

Public Board Meeting Update Q3 2021

Claire Birch

**Information & Communications
Coordinator**



Website Update

Sessions - 4049

- 32% increase on website sessions from the last quarter which was 2743

Users - 3332

- 41 % increase on website users from the last quarter which was 2196 users

Average session - 1.21

- 2% increase from the last quarter which was 1.19

Top pages visited were:

- Home page - 1,053 views, Community Engagement Project Worker Recruitment page - 886 views, Chair of the Board recruitment - 415 views

Acquisition

- 1,120 sessions came from organic search
- 852 direct
- 1,182 social media - Facebook 1,754, Twitter 79, Instagram 36, LinkedIn 13

Social media update

Twitter – 21 new followers, 248 tweets

Top Tweet earned 849 impressions

Was great to catch up with our volunteers for afternoon tea today @FlyerRochdale Fun times with quizzes, bingo, laughter and chats. Thanks to our Volunteer & Involvement Officer @NobblyBobbly_80 for putting this together and @RochdaleMayor for attending
#Volunteer #healthwatch
pic.twitter.com/IFeFk7kiGz



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Top Tweet earned 859 impressions

Was so nice to be working together in person today as a #Healthwatch team having our office sort out #teamwork #thursdayvibes pic.twitter.com/6JJrbjG3SG



4 18

Top Tweet earned 1,393 impressions

Are you or someone you know homeless?? You can get hot food, advice, toiletries, covid and flu vaccines and hairdressing at the Winter Homeless Event:

Weds 8th Dec 5pm - 7.30pm at Rochdale Infirmary Outpatients Entrance.

More info pic.twitter.com/OcN67FqUIU

Saving lives. Improving lives.

NHS
Rochdale Care Organisation
Northern Care Alliance NHS Group

ARE YOU HOMELESS?

Please come and join the staff at Rochdale Infirmary for our Winter homeless event. This is an informal drop in event where there will be **free**:

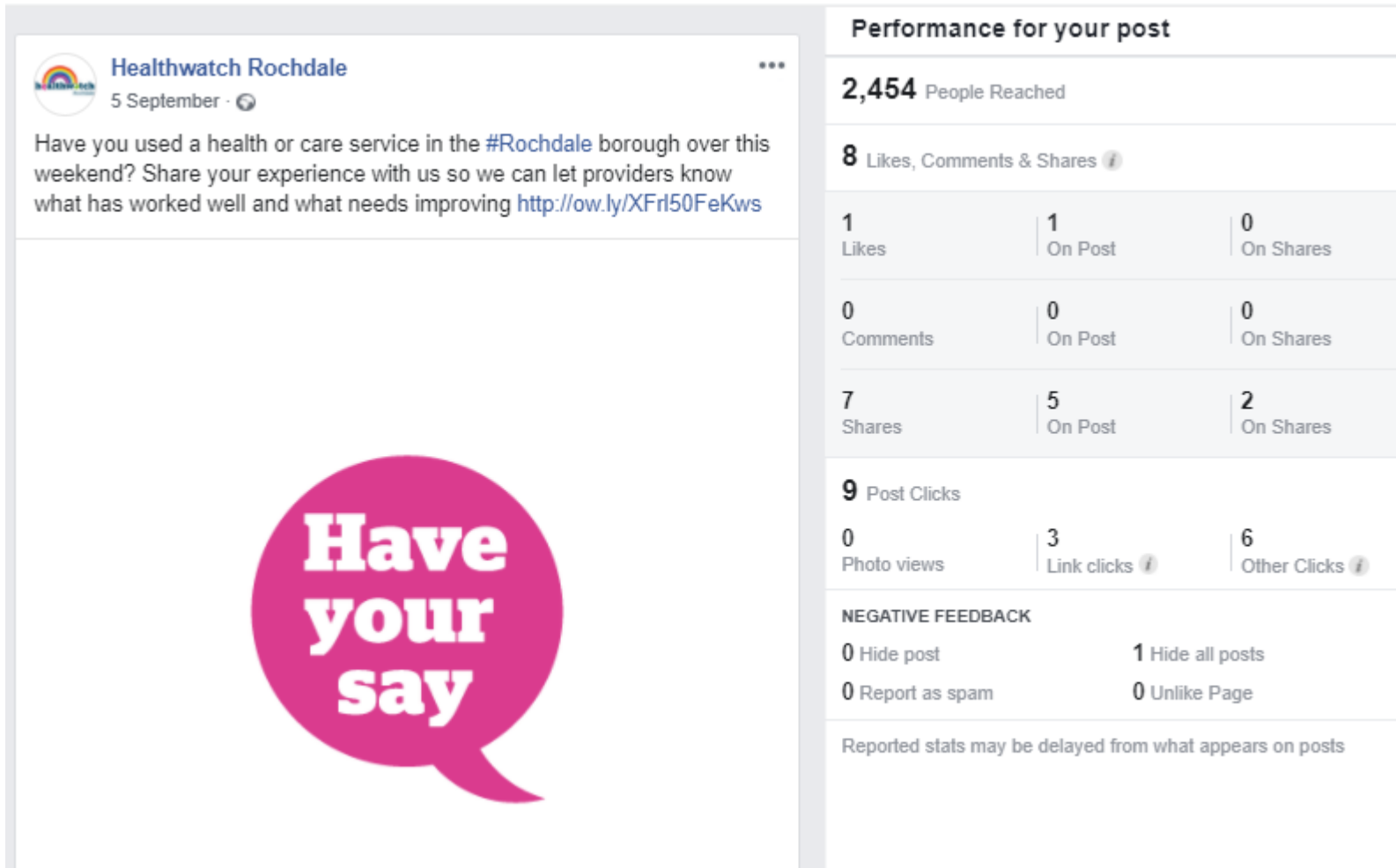
- Hot food, hot drinks and mince pies
- Christmas gift boxes, toiletries and personal items
- Advice from the Drugs and Alcohol team
- Housing advice
- Podiatry and Tissue viability advice
- Hairdresser
- Covid and Flu vaccinations

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Social media update

Facebook – Sept top post





Social media update

Facebook – Oct top post

**Healthwatch Rochdale**
13 October · 🌐

*** We are recruiting ***
Community Engagement Project Worker
Contract – Permanent... [See more](#)




 **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

1,105
People reached

73
Engagements

Boost post

 Nickette Baz, Rob Butler and Naomi Nobbly Bobbly Kenyon 1 share

1,105 People Reached

6 Likes, Comments & Shares ⓘ

| | | |
|----------------------|---------------------|-----------------------|
| 4 Likes | 3 On Post | 1 On Shares |
| 1 Comments | 0 On Post | 1 On Shares |
| 1 Shares | 1 On Post | 0 On Shares |

67 Post Clicks

| | | |
|-------------------------|----------------------------|-----------------------------|
| 3 Photo views | 25 Link clicks ⓘ | 39 Other Clicks ⓘ |
|-------------------------|----------------------------|-----------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 0 Hide post | 0 Hide all posts |
| 0 Report as spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

Social media update

Facebook – Nov top post

**Healthwatch Rochdale**
24 November · 🌐

Aged 13 – 18? Grab the opportunity to win a £20 shopping voucher every month by joining #Youthwatch100.
More info here <http://ow.ly/FsYe50GVgR3>



Youthwatch Rochdale

#Youthwatch100

SIGN UP TODAY

Take part in monthly surveys online and be in with the chance of winning a £20 Voucher



Email:

Performance for your post

1,360 People Reached

16 Reactions, comments & shares ⓘ

| | | |
|----------------------|---------------------|-----------------------|
| 5 Like | 1 On post | 4 On shares |
| 1 Love | 1 On post | 0 On shares |
| 1 Comments | 1 On Post | 0 On Shares |
| 9 Shares | 9 On Post | 0 On Shares |

5 Post Clicks

| | | |
|-------------------------|---------------------------|----------------------------|
| 1 Photo views | 0 Link clicks ⓘ | 4 Other Clicks ⓘ |
|-------------------------|---------------------------|----------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 2 Hide post | 0 Hide all posts |
| 0 Report as spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

Press Releases

September

- 2 press releases

1 published in Rochdale Online

October

- 1 press releases

1 published on Rochdale Online

November

- 1 press release

1 published on Rochdale Online

We also featured in the following headline story in November after our work on the Moving on Service

[Council criticised by ombudsman over closure of lifeline service for brain injury victims](#)



Information update

Feedback

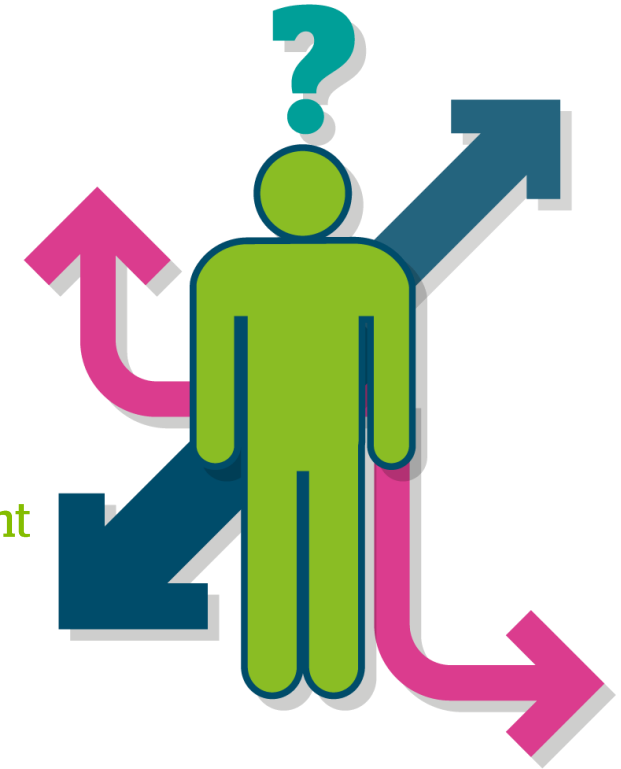
- 128 pieces of feedback
- 72 negative pieces
- 15 positive pieces
- 6 neutral
- 33 mixed
- 2 unclear

Signposting

- 103 signpostings made
- 27 to Rochdale Advocacy Together Hub for help making a formal complaint
- 17 to NHS 111
- 10 to NHS Find a Dentist

Feedback received:

- 24 via email
- 24 via telephone
- 75 website feedback form



Public Board Meeting Update Q3 2021
Rob Butler
Company Administrator





Impact Tracker



- **Staff Session** - we have booked a staff training session in for January where all HWR staff will fully update the document and use this to its full potential. We are keen to progress this workstream in 2022
- **MVP** - We have received a healthy number of feedback on the back of the MVP meetings which have taken place, this is an area of health and social care we haven't received feedback on before, so this is great news
- **Moving on service** - a great deal of positive feedback and thanks regarding the impact of our efforts has been received.
- **Volunteer competition/event feed back** - we have received fantastic feedback and thanks from those involved and of course the winner. A special thanks to Naomi for ongoing efforts in this particular workstream the feedback is testament to the hard work you give.
- **Breast Screening Clinic** - we challenged the delays regarding delays in screening and were successful in reducing the waiting times.
- **Volunteer feedback** - volunteers have commented how honored they feel to be a part of the team at HWR
- **Youthwatch** - Service providers such as HMR CCG who attended Youthwatch meeting have provided positive feedback and praise regarding this new worksteam

Key Feedback

Dentistry - the main feedback is there are no local or national NHS practices taking on new patients, leaving the only available option to take private appointments. HWE have raised this at a national level, and we await the outcome/response

GP Appointments - there still seems to be issues with service users obtaining an appointment whether face to face or virtually. Many practices are now moving to a digital platform which is excluding some users.

Covid vaccination program - positive feedback has been received locally regarding experiences of covid vaccinations

Increases in other feedback - we have started to receive more feedback in relation to mental health and maternity. Mental health feedback is due to campaigns with posters and IAS sessions locally. The feedback received in relation to maternity is a direct effort as a result of the MVP

Public Board Meeting Update Q3 2021
Naomi Kenyon
Volunteering at Healthwatch Rochdale



Volunteer & Involvement

Have
your
say

Youthwatch

Rochdale

#Youthwatch100

SIGN UP

TODAY

Take part in monthly
surveys online and be in
with the chance of
winning a £20 Voucher



Email:

info@healthwatchrochdale.org.uk

Youthwatch Rochdale Aims

To engage the youth of Heywood, Middleton, Rochdale North, Rochdale South and the Pennines on Health and Social Care matters. Giving them greater voice and inclusion.

To Develop Healthwatch Rochdale's Youthwatch into the organisational structure.

- Monthly Meetings via Zoom
- Involvement of Young People:
Young Persons information Design Group
- Youthwatch 100
- Recruitment
- Engagement
- Collaboration



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Rochdale

Volunteer & Involvement

Healthwatch Rochdale Volunteering Opportunities

- Board Member stepped down. Chair Recruitment.
- Advisory Group We now have one more Advisory Group member = 6 in total. Looking at Training opportunities tailored to the Advisory Group for the New Year. Meetings now bi-monthly. We have sadly lost one of our Advisory Group members who passed away at the beginning of December.
- Youthwatch #YW100-100 Young People to sign up. 18 signed up.
- Enter & View Workstream currently still on hold due to the Covid pandemic.
- Social Media Volunteer Volunteering with our Comms team.
- ROMVP Third recruitment drive to go live in January 2022



[Healthwatch Rochdale Volunteering Opportunities here.](#)

Quarter 3 Highlights



Highlights

- Online Coffee & Catchup with some of our volunteers
- Retainment of Volunteers
- October - December 2021 = **73** hours Volunteered
- Attendance of Grass Roots, Economic Support Network, Family Grass Roots and Womens Network - building relationships and sharing opportunities for volunteering
- Worked with Healthwatch England to incorporate DBS information to Volunteer Roles and Volunteer Information
- Hosted Healthwatch England “Recruiting, Training and Retaining” webinar with over 30 attendees 14.12.21
- Lots of interest in Youthwatch from young people

healthwatch
Rochdale





Next Steps



- Youthwatch Recruitment for membership sign up continuous, boost sign up to #YW100 during Freshers week in January 2022.
- Advisory Group skills analysis for bespoke training programme.
- Volunteer Survey- training needs, areas of interests, satisfaction
- Compliance of all Volunteer paper work - going fully digital
- Board - Recruitment of additional members February 2022
- Volunteer Handbook update

Public Board Meeting Update Q3 2021
Naomi Kenyon
Engagement Update





Healthwatch Rochdale projects in Quarter 3

Aim: To raise the profile locally of Healthwatch Rochdale and ensure greater patient and public involvement, gathering of lived experiences and service users voice of health and social care within the Rochdale Borough.

- Engage Project - Asylum Seekers and Refugees
- Maternity Survey - South Asian Ladies/Families
- Youthwatch - Hopwood Hall College, Rochdale
- Rochdale & Oldham Maternity Voices - Baby Bubbles
- Nelson Street Church - Youth Pastor
- Rochdale Carers Hub - Volunteer Afternoon Tea
- Rochdale in Rainbows - LGBTQ+



Involvement & Engagement



Barriers to Engagement within the Borough

- Language For the South Asian and the Engage Survey language has been a barrier in service users taking part
- Digital There are still reports of digital poverty and exclusion (attendance of online groups or forums, filling in web forms etc)
- Covid Pandemic Some groups and schools have cancelled engagement opportunities due to the Covid pandemic - ensuring health and safety and adhering to covid rules in the borough to keep everyone safe.
- Enter & View **Aim:** To provide an informed view of the quality and scope of health and adult social care services provided for the residents of the Rochdale borough **ON HOLD DUE TO COVID PANDEMIC**



Quarter 3 Highlights



Out and About in the Borough

- Virtual attendance of Grass Roots, Economic Support Network, Family Grass Roots and Women's Network.
- Attendance of Caring & Sharing Cooking from around the World - healthy eating, dietary information and advice around
- 3 Youthwatch Online Meetings with a great range of opinions and open discussions around health care for young people.
- Information, Advice and Sign Posting at The Strand Kirkholt.
- Increase in Social Media Presence via Instagram - Videos and updates when out and about in the Rochdale Borough.
- Attendance of CRISP online session (Carers of people living with demntia)

Volunteer Afternoon Tea

The Flying Horse, Rochdale







Thank you Event

Please join Healthwatch Rochdale staff and Volunteers for a celebration Afternoon Tea.

DATE: Wednesday 29th September 2021
TIME: 1:00pm until 3:30pm
PLACE: "The Flying Horse", Packer St, Rochdale. OL16 1NJ

Please let us know of any dietary requirements.

Please RSVP by 10.09.2021 to naomi.kenyon@healthwatchrochdale.org.uk



We hope you can make it.





Next Steps

- Attendance at Hopwood Hall in Middleton and Rochdale campus to boost sign up to #YW100 during Freshers week 10th and 12th January 2022
- Feedback Forms for on the ground engagement to be reviewed
- I-Pads - to enhance the gathering of feedback experience
- Online Focus Group for the Engage Project - over 60 contacts to invite Thursday 20th January 2022
- Meeting #4 for Rochdale and Oldham Maternity Voices Partnership Monday 17th January 2022
- South Asian Survey, Baby Bubble Feedback reporting
- Racial Inequalities work with Cartwheel Arts and Caring & Sharing