fran
Engagement with Public	Contacts with the public through HW held/ arranged events/meetings/community groups	Mike, Lisa, Amani, John HW Newham staff	1,200 per annum 300 per quarter  3 Case Studies per qtr per HW	Provide monthly to Fran Please record attendee numbers at events/meetings
Engagement with BAMER	A subset of overall Engagement figures (e.g meetings with GRT, Paiwand or Afghan Association)	Lisa, Amani, John HW Newham staff	300-500 per annum 75-125 per qtr.  2 Case studies per qtr.	Provide quarterly to Fran Please record attendee numbers at meetings & events e.g GRT, Barnet Migrant Refugee etc



Engagement with new Stakeholders	Contact with health & social care contacts not previously engaged with. A subset of overall Engagement figures.	Mike, Lisa, Amani, John HW Newham staff	No target	Provide quarterly details to Fran
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**Making sure the voice  
of Newham people is  
heard in health  
and social care**



**Tell us what  
you think today**

**Call and tell us  
about your  
experience  
0203 598 6414  
@HW\_Newham**

Do you have praise for your pharmacist? Concerns about your care home? We want to know and we want to help improve things.

**Make a difference, contact us today.**

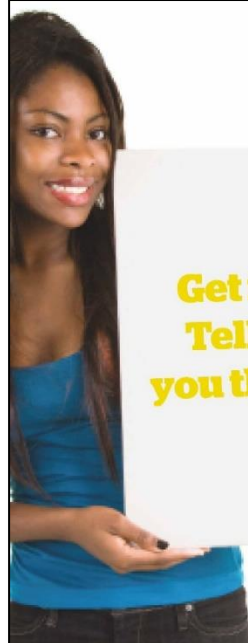
**Call 0203 598 6414**

Email: [myvoice@healthwatchnewham.co.uk](mailto:myvoice@healthwatchnewham.co.uk)

**healthwatchnewham.co.uk**



**Making sure the voice  
of Newham people is  
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and social care**



**Get involved  
Tell us what  
you think today**

**Call and tell us  
about your  
experience  
0203 598 6414  
@HWNewham**

Delightful dentist? Obstructive optician? We want to know about your experience of health and social care and we want to help improve things.

**Make a difference, contact us today.**

**Call 0203 598 6414**

**Text: 08877 6724987**

Email: [myvoice@healthwatchnewham.co.uk](mailto:myvoice@healthwatchnewham.co.uk)

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