

Healthwatch Oxfordshire Board of Directors

Date of Meeting: 22nd September 2015				Paper No: 4		
Title of Presentation: Outreach Plan 2015-2016						
This paper is for	Discussion		Decision	x	Information	
Purpose and Executive Summary (if paper longer than 3 pages): This paper outlines the Outreach Plan for 2015-2016.						
Financial Implications of Paper: None						
Action Required: The Board is asked to approve this plan for further development of the outreach programme in 2015/16 and 2016/17.						
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1. Introduction

- a) This document sets out the work done to date to increase Healthwatch Oxfordshire's (HWO) outreach activities in 2015-2016. It then outlines a suggested strategic approach to maximising what we can achieve from our outreach activities going forward.

2. Outreach 2015/2016 to date

- a) Since investing in increasing our outreach programme at the beginning of June we have gone to 16 different places, and spoken to over 350 people.
- b) We have a further 17 events booked between now and the end of December, with the space to add a few additional dates.
- c) This contrasts with attendance at 7 events in the first quarter of the year.

2.1 Where have we been?

- North: Banbury Market; Banbury Play and Activity Day; Chipping Norton Community Information Fayre.
- North East: Bicester Market; Bicester Play and Activity Day; Kidlington Market.
- City: Cowley Rd Carnival; Broadstreet Market.
- West: Eynsham Community Day; Carterton Play and Activity Day; Woodstock Play and Activity Day.
- South East: Thame Market; Wallingford Play and Activity Day; Dorchester Community Information Fayre.
- South West: Abingdon Play and Activity Day; Dalton Barracks Community Fayre.

2.2 Where are we going?

- North: Banbury Market; Banbury Canal Day.
- North East: Bicester Market; Kidlington Market.
- City: UK Older People's Day event; Summertown Community Information Fayre; Florence Park Play and Activity Day; City Community Information Fayre; Barton Community Day.
- West: Witney Mental Health Awareness Day; Carterton Listening Event.
- South East: Thame Market; Wallingford Market Place; Nettlebed Community Information Fayre.
- South West: Faringdon Market.

2.3 What are we doing?

- a) The purpose of our outreach work is to raise awareness about Healthwatch Oxfordshire, to provide advice and information and to find out what local people think about their health and social care services.
- b) We take a stall to all our outreach events. This consists of an information table which has leaflets and other information from local organisations that offer support. For example we have leaflets about Autism Spectrum Disorder, Carers and Macmillan Cancer support amongst others.
- c) Amongst the leaflets we also have some HWO promotional material with our contact details for people to take with them.
- d) We also ask people to fill out speak-out cards, which are A5 sized postcards on which people can tell us about their experiences.
- e) To date we have found that the best way to attract people's attention, and to persuade them to share their stories with us, is to offer free branded goods, to stand in front of the table, smile, make eye contact, greet them and proceed to offer them information about us.

2.4 The range of voices we're hearing from now

- a) The Play and Activity Days have enabled us to speak to parents of both young and teenage children, hearing the issues of Oxfordshire families.
- b) The markets have given us the opportunity to speak to a good cross section of the community and have flagged up many different issues.
- c) Age UK's Community Information Fayres have allowed us to hear the views of people who are predominantly 50 or older.
- d) The Cowley Road Carnival was not only a fantastic opportunity to speak to people from many different backgrounds but also for us to network with other organisations from whom we also gleaned information.

3. The objectives of our outreach programme are:

- a) To raise awareness of HWO.
- b) To provide advice and information on a range of health and social care issues.
- c) To hear people's stories about their experience of health and social care services and to use this information to drive change.

4. The targets for the outreach programme are that:

- a) We should do an average of one event per week.
- b) This programme should take us to all market towns at least once each year.
- c) The programme should include events that are designed to enable us to talk to families, men, women, young people and older people.

- d) The programme should include events that target:
- Communities and Groups with distinct health needs
 - Communities that experience difficulties accessing health services or have health problems caused by their social circumstances
 - People living in disadvantaged areas
 - People in rural and urban areas.
- e) We should have conversations with 1000 people in 2015/16 and 1750 people in 2016/17. (Our estimated baseline for 2014/15 is 500).

4.1 To achieve this we need to think about:

- a) Where we need to take our stall to reach our target audience.
- b) How we communicate with people when we are out and about.
- c) What we do with the information we gather.

This strategy paper proposes a way forward on these three issues.

5. Where we need to take our stall.

5.1 We should continue to:

- a) Plan our outreach calendar such that there is space for us to attend events that we are invited to. Being invited to existing events is useful as the events have already been set up and organised. Thus far they have provided a good number of people to speak to within the events target demographic.
- b) Attend markets in all the county's market towns at least once each year.
- c) Ensure a presence at some of the bigger events around the county such as Cowley Rd Carnival, Elder Stubbs Festival, Charlbury Riverside Festival and Witney Carnival.

5.2 In addition we need to:

- a) Network and research in order to broaden the range of events, groups, fairs, meetings etc. that we can get permission to attend.
- b) Set up regular listening events / engagement stalls in different venues such as hospital foyers, sexual health clinics and GP surgeries where we may catch patient and visitors as they arrive and leave.
- c) Offer to speak at Day Centres, such as Leonard Cheshire and to groups such as those run by Headway, Guideposts, Carers Oxfordshire and Parent Voice where we can also then spend time talking on an individual basis to the users of those services. Another consideration is to speak at local service clubs (such as the Rotary) to promote our work and hear their experiences.

- d) Organise our own outreach events to target different groups in the community. For example we are presently in discussion with Terence Higgins Trust about holding a 'men's health event' at an Oxford United match day at the Kassam stadium.
- e) Develop new mechanisms to engage young people. For example:
 - Go into schools and colleges to talk directly to the Health and Social Care students about Healthwatch.
 - Develop focus groups and workshops for young people from those schools and colleges and ask them to help us write a Young Person's engagement strategy to ensure that the way they work with us is how they want to and not what suits us.
 - Approach Youth Groups, Scouts and Guide groups and other young person - focused organisations about having a presence at their events.
 - Design a survey for young people, asking about any health related issues or aspects of social care.
 - From the work above, select Young People who may want to be Healthwatch Champions.

6. How we communicate with people when we have our stall in their community

In order to ensure our outreach programme delivers our core objectives we need to:

- a) Re-design and have to hand Speak Out forms that people can fill out themselves and send back in a pre-paid envelope, as well as the postcards that can be completed on the spot.
- b) Order a branded gazebo and coats so we can carry on our outreach activities all year round and so that people start to recognise our brand.
- c) Consider, in the future, having our Healthwatch Oxfordshire information leaflets in a range of relevant languages such as Urdu, Nepali, Punjabi and Polish (other languages to be identified).
- d) Design a survey / questionnaire that people may prefer to fill in rather than talk about personal experience.
- e) Have that survey / questionnaire available on our Healthwatch Oxfordshire iPad which can ensure answers are captured quickly and at the time. (This will only be possible when there are two people manning the stall for security reasons).
- f) Review, revise and regularly update the variety of advice and information leaflets we take out with us, ensuring we have the material to hand that is most often requested.
- g) Consider the best "freebies" to be giving out:
 - Think less about what people will quickly come and grab, and more about what people will keep hold of and use, such as a simple but good quality pen that writes well and will stay in someone's bag or on their desk for a long time, exposing them more to our message.

- Consider the different types of people we are seeing at different events and places and tailor the freebies to those occasions, such as wristbands at a young person’s event, balloons and balls at the play and activity days, foldable water bottles at health events and markets, balls at older people’s events (taking into consideration that the balls get used as “exercise” balls for arthritis).
- h) Monitor the numbers of people who approach us.
- i) Take contact details of people who wouldn’t mind being contacted in the future with a view to asking them to be involved in media coverage of relevant stories.
- j) Attract volunteers to help with Outreach, as having two or more people on the stall will ensure we don’t miss people who want to talk. This will require us to:
 - Create a specific new volunteer job description describing this role and what it involves.
 - Develop a training programme.
 - Advertise on our website, through the media and our networks and on Daily Info.

7. How we will make effective use of the information we gather

If we are to ensure the intelligence we gather during outreach events informs service change, we need to capture and share the stories people tell us. This means:

- a) Ensuring the team has the capacity to enter data from Speak Out cards onto our CRM database every day.
- b) The team has the capability to analyse questionnaires, and capture the data they reveal on the CRM.
- c) Ensuring that summaries of this data are routinely provided to relevant organisations, including providers and commissioners through liaison meetings and formal letters as well as contributing to the Care Quality Commission inspection schemes.
- d) Using the information to inform HWO initiated projects.

The Board is asked to:

Approve this plan for the development of our Outreach programme in 2015/16 and 2016/17.