

Transformation Together Strategy: 2024-2027





We are here for all people who live in Rotherham regardless of their age or nationality: this means children, young people and adults (including older adults).

We are interested in how all services work across children's and adult's provision.

Who are Healthwatch and who do we serve?

We are the independent champion for **people** who use **health and social care services** in **Rotherham**.

- We're here to find out what matters most to people in Rotherham and to make sure their views are heard.
- We share people's stories and experiences with those responsible for providing health and social care in Rotherham, to help develop and improve local services.
- This strategy sets out the ways in which we will be doing our work over the next three years, and the aims and principles that will guide us.

What do we mean by 'health and social care services'?

'**Health services**' include things like; GPs, ambulances, dentists, opticians, pharmacists, community nurses, mental health services and hospitals - also specialist services such as speech and language therapists, physiotherapists. By '**social care services**' we mean things like care at home, supported living, day care services and activities, and care in a residential setting (eg care homes, nursing homes).

We have a team with a passion for the work we do, which is growing in strength and voice, and we want to hear your experiences, to celebrate the good or challenge the bad.



Your opinions can be gathered anonymously for us to champion your cause with any common themes

This strategy is written based on these functions:

- What matters most to you - we will seek your opinions to help shape our work plan and areas of focus.
- Listening to hard to reach communities in Rotherham.
- The duties of a Healthwatch, read [Here](#)
- Understanding Rotherham and the context of local, regional and national changes, such as the NHS long term plan, Health and Wellbeing Strategy and Healthwatch England campaigns.

How will we get there?

- Community group engagement.
- Monthly stalls at convenient places around Rotherham.
- Our email address: info@healthwatchrotherham.org.uk
- Telephone line: 01709 717130
- Our website: healthwatchrotherham.org.uk



**OUR
VISION**

Our Vision

“We want everyone in Rotherham to live a healthy life”

Empower people through increasing their knowledge on set topics in Let’s Talk forums.

Take part in national Healthwatch England campaigns that are relevant to people living in Rotherham.

Share reviews of services with health and social care professionals to influence and shape change.

Produce a work plan that highlights our areas of focus which will be published on our website. Publish reports that evidence our work. Be accountable for what we do through our strategic board and our management partners.

Supporting services to give an independent voice for all.

Provide high quality information and resources on our website, directing people to the best, up to date information.

Produce a high quality newsletter at regular intervals to inform people of our current work focus.

Supporting campaigns around any identified trends in Rotherham to allow a louder, collective voice to influence decision makers to change health and social care services for the better.

Our overarching aims



Obtain the views of local people

Listen to people's lived experiences within clinical settings.

Listen to people's lived experiences of accessing/using adult and children's social care.

Obtain people's views on accessing opticians & dental services.

Perform Enter and View in selected care homes, dentists, opticians or GP practices.

Establish links with community organisations and charities working across Rotherham.

Utilise technology to gain insights into services on specific campaigns.

Promote the involvement of local people in decision making

Recruit and train volunteers to support our engagements.

Feed local opinions into national Healthwatch England campaigns to be part of a louder movement for change.

Identify and implement projects and engagements through the South Yorkshire Integrated Care Board and other partnership organisations.

Be an active member of the Health & Wellbeing Board.

Participate in the Health Select Committee and Rotherham Safeguarding Adults board.

Provide information and resources

Increase face to face information and signposting sessions at a range of venues across the borough.

Develop social media broadcasting services.

Develop our website to host information & resources to empower people to access services.

Be accessible to all Rotherham residents, making information available in different ways to meet the needs of the local population.

We have identified four strategic aims which say what we want to achieve; under each one, we have identified our areas of focus, and how we will work to address each of these. Alongside this strategy, we will publish a work plan each year. This will set out which areas of health and social care will be our priority for that particular year - this is important for us to focus our limited resources effectively.



1. Become a trusted face in the community, seeking independent feedback on Rotherham services

Community engagement

We will attend community engagements to actively seek views or concerns from people who use services, ensuring everyone can inclusively engage with Healthwatch.

We will ensure a staff presence at shows/events with our information stand.

Data collection

We will provide opportunities for people to give us their feedback in a way that suits them to ensure that all parts of the community are included.

We will ensure a multi-media approach to data collection.

Staff recruitment

We will recruit and retain volunteers with a diversity focus to support our engagement work in all communities across Rotherham.

Opportunities for impact

We will identify opportunities to have impact by keeping up to date with what is happening in health and social care services, Locally, Regionally and Nationally

OUR STRATEGIC AIMS



2. Deliver high quality information and Resources

Website & signposting

We will develop our website to highlight our current topics and present the views, feedback and experiences people have shared

with us regarding health and social care services.

We will ensure the website contains high quality information to provide a place people can turn to for support, to help prevent unnecessary visits to urgent and emergency care.

We will provide information on hot topics to promote awareness.

Accessibility

We will use accessible tools to ensure all parts of the community have access to high quality information and resources.

We will provide additional support to people with sensory impairments, disabilities or those without literacy skills.

Transparency

We will become more transparent with our strategic volunteer group.

We will publish the agendas and minutes of our meetings on our website.

Engagement events

We will work together with partners to deliver up to date information through Let's Talk community events.



previously not reached.

OUR
STRATEGIC
AIMS

3. Actively seek the views of hard to reach communities

Develop links

We will ensure we have equality, diversity and inclusion at our core, by forging links with new community groups

Focused engagement

We will focus on engaging with people in different formats, using the technology available to us.

We will seek to use this technology to engage further with those groups we already have links with and also with those groups with whom we have not yet engaged.

Build relationships

We will continue to make stronger links with existing groups and seek to break down any barriers around health and social care.

We will engage with those experiencing health inequalities, and we will seek to improve their access to good health and social care services.

Promote experiences

We will promote the value of listening to people with lived experiences.

We will share case studies that highlight good experiences and areas for improvement.



OUR
STRATEGIC
AIMS

4. Addressing health inequalities

Listen

We will listen to people who find it hard to be heard by services and give them a voice in health and social care.

Represent

We will highlight and promote the voice of minority communities to be heard by services when English is not their first language.

We will capture the views of all demographics and share them with decision makers to influence and tackle health inequalities.

Communicate

We will ensure that our reports and data are clearly communicated in an equal, diverse and inclusive way.

Connect

We will connect communities to services when they have previously been hidden.



OUR
SUPPORT

Who will help us achieve our aims?

Staff	A small but dedicated team with a diverse skill set and an enthusiasm to provide quality support, resources and information to the community.
Volunteers	A growing group of individuals who support our Community Engagement Officer to connect with the community.
Strategic Advisory Board	A group of volunteers who bring with them a wealth of experience and expertise, who provide support developing the strategic side of our work.
Citizens Advice (CARD) as our host organisation	In Rotherham, the Healthwatch contract is held by Citizens Advice Rotherham & District (CARD). This helps us connect to the town's voluntary and community sector organisations. CARD also support us with Governance.
Statutory partners	Healthwatch England, Care Quality Commission, Rotherham Borough Council, and South Yorkshire Integrated Care Board (including all settings in the borough), Citizens Advice Rotherham & District.



OUR
SUPPORT

Local health care partners	Public Health, RDaSH, The Rotherham NHS Foundation Trust, GP practices
Community networks	We have a strong and effective relationship with the voluntary and community sector to enable us to listen to, understand and share the views of more people who are connected to different kinds of communities. By working collaboratively, we can be responsive to needs and have maximum reach across the diversity of the local community.
Healthwatch England	Knowledge, support and resources from Healthwatch England Shared learning from across the network and in Partnership working with the network.
Local Authority Commissioners	Healthwatch Rotherham will report on the outcomes, key performance indicators, activities and finances to Rotherham Metropolitan Borough Council on a quarterly basis throughout the term of the agreement.
Digital	Social media, Healthwatch Rotherham website
Legal status	https://www.healthwatch.co.uk/our-history-and-functions