

## LINCOLNSHIRE HEALTH AND WELLBEING BOARD

Open Report on behalf of Lincolnshire Sustainability and Transformation Partnership

Report to	<b>Lincolnshire Health and Wellbeing Board</b>
Date:	<b>24 September 2019</b>
Subject:	<b>Lincolnshire NHS Healthy Conversation 2019 – General Update</b>

### **Summary:**

This report provides a summary of the Healthy Conversation 2019 campaign, detailing the activity-to-date, feedback and results, and next steps in the campaign.

### **Actions Required:**

To note the progress on the delivery of the Healthy Conversation 2019 campaign.

## **1. Background**

### **1.1 Objective**

The ongoing need for modernisation in how the county's health care is provided must be informed by our patients, public, their representatives, our partners and of course, our staff's views. After engaging with, and seeking the advice of wider stakeholders, the health care system in Lincolnshire agreed that to allow the gathering and understanding of these groups' views, a county wide campaign that offered a consistent and recognisable point of contact would be appropriate.

### **1.2 Activity to date**

Lincolnshire NHS' Healthy Conversation 2019 campaign went live on 05/03/19 with

- A series of internal and stakeholder briefing sessions
- A press call to brief the media, led by clinicians
- Proactive social media and press bulletin schedule commenced for the following fortnight initially.

Since March 2019, there have been engagement events to reach different groups of the public, their representatives and stakeholders.

### Engagement events

Since the launch, we have held a number of Health Conversation 2019 events, advertised locally and for the public to attend drop in sessions between 2-7pm in the following locations. These events have been attended by 365 people and the core themes that were raised (through direct verbal feedback, formal forms and the surveys analysed to date) were:

<b>Date</b>	<b>Location</b>	<b>Key Locality Themes</b>	<b>No. of attendees</b>
13/03	Boston	<ul style="list-style-type: none"> <li>• Accessibility of stroke services in the future</li> <li>• Loss of services from Boston as a whole</li> </ul>	67
14/03	Louth	<ul style="list-style-type: none"> <li>• Threat of hospital closure (this was an initial concern that alleviated once responded to)</li> </ul>	17
19/03	Skegness	<ul style="list-style-type: none"> <li>• Accessibility of stroke services in the future</li> <li>• Loss of services to Boston as a whole</li> </ul>	20
20/03	Grantham	<ul style="list-style-type: none"> <li>• Concerns about the loss of the A&amp;E</li> <li>• Urgent Treatment Centres and what they are</li> </ul>	129
20/05	Sleaford	<ul style="list-style-type: none"> <li>• Lack of GP access</li> <li>• Lack of coordination following discharge from hospital</li> </ul>	25
21/05	Gainsborough	<ul style="list-style-type: none"> <li>• Lack of GP access</li> <li>• Financial difficulties when having to travel to visit family</li> </ul>	13
22/05	Lincoln	<ul style="list-style-type: none"> <li>• Financial difficulties for family members having to travel to hospital</li> <li>• Professionals should be able see each other's notes to make it more streamlined for patient</li> </ul>	30
12/06	Stamford	<ul style="list-style-type: none"> <li>• Ensure links with North West Anglian NHS Trust for services in Stamford</li> <li>• Grantham A&amp;E closure overnight</li> </ul>	20
13/06	Spalding	<ul style="list-style-type: none"> <li>• Urgent Treatment Centre is essential to keep people out of A&amp;E – need more in the county and even in Long Sutton</li> </ul>	44

Throughout all events, we consistently heard that the public are concerned about:

- Transport to services for patients and family
- NHS111 and its effectiveness
- EMAS and response times
- Issues of overburden on Lincoln County Hospital

### Lincolnshire's communities with protected characteristics

In addition to the public events to date, we have also been working alongside our partner, The People's Partnership, in order to hear the views of Lincolnshire's communities with protected characteristics and those who we would otherwise not be readily represented. These findings will inform this work, as well as our Equality Impact Assessments.

### Surveys

These events have been supplemented by online and paper surveys (also translated into Romanian, Polish, Russian, Latvian, Lithuanian, and Portuguese), as well as feedback forms and 'keep in touch' forms. As of 30 August 2019 we have received 649 completed surveys.

Updates on these engagement activities detailed above are published on the website for public viewing, as is a full overview of the key themes from public feedback in our 'you said, we did' section. Any individuals who requested direct information or feedback since the campaign began, has received a reply.

### Roadshows and workshops

Throughout June and July, awareness of the Healthy Conversation 2019 campaign has continued to reach a wider audience in local supermarkets, high streets and market places (Grantham 18th/19th June, Boston 26th/27th June) as well as attendance at local community group meetings.

Locality workshops were also held in Grantham on 19th June and Boston on 27th June with members of the public registering to attend. Clinicians and staff were involved in discussions with the public specifically on the key themes emerging from the earlier engagement. These key themes were all related to the Acute Service Review. This 'deep dive' into key local issues is currently being evaluated and feedback will be provided shortly.

Follow up workshops in these areas are also currently being arranged for October.

### Communications

Following the initial launch of Healthy Conversation 2019 there was widespread media and social media activity as well as direct calls and emails to the team. Although the volume of media coverage has dropped, the amount of social media activity continues to grow with to date an audience reach for posts of over 150,000 and almost 41,000 unique website visits since the launch of the campaign in March.

The following infographics captures the volume of activity since March to 11<sup>th</sup> August by our press and public relations office. A monthly version is published on the website for public viewing.

The following table summarises the activity since the start of Healthy Conversation until 30 August 2019.

Infographics below captures the volume of activity since March to 11<sup>th</sup> August:

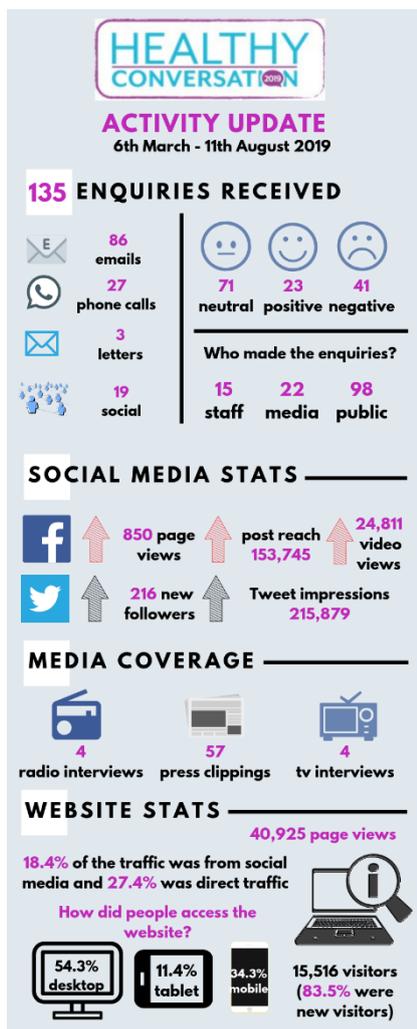


Table below gives an overview of engagement to date:

Engagement activity	Reach
ASR survey	649 responses
General feedback forms	200+ responses
Healthy Conversation open events	365 attendees
People's Partnership engagement with protected characteristics	130 responses
Roadshows	Grantham shopping centre  Boston market place, shopping centre, Tesco
Distribution of leaflets and posters	All NHS organisations and staff, GP practices, libraries, pharmacies, colleges etc
Locality workshops	Grantham: 19 June Boston: 27 June
Community meetings (e.g. Health Improvement Partnership, Toddler Group, Blind Society meetings etc)	139 attendees at meetings with a reach of over 7000 members.

### 1.3 Next Steps

Our next steps are:

- The online survey for the Acute Service Review was closed on 31 August 2019 so we can analyse those results.
- The locality roadshows are continuing across Lincolnshire to raise awareness of the campaign. Also continuing is attendance at local community groups and meetings and continued outreach to groups who may ordinarily not feel able to become involved in the process. So far these have been planned for Lincoln Asda on 4<sup>th</sup> and 5<sup>th</sup> September, Skegness on 24<sup>th</sup> September and events such as Stamford Fresher's Fair and the Lincolnshire STP Digital Connected Care Event 2019 on 2<sup>nd</sup> September.
- Further locality workshops are being arranged for Grantham and Boston in October to continue the 'deep dive' into the Acute Service Review emerging issues. These events will follow up the concerns raised in the June events.

- We are currently completing further analysis of the extensive feedback received through the HC2019 engagement activities; with a further update available in October 2019.
- The Healthy Conversation 2019 campaign will cease at the end of October so all information can be used to develop the Long Term Plan for Lincolnshire.
- We have started recruiting for a Citizen's Panel which will enable us to engage with a representative sample of Lincolnshire's population virtually.
- The joint transport work between the NHS and the LCC is continuing so we can collectively address some of the public's concerns about transport.
- A local awareness raising campaign has been drafted to promote NHS111 and 'myth bust'. This will be finalised in September with a plan to start the campaign in October to support winter resilience.

## **2. Conclusion**

The Healthy Conversation 2019 campaign has delivered a recognisable and effective platform to enable our key stakeholder groups to share feedback with Lincolnshire's NHS.

Priorities now are:

- To ensure we highlight the importance of prevention and self-care, community care, and mental health throughout the remainder of the campaign
- To engage with a broader and deeper section of Lincolnshire's public, delivering a fully representative engagement piece
- Providing evidence regarding the impact of public feedback upon continued transformation planning.

## **3. Joint Strategic Needs Assessment and Joint Health & Wellbeing Strategy**

This report is for information only.

## **4. Consultation**

This is not a direct consultation item.

## **5. Appendices**

There are no appendices attached

## **6. Background Papers**

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

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