

Appendix 1: Healthy Conversation 2019 purpose and activities

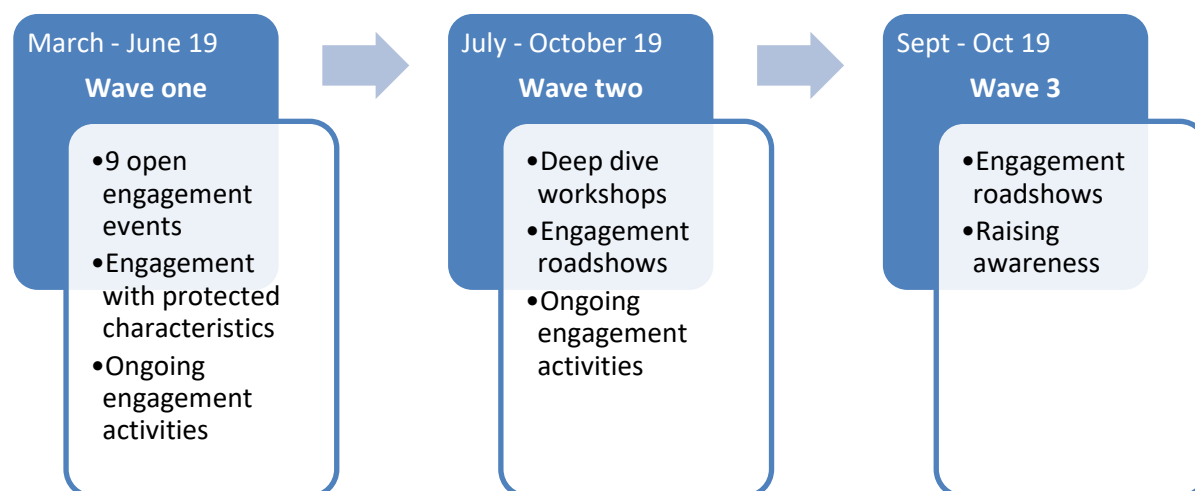
On 5 March 2019, the NHS across Lincolnshire launched its Healthy Conversation 2019. This was an open engagement exercise to shape how the NHS in Lincolnshire takes health care forward in the years ahead. It was a chance for everyone to learn more about the NHS's current thinking on the future of NHS services and a way to get meaningful feedback from our patients, their representatives, the public, NHS partners and staff about what future services may look like. Healthy Conversation 2019 continued throughout the year, with a wide range of engagement events and discussions across the county. Almost seven months of engagement came to a close on 31st October 2019 and has enabled all feedback received to be considered in a timely manner and informed the Lincolnshire's Long Term Plan, alongside the Healthwatch engagement results. Feedback has also been reported into system programmes as well as shaping emerging options for the Acute Services Review consultation.

The key overarching Healthy Conversation 2019 campaign messages have been:

- Lincolnshire's NHS needs to continue to transform to improve quality, attract staff and be fit for the future
- The way we all use the NHS needs to change too
- We need to make this change together – get involved

Engagement activity undertaken:

The various waves of communications and engagement have incorporated a number of activities to give as many people as possible the opportunity to get involved and share their views in a way that suits them:



Overview of engagement to date:

Engagement activity	Reach
Acute Service Review (ASR) survey (<i>closed 31st August 2019</i>) (also translated into Romanian, Polish, Russian, Latvian, Lithuanian, and Portuguese)	649 responses
General feedback forms	200+ responses
9 Healthy Conversation open events in Boston, Louth, Skegness, Grantham, Sleaford, Gainsborough, Lincoln, Stamford and Spalding	365 attendees
People's Partnership engagement with protected characteristics	130 responses
Roadshows (market days, supermarkets, shopping centres)	55 feedback forms received and 416 leaflets handed out
Distribution of leaflets and posters (see appendix A)	All NHS organisations and staff, GP practices, libraries, pharmacies, colleges etc
Locality workshops Grantham: 19 June 2019 Boston: 27 June 2019 Grantham: 9 October 2019 Boston: 10 October 2019	49 attendees across the workshops
Community meetings (e.g. Health Improvement Partnership, Toddler Group, Blind Society meetings etc)	139 attendees at meetings with a reach of over 7000 members.
Health Scrutiny Committee meetings <ul style="list-style-type: none"> 20 March 2019: Introduction to HC2019 15 May 2019: Urgent & Emergency Care proposal 12 June 2019: Womens & Childrens / Breast Services / Stroke Services case for change and emerging options 10 July 2019: Mental Health Learning Disabilities & Autism Services 18 September 2019: HC2019 update / medical services at Grantham Hospital case for change and emerging options 16 October 2019: Haematology & Oncology 	District Councilors and Public in attendance Subsequent Media reporting Minutes and papers published on LCC website

Stakeholder meetings	Non-Executive Directors/Lay members workshops, District Council meetings, Health Scrutiny Committee updates etc
All staff briefed	All 7 organisations, primary care and the Charity and Voluntary sector.
Media engagement took place on the day of the	
Ongoing direct contact with the HC2019 team via telephone, email and letter	
Social media updates throughout	

This has been supported by widespread media and social media activity as well as direct calls and emails to the team. Although the volume of media coverage has dropped over time, the amount of social media activity continues to grow with to date an audience reach for posts of over 175,000 and over 54,000 website views since the launch of the campaign in March.

The following infographics summarise communications and engagement activity throughout the campaign.



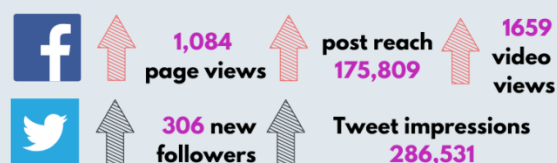
ACTIVITY UPDATE

5th March - 31st October 2019

160 ENQUIRIES RECEIVED



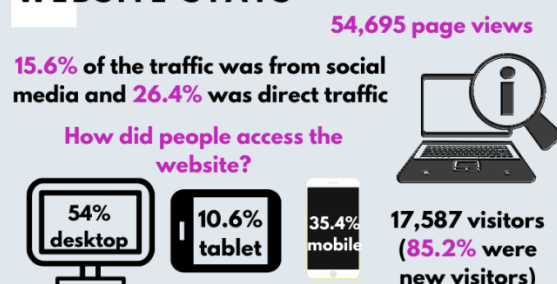
SOCIAL MEDIA STATS



MEDIA COVERAGE



WEBSITE STATS



ENGAGEMENT

5th March - 31st October 2019

365 NUMBER OF EVENT ATTENDEES

(Boston 67, Louth 17, Skegness 20, Grantham 129, Sleaford 25, Gainsborough 13, Lincoln 30, Stamford 20, Spalding 44)

TELL US YOUR VIEWS FORMS COMPLETED 250+

649 ASR SURVEYS COMPLETED ONLINE



LOCALITY WORKSHOPS 4

NUMBER OF ATTENDEES 49

12 MARKET DAYS AND SUPERMARKETS ATTENDED

OVERALL NUMBER OF LEAFLETS HANDED OUT 1160+

139 NUMBER OF ATTENDEES AT COMMUNITY MEETINGS

Themes raised:
transport issues
need addressing
before any service
changes are made

Popular questions:
Can we have a shuttle bus
between all hospitals?
Can parking charges be
reduced?

UTCs essential to keep
people out of A&E – need
more in the county and even in
Long Sutton