



Healthwatch Dudley Highlights of our year 2016/17

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Welcome to our 2016/17 annual report

World-class organisations are defined by characteristics such as expertise, innovation and a passion for supporting local people. I feel these words define Healthwatch Dudley for which I have had the privilege to serve as Chair of the Board since 2013.

Throughout the year our small team has been supported by a committed group of volunteers, who share the passion to improve health and care services for people living in Dudley borough.

A priority for the Board is to ensure people living in Dudley have the opportunity to be heard if they have something to say about their local health and care system, you will read throughout this report how this has been achieved.

Dudley has been at the forefront of change this past year and is being seen as a pioneer in shaping the future of health and care in England. We are proud to say we have been involved with bringing the voices of local people to discussions about the proposed Multi-speciality Community Provider, which you can read more about on pages 6 and 7.

You will also find in this report many examples of how Healthwatch Dudley has helped a wide variety of people to share their views with decision makers, in order to make the system better for everyone.

Our achievements have been made possible through the support of our partner organisations, including Dudley Council, Dudley Clinical Commissioning Group (CCG), the NHS and the voluntary sector. We have seats at decision making tables where local providers of services have welcomed the opportunity to hear what local people are saying and we are proud that members of the public have recognised us as their trusted, independent champion for health and care.

On behalf of the entire Board, I would like to thank everyone who has worked with Healthwatch Dudley throughout the year. I would also like to thank the team for their enduring commitment to supporting local communities.

Pam Bradbury
Healthwatch Dudley Chair
Healthwatch England Committee Member



Healthwatch Dudley is award winning!

Our year got off to an exciting start when we were recognised with two honours at the national Healthwatch Network Awards 2016 for our work. More than 120 entries over seven different categories were submitted and 28 local Healthwatch organisations were shortlisted.

Healthwatch Dudley was announced as winner in the Diversity and Inclusion category, for our work with Dudley Youth Service inspiring young people to become Youth Health Researchers (see page 16).

We were also presented with a highly commended award for our work to empower local people and get them involved with All Together Better Activate (see page 27).



Case studies of our work have been added to examples of outstanding Healthwatch activity from around the country in a report called 'making your voice count' which can be downloaded at:

http://www.healthwatch.co.uk/sites/healthwatch.co.uk/files/making_your_voice_count_0.pdf



“Healthwatch Dudley has worked hard to ensure that young people get the chance to help shape local health and social care services. Their young researchers have collected the views of 1,100 other young people, which has provided valuable intelligence to share with health and care professionals and helped young people to build on their skills.”

Paul Redfern
Senior Community Development Manager
British Deaf Association

Local people are our main priority...

People who access health and care services in Dudley borough sit at the heart of everything we do. We listen to views and experiences and ensure that what we hear is taken into account by decision makers in health and care. We also provide clear information about local services through our Community Information Point Network (see page 19).

This report showcases how during the last year we have been informing, involving, sharing, championing and challenging where necessary, to ensure that local people are at the centre of the health and care services they receive.

In addition to our main Healthwatch duties (see page 37), this report also reflects on how we have been working towards additional priorities, which have been set by local people around: children and young people, mental health and supporting local health and care partners to involve local people in their plans as services are transformed.



Healthwatch Dudley is independent and local

If you have got something to say about your experience of a doctor, dentist, care home, optician, pharmacist or hospital stay, we want to hear from you. Or perhaps you would like to tell us about a friend or family member who is receiving home care. Good or bad, we want to hear it all.

We are a member of the Dudley Health and Wellbeing Board, where we work with senior decision makers to make sure your voice is heard.

Come and talk to us. We promise we will listen.





Handy
facts

& jargon
busting!

The health and care system in Dudley is changing...

This should mean easier access to local services but some of the language is complicated as changes are being planned. Here are some handy explanations about these plans and some of the organisations leading on decisions that are being made.

NHS Five Year Forward View is an NHS document which sets a clear direction, shows why change is important and what services could look like to better meet local need.

Dudley Clinical Commissioning Group (CCG) is responsible for planning and paying for all of the local health services with a £458 million budget that it receives from central government. In line with the NHS Five Year Forward View, a new way of working is being planned that will join up physical health, mental health, social care and voluntary sector services.

Multi-speciality Community Provider (MCP) is one of the models suggested by the NHS to develop local services. Dudley was selected as one of the first areas to introduce this approach and Dudley CCG is in the process of identifying a new organisation to deliver health and care to the people of Dudley.

The Black Country Sustainability and Transformation Plan (STP) is a collaboration of 18 primary care, community services, social care, mental health and acute and specialised services across the Black Country and the west of Birmingham. STPs throughout England have been formed to improve the health and wellbeing of local people and the quality of local services whilst delivering financial stability. Ultimately, this new way of working should mean that local people who sit at the heart of the plans, will get access to the best possible services regardless of where they live.

Find out more: about new models of care in Dudley:

www.dudleyccg.nhs.uk/all-together-better/documents-and-resources/

The Black Country and West Birmingham STP Plan can be downloaded at:

www.swbh.nhs.uk/media/black-country-sustainability-and-transformation-plan-published/

The NHS England Five Year Forward View and next steps can be found here:

<https://www.england.nhs.uk/five-year-forward-view/>

An evolving health and care landscape...

This year has seen more changes than ever to the health and care system which is facing some big challenges. People are living longer, our population is getting older and the type of care that people need is changing too. Government funding for health and care is not increasing in line with this demand so things need to be done differently.

These radical proposals mean that other parts of the system will need to change too and therefore a close relationship with Health Education England has been developed to ensure we have a say in how the workforce will deal with the changes and how leadership will be supported.

But our primary role is to ensure decisions are made with and for local people, we cannot support changes that would mean people do not get the highest quality of care. Thankfully our colleagues across the system agree and have invited us to join decision making boards and forums to ensure that the voices of local people are heard.

Here are some examples of our involvement:

- ✱ Our seat on the Black Country STP Partnership Group ensures that local people sit at the heart of decision making and that local Healthwatch organisations are informed and where appropriate involved with developments.
- ✱ We sit at a Partnership Board that is implementing the MCP in Dudley along with partners in health, social care and the voluntary sector, to ensure that local people are being kept informed and have opportunities to ask questions and challenge decisions.
- ✱ Dudley CCG carried out a formal public consultation in July 2016 to introduce what an MCP for Dudley could look like. We organised a People's Network Special attended by 60 participants who questioned the proposals to ensure the re-design of the local systems work for local people.



“As Commissioners for local health services we are dependent on the views of the public to ensure that we make the right decisions about the way that services are delivered.

Healthwatch Dudley are a key part of this process, they are in the position to hear views, actively seek them and to influence the decisions that we make as members of our Governing Body & Committees.

I value their active contributions to the commissioning process and am grateful for the insight that they have brought to the development of the Dudley Multi-specialty Community Provider.”

Paul Maubach
Chief Accountable Officer
Dudley Clinical Commissioning Group

Positive energy and passion drive our People's Network!

The People's Network first came together in 2015 when we invited a small group of people to review the Dudley Council adult social care annual report for clarity.

The group felt their experience was too narrow and discussed how a new network could be brought together to discuss different issues around health and care.

The group decided that events should be informative, positive and powerful with real opportunities to share their experiences with people who make decisions about local services.

During the last year we have hosted six themed People's Network events, involving around 400 local residents and people who provide services.

In addition to our August People's Network Special about new models of care (see page 7), we hosted a marketplace event in May with lots of stalls and information about health and care. Throughout the rest of the year, important conversations took place to influence services through the following events:

July - What does dignity mean to you?

Dignity can mean different things to different people. It can be about respect, privacy, self-worth and being treated as an individual. It can be hard to explain what dignity is, however you will probably know when you haven't been treated properly.

We invited people who attend or provide services at local day centres and care agencies, to share what dignity means to them. Everyone took part in group discussions and shared personal experiences and views. Following the event we helped Queens Cross Network, Disability in Action, Dudley Centre for Inclusive Living and Dudley Council to create a survey. We also supported an event to capture people's views and experiences of dignity, which will feed into a new Dignity Charter for Dudley borough.





September & March - Creating a health and wellbeing plan for Dudley borough

Home life, family and our experiences all have a big impact on our health and wellbeing - but what does this mean for people who plan health and care services?

Every three years, local decision makers make a plan to ensure that the right services are in place to meet the needs of our local communities. Dudley Health and Wellbeing Board asked the People's Network to help them identify and set priorities for the future.

People discussed:

- The things that keep us and the people we care for healthy and well
- What services they really valued and what is good about them
- Any gaps they have experienced in local health or care and what services they would like to be able to access in the future

The conversations that took place helped to steer a Health and Wellbeing Board development session and will help to shape the new plan.

November - Looking after ourselves together

To celebrate Self Care Week our November event shone another spotlight on local health and wellbeing services.

The network was invited to find out about local services that keep us healthy and well, meet some of the people who deliver them and share experiences of accessing health and care services in Dudley borough.

People with real experience of managing health conditions shared their experiences and information was shared in a market place about local services that can help us to take care of ourselves and each other.

A further spotlight event involved people sharing first hand how they are managing health conditions including diabetes and stroke and mental illness with the support of local organisations and groups.

“My husband survived a brain injury and it can be difficult to find information but Headway has offered tremendous support. Today has been so helpful to meet new people and to share our experience.”



Employment & emotional wellbeing - both priorities for working age adults but what else should be? #PeoplesNetwork



RETWEETS 3 LIKES 3



healthwatch Dudley

Thank you for your help today.

Your voice for health and social care services

*03000 111 001

For health and social care, if you are looking for information about local services, want to share your experiences, or need information on how to complain, Healthwatch Dudley is here to listen and ensure your views are heard. Together we can improve local services for everyone.

www.healthwatchdudley.co.uk
Twitter: @HWHDudley

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Smoking Attitudes Survey

What is this?

Healthwatch Dudley, Walsall, Walsinghampton and Sandwell are working together with various other organisations to better understand people's attitudes towards and experiences of quitting smoking. The survey hopes to hear from smokers, ex-smokers and non-smokers. It is hoped that the results from this survey will be used to improve Stop Smoking Services. This project is led by Engaging Communities Directorate (ECD) on behalf of Walsall, Sandwell, Dudley and Walsinghampton Councils.

What do I do?

If you live, work or have accessed smoking services in Walsall, Sandwell, Dudley or Walsinghampton, please fill in the form as honestly as you can. There are no right or wrong answers, to please feel free to fill in as best as you can. We do not require any personal information (such as your name). Everything that you share with us, along with your responses, will contribute towards a wider report. The report will be used by the Councils to inform their work when designing better services to help people live in a smoke-free environment.

You can return the survey in the free envelope provided. Please return the survey by **30th November 2016**. If you have any further enquiries, please get in touch using the contact details below.

Engaging Communities Directorate (ECD) Main Office
Telephone Number: 0191 224677

Victoria Oliver (ECD Research and Insight Manager)
Telephone Number: 0191 221234
Email: victoria.oliver@walsall.gov.uk

Paul (Smoking Attitudes Project Lead)
Telephone Number: 0191 221233
Email: paul.smith@walsall.gov.uk

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Supporting local people...

We listen to people where they feel most comfortable with sharing their views.

Throughout the year we have met people in their homes, at meetings and events, in day centres, housing schemes, through our network of Community Information Points and responded to callers to our helpline.

Our team of 71 amazing volunteers have supported us with a wide range of activities from entering data for our reports and talking to people at events to making decisions at Board level.

With their support throughout the year, we have worked with over 160 local organisations, attended 64 community events and reached over 22,500 people.

Throughout this time we have handed out over 7,000 posters and information leaflets, our website has received over 10,500 visits and our 2,000 Twitter followers have interacted with us 939 times.

Most importantly, we have had conversations with over 1,250 people who have shared their views or experiences with us to help shape the future health and care system in Dudley borough.



“At a recent People’s Network event a member of Airtime spoke about the difference that the group is making to his life and shared that as a result of attending, he no longer uses medication to manage his anxiety.”

Attitudes towards smoking

Working with other local Healthwatch organisations, we contributed to a valuable piece of research to better understand people’s attitudes about and experiences of quitting smoking.

We listened to the views of more than 500 smokers, non smokers and quitters in Russells Hall Hospital waiting areas during October and November. We also captured the views of children, young people and families at three discussion group sessions with Kates Hill Community Primary School students, young people from CHADD and families at Summit House Support, in line with our main priorities (see page 5).

This work contributed to a report that will be used by four Black Country local authorities to inform their work in designing better services to help people live in a smoke free environment. [Download the report from our website at: www.healthwatchdudley.co.uk/reports](http://www.healthwatchdudley.co.uk/reports)



Airtime - making a difference to people with respiratory conditions

We are working with Dudley CVS and Dudley CCG to provide community support to people who are living with a wide range of respiratory conditions.

In June we co-hosted an event to bring local people with breathing difficulties together and have been helping to host weekly sessions leading to the appointment of a new coordinator in September.

Airtime provided varied and interactive weekly activities including appropriate exercise, professional support from health experts and information and advice about keeping well. People who attend have fun too and also enjoy recreational activities including bingo, quizzes, music and craft activities which has proved invaluable for people with similar conditions to come together to support each other.



Carers
Tea &
Chat

I deserve
a cuppa

Healthwatch Dudley
listens we are
independent and
we are local

BRITISH LUNG
FOUNDATION

DGNHS
Tea & Chat

DGNHS
Tea & Chat

2016

patients told us...

10

10/10

75%

Qualified
nurses to
patients

HCSWs to
patients

Patients felt they were given enough
privacy when discussing their
condition/treatment

Patients said call bells were always
answered in a reasonable time

fewer than five responses in a month, data will not be published

Complim

Identifying and informing hidden carers

We have continued to raise awareness of hidden carers and throughout the year have supported Dudley Carers Forum, Dudley Carers Network, Dudley Parent Carer Forum and Dudley Carers Alliance.

To celebrate Carers' week in June, we teamed up with Dudley Carers Network, Dudley Council and Dudley CVS to coordinate seven awareness raising events where we set up information hubs in town centres and at Russells Hall Hospital to listen to unpaid carers and to signpost people to local services.

Tea, chat and carers ambles...

In partnership with these networks and assisted by our fantastic volunteers, we have continued to support monthly carers walks at a local beauty spot. On the second Thursday of every month we team up with local people, Information Champions and the Saltwells Nature Reserve warden for a wellbeing walk with a difference!

The result? Carers get access to vital information and support in an enjoyable informal setting. And we were of course delighted when one of the ramps to make the walking trails more accessible was named after one of our volunteer Board members!

Throughout the year we have also supported weekly tea and chat sessions on the wards of Russells Hall Hospital where we estimate that we have reached more than 2,700 people visiting patients to highlight support that they might be able to access as carers.

Healthwatch Dudley Drop-in

We want to make it as easy as possible for everyone to talk to us or get information about health and care services. Healthwatch Dudley Staff are on hand every Friday Morning between 9.30am and 12 noon at DY1 Community Building, Stafford Street, Dudley.

Members of the public can drop in for information or to share their experiences without the need to make an appointment.

Additional support for unpaid carers is available on the first and third Friday of every month through Dudley CVS and Dudley Council Carers Co-ordinators.

Do you support a relative, friend or a loved one to complete every day tasks? Perhaps you help someone with cooking, cleaning, shopping, washing and dressing or taking medication? Often people who provide this kind of unpaid support do not recognise themselves as being a carer so are unlikely to access additional help and support.



“Healthwatch Dudley has again in this financial year proved itself as an invaluable partner. Whether this be on a local basis or in significant strategic debate, they have advocated and represented the views and opinions of many people and generations and helped us think carefully about changes or decisions made in Dudley.”

Tony Oakman
Deputy Chief Executive
and Strategic Director of People
Dudley Council





Have your say

Extra Care Housing coffee mornings

People talked about their health, care and mobility at coffee mornings we hosted at local extra care housing schemes. We have organised events to grow relationships with residents of Broadmeadow, Willowfields and Lime Gardens schemes where we also shared information about local support and services.

An issue raised involved concerns about unregistered opticians visiting residents and providing poor service. Healthwatch Dudley identified an accredited opticians list from NHS England which was shared with Dudley borough Extra Care Housing scheme managers.

Listening to isolated older people

In August we visited Beacon Centre and Age UK Dudley day centres to find out from people who access services how they will be affected by spending reviews. Our report was shared with the Dudley Partnership Board and is available to download on our website.

Visiting people in their own homes

We know that people's lives are complex and it is not always convenient to attend one of our events or to travel to our offices. This is why throughout the year we have visited people at home or in a place where they feel most comfortable, to enable them to feel safe and most at ease when they share their experiences with us.

Living Well Feeling Safe

Healthwatch Dudley is an active member of the Living Well Feeling Safe Partnership and continues to regularly support a doorstep initiative to keep local older or vulnerable people safe and well.

Three times a year we join colleagues from the partnership led by Dudley Council to have friendly, informal conversations with people on their doorsteps, with the intention of signposting the most vulnerable people we meet to local services.

In 2016/7 we assisted with visits to around 4000 homes in Kates Hill, Hurst Green and Bromley, where over 600 people were signposted to safety and wellbeing services.

In addition around 300 people dropped in to information days in local pubs and community centres to find out more about the support available from local organisations in Dudley borough and beyond.



“Healthwatch Dudley continue to play a vital role in assuring and challenging the quality of health and social care in the borough. I’m particularly grateful for the ongoing role facilitating the Dudley People’s Network.

It is essential public services are held to account by the people they serve and the People’s Network is a vibrant, creative and positive way to ensure this happens.

Healthwatch Dudley also play a key role in shaping the future whether it is through the Children’s Improvement Plan, Health and Wellbeing Board and scrutiny processes.

For a small team they undertake a vast array of work and remain a key asset for Dudley.”

Matt Bowsher
Chief Officer for Adult Social Care
Dudley Council

“Since we first came together we have all grown in confidence as a result of our group discussions, the opportunities we have had to present our work and through approaching people to complete our surveys.

Although we gave ourselves realistic targets we far exceeded them by reaching over 1,100 other young people and this wouldn't have been possible without working together as a team.

It's important for decision makers to listen to us and it feels good to know that we are trusted, that our opinions are being asked for and that we can make a difference but until we see change happen we will not know if we have really been listened to, or if boxes are just being ticked. That's our challenge back!”

Laura McCutcheon
Youth Health Researcher

“The group shared some phenomenal thoughts, as well as things that are valuably challenging when we are looking at how to improve available support for young people in Dudley borough.”

Lorraine Khan
The Centre for Mental Health

Growing a healthy future for children and young people in Dudley borough

Local people told us how championing the voices of children and young people should be a high priority for us. We want to be part of the solution for partners who have made a strong commitment to radically improve how they deliver services. Following our successful partnership with Dudley Youth Service to deliver an NHS England funded project last year, our activities have blossomed! Here is how we have continued to work with local partners to drive some of the changes necessary to providing a safe and healthy future for children and young people.



2016 - Dudley Youth Health Researchers listened to views of 1100 other young people about their views and experiences of emotional health.



June - Shared our learning about how we involve young people at Healthwatch England's national conference.



June - Supported young people to share their experiences at a Centre for Mental Health focus group, to influence future mental health services for children and young people.



September - New Young Health Champion Co-ordinator joins the team as a result of partnership with Dudley CCG, Dudley Office of Public Health and Dudley CVS.





Our exciting work with young people has enabled us to grow our team. Following a collaboration between Dudley CCG, Dudley Public Health and Dudley CVS, we are delighted to welcome Faye Hall to the team. Faye is coordinating young health champion projects in schools and local youth involving organisations. This will enable local young people to be listened to and their views to be taken into account by people who plan and deliver services for children and young people across voluntary and statutory sectors. The project will also help partners to be more responsive to the health needs of young people in Dudley borough.

“I am incredibly excited to be part of this really important partnership project. Healthwatch Dudley has already done some great work listening to how young people feel about their emotional health. I want to build on this through the development of a network of young health champions, who will support each other and help decision makers to better understand what young people want and need.”

Faye Hall
Young Health Champions Project Coordinator

October - Supported young people to present their survey findings about emotional health to a national Partners in Paediatrics conference.

November - involved 130 year five and six students in five ways to wellbeing activities at Dudley Me Festival led by Dudley CCG.

We have seats at 6 decision making boards including the Children and Young People’s Alliance.

Young people told us they talk to parents and carers about mental health but who do parents talk to? So in 2017 we will be hosting a new peer support group.



STAFF

“Patients come to us for more than just glasses, they tell us all about their day-to-day lives.

Becoming an Information Champion involved meeting lots of people from services that I didn’t know existed and this new knowledge will really help me to point people in the right direction.

During my training I met someone from Dudley Falls Service who shared how a new module is being developed that will enhance the information I already have. One of the most frequent things I hear is how people have fallen, they might have bruises or broken glasses, so I know that this will really help me to help them.

We are a small opticians and some people have been coming to us for over 40 years. Naturally we ask about family life and someone recently told me how they had lost their partner. We discussed struggles with finance and I gave emotional support but I didn’t really know what practical help I could give.

I am passionate about helping people and now I am an Information Champion I am more confident about finding clear targeted information online. When the person came back to see me it felt good to share fact sheets with trusted information about help with finances, local bereavement support and a contact for Citizens Advice.”

Lucy Moore,
Docker and Wilson Opticians



Supporting people through our Community Information Point Network

Information Champions signpost people to health, wellbeing and care services, or help people to understand where to go for benefits or debt advice. Ultimately, our network exists to prevent crisis.

In the last year 94 staff and volunteers from a wide range of organisations have come on board. We introduce Information Champions to lots of people in information giving roles who are all passionate about supporting local people through our two half day training sessions.

Follow on sessions are constantly being developed and in the last year we have teamed up with the Dudley Carers Network to enable our army of Information Champions to be more aware of issues affecting and the rights of local unpaid carers.

Through our links with the Lloyds Bank Community Connector we were also invited to present to managers from across the region. This resulted in a commitment to local branch staff coming on board to better support customers who might be struggling with health and wellbeing as a result of financial difficulties.

New for 2017! We are delighted that Dudley CCG has recognised the value of our network as a helpful way to deliver outcomes through their NHS England training budget from the General Practice Development Programme.

NHS England has said how people can play a greater role in their own health and care with the help of information, advice and support in the community. Patients being directed to local non-medical services by surgery staff will increase wellbeing and independence while reducing pressure on GP time.

We are now looking forward to welcoming GP reception staff from practices across Dudley borough to receive training, support and an introduction to staff and volunteers from a wide range of information giving roles. The result? Even more local people will get better access to targeted information and support that could prevent them from getting into crisis situations.

Not only is our Information Champion approach gaining momentum locally, it is also gathering regional and national recognition. In February we were invited to take part in a Think Local Act Personal conference in London, to share the success of our Information giving network in Dudley and have also been case studied nationally as an example of good practice.

“Joining the Community Information Point Network has been really eye opening! I’ve really enjoyed meeting different people in similar roles to me and I am now much more confident about giving our customers trusted information that I know will make a difference.”

“The training has given me access to lots of helpful information and services that I didn’t know existed. I have really enjoyed the networking and I know that what I have learned will really benefit our patients.”



Introducing Dudley Deaf Focus Group...

...Enabling deaf people to have a voice

Deaf people have been telling us about the challenges they face when communicating with health professionals and we responded by bringing together a group of people to talk about these experiences in more detail.

During the last year we have worked with Dudley Council Deaf Support Service to host bi-monthly meetings with people from the deaf community. These meetings allow local people who are profoundly deaf, to share their views about health and wellbeing and some of the problems they face when accessing services. We have invited representatives from Dudley Group NHS Foundation Trust, who have been listening and responding to a wide range of issues that have been raised with the support of British Sign Language interpreters.

A common issue with group members was anxiety about missing their turn whilst waiting for appointments if they cannot hear their names being called and they are not otherwise alerted. During a group discussion, it was suggested that this could be avoided with the use of vibrating and flashing pagers, which could be given to hearing impaired patients on arrival.

The hospital team listened and vibrating pagers have now been introduced to outpatients and other waiting areas across the Trust.

We shared this positive feedback with the Dudley Patient Opportunity Panel which is made up of local patient participation groups in Dudley borough. Members there are keen to support the same initiative within the GP surgeries they support.

Group members have also been involved with reviewing posters for display within the Trust and as a result of our meetings, the Trust are also exploring how more formal deaf awareness training can be delivered to their staff, to complement their existing awareness sessions.

Members of the Dudley Clinical Commissioning Group staff team have also been invited to help the group to understand more about what they do. **The group hope that this will provide them with even more opportunities to influence change.**

“Healthwatch Dudley have continued to provide valuable insight to The Dudley Group NHS Foundation Trust and form an extra dimension to the many different ways we like to hear from our patients about the services we provide. We have further developed the relationship we have with Healthwatch through the work of our Patient Experience Group alongside other external partners. We are particularly proud of the joint work we have undertaken with the Dudley Deaf Focus Group to help make improvements for people with a hearing impairment, including the introduction of pagers so people know when it is their appointment time and more awareness raised with staff. I very much look forward to fostering the relationship we have established and developing it further in the future.”

Diane Wake
Chief Executive
The Dudley Group
NHS Foundation Trust



DO FIRST
A GUIDE TO DOING IN DUDLEY

DIET
A GUIDE TO DOING IN DUDLEY

COOPERATIVE
SOCIETY

1005
A GUIDE TO DOING IN DUDLEY

Keeping local people safe from harm...

Healthwatch Dudley presented a different way of involving local people and informing communities about the work of Dudley Adult Safeguarding Board. As a result, we were invited to lead on developing a new communications and engagement sub group to support their work.

We saw this as a great opportunity to think about the messages that are shared about adult safeguarding, to involve local people and partners with real experience.

We invited a mixture of communications, engagement and front line professionals to attend our first meeting in March where we agreed what the group would like to achieve and started work on a joint Communications and Engagement plan and shared campaigns.

We have also recently brought together a reference group of local people with a wide range of health and wellbeing experiences to ensure that our work remains grounded.

We have:

- Contributed to a regional safeguarding shared learning event
- Chaired two communications and engagement group meetings with partners
- Supported members of the public to be involved with two lay representative interviews for the Board
- Brought together a reference group of local people to sound-check posters and leaflets aimed at the public and to support the work of the Board.



“We think it’s valuable that our group can give different viewpoints. People assume you should know the language that agencies use but we don’t. It’s good that you are sense checking things.” *(Members of our new reference group)*

“Dudley Healthwatch have made a significant contribution to safeguarding adults in Dudley in 2016-17. They lead the Dudley Safeguarding Adult Board’s work on communication and engagement with the wider public including those adults who have received safeguarding services, in 2016/17 a dedicated sub group to coordinate this work on behalf of the Board was established. Healthwatch chair this sub group and have developed a model to promote how the Board engage with Dudley residents. The expertise and challenge that Healthwatch bring to the Dudley Safeguarding Adult Board has driven the progress that has been made in this important area of our work.”

Liz Murphy
Independent Chairperson Dudley Adult
and Children Safeguarding Boards

Representing local people through our strong evidence based research

We listen to your views and experiences and report what we hear.

During the last year our reports have influenced decision makers and supported how local services are planned and delivered.

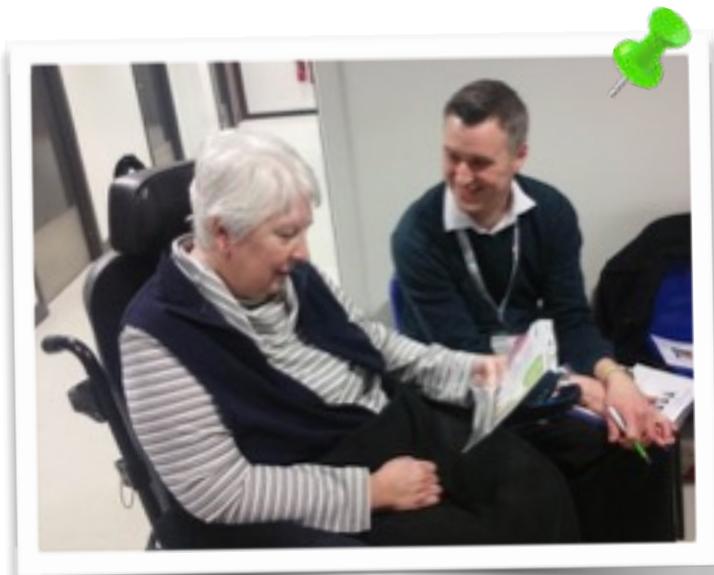
Our research is respected because it is informed by what local people tell us. In the last year different organisations have approached us to help them to gain a better insight into people's experience of accessing their services.

We also host meetings between research colleagues from across the Black Country to collaborate on joint priorities and to learn from each other.

Below are just some examples of our research projects this year. It can take time to influence change and evidence results but we pride ourselves in ensuring that our reports contain recommendations that have real outcomes.

Opposite you can see our research process from proposal through to strong impact that is making a difference to the lives of local people.

- ◆ **A vision strategy for Dudley borough**, highlighting our work with local and national partners. This strategy draws upon the views and experiences of people with sight loss and professionals and others who work with them. Our report was endorsed by Dudley Health and Wellbeing Board and as a result the Dudley CCG Ophthalmology Working Group is looking at ways to embed learning from our recommendations.
- ◆ **All Together Better Listening Events and Activate**, a report for Dudley CCG and All Together Better partnership - see page 27.
- ◆ **Tobacco use - what people are saying**, our research for Dudley Office of Public Health to capture the views of smokers and non-smokers to influence the Dudley Tobacco Control Strategy.
- ◆ **Attitudes towards smoking**, in partnership with other local Healthwatch organisations and presented to four Black Country local authorities to inform their work in designing better services to help people live in a smoke free environment.
- ◆ **Addressing loneliness and isolation in the face of voluntary sector cuts**, a report detailing our conversations with and experiences of local people who access day centre services, provided by Beacon Centre and Age UK Dudley in the face of voluntary sector spending reviews. Presented to Partnership Board to highlight the impact to vulnerable people. We now represent local people on a local loneliness and isolation working group.



Download our reports at:
www.healthwatchdudley.co.uk/reports

Access to eye care - what people are saying...

Our research journey from proposal through to impact...

Proposal: The West Midlands Local Eye Health Network asked Healthwatch Dudley for ideas about how to get people's views on eye health, targeting people from black, Asian and minority ethnic groups and people with learning disabilities or dementia.

The aim: to give people a strong voice and ensure their experiences and views are considered and influence how eye care services are provided.

Capturing views and experiences:

Our research involved a questionnaire and detailed conversations with local people about their experience of high street opticians. We surveyed 75 people, had 6 in-depth conversations and visited community groups including:

- Halesowen Asian Elderly Association
- The Dudley Chinese Community Association
- Halesowen Welcome Group, New Testament Welfare Association
- Brett Young Day Centre
- Me Myself and I dementia carers group
- Dudley and Walsall Mental Health Trust Dementia Workshop
- Dudley Voices for Choice
- Creative Support

We listened to what people said was good and what challenges they faced with getting access to quality eye care services.

Our evidence based

report: Contained key messages and recommendations and was shared with the West Midlands Local Eye Health Network who presented it to the NHS England Primary Care Commissioning Team (the people who buy and provide eye health services). This team created an action plan of improvements they would like to see made to services.

IMPACT

As a direct result of our research, The West Midlands NHS Primary Care Commissioning Team have said they will:

- Provide better support for people who need sight tests at home or in care homes
- Promote the importance of eye examinations in lesser heard communities through healthy living opticians
- Improve how opticians access training materials and web based information about different groups of people who access eye care services
- Add SeeAbility and Dementia Friends links to the West Midlands Optometry Network website
- Review information about eye care services on www.nhs.uk
- Make changes to forms nationally to record information about different groups of people





Empowering people through our 'Activate' approach

Healthwatch Dudley was commissioned to involve people in the biggest ever conversation about health and social care in Dudley borough through a series of listening events. Through our strong relationship with Dudley CVS we have been inspiring local people by going beyond simply listening to what people were saying, to helping them to play an active role in their own wellbeing.

In 2016 we teamed up with Dudley CVS colleagues and strategic design specialists Spaghetti to create an 'Activate' Pack of tools and activities to inspire people to think about what works well and what the challenges are in how health and local care services are provided.



April - report produced for Dudley Partnership Board introducing our approach with examples of positive change that had occurred since the Active pack development that would benefit people living in Dudley and further afield.

May - CVS colleagues have partnered with West Midlands Police and local businesses to connect people, places and great ideas!

June - Activate received a Highly Commended award from Healthwatch England for 'the value we bring to health and social care service improvement.'

September - attended Manchester NHS Health and Social Care Expo to share our Activate approach. 60 information packs and toolkits distributed to a wide range of health and care organisations from across the country.

2016/17 - Eight further Activate workshops involving 40 local people, many who access specific health and care services.

November - nine projects developed using Activate submitted proposals for a total of £30,000 from the Active Citizens fund.

February - Dudley CCG held a national conference to showcase some of the innovative work taking place in Dudley. We jointly delivered the 'role of people in communities' workshop to share our Activate approach.

March - Activate led to Do Fest - a festival of doing in Dudley. Healthwatch Dudley involved local people in 'Do Fest Create' to make inspirational spaces for activities to happen!

Coming up in 2017 - Dudley Children's Alliance is developing Activate to involve young people by asking: 'What makes a community space?'. The responses will influence future priorities.





94 people have attended our Information Champion training sessions

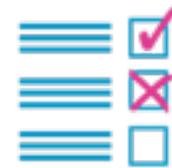


Our engagement has reached more than 22,000 people and we have promoted Healthwatch at 64 community events

We have produced 5 evidence based reports which have influenced future services



More than 550 people have taken part in our surveys



We have spoken to over 2,700 people visiting patients at Russells Hall Hospital



Our @HWDudley twitter profile has been visited 7624 times - people have mentioned us 581 times and we have got 358 new followers

400 people have got involved with 6 People's Network events!



188 people have taken part in 15 of our focus groups



71 volunteers have helped us to support you



We have represented you on 23 influential panels and boards

“Having Healthwatch Dudley present is vital to the ongoing work of Dudley Health and Wellbeing Board. Their input is always community and patient focussed, they cast light and bring important information to the table that partner organisations cannot always access.

We look forward to continuing positive and progressive work with Healthwatch Dudley as one of our key partners.”

Cllr Rachel Harris
Chair of Dudley Health and Wellbeing Board (2016/17)

Meet our board and staff team!

Healthwatch Dudley has a committed team of staff and volunteers supported by an independent decision making board, whose members are all passionate about health, care and our local community. Our Board meetings take place every two months in public to give local people the opportunity to see how decisions about our work and direction are made. To ensure that there are clear lines of communication one of our members sits on the board of our host organisation Dudley CVS. Find out more by visiting: www.healthwatchdudley.co.uk/meet-the-board

From left to right... Pam Bradbury (Chair), Jayne Emery (Chief Officer), Rob Dalziel (Participatory Research Officer), Melissa Guest (Communications Development Officer), Faye Hall (Young Health Champions Project Coordinator), Deb Attwood (Information and Administration Officer), Chris Barron (Community and Volunteer Engagement Officer) and Board members: Sally Huband, Tom Hayden, Joseph Atif Janjua, Maria Bailey, Karen Garry, Bill Weston, Karen Bridgewater.





Even though we have been delivering outcomes for Healthwatch Dudley for four years now, I am proud to say that our work continues to be recognised as being even more fresh and innovative than when the contract was first awarded to Dudley CVS in 2013.

I would personally like to thank everyone who has shared their experiences, helped us with our projects, contributed to our research or supported our work during the last year. You will read in this report how we have listened to thousands of local people, shared information and helped them to have an influential say in the development of health and care services.

Much of what we do is backed by strong, evidence based reports which are presented at the wide range of decision making forums and Boards where we are active. Healthwatch Dudley is independent, we have local knowledge and people trust us to be impartial. It is important that we are flexible in our approach and our work plan can change based on what people tell us, or how the planning and delivery of services develop.

Our work is more important than ever as Dudley moves forward with transforming how health and care services are delivered. We want to make sure that a wide range of people with different experiences are heard, to ensure that future services really do reflect the needs of our communities.

We couldn't do this without our amazing team of volunteers, Board members and staff who are all equally passionate about the work of Healthwatch Dudley. I would also like to thank Georgia Davis who left us in July to join the Integrated Plus team who we continue to work closely with. I would also like to take this opportunity to welcome Faye Hall who is continuing our important work with young people.

On behalf of the whole team I am proud of this report and look forward to embracing new opportunities so that we can continue to make a big difference in the coming year.

Jayne Emery
Chief Officer
Healthwatch Dudley





“Healthwatch Dudley are a pivotal partner in the Dudley Health and Social Care economy. The patient and community view that Healthwatch Dudley bring to the development of Mental Health services in Dudley is essential. Dudley and Walsall Mental Health Partnership Trust have worked closely with Healthwatch Dudley colleagues throughout the year to ensure we can make the most from their feedback in shaping patient experience.

Healthwatch Dudley have also helped us in developing community events including our Mental Health Forums and supported our CQC inspection in November 2016 as a key stakeholder.

We look forward to continuing this much valued partnership in the coming year as we continue to develop Mental Health services in Dudley.”

Mark Axcell
Chief Executive
Dudley and Walsall Mental Health
Partnership NHS Trust

LOOKING FORWARD TO 2017/18

Healthwatch Dudley are here to make sure that local people are listened to by decision makers through our place at lots of Board meetings including the Dudley Health and Wellbeing Board, Dudley Clinical Commissioning Group, Dudley Council Health Overview and Scrutiny Committee and Quality Surveillance Group.

This enables us to:

- ✱ Influence health and care in Dudley on behalf of local people.
- ✱ Keep an eye on the quality of health and care.
- ✱ Help Dudley people to access good quality information about health and care services.
- ✱ Ask commissioners and providers how they demonstrate that they are committed to listening to and involving patients and the public in their plans.

In addition to our important day to day work we will continue to prioritise the following areas in 2017/18 to help us to listen to some of the least heard people with the greatest need in our borough:

- ✱ Champion the voices of children, young people, families and carers to improve health and care outcomes.
- ✱ Listen and responding to people with experience of mental ill health, to ensure their knowledge and expertise is used to improve access to and quality of local services.
- ✱ Support our partners in health and care to involve local people as they transform care for patients.

Healthwatch Dudley will continue to build strong relationships with local voluntary sector organisations with the support of our host organisation Dudley CVS.

We recognise the value of this relationship and the contribution the local voluntary sector make to the health and care system in Dudley borough and the communities we are all here to serve.

We embrace our role as part of the Healthwatch network which is made up of local Healthwatch across each of the 152 local authority areas and Healthwatch England, the national body.

Healthwatch has a common purpose - to ensure the voices of people who access services are listened to and responded to. The network shares a brand, has common values and comes together to work on priority areas and campaigns.

We will ensure we provide unique insight into people's experiences of health and social care issues in Dudley so that collectively the Healthwatch network can influence national policy.



Looking forward...

As you read this report we are already working on a range of projects to listen to local people and ensure their views really do influence local service delivery. Here is a flavour of some of our work in 2017/18:

Listening to adults at risk

Healthwatch Dudley staff have been working with our Board to develop a questionnaire to capture people's experiences of homelessness, substance misuse and mental health problems and how they access health and care services. The survey will be piloted and will lead to more in depth interviews that will highlight where things are working well and what might be done to improve health and care services in the future.

Young Health Champions

So far this year we have already signed up 46 Young Health Champions and are working with primary and secondary schools and colleges where young people are developing their own projects around bullying, sexual health and living with mental illness. Other exciting projects include:

- Supporting teenage parents to set up a play group for babies and toddlers.
- Influencing training for professionals working with young parents.
- Helping young people to raise awareness of healthcare, mental health and gender service support for a group of LGBTQ teenagers.
- Arranging training and development for young people around safeguarding, mental health awareness and presentation skills.

Neglect awareness

Dudley Children and Young People's Alliance and Dudley Safeguarding Children's Board have prioritised neglect. We will be supporting this priority by working with partners to deliver a project that will help communities to better understand child neglect, how to recognise the signs, why it happens and how they can help.

Medical advice for parents

Dudley CCG has asked us to look at how parents and carers of young children get access to medical advice or help.

We will be capturing conversations with parents, carers and clinicians, about experiences of getting medical advice and help when it is felt a child is unwell.

These stories will be interrogated to see how they can improve understanding of how people are able to get access to services that are helpful to them.

Pharmacy

We have been asked by Dudley CCG and Dudley Office of Public Health to listen to the views of adults and young people, about how they access and use pharmacy services in Dudley borough.

We will specifically be listening to people from black, Asian, minority ethnic backgrounds, younger and older men, children with additional needs and people generally living in disadvantaged communities.

A research report will be produced that will influence what pharmacy services look like for everyone in the future.



“I volunteer with Healthwatch Dudley because I think it is important for local people to have a say about services that affect their quality of life.

I work full time outdoors and in my spare time I support the team with admin which helps me to keep my office skills up to date.

Volunteering gives me an insight into how a local charity helps the community and I enjoy doing my bit.”

**Nick Griffiths
Healthwatch Dudley Volunteer**

Our mission, vision, values and principles.

Our vision:

...is to be a strong, independent and effective champion for people who access health and social care services.

Our mission:

...is to be the voice of Dudley borough for promoting outstanding health and social care services, so that local people can influence how services are planned, purchased and provided.

We are committed to:

Being an independent, transparent, accountable and trusted representative of the communities of Dudley borough.

Respecting diversity and challenging inequality. Our visibility will help lesser heard voices to be listened to and taken into account by decision makers.

Being an objective, challenging, yet constructive critical friend of service providers and decision makers, ensuring that we are respected as being credible through the good quality evidence and research used to support what we say and do.

Listening to people's views and experiences in an open, caring and compassionate way. We will show people respect, treat people with dignity and act with integrity.

Making the best use of our resources, seeking to avoid duplication by working closely with partners who already engage with local people to ensure value for money.

Being innovative in our approach, showing imagination, adaptability and flexibility to ensure that we make a real difference to the lives of local people!

What government says we have to do:

- We gather and share views and concerns about local health and social care services, such as doctors, dentists, care homes, hospitals and day care.
- We involve people in decisions about health and social care, to make sure that services really are designed to meet local needs.
- We share information about health and social care services through our helpline and Community Information Points across Dudley borough.
- We make sure that the views and experiences of people who access services, are listened to and taken into account when important decisions are being made.
- We raise awareness of public health, health improvements and health inequality.
- We provide people with information about choices of what to do when things go wrong.
- We provide Healthwatch England with the intelligence, insight and concerns about local providers and make recommendations to advise the Care Quality Commission to conduct special reviews or investigation.
- We have powers... We have a statutory place on Dudley's Health and Wellbeing Board and power to 'Enter and View' any public health or social care setting to listen to people, identify issues and recommend improvements.
- We provide strong, evidence based feedback to organisations responsible for planning or providing local services.
- We are fair and equal to all of our community.



Healthwatch Dudley is your independent champion for people who access health and care services

We listen to what people like and what could be improved and share their views with people with the power to make change happen.

We also share information with Healthwatch England, our national body, to help improve the quality of services across the country.

We work closely with health and care providers and regulators, including the Care Quality Commission, to act on people's views to make recommendations on how health and care services can be improved.

We hear what people are saying locally and nationally as we're involved in a number of groups that work to help make care better for everyone.

Our Chief Officer is Vice Chair of the West Midlands local Healthwatch network, our Chair is a Healthwatch England Committee member and we belong to a Black Country partnership of local Healthwatch organisations.

We are funded by the Department of Health through Dudley Council and our contract is held by voluntary sector support charity, Dudley CVS. We have our own independent board, which sets our priorities and ensures that people in Dudley are listened to and have an influential voice.



Our finances...

Funding from Dudley Council to deliver our legally required Healthwatch activities	£206,000
Additional income: Dudley Clinical Commissioning Group, Dudley Office of Public Health & Engaging Communities Staffordshire	£54,000
Total	£260,000

What we have spent:

Staff & Chair costs including salaries, pensions and travel expenses	£184,760
Overheads including accommodation costs and professional fees	£18,995
Running costs including telephone, postage, office equipment leasing etc	£16,385
Hosting events and workshops	£4,241
Volunteer expenses	£577
Total	£224,858

Our reserves at 31st March 2017 total **£79,000** and will be carried forward into 2017/18. This figure includes our additional income, some of which arrived at the end of the financial year and has already been allocated to deliver specific projects.

This additional income will allow our team to be sustained beyond our grant allocation, so we can have an even greater reach into local communities to listen to and support local people about their health and wellbeing experiences.

Our income and expenditure is reported fully in the audited accounts of Dudley CVS for the year ending 31st March 2017.

Get in touch:

Call us:
03000 111 001

Email us:
hello@healthwatchdudley.co.uk

Find us online:
www.healthwatchdudley.co.uk

Our registered office:
7 Albion Street
Brierley Hill
DY5 3EE



This report can be viewed at www.healthwatchdudley.co.uk/reports and has been circulated to Healthwatch England, The Care Quality Commission, NHS England, Dudley Clinical Commissioning Group, Dudley Overview and Scrutiny Committee, and our local authority Dudley Council.

The Healthwatch trademark (including logo and Healthwatch brand) is used in line with the terms of the licence agreement.



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