



Lincolnshire NHS Strategy 5 Year Plan

Communications and Engagement Activity Report

09 — 21 February 2023

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1. Introduction

The purpose of this report is to provide an overview of the communications and engagement activities undertaken to promote opportunities for members of the public to get involved in the development of the Lincolnshire NHS Strategic Plan. We asked them to share their views on what they feel the priorities should be for the NHS in Lincolnshire over the next 5 years, including what they want us to focus on as we develop local services for local people, as well as feeding back their own experiences of Lincolnshire's NHS.

Concentrated engagement activities took place between 9th and 21st February by the Lincolnshire ICB engagement team and Healthwatch Lincolnshire. Healthwatch Lincolnshire developed a survey in partnership with the ICB which went live on 9th February and was circulated widely to the public, staff and stakeholders.

The NHS Lincolnshire ICB engagement team undertook discussions with the public and community groups between 10th February and 21st February, attending 20 community group meetings across 8 localities in Lincolnshire including engaging with seldom heard groups such as those from deprived areas, younger people, people with mental health issues and minority ethnic groups.

NHS Lincolnshire ICB have also been gathering experiences of care through a survey which has been open since June 2022, results of which will also be fed into the programme.

The purpose of the communications and engagement activity was to:

- Gather feedback which will inform decision making in regard to priority setting over the next 5 years
- Raise awareness of the survey
- Ensure we meet our statutory duties for involvement set out in the Health and Social Care Act 2006

This report highlights the activities undertaken, the results of this engagement will be reported separately and presented at the engagement workshops taking place in March and April to inform the development of the draft priorities with clinicians, stakeholders and NHS provider organisations. These draft priorities will be engaged on further with the public before publication of the Lincolnshire NHS Strategy in June 2023.

2. Overview of engagement activities

The following section details the 'successes' of the communications and engagement activity:

- **1028 responses** to the Healthwatch online survey
- Attended **20 engagement events** across Lincolnshire, talking to **254 people**
- Engagement sent to over **9000 people** on our stakeholder database
- Engagement sent to over **13,000 staff** through organisation comms
- Shared via other partner organisations
- Attended community events across Lincolnshire at no cost and was able to target people who do not usually engage with the NHS
- Focused on areas with high levels of deprivation and health inequalities
- Supported patients to get involved who would not be able to access the survey online
- **388 responses** to the Experiences of Care survey



3. Healthwatch Online Survey

The Healthwatch online survey ran alongside the face to face engagement activities and was available in different formats on request. The online version was available on Healthwatch Lincolnshire's website as well as NHS Lincolnshire ICB and NHS provider websites. The link was also shared with the ICB engagement stakeholder database.

The online survey was regularly promoted through various channels including:

- Social media (Twitter, Facebook and Instagram) across the ICB and Trusts accounts as well as requests regularly being sent to Lincolnshire partners to share and extend the reach
- Healthwatch channels (Website, social media, mailing lists)
- Sent to LRF partners (Local Authority, EMAS, PHE, Police, UoL and other partners)
- NHS Lincolnshire Engagement Bulletin
- Press releases
- Nextdoor online forum
- Provider's member databases and staff networks
- Via leaflets with QR codes handed out during face to face engagement activities

This resulted in a return of 1028 completed surveys

4. Healthwatch Webinars

Healthwatch Lincolnshire ran two virtual webinars via Zoom that members of the public were able to register to attend via the Healthwatch Lincolnshire website .

Questions and comments were able to be submitted ahead of the webinars via the registration form or by contacting info.healthwatchlincolnshire.co.uk.

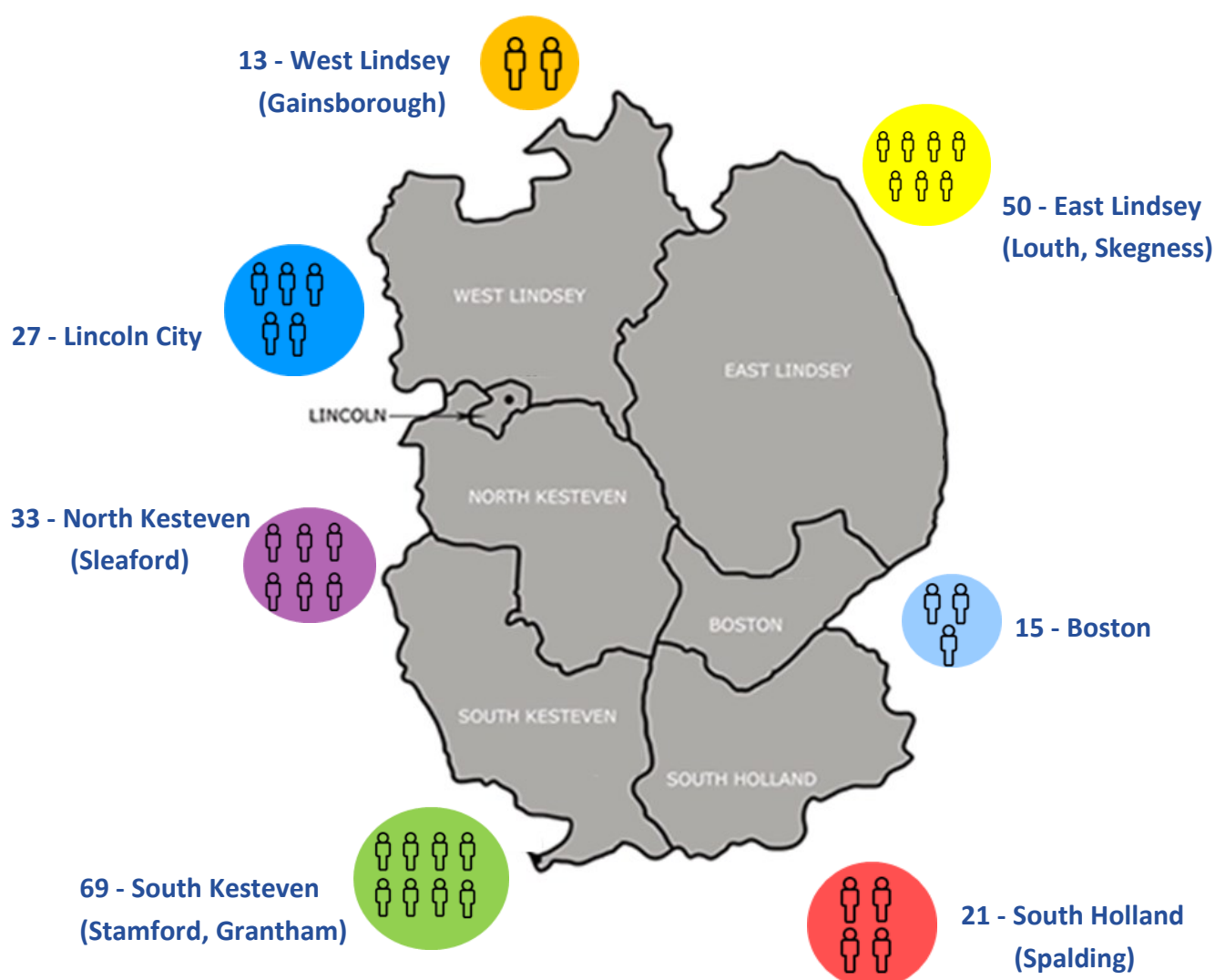
The webinars were promoted across social media including paid advertising, Healthwatch Lincolnshire's website and distribution lists as well as provider and ICB websites and the engagement bulletin.

Date and Time	Number of attendees (number of people booked)
Monday 20th February 2-3pm	4 (10)
Monday 20th February 6-7pm	

5. Out and about in Lincolnshire

Throughout the engagement period we incorporated a number of different activities to speak to members of the public such as attending existing community group meetings, display stands in public places, 1-1 and virtual meetings. Each location and event was chosen to enable us to reach as wide and varied population as possible to ensure that all voices in our community were given an opportunity to be heard.

The map below shows the breadth and reach of activity undertaken by the NHS Lincolnshire ICB Engagement Team:



Online: 26

5. Out and about in Lincolnshire cont.

Whilst we already have an established database of local and community groups based on protected characteristics, we also recognised the importance of proactive and targeted engagement with seldom heard groups such as younger people, economically disadvantaged, minority ethnic groups and people with mental health issues and where possible we tried to attend existing group meetings to further promote opportunities for involvement and gather their views.

The below table details the locations and groups we visited (continued on the next page):

Date	Location	Group / Venue	Number of people engaged with
Friday 10th February	Grantham	Isaac Newton Shopping Centre	17
		Walking Netball Grantham Tennis Club	11
		Islamic Centre (Faith) 1-1 with Community Leader	1
Monday 13th February	Sleaford	Sleaford Market	13
		Coffee morning (elderly group) The Hub	16
		Community Grocers (Foodbank)	4
Tuesday 15th February	Lincoln	Waterside Shopping Centre	17
		Students, University of Lincoln	10
Wednesday 15th February	Gainsborough	Knit and Natter—Gainsborough Trinity Foundation	7
		Crisis Action Group (Addiction) X Church	6

Date	Location	Group / Venue	Number of people engaged with
Thursday 16th February	Skegness/ Burgh Le Marsh	Bro Pro / Wellbeing Hub (Mental health support and signposting group) St John Baptist Church	17
		Wellbeing Group (Elderly and mental health support) The Storehouse	16
Friday 17th February	Stamford	Friday Connect (Crisis, mental health support and signposting - run by the Church) St George's Church	30
		Stamford Library	10
Monday 20th February	Boston	Boston Library	15
Monday 20th February	Spalding	'Warm Space' Broad Street Methodist Church	13
		Spalding Library	9
Tuesday 21st February	Louth	'Warm Space' — Trinity Centre	9
		Louth Library	8
Tuesday 21st February	Online	ULHT Patient Panel	26
TOTAL:			254

Fig. 1 NHS Lincolnshire Engagement Team at Boston Library



6. Other promotional activities

6.1 NHS Lincolnshire Engagement Bulletin

The NHS Lincolnshire ICB Engagement Team produces a regular bulletin which is distributed to a variety of community and voluntary groups, Patient Participation Groups, Citizen Panel members, Readers Panel, people who have subscribed via the NHS Lincolnshire ICB website as well as people who are included on the provider stakeholder lists.

Information and the link to the survey was promoted in the 'This weeks hot topic' section of the engagement bulletin and was distributed to over 9000 contacts on the ICB engagement teams stakeholder database.

6.2 Nextdoor Online Forum

The NHS Lincolnshire ICB engagement team uses the Nextdoor online forum to help encourage participation and increase completion of various surveys and questionnaires. The total reach of the NHS Lincolnshire ICB Nextdoor account is 110,269 members spanning across 471 'neighbourhoods' enabling us to reach a variety of communities, villages and towns across Lincolnshire.

The table below demonstrates the number of impressions (people that saw each particular post on the Next Door app):

Nextdoor promotion	Impressions	Likes	Comments
10th February	19,224	12	81

6.3 Leaflets

The NHS Lincolnshire ICB engagement team created a leaflet to provide a versatile and tangible means to:

- Build awareness of the survey
- Signpost/link people to the Healthwatch survey
- Provide the engagement team with a means of engaging with and passing information at community meetings and other events
- Leaflets were also left at a number of venues across Lincolnshire



7. Communications and promotion

7.1 Online survey distribution

The Communications and Engagement teams across the ICB and three providers trusts distributed the online survey link to a range of people outlined in the below table.

To enable us to provide more opportunities for the public staff and stakeholder to find out about the survey and have their say, we also asked partners and community organisations to share the survey link with their members, groups and wider communities.

Audience	Distribution
Staff and internal	LCHS (2,600 via CEO weekly blog, staff bulletin and staff Facebook) ULHT (8,500 via staff bulletin) LPFT (2,000) NHS Lincolnshire ICB (420 via Team Talk News, all staff email and staff Facebook) GPs and Primary Care Patient participation groups
Provider memberships	ULHT Together—7200 members LPFT membership—1600 public, service users & carers members and 2000 staff members
The below groups received the distribution via NHS comms cascade or the engagement bulletin:	
Health Partners	NHS England EMAS Public Health England Lincolnshire Resilience Forum
Community stakeholders including volunteer groups, support groups etc. via the engagement bulletin	LPFT involvement database— 430 (service uses, carers, staff, voluntary sector reps & public supporters) Community, voluntary and support groups BAME communities LGBT Communities Carers Older people groups Young people groups Eastern European communities Disability groups (mental and physical)

7. Communications and promotion cont.

Audience	Distribution
District Councils inc. elected members and staff	City of Lincoln Council Boston Borough Council East Lindsey Council West Lindsey Council North Kesteven Council South Kesteven Council South Holland Council
Local Employers	University of Lincoln Anglian Water The Environment Agency
Public sector providers	Lincolnshire Police and Crime Commissioners Lincolnshire Police Lincolnshire Fire and Rescue
Voluntary Engagement Teams	Age UK Lincoln and S Lincs Age UK Lindsey Alzheimer's UK Active Lincolnshire YMCA Healthwatch LIVES Lincolnshire CVS Every-one Walnut Care LACE Housing Butterfly Hospice Action for Children South Kesteven Blind Society Framework Housing St Barnabas

7.2 NHS Communications teams — social media activity

NHS Communications team's used social media activity (Twitter and Facebook) to push traffic towards the survey on the Healthwatch Lincolnshire website.

Across the period of engagement, activity was undertaken by the NHS Lincolnshire ICB

Communications Team. The team posted **3 Facebook posts, reaching 3,180 people** and generating **43 engagements, 22 shares** and **11 comments**.

On Twitter, the team issued 10 tweets, with these tweets being seen **2,847 times**, generating **82 engagements** and **32 click throughs** to the survey.

The NHS Lincolnshire ICB Communications Team also drafted posts in the system Hootsuite to enable providers to duplicate and share across their channels and tagged in providers to some of the posts.

7.3 Healthwatch social media activity

Healthwatch used social media advertising including paid to promote both the survey and the webinars. Adverts promoting the webinar reached **7,472 people**, generating **14,445 impressions**.

General promotion of the survey reached **10,459 people**, generating **19,418 impressions**

Fig.5 Example Facebook post

