



Activity Report Q4

1st January 2025 – 31st March 2025

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Project Work & Reports

Menopause & Me Report

In March we published our report showing the experiences of women living with the menopause in Herefordshire, we explored what services are available but also what women feel would be beneficial in supporting them through their menopause journey.

A copy of the full report is available on the Healthwatch Website.

The report summarises and themes the issues, concerns and ideas for improvement that we learnt through the conversations with 213 women around our county. Here are some quotes from some of the women we spoke with;

"I really felt like I was going mad at the start of my symptoms - my mental health declined, and I was unable to cope with things at work and home I was usually able to. It was my family that begged me to go to the doctors and seek help. Still feel like I'm on my own mentally with it"

"Seeing that list above, I am amazed that all of these ailments could be down to the menopause. I just feel like I am falling apart"

"I pretty much went mad. Lost my job, friends etc. Begged for HRT for two years. I have experienced SEVERE anxiety and depression requiring medication and professional help from mental health services."

Since publishing the report, we have been presenting the findings to a wide range of stakeholders, seeking opportunities to collaborate to bring some of the recommendations to life.

In some parts of the county through the Primary Care Networks online support groups have been set up to provide peer support and advice and guidance from GPs and Wellbeing Coaches.



Community Health Champions

During the last quarter between January and March we have trained a total of 26 Community Health Champions across the county. In addition to this we have been out and about amongst the public at various pop-up roadshow events talking to people about the work of Community Health Champions but also capturing feedback and experiences about cancer and cardiovascular journeys. This has helped us to begin to understand the barriers in accessing screening appointments and health checks. Below is a summary of what we have heard so far;



Psychological Barriers

- Fear of results
- Denial or avoidance (if I don't know, it won't hurt me)
- Anxiety (relates to procedures or clinical environments)
- Low perceived risk ("I feel fine, so I must be healthy")
- Mistrust in healthcare systems or professionals
- Bad past experiences



Financial or Practical Barriers

- Taking time off work (including childcare costs)
- Being a carer (no alternative support for cared for person)
- Transport difficulties (including rural locations & lack of transport services)
- Needing support with booking of appointments



Knowledge or Awareness Barriers

- Unclear information (about what tests are for and where available)
- Lack of awareness (about the need for health checks and screening)
- Low health literacy
- Unaware of eligibility or schedules (how often and when to go)



Cultural & Social Barriers

- Cultural stigma around certain diseases
- Gender dynamics (discomfort with male/female providers)
- Language barriers
- Community mistrust in healthcare

- Family or peer discouragement



Our Community Health Champion programme has been designed as part of the REN (Research and Engagement Network – see below) project that is funded by NHS England and is encouraging participation in research and engagement through volunteers in our communities to encourage future sustainable engagement networks.

The focus of the Community

Champions Programme is Cancer & Cardiovascular Disease prevention awareness, highlighting the importance of screening and healthy lifestyle factors. We aim to upskill volunteers to be able to have encouraging conversations within their own communities and at events about signs and symptoms, the importance of prevention and screening and where to go.

Gypsy, Roma & Traveller Engagement (Core 20 Connectors)

The Core20PLUS Connectors programme is part of the framework for progressing the goals of CORE20PLUS5 and NHS initiative to tackle health inequalities. The programme funding comes from national NHS and is for community organisations to recruit, mobilise and support influential community connectors to take practical action to improve health and reduce inequalities. Connectors are those with influence in their community who can help engage local people with health services. Offering unique insight into the barriers people living in their communities face, connectors are ideally placed to advise local health services on how these barriers can be overcome and what makes a good service.

Over the last quarter our Core Connector Engagement Officer has been furthering her relationships and networks with our GRT communities across the county. The information and learning are complex and have many wider

determinants impacting this community. The engagement has helped us learn and promote the following so far;

- Building trust and breaking down stereotypes on both sides.
- Promote mutual understanding.
- Encourage health ownership.
- Promote self care & advocacy.
- GRT communities report that they have experienced prejudice from a range of professionals in services.
- Fear of being treated differently because of ethnicity and lifestyle.
- Lack of cultural understanding (showing a need for an education of GRT Culture)
- Wider 'lifestyle' issues (housing standards, financial concerns, basic needs not being met) preventing ill health is not being prioritised.
- Inflexible systems – standard service models don't fit with travelling lifestyles and literacy barriers.
- Generally limited efforts to reach out in culturally appropriate ways.
- Maternity & child health services may not accommodate cultural preferences.

What we can do next...

In June each year in the UK it is Gypsy, Roma Traveller History Month. Through the work we have done so far across the GRT sites in the county and the relationships we have built we hope to co-produce an education and awareness that we can share in Herefordshire to support health & social care services in supporting these communities in a more effective and inclusive way. We will plan visits with NHS services taking them to the GRT sites to provide outreach health services.



(Gypsy Roma Traveller Flag)



Spotlight On...

Community Health Champion Roadshows

Since January the team working on the Community Health Champion programme have delivered 10 pop up roadshows around the county. We have engaged at Livestock markets, supermarkets, high town, schools & wellbeing events to mention a few!



These pop events often see us working alongside Taurus who offer their health checks whilst we engage with people around healthy lifestyles, cancer screening and health checks.

These events have created a lot of interests in the Community Health Champion programme but also given us some useful screening & health checks.



Our learning from these events are being captured and shared, in particular with The Cancer Collaborative – a range of health services which works across Herefordshire & Worcestershire, including the MacMillan cancer prevention project.





Spotlight on... NEW Engagement Officers



In February Healthwatch Herefordshire said hello to Kim & Toni.

Kim & Toni joined the team as freelance Community Engagement Officers.



Kim has joined the team after working with us at Lee's place since it opened. Kim brings a wealth of health and social care knowledge to the team and has got to work straight away supporting the continued work with Lee's Place and the co-ordination of Healthwatch/Community Power volunteers.

Toni joined us at Healthwatch following her recent completion of a University Degree in Nutrition. Toni is no stranger to Healthwatch and has worked with us on projects since 2022 and as a volunteer. Toni has got work underway with us in supporting the delivery of the Community Health Champion programme.



10,000 Stories

Over the last quarter through all our engagement we continue to collect people's thoughts on our 10,000 story-gathering questions. We have now collected around 800 stories. We have reached out over the last quarter and engaged with schools to ensure we are representing the voice of Herefordshire's children within this project.



Some of the themes we are hearing so far in our 10,000-story gathering.

One thing you would change?

- Poor public transport & transport links – countywide
- Lack of youth activities/provision
- Neighbourhood safety
- Safety of play areas in terms of drug & drink paraphernalia
- The need for a bypass to relieve traffic congestion
- More support for vulnerable children – waiting lists are too long

What works well?

- Rural areas feel like fairly safe places to live
- Green & open spaces/the countryside
- The feeling of community in local areas
- Supporting of local businesses and charities
- Overall strong sense of community and tradition in parts

Engagement & Events

Quarter 4 has been a busy quarter for engagement, aside from Chatty Caravan outings across the county, we have engaged through a wide variety of channels and working with other local organisations to maximise contacts with communities.

The last quarter has seen some active engagement through both local schools, Royal National Collage for the Blind, and Hereford & Ludlow Collage to support our youth engagement but also to expand our volunteering opportunities to these groups.



Our Storybank

During January to March we have continued to collect a wide range of stories here are a few highlighted topics;

- **Loneliness**
- **Mental Health support**
- **Cancer journeys**
- **Carers**
- **Homelessness**

A poster for a community event. It features a photograph of Much Birch Community Hall. Text on the poster includes: 'Community Health & Wellbeing Event & Community Cafe', 'Join us at the Community Cafe @ Much Birch Community Hall', '2nd Saturday of the month 10:00 - 12:30', 'healthwatch Herefordshire Herefordshire General Practice Tames Healthcare', 'Much Birch Community Hall', 'SATURDAY 8 MARCH, 2025 10.30am - 2.00pm', 'Free Health Checks on the day Community Health Champion Advice', and 'Call 01432 277044 to find out more'.

A poster for a community event. It features a photograph of a group of people walking. Text on the poster includes: 'Maylord Orchards healthwatch Herefordshire', 'SATURDAY 22 MARCH, 2025 10.30am - 3.00pm', 'HEALTHY BODY | HEALTHY MIND | HEALTHY LIFE', 'Information, guidance and support on a range of health and wellbeing topics', 'Health Checks and a range of fitness activities', 'Health & wellbeing market', 'Food, drink & gifts for Mother's Day', 'Community Health & Wellbeing Event', 'Maylord Orchards, Hereford HR1 2DT', and 'For more information visit www.maylordorchards.co.uk'. There is also a QR code with the text 'SCAN ME'.

Influencing Strategy and Planning in Health and Care

Healthwatch plays a partnership role in a varied range of boards, working groups and forums in Herefordshire and across our wider integrated care system footprint (Herefordshire and Worcestershire), where we:

- Hold commissioners and providers of health & care services to account.
- Advocate for the involvement and co-production of service design and delivery with communities.
- Feed in the views that we have heard directly from residents or from other voluntary and community sector organisations.

Forums Healthwatch Attend

Regional Forums:

- Healthwatch England forums; Engagement, communications, volunteering, Equality Diversity & Inclusion Network
- Healthwatch West Midlands Network

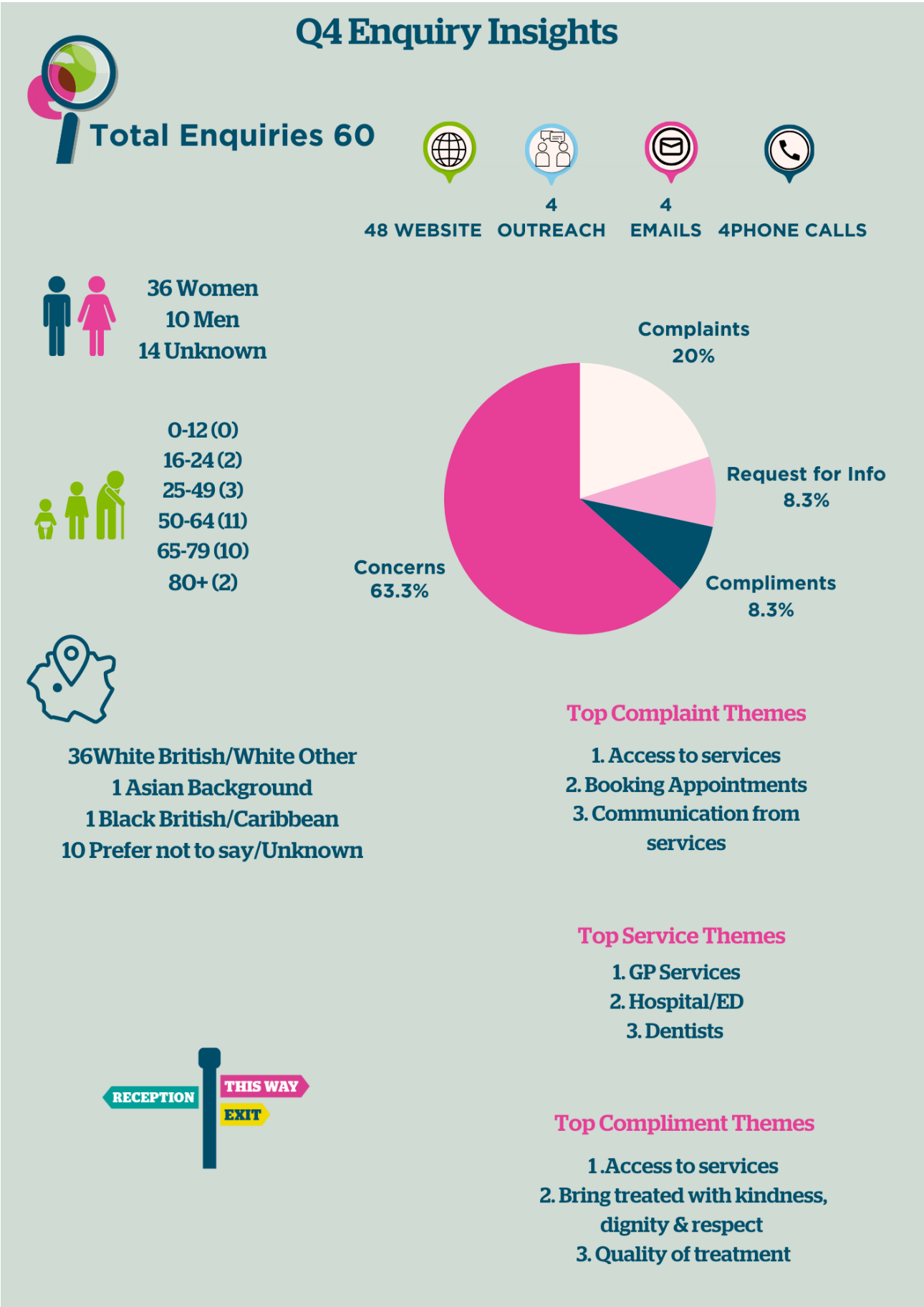
Herefordshire & Worcestershire Integrated Care System Forums:

- Mental Health Collaborative
- ICS Partnership Assembly
- Elective Care board
- Children's Programme board
- Urgent and emergency care board
- Health inequalities prevention and personalisation collaborative
- Quality, resources, and delivery committee
- Stroke programme board.
- Shared care record programme board
- Dementia Programme board
- Strategic Commissioning Committee
- Advancing Mental Health Equality and 3 sub-groups
- Embedding the VCSE in the ICS
- Carers Reference Group
- Local Dental Network

Herefordshire Forums:

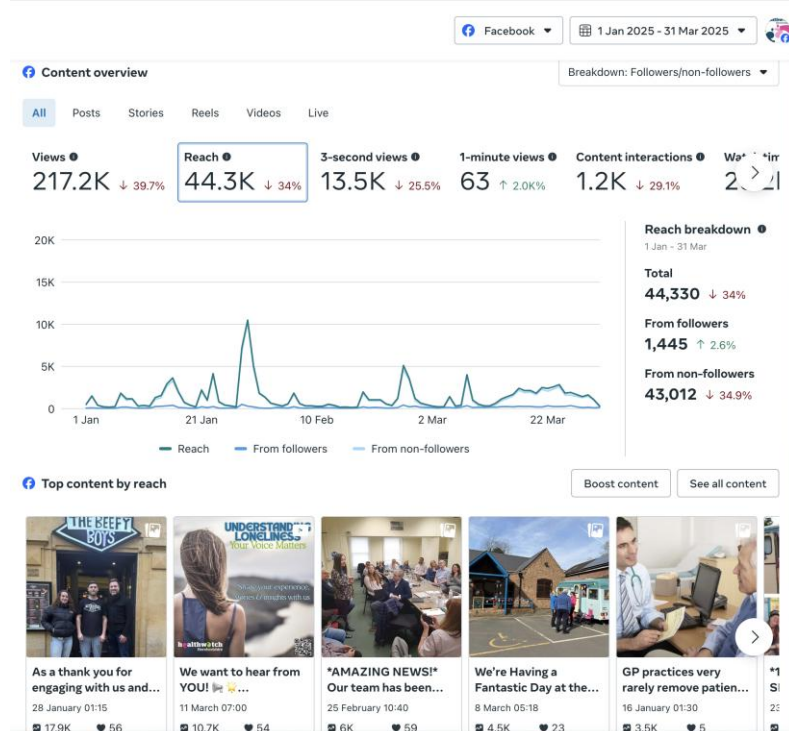
- Health & Wellbeing Board
- One Herefordshire Partnership
- Health Inequalities personalisation & prevention group
- Herefordshire Engagement Network
- Children's and Adults Scrutiny Committees
- Learning Disability Partnership Board
- Autism Partnership Board
- Adult Mental health partnership
- Children and young people emotional health & wellbeing partnership
- Dementia Partnership
- Children & Young People's Partnership
- Transformation Tuesday
- Healthy relationships group
- Adult Safeguarding Board
- Children's safeguarding board
- Wye Valley Patient Experience Group
- Herefordshire Together Collaborative
- Primary Care Network Leadership group
- SEND strategy group.
- Youth engagement forum
- Oral health improvement board
- CYP Early Help & prevention group
- Making Every Adult Matter & BRAVE strategic group.
- Homelessness Forum
- Herefordshire Inequality Personalisation and prevention board.

Information, Advice & Feedback



Analytics 1st January – 31st March 2025

APPENDIX A – Q4 SOCIAL MEDIA & WEB PERFORMANCE HEALTHWATCH HEREFORDSHIRE FACEBOOK PAGE



All content

Ad account: Harry Healthwatch 1374896642756925

Create Post

Posts and stories

Media type

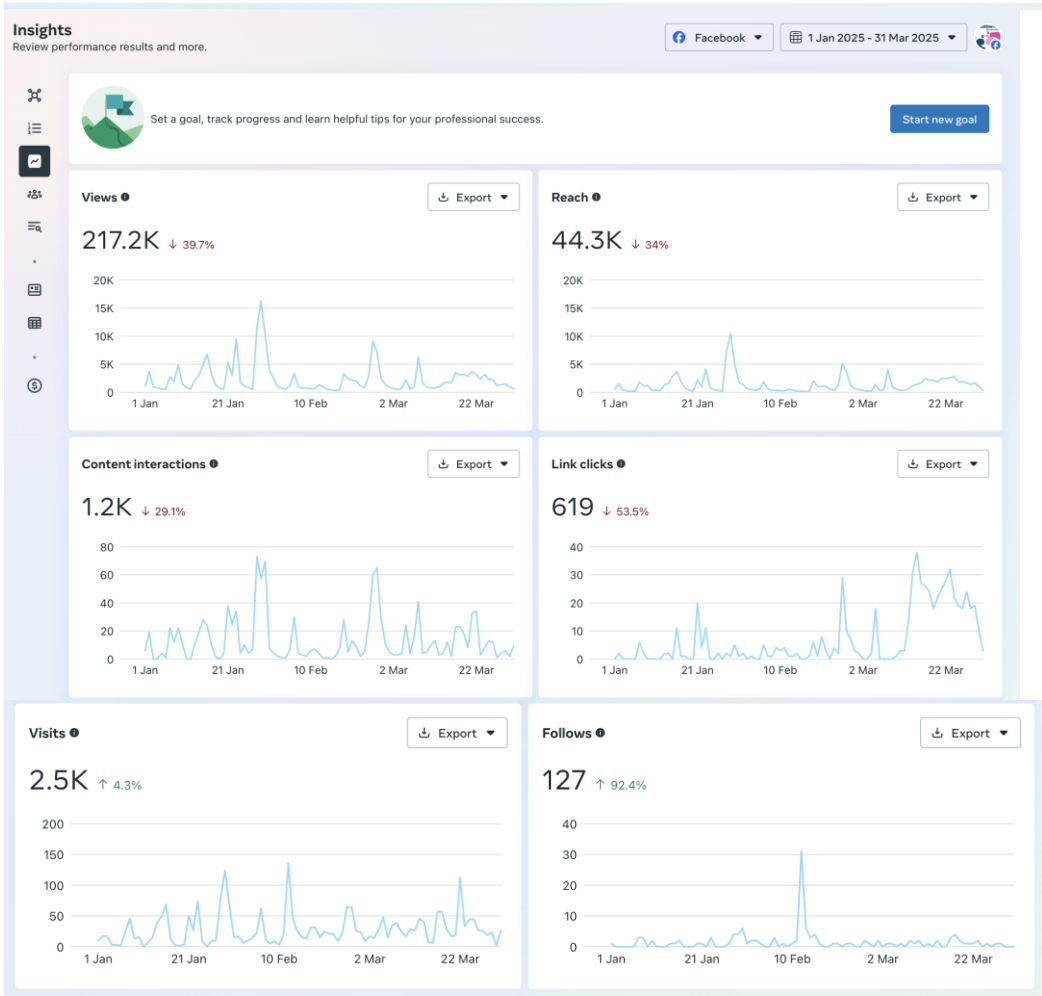
Filter

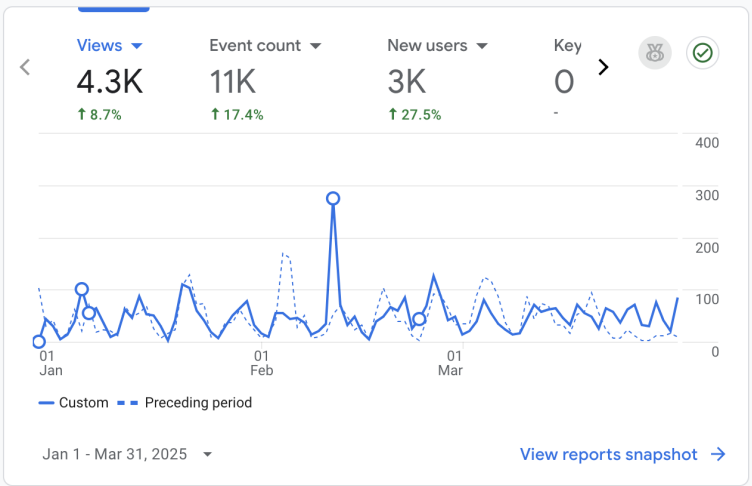
Clear

Search by ID or caption

Columns

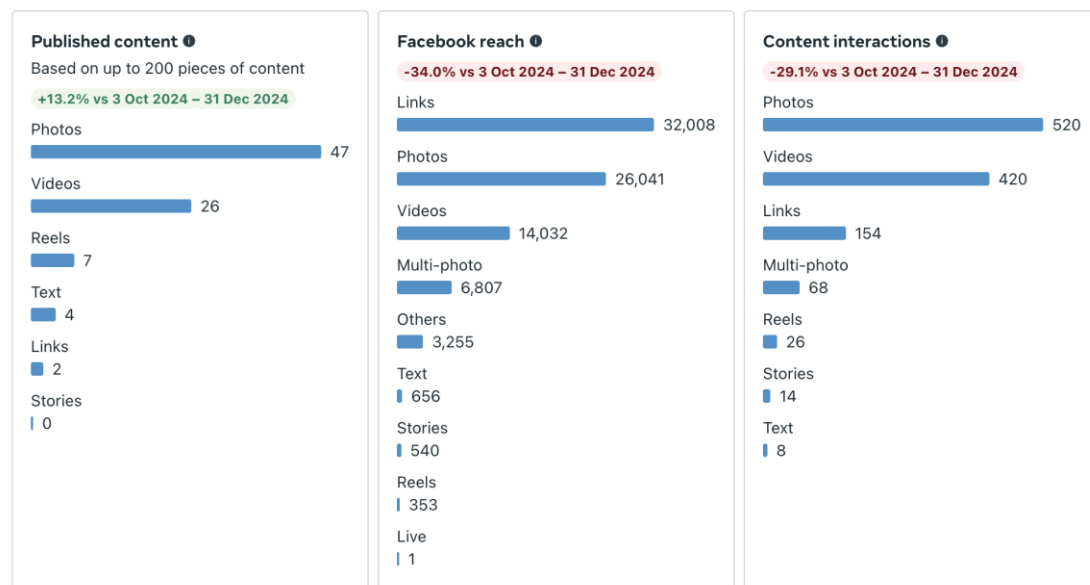
Title	Date published	Reach	Likes and reactions	Comments	Shares
<div><div></div><div>We want to hear from YOU! 🌟 Understanding Loneli...</div><div>Video · Healthwatch Herefordshire</div></div> <div>Boost</div>	11 March 14:00	10.7K	46	0	23
<div><div></div><div>*AMAZING NEWS!* Our team has been shortlisted for a...</div><div>Photo · Healthwatch Herefordshire</div></div> <div>Boost</div>	25 February 17:40	6K	37	0	9
<div><div></div><div>We're just a little bit chuffed about this! 🥳🥳🥳🥳 htt...</div><div>Healthwatch Herefordshire</div></div> <div>Boost</div>	27 February 11:18	247	10	0	0
<div><div></div><div>We can't wait to meet you tomorrow, come and share y...</div><div>Video · Healthwatch Herefordshire</div></div> <div>Boost</div>	21 January 09:51	726	10	0	16
<div><div></div><div>Sam and Toni had a fantastic time at Kingstone Prim...</div><div>Photo · Healthwatch Herefordshire</div></div> <div>Boost</div>	26 March 16:23	369	9	0	0
<div><div></div><div>We're Having a Fantastic Day at the Community Health...</div><div>Photo · Healthwatch Herefordshire</div></div> <div>Boost</div>	8 March 12:18	4.5K	9	0	6
<div><div></div><div>Simone and Christine had a fantastic time at Kingfis...</div><div>Photo · Healthwatch Herefordshire</div></div> <div>Boost</div>	25 March 13:00	215	7	0	0
<div><div></div><div>Calling Local Businesses & Health & Wellbeing Provi...</div><div>Photo · Healthwatch Herefordshire</div></div> <div>Boost</div>	6 February 11:19	2.7K	7	1	19
<div><div></div><div>Sam & Toni are out and about in Leominster! 🌟 Hav...</div><div>Video · Healthwatch Herefordshire</div></div> <div>Boost</div>	19 March 12:06	184	6	0	1





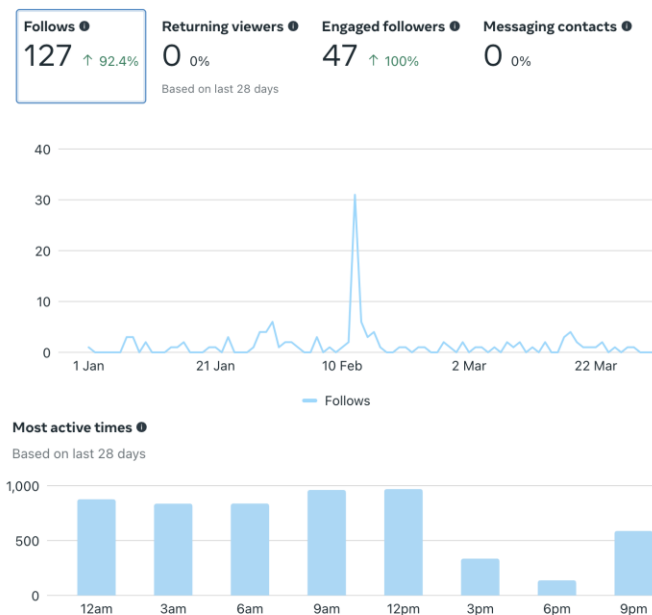
Top content formats

Export



Audience

Demographics Trends Potential audience



Followers breakdown

1 Jan 2025 – 31 Mar 2025

Unfollows

20 ↑ 81.8%

Net follows

107 ↑ 94.5%

Followers

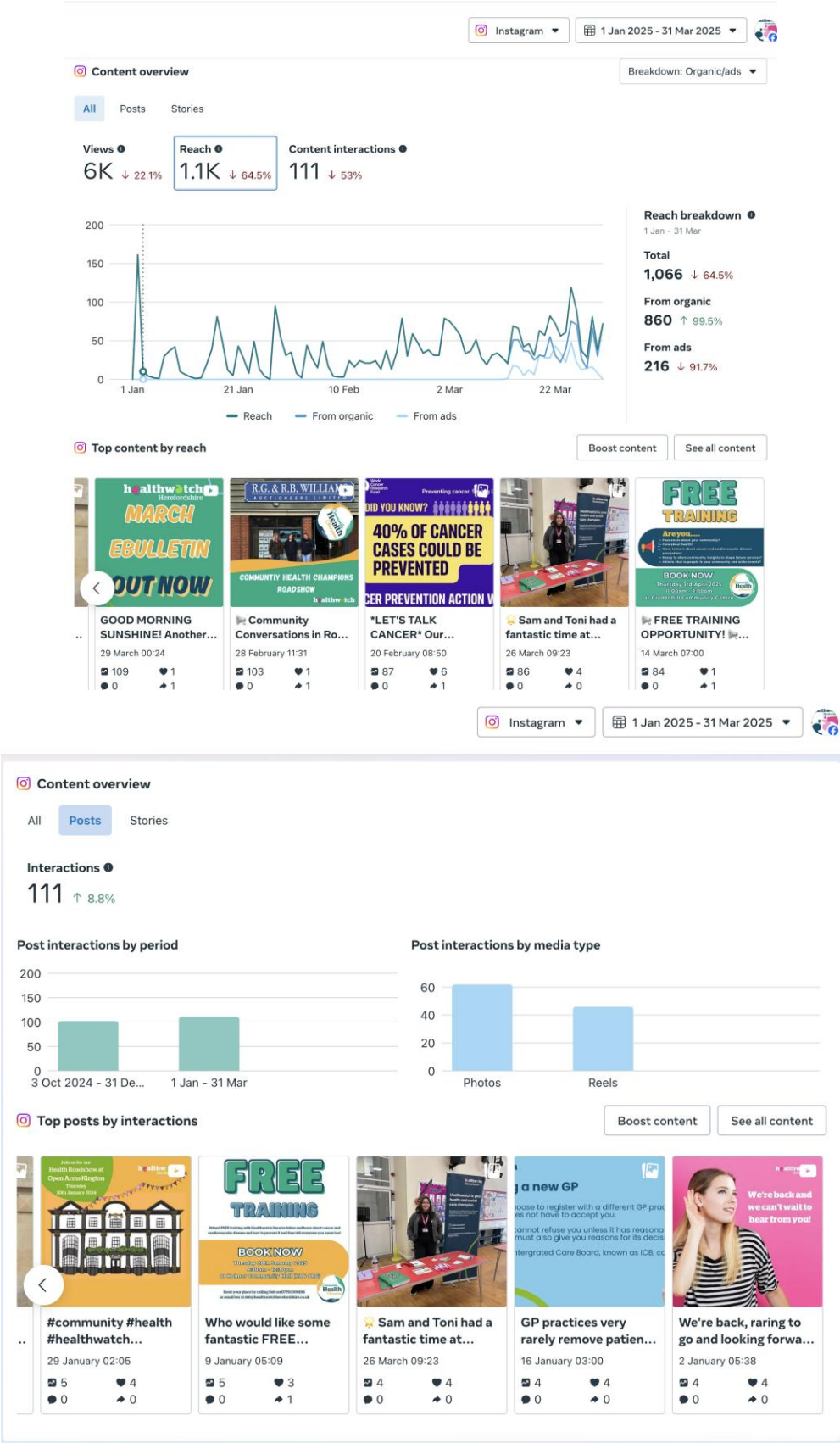
Lifetime

2,152

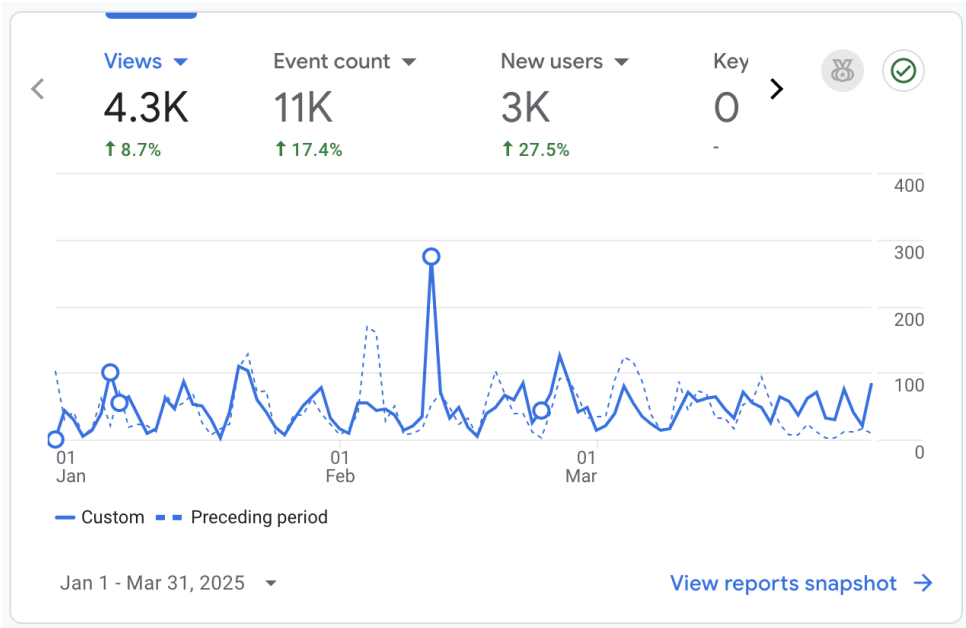
Mondays

The majority of your followers are active on Facebook around 12pm PST on Mondays.

HEALTHWATCH HEREFORDSHIRE INSTAGRAM PAGE



HEALTHWATCH HEREFORDSHIRE WEBSITE



Contract metrics

Contract Key Performance Indicators

Key Performance Indicator	Evidence
Volumes and nature of enquiries and signposting activity	P13
Customer Satisfaction	<p><i>"Thank you for the great & simple Community Health Champion Training – this has really motivated me to talk to others in my community" – Attendee of the Community Health Champion Training Dec 2024</i></p> <p><i>"Thank you for taking the time to ask and listen about my experience of loneliness, it means a lot that there is a organisation out there collecting real life experiences of real matter" – Participant that engaged with us on the Loneliness Project</i></p>
Numbers and characteristics of customers assisted through Healthwatch Herefordshire (Gender / Age / Geographic location / Disabilities / Ethnicity Customers from traditionally difficult to reach groups)	P13
Accessibility and engagement	Engagement & reports section p3-8, Strategies and influencing work Page 10-11, Community Partnership p 13.
Numbers of reports and recommendations produced and the outcomes of these,	Engagement reports section p3-9 To be developed, an action tracker for recommendations

Social Value

Social Value Indicator	Evidence
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Deliver 300 unpaid work experience and /or volunteering weeks for young people aged 14 – 24, including individuals from underrepresented groups.	<p>Rizqa volunteering at Maylords Community Wellbeing Event – 5 hours</p> <p>X26 Community Health Champion Volunteers trained (3 hour sessions for each person trained)</p>
Offer a number of curriculum and career support activities with schools.	In Q4 we have worked with Kingstone Primary School, St. Thomas School & RNCB with the community health champion programme and events
Work with the voluntary community and social enterprise and charity sector (VCSE) to deliver 1000 hours of community activities that support localised needs.	<p>Work through Lee's place and the volunteers there (see Lee's place report)</p> <p>Daily sharing of social media posts that support local VCSEs in their events/awareness campaigns & inclusion of VCSE info in eBulletins.</p>
Reducing carbon use by 2030 – contributing towards making sustainability, resilience, and carbon minimisation central to all our actions.	Home working, recycled paper, local suppliers, digital tools. Car sharing for project working and meetings.



**Healthwatch Herefordshire
Registered address
County Offices
Plough Lane
Hereford
HR4 0LE**

**www.healthwatchherefordshire.co.uk
t: 01432 277044
e: info@healthwatchherefordshire.co.uk
@HWHerefordshire
Facebook.com/HWHerefordshire**