



# Healthwatch **Together**

Blackburn with Darwen,  
Blackpool, Cumbria and  
Lancashire working  
in partnership

# Healthwatch Together

## The Engagement Solution Specialists

# 1.0

## Healthwatch Together - This is our Offer

Healthwatch Together offers a great choice of services and products, specialising in health and social care community engagement, and working as a professional and experienced partner to our health and social care colleagues. We are a strong and robust partnership with dynamic leadership.

We are solution focussed and have delivered a series of health and social care community engagement projects with excellent outcomes and providing great value for money. Our approach is guided by placing individuals and communities at the heart of everything we do so as to develop a health and social care system which is truly person centred and meets the needs of the 21st century.



# 2.0

## Healthwatch Together - Our Ask

We are seeking to be recognised as a key ICS 'Engagement Partner', providing a solution to all of your health and social care community engagement needs. To enable this to happen we ask that we become a full member of the ICS Board and ensure our representation on all key health and social care strategic decision making bodies. We see ourselves as the independent arm of the health and social care system in Lancashire and South Cumbria; we are well known, trusted, deliver on our promises and offer great value for money.

As we go forward, it is essential that if the NHS Long-Term Plan is to be delivered successfully, that highly effective community engagement is embedded in the system. We believe our offer to you is unrivalled, and we look forward to working together in partnership for the good of our local communities.



If it's professional, cost effective and value driven community engagement you are looking for, we have a solution for you!

# 3.0

## Healthwatch Together - Our Vision

A strong, experienced, innovative and independent partnership between

- Healthwatch Blackpool
- Healthwatch Blackburn with Darwen
- Healthwatch Cumbria
- Healthwatch Lancashire

Driving forward effective community engagement and co-production opportunities in collaboration with our statutory partners to bring about the transformation of health and social care provision in Lancashire and South Cumbria.

The logo for Healthwatch Blackpool features the word "healthwatch" in a bold, lowercase sans-serif font. The "h" is pink, "ea" is blue, "lth" is green, "wa" is blue, and "tch" is green. Below it, the word "Blackpool" is written in a smaller, dark blue, uppercase sans-serif font.

**healthwatch**  
Blackpool

The logo for Healthwatch Blackburn with Darwen features the word "healthwatch" in a bold, lowercase sans-serif font. The "h" is pink, "ea" is blue, "lth" is green, "wa" is blue, and "tch" is green. Below it, the words "Blackburn with Darwen" are written in a smaller, dark blue, uppercase sans-serif font.

**healthwatch**  
Blackburn with Darwen

The logo for Healthwatch Cumbria features the word "healthwatch" in a bold, lowercase sans-serif font. The "h" is pink, "ea" is blue, "lth" is green, "wa" is blue, and "tch" is green. Below it, the word "Cumbria" is written in a smaller, dark blue, uppercase sans-serif font.

**healthwatch**  
Cumbria

The logo for Healthwatch Lancashire features the word "healthwatch" in a bold, lowercase sans-serif font. The "h" is pink, "ea" is blue, "lth" is green, "wa" is blue, and "tch" is green. Below it, the word "Lancashire" is written in a smaller, dark blue, uppercase sans-serif font.

**healthwatch**  
Lancashire

# 4.0

## Our Objectives

- Working together to engage and empower our communities to drive forward meaningful change in health and social care provision.
- To be recognised as a statutory, professional partnership working effectively with our statutory partners to facilitate change, to speak with one voice and to provide real solutions to the challenges we face together.
- To be renowned for excellence and have an unrivalled reputation for delivering high quality pieces of work across Lancashire and South Cumbria
- Enabling health and social care professionals to come together with local people to have facilitated conversations to bring about co-produced solutions





# 5.0

## Engagement Solutions

### - The Healthwatch Together Track Record

'Healthwatch Together' has an unrivalled track record in producing high quality work at a cost-effective price. The key reasons for our success are:

I. **Experience:** A very experienced team of 24 paid staff and 37 volunteers who have a proven ability in community engagement activities and working successfully with our health and social care partners. We are four independent Healthwatch organisations, multi-experienced both in terms of local knowledge and statutory influence. We provide excellent capacity and business continuity due to our collaborative approach - we share responsibility for delivery of projects and lower the risks.

Since January 2017 we have delivered £120,000 worth of engagement work on behalf of the ICS.

II. **Skills:** We pride ourselves on the training and development we provide for our Healthwatch staff and volunteers, a profound understanding of health and social care is pivotal to our approach.

III. **Resources:** We have in place the resources and infrastructure to respond quickly to new demands for work and ensuring a quality provision.

IV. **Local Knowledge:** We have excellent knowledge and understanding of our local communities, built up over a number of years delivering community engagement projects. We are known and trusted.

V. **Partnerships:** We bring to the table an extensive range of partnerships with public, private and third sector. Our ability to mobilise their support and participation with our work is an undoubted asset to our approach.

VI. **Co-Production:** As a collaborative, we have driven forward both the principle and the practice of co-production. A real commitment to genuine co-production underpins our ethical approach.

VII. **Value Driven:** Our partnership is based on a sound ethical approach. In delivering our work we will not compromise on our deeply held values.

VIII. **Value for Money:** All of our work is costed on the basis of a full recovery approach. We strive to be cost effective and efficient in all that we do, but quality work requires appropriate resources and we will price our work fairly and competitively.

IX. **Volunteers:** We boast a significant number of brilliant volunteers, experts by experience of their local communities and the health and social care sector. Our volunteers are trained and developed to a high level. They represent the seldom heard, focusing on mental health and people with multiple complex needs.

X. **On-Line Presence:** We have invested in developing our on-line capability and have in place website and social media platforms with consistently high levels of on-line engagement

XI. **Membership/Contact Database:** A huge database of members/contacts, all of whom have given permission to be contacted and kept up to date with Healthwatch issues.

XII. **Report Writing/Data Analysis:** We have excellent report writing skills which is combined with data analysis so as to make sense of our findings for a wider audience.





# 6.0

## Solution Focussed - What We Offer?

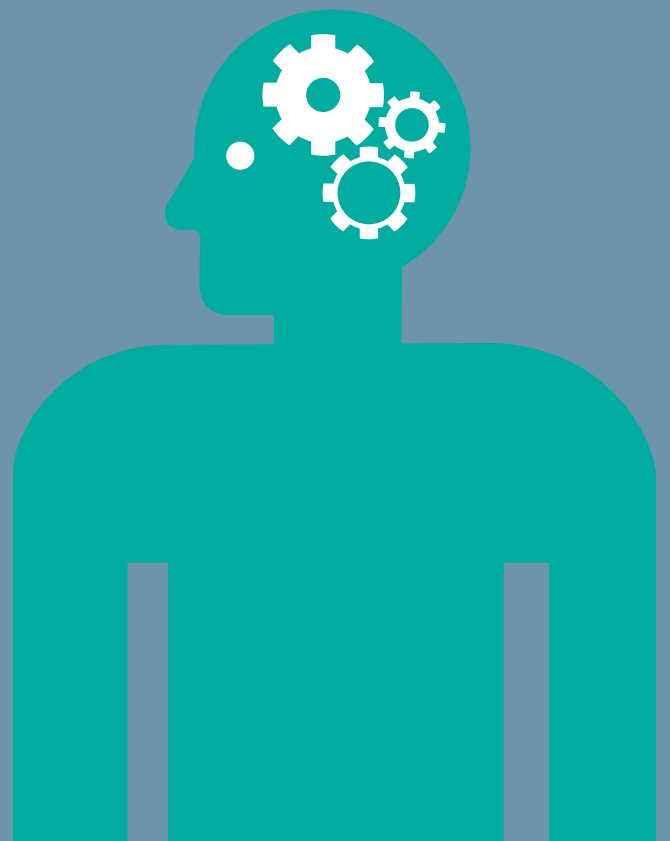
Healthwatch Together is offering to be your engagement partner, providing effective solutions to your community engagement needs.

We undertake engagement at a local level in order to find out the health and social care experiences and needs of people living and working in Lancashire and South Cumbria. As an outward facing service, we give people the opportunity to engage with us in their own communities, rather than expecting them to come to us. We will ensure that we offer a range of approaches that captures feedback and reflects the various engagement needs of our diverse communities (religious, ethnic, socio-economic, rural communities, age) as well as equitable geographic representation.

This is done through our toolkit of:

- Focus Groups designed to provide 'round the table' discussions in a safe and familiar setting. These are adapted dependent on needs and regularly reviewed to ensure engagement is accessible and inclusive.
- Pop Up - staffed information points designed to capture public feedback in a range of venues and settings including bus stations, colleges, credit unions, homeless shelters, and other targeted community locations.
- Co-Production Workshops
- Enter and View in health and social care settings - engagement undertaken in a variety of settings e.g. care homes, hospitals, GPs etc. enabling the public to share their experience.
- Patient Engagement Days - similar to Pop Ups but undertaken in health and social care settings
- Mystery shopping - we use this approach when appropriate to anonymously evaluate the patient/service user experience.

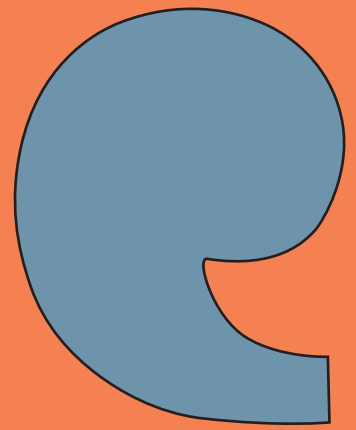




- Hosting events - we facilitate partnership events in local community settings giving the public and voluntary, charity and faith sector organisations a platform to learn about and scrutinise upcoming changes in the NHS.
- My/Our Story - case studies
- Through our online reporting system 'Have Your Say' where the public can raise concerns or share best practice about local health and social care services.

## In addition we can upskill your organisation through our training and development offer:

- **Training Solutions:** We can provide an excellent training offer to your organisation, training them to be highly proficient in community engagement skills and becoming experts within their own organisation
- **Training in Co-Production approaches**
- **Consultancy and Advice:** Healthwatch Together can also offer you a consultancy and advice package of support to enable you to meet your strategic community engagement commitments
- **Quality Checks:** We can independently check the quality of your own community engagement and provide objective feedback with recommendations.



# 7.0

## Case Studies

### Case Study 1

**Your Voice: Healthcare technology for the future:** For this commissioned piece of work, Healthwatch Together collaborated to deliver this project with the aim of finding out how people use, or why people don't use digital technology, particularly to support managing their own health, wellbeing or health conditions.

The information we collected was presented to the Healthier Lancashire and South Cumbria Integrated Care System who were seeking to explore and develop the use of digital technology to support health and social care.

key areas of provision to be fixed as well as the four quadrants of the Thrive Model.

Additionally, the collaborative supported fortnightly Patient Advisory Group meetings comprising of young people and family members with the intention of these having a key role in quality assurance, communications and engagement across the Healthier Lancashire Integrated Care System, ensuring that outputs from each co-production session flowed into the clinical modelling sessions.

### Case Study 2

The Care Partnership commissioned Healthwatch Together as independent partners to carry out focused co-production engagement at an Integrated Care Partnership geography level with young people with lived experience in mental health. The aim of this project was to provide opportunities for young people, families and carers to engage with and question commissioners and providers through virtual focus groups across several weeks, focusing on



### Case Study 3

Our project working with women with learning disabilities to coproduce easy read cancer screening toolkits was highly commended at the HW England National Awards.

Extensive engagement in a variety of formats produced an incredible depth of feedback and insight which shaped appropriate communication messages for cervical cancer screening and breast

cancer screening programmes. This was used to co-design and test easy read toolkits which now help to ensure that this group of women have the quality information they need in an accessible format to help them make more informed choices about the screening opportunities open to them. The toolkits are also designed to support health professionals to work in a more accessible way and ultimately to help reduce the perceived stigma surrounding this topic.



# Healthwatch Together

The Engagement Solution Specialists

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## **Healthwatch Cumbria**

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