

Item: 8

Title: Llais Annual Plan progress report with a spotlight on objective 2 ‘Push for services that meet people’s needs’ (including impact reporting and performance report)

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| Gweithredu / Action required | For information |
| Amseru / Timing | Routine |
| Argymhelliad / Recommendation | Note and agree content |
| Risg / Risk | Inability to effectively deliver, report on, and communicate, our impact will have significant reputational damage in addition to failure to meet our obligations with the Quality and Engagement Act and our Framework Document with our Partnership team within Welsh Government. |
| Cyllid / Finance | There are impacts on finances in relation to the communication of our impact. This is within budget and accounted for in the forecasts. |
| Amcan Cynllun Corfforaethol / Corporate Plan Objective | <p>2. Push for services that meet people’s needs. We’ll speak up to make health and services better, more inclusive, easier to access, and focused on what people in Wales need. Our priority is to help everyone get great health and social care, and to have health and social care services always thinking about being fair and open to everyone, including everyone, and putting people needs first (people-centred service design)</p> <p>5. Grow and improve as an organisation:</p> |

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| | <p>Strategic Plan Objectives - We will introduce a communication and PR strategy to increase awareness and understanding of our services, influence, build trust and gain recognition of our role within health and social care.</p> <p>Annual Plan Objectives 24/25:</p> <p>We will tell you about our impact more often, we want to show how we're making a difference in health and social care.</p> <p><i>Outcomes: Our new communication and PR strategy, alongside a robust engagement framework, will have amplified our voice and impact within the health and social care sector. Success will mean our campaigns and engagements have led to real changes in policies and practices, our influence is clearly visible in improvements across health and social care services in Wales.</i></p> |
| <p>Ecwiti, Amrywiaeth a Chynhwysiant / Equity, Diversity & Inclusion</p> | <p>Related Integrated Impact Assessments have been completed.</p> <p>Continuing to develop relationships with underrepresented communities to understand their communication preferences and what matters to them is an ongoing piece of work that will flow into development of the engagement and communication approach.</p> |
| <p>Cyfathrebu / Communications</p> | <p>Please tick one of the following boxes if this activity will have an impact on:</p> |

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|--|--|
| | <p>Internal: our people <input checked="" type="checkbox"/></p> <p>External: our customers/partners/stakeholders <input checked="" type="checkbox"/></p> <p>External: our organisation's reputation <input checked="" type="checkbox"/></p> |
| <p>Cymeradwyaeth / Approval/Clearance</p> | <p>Ben Eaton, Strategic Director of Organisational Strategy and Engagement</p> |
| <p>Trafodaethau/ Penderfyniadau Blaenorol / Previous discussions/decisions</p> | <p>Regular discussions with, and agreement sought, from Tîm Arwain, Audit Risk and Assurance Committee and the Board on organisational performance and communication, PR and engagement.</p> |
| <p>Awdur/ Cyflwyno / Author/presenting</p> | <p>Ben Eaton, Strategic Director of Organisational Strategy and Engagement</p> |
| <p>Dyddiad / Date</p> | <p>18/09/2024</p> |
| <p>Cefndir / Background</p> | |
| <p>The Executive Team, Tîm Arwain, Audit Risk and Assurance Committee and the Board have discussed and/or agreed our approach to organisational planning, monitoring and delivery.</p> <p>The main components of this approach are:</p> <ul style="list-style-type: none"> • Overarching organisational dashboards. • Objective & Key Results (OKR)/Board Assurance framework. • Operational action plans. • Corporate risk register. • Regular communication of our impact both qualitative and quantitative. • Statutory reporting requirements. <p>We have completed the procurement of OKR software and have started to roll this out across the organisation. This will enable us to plan, monitor and share our progress against strategic priorities in an easy-to-</p> | |

follow way. A commitment has been made to producing a full and complete OKR by mid October and sharing this with Board.

Communicating our impact externally with our stakeholders monthly has begun, with two editions having been shared. These are attached for your information. Improvements to this communication will continue to be made to have the most impact and to make the newsletter more accessible.

This highlight report is designed to help the Board understand the level of activity and performance relating to our strategic objectives, describe the impact of our activity, highlight what we are hearing and how we are taking this forward and provide assurance.

Manylion / Detail

Since the quarterly impact report April to June

Engagement (RAG Green – On track) July to August

- 3738 people engaged with us through 172 activities including major events like the Royal Welsh Agricultural Show and the Eisteddfod.
- 14 more visits took place to healthcare and social care premises to gather insights and feedback.
- We engaged with 366 external organisations different partner organisations and participated in 31 formal meetings to ensure the voices of people and communities are heard.

Key Themes Identified

- **Autism and Neurodevelopmental Diagnosis:** Long wait times.
- **Carer Support:** Insufficient.
- **Dental Services:** Difficulty accessing NHS dentistry.
- **Gender Services:** Limited access, especially in rural areas.
- **GP Appointments:** Long waits.
- **Hospital Discharge:** Poor practices.
- **Maternity Services:** lack of continuity of care
- **Mental Health Services:** Access is slow and complicated.
- **Service Integration:** Need for more person-focused care.
- **Waiting Times for treatment:** including Emergency Departments, orthopaedics and ophthalmology.

Actions Taken

- Mental Health: Regional projects, meetings with Welsh Government, and input into strategies.
- A&E Services: Planned work program for Q3.
- Autism Diagnosis: Representation on Regional Partnership Boards.
- Service Integration: Awareness and integration plans.
- Dentistry: Research and representation efforts.
- Gender Services: Engagement at events, discussion with Trans Wales Partnership and representations to health boards.
- GP Access: Research and involvement in policy discussions.
- Hospital Discharge: Surveys and engagement with carers.
- Carer Support: Research and partnership projects, Llais involvement in panel discussion at the national Carer Aware conference.
- Waiting times: Research and discussions with NHS Executive.

Representations (RAG GREEN – On track)

- 102 representations made in July and August to shape services.
- 29 responses to service mapping, plus 67 involvements in service changes, and 5 responses to national consultations. including the Neurodivergent Code of Practice, Draft Partnership Arrangements (Wales) Regulations 2024, and Health Education improvement Wales (HEIW) Education and Training Plan (ETP) for 2025/26 and the Severe Acute Pancreatitis Clinical Guidelines

| Region | July Service mapping: early conversations | July Service Change | Aug Service mapping: early conversations | Aug Service Change |
|----------------|---|---------------------|--|--------------------|
| Cardiff + Vale | 5 | 20 | 8 | 16 |
| CTM | 3 | 12 | 3 | 13 |
| Gwent | 2 | 2 | 8 | 0 |
| NPT + Swansea | 0 | 0 | 0 | 0 |
| North Wales | 0 | 1 | 0 | 0 |
| Powys | 0 | 1 | 0 | 1 |
| West Wales | 0 | 0 | 0 | 1 |
| TOTALS | 10 | 36 | 19 | 31 |

Research

- 2 national research projects underway on topics access to GP services and using Welsh in Health and Social Care in partnership with Mwy na Geiriau.

Recently completed national and regional research projects include access to dentistry in Wales, nursing in special schools in CTM, waiting times for treatment in West Wales, community services for older people in Gwent.

Complaints Advocacy (RAG Green – Manageable level)

- 2080 people supported, with recurring themes matching engagement feedback.

Communications Overview

- 347 new social media followers
- 3.6k new web users
- Earned media coverage - Online: 49 Print: 6 - Peak coverage - 1 August in relation to Swansea Bay maternity review.
- Crisis Comms plan agreed at Tim Arwain
- Business Continuity Plan completed
- Comms Strategy approved by Board
- Intranet launch
- New newsletter launched - no data available due to having to use Outlook for first edition. September edition has high open rate over 50%.

Next Steps in communicating our impact.

Over the coming weeks and months there are plans for frequent communication of our impact around the following:

- Pride Cymru – Representations, Policy Positions and Peoples stories to be communicated in a comms cluster (i.e. website articles, social media posts, bought and earned media).
- Royal Welsh Agricultural Show (in a similar way to Pride info).
- Eisteddfod –comms cluster around Welsh Language, the Using Welsh in Health and Social Care research findings, what we are hearing from people around health and social services and using

Welsh Language, building on our relationship with Mwy na Geiriau as they work with us to attract more Welsh speaking volunteers

- Digital Inclusion – Raising the profile of digital inclusion issues. Comms Cluster re joining the Digital Inclusion Alliance for Wales and the impact this will have. Joint work with DIAW on digital inclusion. Joined the DCHW Digital Services Patients and Public Assurance Group, contributing to the development of the NHS Wales App. Joined the Health Technology Wales steering group on the development of advice to Welsh Governments HealthTec Strategy.
- Gypsy, Travellers, Roma community work – using what we have heard to help inform the Welsh Government policy refresh for *Travelling to Better Health Policy Implementation Guidance for Healthcare Practitioners on working effectively with Gypsies and Travellers*
- Complaints Advocacy Impact case studies (film and written)
- Case studies from around Wales where we have made a positive difference being included in the impact reports.

Focus on priority 2 .Push for services that meet people’s needs

Demonstrate success by 2025: Success will be measured by increased community feedback, effective regional interventions, impactful research, and clear communication of service improvements.

Headline objectives:

- Enhance service accessibility and inclusivity: Advocate for health and social care services that are people-cantered, inclusive, and easily accessible, ensuring that they meet the needs of communities across Wales.
- Increase community engagement: Strive to hear from a wider range of individuals by creating more opportunities for public feedback, aiming for a 30% increase in the number of people engaged by 2024-2025.
- Targeted regional improvements: Address the top three health and social care issues identified in each region through focused, localised projects:

- Expand research and policy development: Investigate key challenges within health and social care and use findings to influence decision-making and drive improvements.
- Ensure transparent and effective service changes: Actively involve the community in service changes and communicate the impacts of these changes clearly.
- Promote equality, diversity, and inclusion: Implement the Strategic Equality Plan, ensuring equity and safeguarding are integral to all operations.
- Strengthen stakeholder collaboration: Deepen relationships with key stakeholders to address workforce challenges and enhance public understanding of health and social care services.
- Build a stronger voice in social care: Expand engagement in social care, aiming to connect with 25% more stakeholders than in the previous year.
- Improve advocacy and complaint services: Streamline complaints advocacy and inquiries services to support more people and improve user experience across Wales.