



Healthwatch Hampshire
Engagement Strategy 2021 - 2023

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What is engagement and why is it important to us?



Healthwatch Hampshire is the independent champion for people who use health and social care services in Hampshire. We're here to make sure that those running services, put people at the heart of care.



One of our main roles is to understand the needs, experiences and concerns of people who use health and social care services and to speak out on their behalf.

The only way we can do that is to engage directly and effectively with the people across Hampshire who are accessing, using, and involved in delivering health and care services.

The onset of the Covid-19 pandemic has brought challenges to the ways in which we are able to engage with our local communities, however, it is more vital than ever that we do so.

The pandemic has also had a big impact on people's abilities to access many services as our work with unpaid carers revealed. Engagement goes beyond simply communicating out to people about what Healthwatch Hampshire is doing.

Engagement must be a two-way Big Conversation about what is happening across the County.

- What is working and going well, that we need to continue and grow?
- Where are people unable to access the services they need and why? How do we reduce that problem?
- Which services don't exist that people need to see, and how do we work together to create them?



Engagement empowers and enables communities and stakeholders to shape and influence what happens in their locality.



Our Mission, Vision and Values

All engagement work carried out by Healthwatch Hampshire will adhere to our organisational Mission, Vision and Values.

Mission

Healthwatch Hampshire is the consumer champion for health and social care services in Hampshire.

Vision

A society where the voice of the local people is listened to and all our health and social care services meet the needs of the patients. This means that:

- People help to shape health and social care services
- People can influence the services they receive personally
- People can hold services to account when things go wrong

We will achieve this by:

- Listening to local people, especially the most vulnerable, to understand their experiences and what matters most to them.
- Influencing those who have the power to change services so that they better meet people's needs now, and in the future.
- Informing and empowering people to get the most from their health and social care services.
- Working with other organisations to champion service improvement and to empower local people to speak out.

Values

- Inclusive
- Independent
- Credible
- Collaborative

Our engagement aims

Healthwatch Hampshire was set up as part of the Government's vision for a patient-centred NHS where shared decision making was the standard. Communities should have the opportunity to influence the shape and provision of their local health services.

By carrying out effective engagement with the public, communities, and stakeholders across the County, Healthwatch Hampshire can give them the voice they deserve and ensure services are built and developed around the needs of the people who use them.

Our engagement aims are to:

1. Ensure Healthwatch Hampshire effectively engages with and listens to the voices of patients, citizens, community groups and other organisations around health and social care issues.
2. Ensure Healthwatch Hampshire provides an effective signposting and advice service for navigating the health and social care system, by listening to those who are struggling to do it themselves.
3. Ensure Healthwatch Hampshire works effectively as a powerful and independent consumer champion on behalf of all health and care users in the County.
4. Ensure Healthwatch Hampshire can effectively share the feedback and views of those using the service; and help to influence service design and delivery on their behalf, by having relevant connections and networks within the health and social care system.



Our engagement objectives

1. Ensure we have all the tools and processes we need as an organisation, to engage effectively with our Hampshire communities and stakeholders.
2. Work to give the people of Hampshire a voice and ensure we are listening to health and social care issues by implementing an effective engagement programme.
3. Use the Big Conversation model for our engagement work, asking people what they want to Keep, Grow, Reduce or Create when it comes to health and social care services.
4. Work collaboratively with community and voluntary organisations when developing engagement projects. Co-design and Co-production are key to successful engagement.
5. Provide multiple effective methods for the public and stakeholders to engage with Healthwatch Hampshire, to ensure it's a two-way Big Conversation.
6. Ensure inclusivity is at the top of our engagement agenda for every single piece of work carried out.
7. Work in partnership with other organisations across Hampshire who are also looking to engage with the same audiences as us, to avoid repeating messages.
8. Build up the case for organisations to engage with us as partners to highlight the support and help we can offer when it comes to engaging with the public in Hampshire.
9. Build strong relationships with community organisations, voluntary organisations and the health and social care sector across the County to ensure Healthwatch Hampshire is an influential consumer champion.
10. Be open and transparent about all our engagement work through regular reporting and publication of our project results, to a wide audience across the County.



Who do we want to engage with?

Broadly speaking, we have two distinct audiences who we need to engage with on a regular basis, to be able to operate effectively. These are:

- Our NHS and wider health and social care partners
- The public/patients across Hampshire

Engaging with these two distinct groups requires a different approach and different tactics, however, all engagement needs to start with a strong message about who Healthwatch Hampshire is, what we do, and why they need to work with us, all of which will be developed as part of our Engagement Work Plan.



Here is a list of our key target audiences for engagement:

The Public

- Adults
- Young people
- Older people
- Seldom heard groups
- Protected characteristic groups
- Rural and urban communities

Community

- Voluntary and community groups within health and care
- Groups for health conditions
- Groups for communities of interest
- Citizen's Advice
- Local media

Internal

- Healthwatch England
- Other Healthwatch organisations in the region
- Help and Care

- Healthwatch Hampshire Board
- Healthwatch Hampshire volunteers

Health and social care stakeholders

- Clinical Commissioning Groups
- The Integrated Care Service
- All Hampshire-based NHS Trusts
- Hampshire County Council
- County and District Councillors and MPs
- Nursing and care homes
- Registered social care suppliers
- GPs
- PCNs
- Pharmacists
- Dentists
- Local health and wellbeing boards and committees
- Care Quality Commission
- Monitor

Engaging with the public across Hampshire

There are two key elements which are essential for successful engagement; knowing who you want to engage with and what you want to engage with them on.

Knowing our communities

Our approach to engaging with all our communities and stakeholders needs to start by knowing and understanding who lives in our county - what kind of social and health care needs they have, and the best methods we can put in place to listen to their views and encourage them to share their experiences with us.

It's important not to assume what communities might need or want, or what their concerns are, but to find out by listening to them, and encouraging them to share their stories and experiences.

Healthwatch Hampshire needs to have effective data and intelligence about the communities we serve before we can begin to start engaging them effectively.



Reasons to engage our communities

We need to work in partnership with our local community groups, voluntary organisations and seldom heard groups, to listen to what they need, what they know and what they require from us.

Good engagement means listening, not making assumptions about what they want. Healthwatch Hampshire needs to adopt an engagement programme, working collaboratively with groups and organisations in partnership.

We need to provide regular opportunities for community groups to talk with us, share their views and co-produce projects with us, to help grow, build, and strengthen relationships across the County. Our Engagement Plan highlights ways to achieve this.

With those partnerships and relationships in place, we will have plenty of reasons to engage with our communities and the public on a regular basis, as they will be telling us what their issues are.

We need to listen effectively so that we can fulfil our strategic roles as an organisation of:

Informing - Voicing - Influencing - Reporting



Engaging with NHS and other health and social care partners

While we need to listen to, and engage with the public, the point is not only to hear their views, but to give them a voice within health and social care services, and influence over how they are developed and delivered.

Healthwatch Hampshire can only do this effectively if it has strong relationships within the health and social care sector, which is why working in partnership and networking with our stakeholders is the next vital element of this strategy.

All statutory and voluntary organisations working within this sector (see our stakeholder list) need to know and understand the vital role which Healthwatch Hampshire plays.

Healthwatch Hampshire needs to be represented on all relevant committees and meetings, to ensure we can share the feedback we receive from our communities and the public.

Healthwatch Hampshire needs to ensure that all reports and project outcomes are shared publicly with relevant stakeholders, so that the results of all community engagement are widely shared with the right people, to make a difference.

Healthwatch Hampshire needs to work with all health and social care providers on a regular basis, so that we are aware of any proposed changes to service delivery, which might have an impact on patients.

A programme of work to ensure we engage with our stakeholders is the second important element which needs to be a clear priority within our Engagement Work Plan.



How do we want to engage with people?

This section looks at the methods we can use to effectively engage with people across Hampshire and the tools which are currently available. Clearly, with the Covid-19 pandemic affecting meetings and face-to-face contact, all our engagement activities are currently online but with the vaccine roll-out underway, there is hope that face-to-face might be possible again soon.

It's important that engagement offers a two-way conversation, it's not just us communicating about what we are doing, it's offering people the chance to share their feedback with us. Here are some of the key engagement tools available:

Currently available

- 📞 Telephone
- 📊 Co-designing surveys and other communication methods
- 🛒 Mystery online shopping
- 📄 Online surveys
- ✉️ Emails
- 📺 Zoom/Teams events
- 📧 Post
- 📧 Printed post boxes
- 🤝 Working with partner organisations who are talking to the same audiences
- 🌐 Website
- 📱 Social media
- 🗣️ Virtual citizen's panels
- 👥 Online workshops and focus groups
- 📺 Online conferences
- 📺 Online meetings
- 🎮 Online quizzes and games

Only after the pandemic ends

- 👥 Community champions
- 👥 Using our volunteers
- 📸 People capture what they do or don't like in photos or images
- 🗣️ Vox pop interviews
- 🎵 Songs, poems, and artwork submitted to win a prize
- 🎮 Quizzes and games
- 🗺️ Community mapping
- 🏗️ Model building
- 🤝 Joint events with our partners
- 📅 Open days
- 📅 Events
- 👥 Public meetings
- 👥 Workshops and focus groups
- 📺 Conferences
- 👥 Citizen Juries
- 🗣️ Round table discussions
- 👥 Citizen panels
- 📺 Street stalls or stalls at events

Encouraging organisations to engage with us

Healthwatch Hampshire's experience with community engagement, and its links within the county places us in a unique position to help and work with organisations when they need to reach out.

For example, in 2020 we worked with Hampshire Together to deliver a series of online workshops to hard-to-reach groups, as part of a listening exercise around plans to build a new hospital in Basingstoke.

This exercise resulted in a report highlighting the views of the groups, which was published on our own website, shared publicly, as well as being passed back to Hampshire Together to help them formulate their formal consultation planning.

We can support organisations with consultation or public engagement exercises in several ways:

- Advice and guidance
- Developing a toolkit, they can implement themselves
- Commissioning us to carry out the work on their behalf

Promoting this aspect of Healthwatch Hampshire's work can help to develop new and stronger relationships with key stakeholders, while at the same time, helping us to ensure that communities are getting their voices heard.





We need to ensure that all health and social care organisations across Hampshire are aware that they can commission Healthwatch Hampshire to work with them on engagement and consultation projects. It's important we can demonstrate the importance of involving patients at the start of service change projects. A recent study into patient participation concluded that involving patients in service changes and planning offers many benefits:

Given that patient participation causes improved health outcomes, enhanced quality of life, and delivery of more appropriate and cost-effective services, if patients are regarded as equal partners in healthcare, they would actively participate in their own health care process, and more carefully monitor their own care¹.



Our engagement protocols

When carrying out any kind of engagement work, it is important that Healthwatch Hampshire adheres to clear processes which will help to ensure that every aspect of work is inclusive and effective.

Our engagement work needs to be guided by a clear set of protocols and a practical toolkit to ensure a consistency of approach.

- We need to make sure all Hampshire voices are being given the chance to be heard
- We need to share the feedback from the public, with the right people at the right time, to have maximum influence
- We need to be aware of all proposed service changes before they happen, so we can give the public the opportunity they deserve to have their say

We will achieve this by:

- Developing an engagement toolkit for all staff to be used for engagement activity
- Actively monitoring all engagement projects to make sure we know we are reaching all the right audiences and giving everyone a voice
- Making the best use of online engagement tools and other opportunities to give as many people as possible the chance to have their say
- Being open and transparent about who we are and what we do, with all our stakeholders
- Delivering on a yearly Engagement Work Plan which will offer practical ways to implement everything outlined within this strategy



Monitoring and reporting on engagement work

We will monitor progress against our engagement aims and objectives throughout the year and will report on all engagement activity through our regular reporting methods.

To measure the success of this three-year strategy, our required engagement outcomes are:

Year 1 - 2021 outcomes

1. To have set up and established effective engagement working practices, including a toolkit and having successfully taken part in the Engagement HQ digital platform trial.
2. To be effectively represented on relevant stakeholder groups and boards across the Hampshire area, to ensure good stakeholder relationships
3. To be working in co-production with other voluntary sector or other organisations on key health and wellbeing projects
4. To be building on our network of community and patient group connections through our engagement plan.
5. To be raising our profile across Hampshire



Year 2 - 2022 outcomes

1. To be running a regular programme of face-to-face engagement events across the county
2. To have organisations approaching us directly to engage further with Healthwatch Hampshire and procure our services
3. To have a strong network of community and patient group connections which is continuously growing.

Year 3 - 2023 outcomes

1. To be working in close partnership with our stakeholders on key health and wellbeing projects, on a regular basis
2. To be working closely with our strong network of community and patient group connections, to hear their voices and share their views
3. To be actively engaging with other organisations across Hampshire on health and wellbeing projects
4. To have increased the numbers of people who are talking to us and sharing their stories over the past three years
5. To be planning our engagement strategy and work plan for the next three years



Reporting

Healthwatch Hampshire will be open and transparent around engagement activity being carried out and will report regularly on the outcomes of all projects. The planned reporting schedule is outlined below:

Monthly
Communication and engagement summary reports to the Board
Our Work monthly update published on our website
Quarterly
Communication and engagement performance report to the Board
Communication and engagement performance report to the Council
Engagement activities featured in our newsletter to stakeholders
Embed into quarterly Insight into Action report
Yearly
Our annual report will include engagement information
Yearly performance report to the Board
Yearly performance report to the Council
Ad-hoc
Regular public updates on our work published under Our Work section of website
Regular project outcome reports published on our website as and when they are ready
Regular project outcome reports shared with all our relevant stakeholders as and when they are ready.

¹[Patient Involvement in Health Care Decision Making: A Review](#)