

Business and Community Engagement Plan (BCEP) 2016-17

The Business and Community Engagement Plan 2016-17 follows the Operational Plan. The BCEP is the Communication and Marketing Strategy for Healthwatch Harrow and will use the following communication and marketing mix and tools to undertake the activities in the table below. The following communication and marketing tools and resources are available to Healthwatch Harrow:

- Website
- Facebook account
- Twitter account
- Flyers
- e-newsletters
- Press Releases
- 1.4 FTE staff
- A group of volunteers.

Healthwatch Harrow will endeavour to reach and engage with the 'seldom heard' and 'hard to reach' groups through this BCEP. The BCEP will be reviewed on a monthly basis and will feed into the Performance Framework Monitoring (PMF) quarterly reports to be submitted to Harrow Council.

The activities below are guided from the four pillars of the Health and Well Being Board strategy: Start Well, Live Well, Work Well and Age Well as well as other prevention rather cure initiatives from Harrow CCG, Public Health, NHS England and other initiatives from Healthwatch England and Care Quality Commission.

Aims / Objectives	Activities	When	Measurement	Performance
1. Promotion of Healthwatch Brand	<p>Promoting Healthwatch to community, voluntary, statutory and business sectors.</p> <ul style="list-style-type: none"> • Collate information of any contact details on one database to be used for dissemination of information and news • Update information leaflet and production of a postcard flyer to promote the services of HH • Monthly – Monthly newsletters, e-bulletins as & when • E-news to all on database or selection of particular groups for urgent news, e.g. Advisory Board • Twitter for information updates • Facebook for information updates 	<p>On going</p> <p>April 2016</p> <p>End of every month</p> <p>As and when</p> <p>As and when</p> <p>As and when</p>	<p>Business & Community Database</p> <p>Updated information leaflet and new postcard flyer. Number of engagements with HH such as queries and website hits</p> <p>12 e-bulletins per year</p> <p>No. of e-news per quarter and feedback</p> <p>No. of Tweets per quarter and followers</p> <p>Facebook information and comments/likes</p>	

Aims / Objectives	Activities	When	Measurement	Performance
	<ul style="list-style-type: none"> Updating forums and strategic meetings about HH activities, e.g. presentations at VCF Forum or any networks or AGM meetings with underrepresented VCS groups and organisations. Press Releases after events to raise awareness of the work of Healthwatch Harrow. 4 Surveys per year on HH Health & Social Care priorities, STP, HWBB Strategy such as Start Well, Live Well, Work Well and Age Well; mental health, carers, A&E, depending on the themes and intelligence received 4 focus groups per year with various areas identified, e.g. Carers, Mental Health Service Users, VCS, Elderly, etc. 4 Roadshows per year at supermarkets, shopping centres, community festivals. Engagement with 100 SMEs and businesses. <ul style="list-style-type: none"> a) Need for greater awareness of healthy working practices; b) Better understanding amongst business owners and employees of the impact of stress on business performance and family life c) Development of bespoke activities and programmes to support wellbeing in the workplace like our evolving programme of "Health Checks", using a Diagnostic Toolkit that we are developing and plan to implement over the coming months. <p>Activities planned:</p> <ol style="list-style-type: none"> A scoping document led by Brunel University and HiB by end June to get buy-in from various stakeholders, partners and sponsors as part of a larger research project; An on-line survey of SMEs on the HiB and other databases, using an updated version of the questionnaire; Small focus groups, ideally 2-3 to gather intelligence; Undertake 20 Health Checks; A Wellbeing Conference – around September/October time; <p>Other activities may include: Harrow Means Business/Natwest Business Bus, working with private health care companies, e.g. Bupa for events aimed at the self-employed – health & wellbeing within the workplace.</p>	<p>As and when</p> <p>On going</p> <p>1 Surveys in Quarter 1 1 Survey in Quarter 2 1 Surveys in Quarter 3 1 Survey in Quarter 4</p> <p>1 focus groups in Quarter 1 1 focus groups in Quarter 2 1 focus groups in Quarter 3 1 focus groups in Quarter 4</p> <p>1 Roadshows in Quarter 1 1 Roadshows in Quarter 2 1 Roadshow in Quarter 3 1 Roadshow in Quarter 4</p> <p>1 online survey</p> <p>2 - 3 focus groups</p> <p>20 Health Checks</p> <p>1 Wellbeing Conference in Quarter 3</p>	<p>No. of meetings attended and Records of meeting notes.</p> <p>Press Releases.</p> <p>Survey responses and report to feed into Harrow Health & Social Care agenda</p> <p>Focus groups reports to feed into Harrow Health & Social Care agenda</p> <p>Number of Harrow residents engaged with.</p> <p>Survey report</p> <p>Focus group report</p> <p>Health Checks report</p> <p>Conference report.</p>	

Aims / Objectives	Activities	When	Measurement	Performance
	<ul style="list-style-type: none"> 3 Public Meetings per year with themes identified and speakers in attendance 	Quarter 1, 06/06/16, 2-4pm Quarter 2, 12/09/16, 6-8pm Quarter 3, 05/12/16, 2-4pm	Attendance Sheet and Feedback from delegates. Actions with relevant bodies.	
2. Gathering views, understanding and experiences of carers and service users	<ul style="list-style-type: none"> Collation of information from all meetings, events, surveys, focus groups and feedback from delegates/Harrow residents at events/meetings/roadshows as per above section 1. Collation of information from partner organisations such as VCS Forum/businesses/statutory agencies surveys such as PALS and HPPN. Collation and analysis of information from CQC, CCG, HWBB, NICE, JSNA, Public Health and other statutory agencies and VCS organisations 6 Enter & View visits scheduled after consultation with CQC. 4 PLACE visits scheduled after consultation with CNWL Gathering information from all Wellbeing at the Work Place activities 	As per calendar of events above. As and when information/reports are received. As and when information/reports are received. 2 E&V in Quarter 1 1 E&V in Quarter 2 2 E&V in Quarter 3 1 E&V in Quarter 4 1 PLACE in Quarter 1 1 PLACE in Quarter 2 1 PLACE in Quarter 3 1 PLACE in Quarter 4 1 online survey 2 - 3 focus groups 20 Health Checks 1 Wellbeing Conference in Quarter 3	Collation of information and reports leading to change at with statutory agencies and others. CRISPI data to feedback to relevant bodies. Collation of information/reports and actions taken. Collation of information/reports and actions taken. Enter & View visits reports and accessible on HH website and actions taken with CQC and the relevant parties and reports to Healthwatch England. PLACE visits Survey report Focus group report Health Checks report Conference report.	
3. Making people's views known, including those from excluded and under-represented communities.	Collation of the reports mentioned in sections 1 & 2 above which will include: <ul style="list-style-type: none"> Data entry for CRISPI list Reports from public and statutory sector Reports from VCS underrepresented groups/organisation Reports from SMEs/businesses (Wellbeing at the Work Place agenda) Reports, briefings, updates, etc. for HWE, CQC, HWBB, CCG, Commissioners, Council Scrutiny Meetings, Service providers,	Quarterly	CRISPI list to be shared with CQC and relevant agencies. Reports making recommendations to Healthwatch England to advise the CQC to carry out special reviews or investigations into areas of concern.	

Aims / Objectives	Activities	When	Measurement	Performance
	Harrow Council departments.			
4. Promoting and involving people in the monitoring, commissioning and provisioning of local care services.	<p>Promoting involvement through focus groups, surveys, public meetings, events/workshops, roadshows, website, social media, consultation and surveys as per sections 1, 2 and 3 above.</p> <p>Involving local volunteers (board members) in events such as Enter & View visits, PLACE visits and attending strategic meetings.</p> <p>Use of case studies to demonstrate involvement of Harrow residents.</p> <p>Use of Annual Report to demonstrate the work of Healthwatch Harrow.</p>	<p>On going</p> <p>On going</p> <p>1 in Quarter 2 1 in Quarter 3</p> <p>April 2016 April 2017</p>	<p>Increase of membership database. CRISPI List Feedback from focus groups, findings from surveys, reports from partners to feed into recommendations to local statutory agencies including local care services.</p> <p>Feedback from volunteers.</p> <p>Case Studies on website.</p> <p>Annual Report.</p>	
5. Recommending investigation or special review of provider services, either via Healthwatch England, or directly to the Care Quality Commission (CQC).	Collation of reports such as Enter & View visits, PLACE, CRISPI list, will recommend the investigation or special review of a service provider.	On going	Reports to CQC and Healthwatch England.	
6. Providing non clinical advice, signposting and information to all service users about access to services and support in making informed choices.	<p>Update all information regarding services in Harrow/London wide/nationally to be able to signpost through:</p> <ul style="list-style-type: none"> • Information leaflet • Website updates • Twitter updates • Facebook updates • Press Releases • Monthly e-newsletters and e-bulletins • e-news briefings and updates <p>Record all non-clinical information and advice and signposting.</p>	Quarterly	<p>Up to date information on all media outlets.</p> <p>CRISPI list and recommendation to CQC, statutory agencies and others.</p> <p>Case studies and feedback.</p>	
7. Signposting to a professional Independent NHS Complaints Advocacy Service.	<p>Enhance partnership working with HAD, MENCAP, Age UK Harrow and Local Authority departments.</p> <p>Case studies from Harrow Residents engaged in the service.</p>	Quarterly	<p>Good working relationship/partnership agreement with Advocacy Services.</p> <p>CRISPI list and recommendation to CQC, statutory agencies and others.</p> <p>Case studies and feedback.</p>	