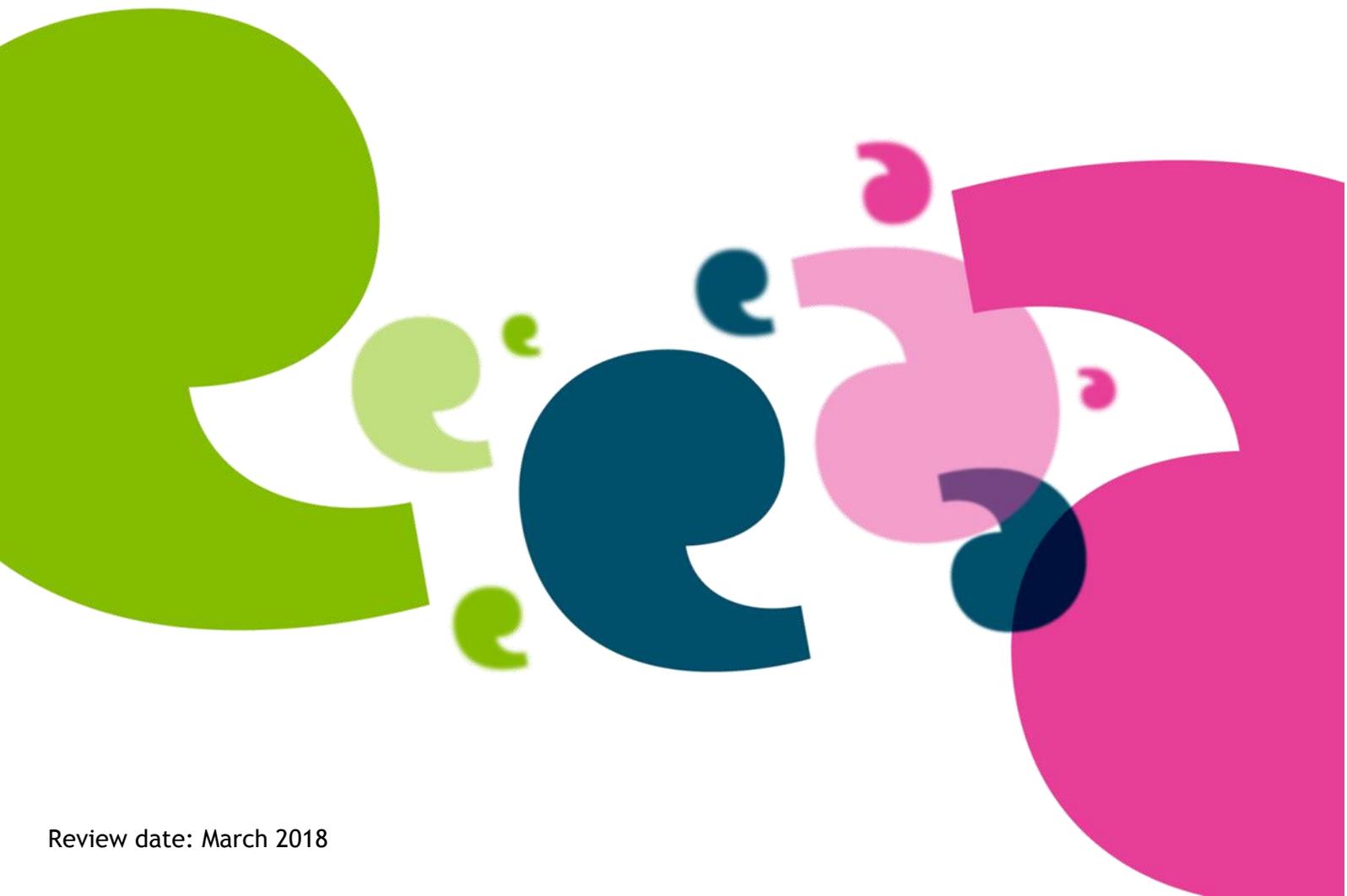


# healthwatch Sefton

## Communications Strategy 2017-2018



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## 1.0 Introduction

Welcome to the Healthwatch Sefton Communications Strategy. This document aims to outline how Healthwatch Sefton engages with local communities across Sefton and promote its work to partners, stakeholders and the general public.

Sefton Council commissioned Sefton Council for Voluntary Service (CVS) to establish a subsidiary Company Limited by Guarantee under its auspices on the 1<sup>st</sup> April 2013. Healthwatch Sefton remains independent whilst challenging local service providers and working in partnership to improve frontline health and social care services.

This document is available on request in alternative formats including large print, easy read, audio format and alternative languages. For more information on accessibility or to request this document in alternative formats, please contact the Healthwatch Sefton team on 0151 920 0726 ext 240.

For more information on all areas of Healthwatch Sefton's work, please visit [www.healthwatchsefton.co.uk](http://www.healthwatchsefton.co.uk)

***Please note: the Healthwatch Sefton Communications Strategy is an ongoing, living document which may be subject to change and updates when necessary.***

*All copies of this document are available on request from Healthwatch Sefton Staff Team and also available at [www.healthwatchsefton.co.uk](http://www.healthwatchsefton.co.uk)*

*We are always looking for volunteers to help out with promotion and raising awareness of Healthwatch Sefton. If you would like to get involved in the communications work of Healthwatch Sefton, including any marketing and promotional campaigns, please contact the staff team on 0151 920 0726 ext 240, FREEPHONE 0800 206 1304 or text 07434 810438.*

## **1.1 Intended Audience of Healthwatch Sefton Communications Strategy**

This Communications Strategy is intended for the following audiences:

- Healthwatch Sefton Staff Team
- Healthwatch Sefton Board of Directors
- Healthwatch Sefton Steering Group
- Healthwatch Sefton Community Champions
- Sefton Council
- NHS Southport and Formby Clinical Commissioning Group (CCG)
- NHS South Sefton Clinical Commissioning Group (CCG)
- Sefton Health and Wellbeing Board
- Sefton Council for Voluntary Service (CVS)
- Healthwatch England
- Healthwatch Sefton membership and volunteers
- Department of Health

## **1.2 Healthwatch Sefton Vision**

Our vision is to ensure that every resident of Sefton has the opportunity to share their experiences and shape health and social care services.

## **1.3 What does Healthwatch Sefton do?**

Through community engagement, raising local awareness and listening to local people, Healthwatch Sefton:

- Gathers the views and experiences of patients and the public.
- Makes people's views known.
- Promotes and supports people's involvement in the commissioning and provision of local care services and how they are scrutinised.
- Recommends investigation or special review of services via Healthwatch England or directly to the Care Quality Commission (CQC).
- Through signposting, it provides advice and information about access to services and support for making informed choices.
- Supports NHS Complaints Advocacy provided by Merseyside and Cheshire Healthwatch Advocacy (Carers Federation).
- Initiates independent thematic reviews/projects that highlight emerging themes.

## 2.0 Objectives

### 2.1 Aims & Objectives

The Healthwatch Sefton overall communication aims and objectives listed below are measurable by reviews and communications reports by the Healthwatch Sefton Staff Team and on-going monitoring by the Board of Directors and Steering Group.

#### Key aim:

- Healthwatch Sefton is committed to the continual promotion and maintenance of the most effective communication processes and practices which are tailored to meet the specific requirements of its partners, stakeholders and the general public.

#### Overall aims:

- Healthwatch Sefton will aim to achieve the highest standards in all methods of communication by ensuring the following principles are demonstrated as being: clear, complete, correct, concise and courteous.
- Raise the profile of Healthwatch Sefton locally and establish Healthwatch Sefton as a credible, trustworthy local body.
- Gain support and commitment to Healthwatch Sefton from local voluntary, community and faith groups, stakeholders and NHS service providers and maintain strong partnership work.
- Ensure Healthwatch Sefton's key messages are included and shared through Sefton Council, NHS Trusts and Healthwatch Sefton's stakeholder communications channels.
- Ensure a two-way channel of communication between Healthwatch Sefton and the membership - including local VCF groups and organisations.
- Develop and maintain a cohesive and resourceful online presence via the Healthwatch Sefton website, social media channels and email distribution.

- Maintain standardised levels of communication in accordance to the Healthwatch England branding guidelines and make all information available in alternative formats on request from the Healthwatch Sefton Staff Team.

## **Immediate objectives:**

- Healthwatch Sefton will develop and implement an ongoing and meaningful dialogue with all groups within the local population via:
  - A formal process of feedback on issues relative to either specific groups or the general population within the local community
  - Publication of the outcomes to inform, generate interest and further commitment, and to review ongoing key activities, priorities and strategies
  - Increased engagement with specific groups within the Sefton community including older people, young people, those with learning disabilities and visual or audio impairments. See work plan about our work with young people on page 18.
- Increase its membership base and ensure that the membership is updated regularly via key messages, including any updates on the website, to facilitate progress and keep the membership informed of ongoing work plans and strategic priorities.
- Healthwatch Sefton will ensure all members have an opportunity to develop a range of interpersonal skills including listening, speaking in public, and how to communicate effectively.
- Healthwatch Sefton will ensure all members act appropriately at all times in accordance with the Code of Conduct. If a situation arises of misconduct, Healthwatch Sefton will follow the appropriate Code of Conduct policy.
- Develop and build on existing social media communication channels, including introducing a video facility as a way of conveying key messages and current engagement work to a wider public, as well as existing key and relevant stakeholders.
- To encourage Healthwatch Sefton volunteers to utilise their skills and experience in order to connect with Healthwatch Sefton and their local communities in a more meaningful and fulfilling manner.

- To understand what form of communication works best across different organisations and geographical areas in order to tailor communication methods accordingly and engage with people more effectively as a result. This will start with the Bootle area. See the work plan on page 18.

## 2.2 Communications Work Plan

The immediate objectives for Healthwatch Sefton outlined on page five will form the basis of a 2017-2018 communications work plan - see page 18.

This work plan allocates duties and responsibilities to specific people with a time frame attached to the particular aim and/or objective. Reports will be compiled after each piece of work to highlight its impact and this will be distributed via the appropriate communication channels identified in Section 3.

It is expected the work plan will be reviewed, updated and revised at quarterly intervals during the year in order to ensure the objectives are being met. The initial work plan will have a large focus on Bootle but other areas within Sefton will also be included within future work plans as part of Healthwatch Sefton's ongoing communications strategy to ensure communications are robust and reflective of the different needs and approaches within the borough.

## 2.3 Engaging with members and the wider community

The aim of Healthwatch Sefton is to develop an on-going clear dialogue that brings together everyone with an interest in health and social care. All communications will follow Healthwatch England's Branding and Key Messages guidelines (2013) - see pdf below and a link to the guidelines.

Healthwatch Sefton has signed a trademark agreement with Healthwatch England for use of the logo on branded materials including promotional resources.



Healthwatch England  
guidelines

[http://www.healthwatch.co.uk/sites/default/files/local\\_healthwatch\\_guidelines\\_final\\_0\\_1.pdf](http://www.healthwatch.co.uk/sites/default/files/local_healthwatch_guidelines_final_0_1.pdf)

To achieve an on-going dialogue, the following will be undertaken:

- Press - Regular releases around key themes and events relevant to reach a large number of Sefton residents, including regular information columns
- Promotional literature distributed throughout Sefton to: GPs, dentists, pharmacies, schools, community centres, residential care homes, etc.
- Speaking directly to people at events such as: coffee mornings, tea and toast sessions, attending local events, community chats, and specific engagement work with stakeholders by organising stands
- Recruitment of volunteers
- Email update sent to members and to relevant key stakeholders
- Website/social media
- Radio
- Quarterly newsletter emailed and posted to all members

## **2.4 Key Stakeholders & Contacts**

To ensure an effective and on-going dialogue with key stakeholders is maintained, Healthwatch Sefton will monitor its stakeholder contacts. It is equally important to establish a two-way channel of communication so stakeholders are confident in approaching Healthwatch Sefton through the formalised engagement process.

See Appendix 6.1 (page 14) for key stakeholder groups and contacts.

## **3.0 Communication Channels**

Healthwatch Sefton will employ the most appropriate communication method relevant to each stakeholder group to convey all communications.

It is also important that Healthwatch Sefton continues to offer all information in alternative formats including easy read, audio format and alternative languages on request. These available formats can be applied to all communications channels where appropriate.

### **3.1 Website**

The most valuable resource will be the Healthwatch Sefton website which will act as a central point for all communications relating to the work of Healthwatch. Sefton residents are encouraged to access [www.healthwatchsefton.co.uk](http://www.healthwatchsefton.co.uk) in order to leave their experiences via the Feedback Centre.

### **3.2 Social Media & Digital Communications**

Healthwatch Sefton is active on a number of popular social media channels which are used to help promote and complement the work of the membership.

Healthwatch Sefton currently shares information through the following platforms:

- Twitter
- YouTube
- Instagram
- Facebook

More information on the above social media channels is available on request from the Healthwatch Sefton staff team. Details of social media policies and procedures are in the Healthwatch Sefton Social Media Policy - see page 15.

### **3.3 Face-to-face**

This method, despite having a small reach, is best for ensuring clear understanding for some residents and volunteers. The complexities of Healthwatch Sefton and the local and national structure can be more easily explained, and issues and concerns addressed immediately.

This method can also be adopted when working with any individuals or communities with impairments, disabilities or special requirements to ensure the information is tailored to the target audience.

In addition, talking with people directly can lead to being able to capture their experience for use as a case study, once permission has been obtained.

## 3.4 Press & Media

Any releases to local media, specifically about Healthwatch Sefton, should be co-ordinated via the Healthwatch Sefton Staff team, and a log of how many are featured editorially should be kept by the Communications Officer.

All releases should be signed off by the Healthwatch Sefton Staff team, Manager, Chair and any designated Steering Group members to ensure all content and any quotes are accurate and follow the correct protocols.

A sustainable and professional relationship needs to be built and maintained with local media. This can be made by using the code of conduct policy - see Appendix 6.3 (page 17).

The following is a list of media channels to be utilised for distribution of Healthwatch Sefton press releases.

### Newspapers

- Liverpool ECHO
- Southport Champion
- Ormskirk Champion
- Crosby/Litherland Champion
- Formby Champion
- Aintree & Maghull Champion
- Bootle Champion
- Southport Visiter
- Midweek Visiter
- Talking newspaper

### Radio

- BBC Radio Merseyside
- Heart NW 105.4
- Kiss Fresh
- Smooth NW
- Capital FM
- Radio City 96.7
- City Talk 105.9
- Coast 1079 (online Southport radio)
- LS Radio (Liverpool Student radio)
- Maghull Community Radio

### NHS Trust and local service provider magazines and publications

- MerseyCares (Mersey Care NHS Trust)
- Life at Aintree (Aintree University Hospital NHS Foundation Trust)
- Gance (The Brain Charity)
- Neuromatters (The Walton Centre)
- PS Magazine (Liverpool Community Health NHS Trust)

## **Local Voluntary, Community and Faith (VCF) Magazines**

- Sefton CVS Bulletin
- Living Well Sefton

## **3.5 Printed Materials**

- **Promotion**

A range of printed materials will be used to promote and raise awareness of Healthwatch Sefton including letterheads, posters, leaflets etc, and a commitment made to produce these in accessible formats. These will be disseminated to hospitals, GP surgeries, clinics, libraries, community centres, fitness centres etc. The shelf life of any printed literature will be considered when deciding how many copies to print. The Healthwatch Sefton staff team will ensure version control is introduced to regularly update any promotional materials.

- **Post / Mail**

Healthwatch Sefton printed materials will be provided to members who do not use email or the internet. From targeted pieces of work to newsletters and updates.

- **Newsletter**

A quarterly Healthwatch Sefton newsletter will be produced and posted to members without email/web access.

## **4.0 Monitoring & Evaluation**

The communications strategy for Healthwatch Sefton will require ongoing review and development. The impact of communications activity needs to be evaluated at regular intervals to help identify what is working (and not working) and to refine the strategy and reallocate resources where necessary.

The success of a particular method of communication will be measured against the reach of the channel and whether the message was understood and shared further (where applicable).

Some examples of how Healthwatch Sefton will measure the success and 'reach' of its communications are below:

- Effectiveness of email updates (how many bounce-backs or undeliverable) and 'reach' of update (ie shared across a group or organisation via rep).

- Effectiveness of postal updates (how many were undelivered) ‘reach’ of update (is shared across a group or organisation via rep).
- Membership statistics (# of community members, individual/group ratio etc.).
- Recording the number of signposting/advice enquiries.
- Evaluating attendance of events - e.g. number of attendees but also asking for feedback on effectiveness of the event.
- Hits on the website.
- Number of Email Updates (consistency).
- Social media statistics and data (e.g. # of followers, # of subscribers.)
- Number of press releases published (inc. inclusion in press, newsletters etc).

The Healthwatch staff team and Manager will provide quarterly (or more frequent) reports, communications statistics and summaries to the Healthwatch Board of Directors and Steering Group.

## 5.0 Marketing & Promotion

### 5.1 Promotional Materials

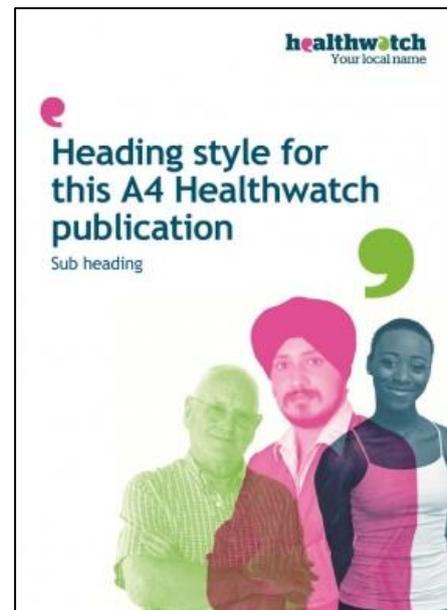
#### Flyers and posters

A range of flyers and posters will be produced to promote the work of Healthwatch Sefton and to encourage service users and local residents to get involved.

Posters and flyers will be displayed across the borough in designated public and community spaces. Posters will also be displayed in local GP practices, dental surgeries, walk-in centres and hospitals.

Healthwatch Sefton will adhere to national branding outlined by Healthwatch England after signing a trademark licence agreement, and will utilise templates and any ready-to-order materials available to Local Healthwatch.

They will be approved by the Healthwatch Sefton Manager, Chair and Board of Directors.



## **You Said, We Did, What's Changed**

A new way of promoting the achievements of Healthwatch Sefton will be through the introduction of a poster relating to a specific piece of patient experience or enter and view work under the title - You Said, We Did, What's Changed. These posters will be placed in the venue that the work was undertaken so the service users who were involved can see the outcome themselves.

## **Office & Administration**

The Healthwatch Sefton Staff Team will use branded letterheads for formal correspondence. Additional office and administration materials such as compliment slips can also be made available if deemed appropriate by the Healthwatch Sefton Manager, Chair and Board of Directors.

## **Merchandise**

When suitable, additional merchandise can be purchased for specific campaigns or promotional purposes. The Healthwatch Sefton Communications Officer is responsible for ensuring any merchandise deemed appropriate by the Healthwatch Sefton Manager, Chair and Board of Directors adheres to the Healthwatch branding Guidelines and is produced to a high standard at the lowest possible cost. Some suggested materials include:

- pens & pencils, mugs, clothing & textiles, carrier/tote bags, stickers and labels, branded tablecloths to be used by staff at promotional events

## **5.2 Printing & Production**

Healthwatch Sefton promotional materials including flyers, posters and forms will be produced by a variety of local printers/designers, at the best possible rate.

## **5.3 Distribution**

### **Internal Distribution**

Distribution plays a valuable role in raising the awareness of Healthwatch Sefton and making sure promotional materials reach target audiences.

Healthwatch Sefton promotional materials such as flyers and newsletters are available for the staff team's Engagement & Participation Officers to distribute when conducting outreach work or engagement sessions. This includes any Healthwatch Sefton experience stands at local NHS trust sites as well as the ongoing work with the Healthwatch Sefton Community Champions.

In addition to the staff team, limited flyers and promotional materials are available to active members of the Healthwatch Sefton network who feel it may be beneficial to distribute among their community.

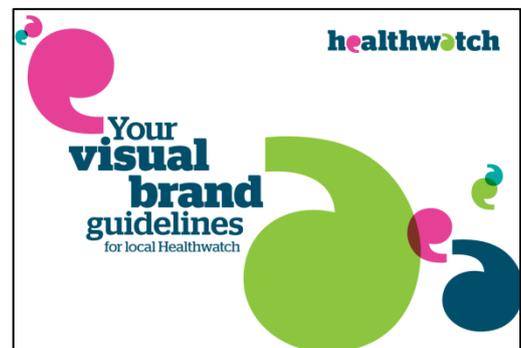
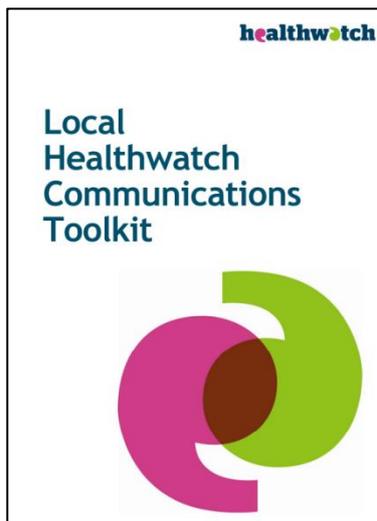
## 5.4 Resources & Related Documents

The most up-to-date versions of branded materials to be used for Healthwatch Sefton purposes can be accessed via the Healthwatch England Hub for which an account needs to be created. Designated staff have been allocated accounts.

Resources can be downloaded and created in the communications centre section of the Hub. Anyone outside of the Healthwatch Sefton staff team who would like to use the resources for promotional material in relation to Healthwatch Sefton should contact the Communications Officer in the first instance by emailing: [communications@healthwatchsefton.co.uk](mailto:communications@healthwatchsefton.co.uk)

In order to use the Healthwatch branding appropriately, Healthwatch Sefton has signed a trademark agreement.

Alternatively, people can always contact the team via email: [info@healthwatchsefton.co.uk](mailto:info@healthwatchsefton.co.uk) or telephone: 0151 920 0726 ext 240.



## 6.0 Appendices

### 6.1 Key Stakeholders

The list below is not exclusive or final but provides an indication as to some of Healthwatch Sefton's key stakeholders who are invaluable in information sharing and raising awareness.

It is important to note that the public, private and voluntary, community and faith sectors are subject to change which means stakeholder contact lists need to be updated on a regular basis.

Key stakeholder groups and contacts for Healthwatch Sefton are:

- **Healthwatch Sefton Governance & Staff**
  - Chair
  - Board of Directors
  - Healthwatch Sefton Steering Group
  - Staff Team
  
- **Healthwatch Sefton Membership**
  - Individuals
  - Organisations
  - Networks represented on Healthwatch Sefton Steering Group
  - Community Champion Network(s)
    - South & Central Sefton Community Champions
    - Southport & Formby Community Champions
  
- **Sefton Council and affiliated networks**
  - Adult Social Care
  - Children's Services
  - Safeguarding Team
  - Sefton Overview and Scrutiny Committees (OSC)  
Sefton Health and Wellbeing Board
  
- **Our local NHS Trusts (Communications Contacts)**
  - Aintree University Hospital NHS Foundations Trust
  - Southport & Ormskirk NHS Hospital Trust
  - Mersey Care NHS Foundation Trust
  - Alder Hey Children's NHS Foundation Trust

- Liverpool Women’s NHS Foundation Trust
- North West Ambulance Service NHS Trust
- Liverpool Community Health NHS Trust
- The Walton Centre NHS Foundation Trust
- North West Boroughs Partnership NHS Foundation Trust
- Lancashire Care NHS Foundation Trust
- Bridgewater Community Healthcare NHS Foundation Trust
- Royal Liverpool and Broadgreen University Hospitals NHS Trust
- Liverpool Heart and Chest Hospital NHS Foundation Trust
- **Sefton NHS Clinical Commissioning Groups (CCGs)**
  - South Sefton Clinical Commissioning Group
  - Southport & Formby Clinical Commissioning Group
- **Local boards, networks and forums** (including where there is Healthwatch representation). For example:
  - Healthwatch Sefton Community Champions Network
  - Voluntary, Community and Faith (VCF) forums
- **NHS England (Merseyside and Cheshire Area Team)**
- **Care Quality Commission (CQC)**
- **NHS Improvement**
- **Ofsted**
- **Health Education England**

## 6.2 Social Media Policy

Healthwatch Sefton operates a number of accounts on social media websites for the promotion of activities and events, and as a communication method.

The following outlines the limits of their use.

- An official account on any social media website may only be set-up with consent from a line-manager.
- Any contact between Healthwatch Sefton staff and volunteers/members through personal social media accounts must not be undertaken.

- Only authorised staff may use these accounts to post online and access to the account should be strictly limited.
- All information published on the Internet must comply with Healthwatch Sefton confidentiality and data protection policies.
- Individuals should not be referenced online without their express consent. This includes all photos, videos and other media.
- Copyright laws must be respected, with references or sources cited appropriately.
- Any employee who becomes aware of social networking activity that would be deemed inappropriate should make their manager aware as soon as possible.

Healthwatch Sefton staff and/or appointed volunteers must ensure that they:

- Comply with current legislation and the Healthwatch Sefton Code of Conduct.
- Use social media in accordance with rules and regulations as stated by service provider (i.e. Facebook, Twitter etc).
- Do not create unnecessary risk to the organisation by misusing social networking tools and associated technologies.

### **Unacceptable behaviour**

In addition to Healthwatch Sefton staff and representatives using official social media channels, users must also be aware of the actions of other individuals and groups. The following is deemed as unacceptable use by Healthwatch Sefton:

- Using social networking or associated tools to send offensive or harassing material to other users.
- Gaining unauthorised access to networks/computers/user accounts.
- Publishing defamatory and/or knowingly false material about Healthwatch Sefton, service providers, partners etc.
- Introducing any form of malicious or inappropriate software or applications to Healthwatch Sefton online resources.
- Using Healthwatch Sefton networks or services to trade or undertake personal interests or activities.

Healthwatch Sefton accepts that the use of social networking is a valuable resource and tool. However, misuse of this facility can have a negative impact upon Healthwatch Sefton's productivity and reputation. In addition, all of the organisation's internet-related resources are provided for networking purposes to complement the aims and objectives of Healthwatch Sefton.

## 6.3 Press & Media Code of Conduct

In order to develop and maintain a successful working relationship with the local press, Healthwatch Sefton must adhere to a specific code of conduct when working with the local media.

### Press Releases

All Healthwatch Sefton press releases must:

- carry a unique reference number for tracking, archiving and reviewing purposes (e.g. HWS01 - April/May 17).
- be agreed by Healthwatch Sefton Chair, Board of Directors and Manager.
- adhere to the aims and objectives of Healthwatch Sefton and only be issued in accordance with the Healthwatch Sefton Code of Conduct.
- be provided in a secure digital PDF format - locking the document for editing.
- be suitable for public consumption in consideration of jargon (technical, operational, clinical etc), abbreviations
- be suitable for not only press and newspaper content, but for circulation and sharing through local stakeholders and NHS Trust's media channels (i.e. NHS trust and local authority websites and newsletters).

### Media Interviews

Healthwatch Sefton must ensure the following guidance is followed when staff, volunteers and management are engaging with local media - including press, radio and phone interviews. Interviews will only be conducted by designated representatives or spokespeople of Healthwatch Sefton who have been deemed suitable by the Chair and Board of Directors.

Designated representatives engaging in media interviews must:

- adhere to the Healthwatch Sefton Code of Conduct.
- ensure the views expressed are those supported and agreed by the Healthwatch Sefton Chair and Board of Directors and not of the individual person unless clearly stated.
- be clear and concise on the purpose and meaning of the interview and be prepared with evidence and information provided by the Healthwatch Sefton staff team and Manager.
- ensure any further commitments or requests must be approved and supported by the Healthwatch Sefton Chair, Board of Directors and Manager.

## 6.4 2017-2018 Healthwatch Sefton Communications Work Plan - to be updated January 2018

Aim/objective	Activity	Person responsible	Time frame	Outcome	Update
To develop and implement an ongoing dialogue with all groups within the local population and feedback from this dialogue	Steering Group meetings Community Champion Network meetings Tea and toast events Organise and hold members events with guest speakers Share enter and view reports with members and stakeholders via social media, email and post Feedback/experience reports Newsletter	DB WA/BB WA/BB HWS team LM / BOT HWS team LM/HWS team	Monthly Bi-monthly Quarterly Two annually (north / south) Ongoing As appropriate Quarterly	To inform, generate interest and further commitment, and to review ongoing key activities, priorities and strategies via reports from the various meetings and events	
Increase membership and ensure membership is updated regularly	Promote Healthwatch Sefton at engagement events throughout Sefton	HWS team	Ongoing	To facilitate progress of Healthwatch Sefton and keep the membership informed of ongoing strategic priorities	

Aim/objective	Activity	Person responsible	Time frame	Outcome	Update
Provide members with an opportunity to develop a range of interpersonal skills	Organise training sessions	HWS team	As required	Members will be confident in listening, speaking in public, and how to communicate effectively	
Develop and build on existing social media communication channels	Increase twitter followers, retweets, mentions and likes	BOT/LM	Ongoing	To raise the profile of Healthwatch Sefton within the general population and the social care and health sector	
	Introduce a video facility as an innovative way of conveying messages	BOT/LM	Ongoing		
	Build a range of stock photographs from regular operational meetings and events, such as Steering Group Meetings or Members Events, so they can be included in twitter, on the website, in newsletters and promotional material	BOT/LM	Ongoing		

Aim/objective	Activity	Person responsible	Time frame	Outcome	Update
<p>Focus on Bootle as a way of understanding what forms of communication work best in a particular locality in order to tailor communication methods and engage with people more effectively. Bootle has been a difficult area in the past to gather people's feedback and to engage</p>	<p>Invite Locality Representative to outreach engagement work in Bootle</p>	<p>WA</p>	<p>Ongoing</p>	<p>Encourage Locality Rep to become a driving force in locality to gather experiences and see if this approach yields results</p>	
	<p>Build links with the Bootle Community through the Strand By Me Shop in Strand Shopping Centre, Bootle</p>	<p>WA</p>	<p>Ongoing</p>	<p>The shop is used by many community groups which may not have previously engaged with Healthwatch Sefton</p>	
	<p>Refresh the role of the South Sefton and Central Champions within the Community Champions Network</p>	<p>HWS team</p>	<p>As appropriate</p>	<p>To ensure people within Bootle know who their champion is and how best to approach them with their experiences of health and social care</p>	

Aim/objective	Activity	Person responsible	Time frame	Outcome	Update
Build on the work of Young Healthwatch Ambassador and further increase engagement with young people in Sefton to ensure their voice is heard by providers of health and social care services	Promote the Young Healthwatch Sefton report in youth settings within Sefton (see report below)   Young Healthwatch Sefton report	Young Healthwatch Sefton Ambassadors	April 2016	More young people aware of Healthwatch and understand their right to reply about health services	<a href="http://www.seftonyouth.co.uk/health/">www.seftonyouth.co.uk/health/</a>
	To youth proof the Healthwatch Sefton paper feedback form	Young Healthwatch Sefton Ambassadors	Summer 2017	To ensure the work of Healthwatch Sefton reaches young people in the right format and to encourage more young people to share their experiences of health and social care services	On going

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