

COVID-19: Healthwatch Rochdale External Stakeholder Briefing

Dear Stakeholder

This briefing is an information resource to give you an overview of our current plans at Healthwatch Rochdale, specifically in relation to the role we are playing in the current pandemic and how we are communicating important and effective messages to the people of Rochdale, Heywood, Middleton and Pennines.

Implemented at pace, Healthwatch Rochdale are now supporting the emergency response efforts and have assigned a substantial part of resource to the local response Centres to support and successfully train volunteers dealing with telephone enquiries. Our service has also incorporated additional resource for residents in need of information, advice and signposting, due to the impact of Covid-19.

In addition to this we continue to provide a digital information service to help people understand and access health and care services in the Rochdale area. We are also here to continue to capture people's experiences in order to help to improve local services. Our trained staff can help to:

- Find out about health and care services near you
- How to access the support and advice you need
- What to do if you have a concern or complaint

The information service is open on weekdays from 10am to 4pm. If lines are busy or there is no answer, we ask the person to leave a message or email us and we aim to get back to them within one working day. The number is: 01706 249 575 or email: info@healthwatchrochdale.org.uk

Healthwatch Rochdale has led and coordinated a communication multi-agency working group which brings professionals from the public and third sector together in an effort to ensure local and consistent messages are being shared with the population, specifically for those who are vulnerable or require additional support.

The objectives of the group are to:

- Ensure Rochdale borough communities and stakeholders are warned and informed about the nature of the COVID-19 outbreak and how it affects them and local services.
- Ensure consistency of messaging across all organisations in the third sector.

#TogetherRochdale

- Reduce the impact of any risks or vulnerabilities to the response to the crisis through early identification and robust comms.
- Address inaccuracies and public concerns by working to quickly counter disinformation.

We would welcome professionals across all sectors to join this working group in order to add valuable skills and contribution to ensure the message developed can be spread far and wide within the borough. **To join the group or share any information which you feel this group may need to be aware of please contact Alex Leach, Operations Manager by emailing alex.leach@healthwatchrochdale.org.uk.**

As an organisation we are known to be a credible and reliable source of information for Rochdale borough residents. So, as we continue responding and adapting to the coronavirus pandemic, we are aware there is a significant amount of information being shared with people and with local organisations. This can lead to confusion, at a time when people more than ever need clarity. Therefore, we are developing a weekly bulletin Called **#TogetherRochdale** to try and bring our key health and care messages together in one place, so that you have the most reliable information to share with your networks. We know there are lots of other work happening right across the borough, to help all local people, especially those in greatest need.

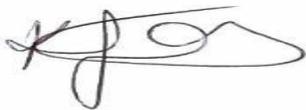
#Hashtag - Share the message, During the Covid -19 pandemic if you are sharing local Rochdale service user information and updates, please use the hash tag below.

#TogetherRochdale

Finally, our statutory duty is to help the people of the Rochdale borough get the best out of their local health and care services by bringing their voice to those who plan and deliver services in Rochdale. People's voices are now needed more than ever to ensure the local response is effective.

We will continue to keep you updated. If you have any questions about any of the content in this briefing please don't hesitate to contact us directly by emailing info@healthwatchrochdale.org.uk .

Thank you for your support.



Kate Jones
Chief Executive Officer
Healthwatch Rochdale

Please share this stakeholder briefing with key partners within your organisation and wider networks.