



**healthwatch**  
Rochdale

# **360-Degree Stakeholder Engagement Workshop Report**

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# Background Information

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## PREVIOUSLY

Over the last 4 years Healthwatch Rochdale have completed an annual stakeholder survey followed up with a report and recommendations which the board approved and the recommendations are incorporated into the annual work programme. This has been affective over the years, but we wanted to review different avenues to engage and gather feedback on our organisation.

## DECEMBER 2019

This year we did things differently, we held a stakeholder engagement workshop event as well as a shorter survey prior to the event taking place. Healthwatch Rochdale wanted quantitative and qualitative data to analyses to help improve our service and understand the expectations of Healthwatch Rochdale on local organisations.



# Why we did this work

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To measure the views of stakeholders in relation to;

**Awareness:** To what extent do you think stakeholders are aware of Healthwatch Rochdale and what we do?

**Favorability:** What are your impressions of Healthwatch?

**Understanding of its role:** Can you recognise, understand and identify, various aspects of the Healthwatch Rochdale work programme?

**Communications and engagement:** How well do Healthwatch Rochdale engage and communicate?



# Why we did this work

To create a benchmark by which to measure future performance based on the key priorities and strategic objective of the current strategy and business plan.

Key Priorities	Strategic Objective Area
<p><b>Looking after our people</b> We value all our people and commit to support, develop and train staff and volunteers to deliver on the core statutory functions of Healthwatch Rochdale</p>	3.Deliver innovative ways of working new opportunities, positive outcomes and value for money
<p><b>Remain viable and sustainable</b> Healthwatch Rochdale will provide value for money and will work effectively within budget. We will look for opportunities for income generation and ensure financial probity</p>	3.Deliver innovative ways of working new opportunities, positive outcomes and value for money
<p><b>Every voice counts</b> We recognise Rochdale borough is a diverse community and so through innovative engagement we will empower people across the Rochdale borough to provide feedback on Health and Social Care services. We will provide accessible information to remove all barriers and include everyone</p>	1.Remove barriers so that choices can be made by all residents about their own and family's health and social care needs
<p><b>Liaise with local, regional and national stakeholders</b> We will partner with stakeholders to raise awareness of Healthwatch Rochdale and share relevant information</p>	2.Work with others to achieve the best outcomes for the provision of health and social care
<p><b>Improving infrastructure</b> We will review and invest in our infrastructure to ensure continuous improvements so that we can provide an effective service for all.</p>	3.Deliver innovative ways of working new opportunities, positive outcomes and value for money



# Methodology

Stakeholder Group	Method	Dates	Samples
Local organisations across Rochdale Borough	Survey	22 <sup>nd</sup> October 2019 open until 13 <sup>th</sup> November 2019	6 responses received
Local organisations across Rochdale Borough	Stakeholder engagement event	27 <sup>th</sup> November 2019 13.00-15.00	22 people attended the event
Local organisations across Rochdale Borough	The pledge	27 <sup>th</sup> November 2019 13.00-15.00	19 people completed a pledge to support Healthwatch Rochdale moving forward



# Survey Data

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## Questions asked:

1. How much do you know about Healthwatch Rochdale and the services we provide?
2. What type of contact did you have with us?
3. What was your experience of that contact?
4. Please write further information on the contact you had with Healthwatch Rochdale and the reason why you selected the option above
5. What best describes your overall experience with Healthwatch Rochdale?
6. Please write more details about the overall experience you had with Healthwatch Rochdale and the reason why you selected the option above
7. Do you have any suggestions on how we can improve our service?
8. Would you recommend our service to others



# Survey Results

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## WHO COMPLETED THE SURVEY?

Six Responses in total from:

- Healthwatch Rochdale Volunteer
- Bridging Communities
- Alzheimer's Society
- Home Instead
- Youth service

## THE RESULTS

- 2 out of the 6 responses had dealt with Healthwatch Rochdale due to Client related contact
- On experience of service - 3 respondents stated excellent 2 good and 1 average
- On overall experience of service - 2 excellent, 2 good and 2 average
- 5 out of 6 respondents said they would recommend Healthwatch Rochdale



# Survey Results cont.

How much do you know about Healthwatch Rochdale and the services we provide? Please write more details about the contact you had with Healthwatch Rochdale and the reason why you selected the option above:

5 out of the 6 respondents stated, I am well aware of Healthwatch Rochdale and the services they provide

And one stated; I am well aware of Healthwatch Rochdale but unaware of the service they provided\*

- I heard of HWR in 2013 whilst I was volunteering at another organisation. It was in 2015 when I decided that I would like to volunteer for them because I had a casual catering job at the time, and I wanted something to do during the school holidays.
- Not very pro-active in championing marginalized communities. Research papers have been published for years , yet no positive action, instead create barriers and join status quo. Not independent!!
- Rochdale Healthwatch is one of the very , very few organisations holding the numerous failing services in our area to independent and transparent account
- Community Officer Emma was great, shame she left. Our clients found her very approachable.
- They have always behaved professionally
- \*someone attended my girls' group and open access centre and was very helpful is talking to young people and getting their feedback on local health services.

Do you have any suggestions on how we can improve our services?

- Just keep promoting and raising awareness of who we are and what we do.
- Be more transparent engage better promote co-production, champion expert by experience to sit on relevant boards. Hold HMR CCG and Rochdale councils accountable
- Have appointed Healthwatch representatives in all local workplace providing Health and social Care along similar lines to an appointed first aider or union rep
- Do you support clients without NHS continuing care appeals, might be something you could look at if not?
- Not at this stage but if I do in the future, I will contribute this through their steering group
- I think sometimes people get confused with PALs and health watch and would be good if health watch could distinguish between the two.





# Survey Results Finalised

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Overall the 5 out of the 6 responses from the survey were very positive. The main areas of follow up on the survey results are:

- Better information sharing
- More transparent
- Better partnership working
- More awareness raising need by Healthwatch Rochdale
- Independence - WE ARE NOT PALS
- Promote co-production
- Hold commissioners to account more



# Engagement Workshop

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22 people attended the session from various organisations listed below:

- NHS Heywood, Middleton and Rochdale Clinical Commissioning Group
- Veterans in Community
- Healthwatch Rochdale Board members
- Rochdale Gateway Leisure
- HMR Circle
- Home Instead
- Together Advocacy
- Rochdale Borough Council - Adult Social Care
- Pennine Acute Trust
- Rochdale Health Alliance
- Bridging Communities
- One Rochdale
- Pennine Care
- Rochdale Borough Council - Commissioner
- Stroke Association



# Engagement Workshop

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The event started off with round table discussions on - The expectations and role of Healthwatch Rochdale

## Feedback from table 1

- Collect voice for patients
- Gather information and feed into high source
- Strategic level - collate all voices
- Advise CCG
- Helps maintain and enhance health and social care in Rochdale

## Feedback from table 2

- Support patients - access issues
- Independent views
- Provide a voice for patients
- Challenge decisions on commissioned services
- Service user information
- Signposting
- Enter and view - independent view/check
- Surveys - gather feedback
- Open board meetings

## Feedback from table 3

- Provide Data
- Care Home Enter and View
- Residents perspective
- Improving standards
- Feedback from patients, positive and negative
- Enable changes to be made
- Info and signposting
- Identify gaps in services
- Patient voice
- Greater Manchester link

After this feedback, Healthwatch Rochdale provided an extensive update on their role and corrected any wrong perceptions and myths which had been highlighted during the round table discussions.



# Engagement Workshop

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After the Healthwatch Rochdale presentation further round table discussions were continued on the below topics:

**Awareness:** To what extent do you think stakeholders are aware of Healthwatch Rochdale and what we do?

**Favorability:** What are your impressions of Healthwatch?

**Understanding of its role:** Can you recognise, understand and identify, various aspects of the Healthwatch Rochdale work programme?

**Communications and engagement:** How well do Healthwatch Rochdale engage and communicate?



# Feedback

Awareness: To what extent do you think stakeholders are aware of Healthwatch Rochdale and what we do?

- Limited understanding
- Healthwatch engage with schools
- Healthwatch look at trends
- Some organisations have understanding
- Residents of Rochdale are not fully aware of Healthwatch Rochdale
- Professionals are aware of Healthwatch Rochdale
- Limited awareness from 'joe public'
- Gaps in stakeholder's awareness - 'you can only know what you know'
- Looks at trends

The above feedback highlights that Healthwatch Rochdale doesn't have the capacity to fully raise awareness however it shows how we need to improve in this area.



# Feedback

Favorability: What are your impressions of Healthwatch?

- Positive - always at info sharing and public events
- Prove a lot with very little resources
- Visible (to health and social care) but it would be good to raise your profile, taking into account resource limitations.
- Positive outcomes - follow up on actions/recommendations
- Powerful - voice of the patient, very flexible and valued
- Positive changes and impact
- Engaging - trusted within the borough, challenge in a positive way, critical friend role
- Supportive
- Knowledgeable
- Local information resource
- Friendly and approachable
- Professional
- Accessible - provide/promote/available

Overall the comments on the impression of Healthwatch Rochdale is very good.



# Feedback

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Understanding of its role: Can you recognise, understand and identify, various aspects of the Healthwatch Rochdale work programme?

## Healthwatch Rochdale:

- Build awareness in the community
- Deal with signposting
- Advisory Group - more localised conversations
- Engaging with the NHS
- Yes, we recognise the work programme

Overall the feedback from this table was positive, they could identify the aims of our work programme and identify how we currently fulfil it through various methods of engagement and scrutiny.



# Feedback

Communications and engagement: How well do Healthwatch Rochdale engage and communicate?

- Always have engagement events with a good mix of attendees
- Link well with LCO
- Healthwatch brand is a barrier - people don't realise that social care is included.
- Follow national agenda
- Attend quality visits/ site visits
- Follow up on recommendations
- Newsletter
- Reports
- Attendance at caring together meeting
- Limited volunteer perspective
- Social Media
- GP surgeries

Overall, the above list highlights how well Healthwatch Rochdale engage and communicate with stakeholders and service users.





# The Pledge

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## Pledge Form

I .....from  
..... Pledge to

- Engage
- Carry out a Partnership event
- Share organisation updates
- Support the ongoing work
- Create your own pledge below:

.....With Healthwatch Rochdale.

Healthwatch Rochdale asked all attendees to complete a pledge form to say how they are going to support the role of Healthwatch Rochdale over the next 12 months.

19 Pledge forms were completed in total.



# Your Pledge's to us

Rochdale Gateway Leisure - Support the ongoing work by providing families with Healthwatch information

Veterans in the community - we will post and publish information on our website and social media and link in with other local Healthwatch's

HMR CCG- we will share info from today on advisory group and board recruitment

Together Advocacy - will inform clients of Healthwatch Rochdale and share information leaflets

RBC Adult Social care - we will share newsletters across adult care and raise awareness

Pennine Acute Trust - we will continue to engage and share organisation updates

Rochdale Health Alliance - we will review and improve the level of patient information within GP practices

Bridging communities- we will be the voice that can be controversial in challenging without having a direct impact on Healthwatch

Stroke Association - we will invite you to raise awareness at our team locality meeting

Pennine Care - we will try to enable better working relationships and invite to meetings to raise awareness

One Rochdale - we will ensure that Healthwatch's insight/trends are brought to the attention of ORHC leadership and partners

**Healthwatch Rochdale will be following up on all the pledges made in April 2020.**



# Evaluation & Feedback

1. On a scale of 1-10 (1 = strongly disagree, 5 = neither agree nor disagree, 10 = strongly agree), please tell us how much you agree with the following statements:

2. On a scale of 1-10 (1 = strongly disagree, 5 = neither agree nor disagree, 10 = strongly agree), please tell us to what extent do you agree with the following statements

	Strongly disagree								Strongly agree	
Taking part in the event improved my knowledge and skills	1	2	3	4	5	6	7	8	9	10
Taking part in the event improved my confidence in Healthwatch Rochdale	1	2	3	4	5	6	7	8	9	10
Taking part in the event will help me in the future	1	2	3	4	5	6	7	8	9	10

	Strongly disagree								Strongly agree	
The event met my objectives	1	2	3	4	5	6	7	8	9	10
The event covered the content which will be useful to me	1	2	3	4	5	6	7	8	9	10
The event was aimed at the right level for me	1	2	3	4	5	6	7	8	9	10
The event provided enough Q&A time	1	2	3	4	5	6	7	8	9	10

3. On a scale of 1-10 (1 = not at all, 5 = unsure, 10 = extremely likely), how likely are you to attend a future workshop with Healthwatch Rochdale?

Not at all likely					Not sure					Extremely likely
1	2	3	4	5	6	7	8	9	10	



# Evaluation & Feedback

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20 people completed the event evaluation form.

## Question 1-

Taking part in the event improved my knowledge and skills

16 out of 20 people rated the event 8 or above

Taking part in the event improved my confidence in Healthwatch Rochdale

17 out of 20 people rated the event 8 or above

Taking part in the event will help me in the future

16 out of 20 people rated the event 8 or above

## Question 2

The event met my objectives

15 out of 20 people rated the event 8 or above

The event covered the content which will be useful to me

15 out of 20 people rated the event 8 or above

The event was aimed at the right level for me

16 out of 20 people rated the event 8 or above

The event provided enough Q&A time

17 out of 20 people rated the event 8 or above

## Question 3

On a scale of 1-10 (1 = not at all, 5 = unsure, 10 = extremely likely), how likely are you to attend a future workshop with Healthwatch Rochdale?

2 people rated the event 5 out of 10

1 person rated the event 7 out of 10

6 people rated the event 8 out of 10

4 people rated the event 9 out of 10

7 people rated the event 10 out of 10



# Evaluation & Feedback

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## Further comments on evaluation

### Positive

- I already had some knowledge of Healthwatch but gained a deeper insight today
- It was useful to network with others and highlight the good work of Healthwatch.
- Encouraging to see attendance from various stakeholders and sharing information that will improve service provision
- As a new board member this event gave me further insight into volunteering at Healthwatch Rochdale
- Didn't really know about Healthwatch Rochdale before I can but gained a lot of knowledge
- Good Overviews of limitations and expectations of Healthwatch
- Good to hear from others and be able to share knowledge and understanding
- I thought it was a useful event for both Healthwatch and participants, both gained from it.
- Excellent

### Improvements for future events

- The room could have been bigger
- Outcomes of previous work to be shared
- Showcase your work at your next event
- Keep information as simple and conscience as possible
- Bigger room for more people



# Recommendations & Action Plan

Areas to improve & Action				
Action	Measurement Area	Accountable Officer	Comments	Due date
Follow up on all pledges made during the 360-stakeholder engagement event	NA	Communications Officer	To be followed up with all individuals where applicable	Completed for 30 <sup>th</sup> April 2020
Create new information leaflet	Awareness	Operations Manager	Highlight what our role is and how we support services users	Completed for April 2020
Create a social care leaflet with information on what we do	Awareness Understanding its role	Operations Manager	Removes barriers with the Healthwatch branding	May 2020



# Action Plan cont.

Action	Measurement Area	Accountable Officer	Comments	Due date
Create new 'professionals' leaflet which will be shared with all stakeholder organisation to show what Healthwatch Rochdale do on a more strategic level and how they can feed into the organisations.	Awareness Understanding its role	CEO		Due Date May 2020
Share branded materials with providers where service users will be able to review information about Healthwatch Rochdale:  <ol style="list-style-type: none"> <li>1. GP Practices</li> <li>2. Hare Homes</li> <li>3. Dentists</li> <li>4. Outpatients waiting areas</li> </ol>	Communication and engagement  Understanding its role Awareness	Operations Manager	To be shared and maintained	Due Date May 2020



# Action Plan cont.

Action	Measurement Area	Account able Officer	Comments	Due date
information	engagement Understanding its role Awareness Favourability		to be establish across the whole sector of how we share and report or trends and outcomes	
Guest speak at external team meetings	Communication and engagement Understanding its role Awareness Favourability	Full Team	Attend external team briefings to provide an update on our work programme and raise awareness of Healthwatch Rochdale	Ongoing
Increase partnership working	Communication and engagement Understanding its role Awareness Favourability	CEO	To be identified in our work programme for 2020	April 2020





# What's next

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Healthwatch Rochdale will note the recommendations in this report and add the actions into our operational work programme.

This report will be shared with Healthwatch Rochdale's Board to ensure transparency and accountability on the action plan.

Healthwatch Rochdale will contact everyone who attended the event and completed the survey to share the findings from this 360-stakeholder engagement.



# Contact Us

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