

Healthwatch Oxfordshire Board of Directors

Date of Meeting: 22 nd March 2016	Paper No: 6
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Title of presentation: Minutes of the marketing Group held on 15/2/16

This paper is for	Discussion		Decision		Information	x
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Purpose and executive summary (if longer than 3 pages):

Financial implications of this paper:

None

Actions required:

The Board is asked to:

- **Note** the minutes of the Marketing Group

Author: Richard Maynard

Title: Healthwatch Oxfordshire Marketing Sub Group Minutes			
Venue: Healthwatch Oxfordshire office, Whichford House		Date 15.02.2016	
Time: 11.00 - 12.35	Chairman: Eddie Duller		
Minute Taker: Richard Maynard			
Attendees: Eddie Duller, Jean Nunn-Price, Richard Maynard, Carol Moore, Jacquie Pearce-Gervis			
Apologies: None			
Agenda item	Notes	Action by	
1	ED Welcomed Members.		
2	Minutes of the last meeting were approved. Matters Arising- all appeared as separate agenda items.		
3	Updating printed materials RM reported that an initial order of 10,000 leaflets and 1,000 posters had been completed. Distribution of the leaflets has been contracted to The Scene, a local company which has distribution points both within the city and around the county. The contract is for six months, which will then be reviewed in the light of budget constraints. A further 5,000 leaflets have since been printed. RM also held a meeting with the Media & Communications Unit at Oxford University Hospitals NHS Trust, which has agreed to assist in the distribution of leaflets and posters around its sites. RM has updated HWO's locked notice board on Level 2 of the JR, and will attend to the board at the Churchill Hospital when time allows. A mail-out of posters and leaflets has gone to Oxfordshire GP surgeries, which is already producing a response. A similar mail-out of leaflets to NHS dentists is being prepared. Age UK Oxfordshire has also agreed to stock HWO leaflets in its reception. A generic article was sent out to parish magazines on the HWO database, and it was also suggested that it should be sent to What's On In Wantage, Grove Parish Newsletter, and voluntary organisations.	RM	
4	Updating website RM gave an update on the overhaul of the website.	RM	

	<p>Group members were shown some of the new content, including the A-Z guide to services, and guide to NHS jargon. JPG voiced concern that the photograph currently showing on the homepage could be a trademark of Vale of White Horse District Council, but was assured that this was not the case. Photographs on the home page show various locations from around the county and are changed regularly.</p> <p>There is now a link to BBC News Health, and ED asked whether it was possible to link to the Oxford Mail's health stories. RM said this was unlikely but would investigate whether a health-only RSS feed was possible.</p> <p>Overhaul of website in terms of content, spelling and grammar is largely complete. The next stage is a complete review of accessibility. This means looking at the site to see how easy it is to use by people with visual impairment and the extent to which it conforms to the guidelines laid down by Healthwatch England.</p> <p>To some extent the Drupal template already encompasses some of this - the background colours can be changed, as can the font size. Where more work is required is in the area of the written content, so that it is accessible for people using screen readers. For example, a link which just says 'click here' is not helpful to a user of a screen reader. This link should say 'Link to our news area' etc</p> <p>A graphic has been prepared, showing a simplified structure of health and social care services in Oxfordshire. Members were happy with the content and structure, but the visual appearance, especially the use of colours, needs some further work to improve readability.</p> <p>CM asked whether the main menu on the website can be simplified, as with the additional content it now looks very jumbled. RM dealing with this.</p> <p>JNP offered support in checking spelling and grammar.</p>	
5	<p>Marketing and Communications Strategy</p> <p>RM presented an update on delivery of the Communications Strategy. In addition to the work being done on printed materials, the following Strategy-related work has been undertaken since the last meeting:</p> <ul style="list-style-type: none"> • The 360-degree survey has now closed. Results will now be analysed. • December newsletter was published. The next edition will be March 2016. • In December and January dealt with 12 media requests • In December and January had 11 different items of media coverage in local radio and television. 	RM
6	<p>Marketing services to potential new clients</p> <p>RM had been asked by ED to investigate work being undertaken by Healthwatch Wiltshire. RM subsequently spoke to Sara Nelson, from HWW.</p> <p>HWW works with both Wiltshire Council, a unitary authority which replaced both the county and district councils, and also the CCG.</p>	RM

	<p>When the CCG was looking to relocate beds for dementia care, HWW was commissioned to do the consultation with local people, and feedback what they said in the form of a report.</p> <p>HWW has also been commissioned to work with Wiltshire Council as part of the Better Care Fund. HWW has been asked to evaluate the services that come under that fund. HWW may undertake other projects with the authorities as well, based on its reputation for producing high-quality reports on previous occasions.</p> <p>ED reported that discussions were under way with members of an organisation named Reciprocate with regard to 'cash or kind' support for HWO. This could include more cost effective office premises. Reciprocate is an initiative from Oxfordshire Community Foundation to help Oxfordshire's business community become more strategic in their thinking about community engagement, and realise their good intentions through the power of many. The Reciprocate group of businesses are committed to sharing ideas, pooling resources, collaborating on projects, providing relevant information and driving responsible behaviour.</p>	
7	<p>Date of next meeting, Wednesday April 20 2016, 11am</p>	RM
8	<p>AOB None</p>	
	<p>Meeting closed at 12.35pm.</p>	