

**your  
view  
counts**

**Outreach & Engagement Strategy**  
2025– 2027

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## Who we are

Healthwatch Halton is your local health and social care champion.

We listen to what people in Halton tell us about GPs, hospitals, dentists, pharmacies, care homes and community services — and we use what we hear to help improve them.

As an independent statutory organisation, we make sure NHS and social care leaders listen to local people and use their feedback to make services better. We also help residents find trusted information and advice so they can make informed decisions about their care.

We're part of a network of over 150 local Healthwatch across England. Everything we do is about listening, influencing and improving health and care for everyone.

## Our engagement aims:

- 1.** To make sure everyone in Halton has the opportunity to share their views and experiences of local health and care services.
- 2.** To ensure our signposting and advice service reaches people who need support to navigate the system.
- 3.** To act as a strong, independent patient champion on behalf of everyone who uses health and care services in Halton.
- 4.** To make sure people's feedback reaches decision-makers and helps shape how services are designed, delivered and improved.



# Our engagement objectives

- 1.** Build on our tools, data and systems to engage effectively with our communities and partners.
- 2.** Deliver an ongoing engagement programme that gives people a voice and makes their feedback count.
- 3.** Work collaboratively with community and voluntary sector partners to co-design engagement projects.
- 4.** Offer a mix of ways for people to share their views — in person, online and through partner networks.
- 5.** Ensure inclusivity is central to every piece of engagement, reaching seldom-heard and protected groups.
- 6.** Strengthen joint working with organisations engaging similar audiences, avoiding duplication and amplifying reach.
- 7.** Promote Healthwatch Halton as a trusted engagement partner for the local system, offering expertise and support in involving communities.
- 8.** Build and maintain strong relationships across Halton's health and care system so Healthwatch Halton is an influential voice at Place, ICS and community level.
- 9.** Be open and transparent about our engagement work, publishing results, outcomes and "You Said, We Did" updates regularly.

# Who we want to engage with

Broadly speaking, we have two main audiences:

1. **The public** – people who live in, work in, or use services in Halton.
2. **Health and social care partners** – those commissioning, providing or influencing local care.

Each requires a tailored approach, but all engagement begins with clear communication about who we are, what we do, and why we want to listen.

## Target audience

**Our key target audiences for engagement include:**

- The public
- Adults and older adults
- Children and young people
- People with disabilities or long-term conditions
- Carers and families
- Seldom-heard and protected characteristic groups

## Community

- Voluntary, community and faith sector groups
- Health condition support groups
- Community centres and neighbourhood organisations
- Local media outlets

## Health and Social Care Stakeholders

- NHS Halton Place and One Halton Partnership
- Warrington & Halton Hospitals NHS FT
- Bridgewater Community Healthcare NHS FT
- Mersey & West Lancashire Teaching Hospitals NHS Trust
- Mersey Care NHS FT
- Halton Borough Council (including Public Health and Adult Social Care)
- GPs, dentists, pharmacists and optometrists
- Care homes and domiciliary care providers
- Primary Care Networks
- Health and Wellbeing Board
- Local Councillors and MPs
- Healthwatch England and the wider Cheshire & Merseyside Healthwatch network

## Engaging with the public across Halton

There are two key elements which are essential for successful engagement; knowing who you want to engage with and what you want to engage with them on.

### Knowing our communities

We base our engagement on a clear understanding of who lives in Halton — their health needs, life circumstances, and the barriers they may face. We use local intelligence, feedback and outreach data to target engagement where it will make the biggest difference.

### Listening and co-producing

We work alongside community and voluntary organisations to listen, learn and co-produce projects. Engagement is about listening, not assuming what people need.

### Building ongoing relationships

Regular contact and trust are key. We maintain an active schedule of outreach sessions, listening events, community visits and online engagement to ensure people can speak to us in ways that suit them.

# Engaging with NHS and other health and social care partners

Our role is to bring the public voice to the heart of decision-making. We do this through strong, consistent relationships with health and care partners.

We:

- Represent local voices on strategic boards, including the Health and Wellbeing Board, One Halton, and NHS Halton Place.
- Share public feedback through reports, quarterly summaries and real-time intelligence.
- Work with providers on listening events, quality improvement and service redesign.
- Collaborate across Cheshire and Merseyside to share insight and amplify impact.
- Maintain regular dialogue with partners to identify upcoming service changes and ensure people can have their say before decisions are made.

# How we want to engage with people

Our engagement must be two-way – not just telling people what we're doing, but listening and responding.

We will continue to use a wide range of tools and methods:

- Community outreach and street stalls
- Joint sessions with partners (NHS, Local Authority, VCFSE )
- Listening events and focus groups
- Enter & View visits
- Online and paper surveys
- Thematic projects (e.g. NHS App, GP Access, Hospital Experience)
- Social media engagement and polls
- Online workshops and webinars
- Telephone and email feedback routes
- People's Panels and partner forums
- Media and bulletin campaigns



# Our engagement protocols

All engagement activity will:

- Be inclusive and accessible to everyone in Halton.
- Respect confidentiality and independence.
- Give people meaningful opportunities to be involved early in discussions that affect them.
- Follow clear, consistent standards and planning processes for accessibility, data collection and feedback.
- Make best use of digital engagement tools to complement in-person activity.
- Ensure all feedback is recorded, analysed and shared appropriately with decision-makers.

# Monitoring and reporting on engagement work

We will monitor progress against our engagement aims and objectives through regular reporting, using both quantitative and qualitative measures.

## Key outcomes for 2025 – 2027

### By 2025/26

- Maintain at least 20 outreach sessions each month across the borough.
- Deliver at least 3 major listening events per year (e.g. hospital or thematic focus).
- Publish quarterly engagement summaries on our website.

### By 2026/27

- Increase the number of people sharing experiences by 15% year-on-year.
- Demonstrate a measurable increase in engagement with seldom-heard groups.
- Evidence impact through at least 10 “You Said, We Did” case studies annually.

# Reporting

Healthwatch Halton will remain open and transparent in reporting all engagement activity.

## At each Board meeting

- Updates on engagement and communications activity will be presented to the Advisory Board.

## Quarterly

- Engagement updates in the *Quarterly Reports* and public website summaries.
- Reports to commissioners and Halton Borough Council.

## Yearly

- Engagement outcomes featured in the *Healthwatch Halton Annual Report*.
- Annual review of progress against this strategy.

## As and when

- Public updates on work published on our website – ‘You said, we did’
- Public “You Said, We Did” updates and project reports shared with stakeholders.
- Project outcome reports published on our website as and when they are ready
- Project outcome reports shared with all our relevant stakeholders as and when they are ready

## Healthwatch Halton Engagement & Outreach Plan

We aim to carry out a minimum of **20 outreach and engagement sessions per month**, covering community venues, public events, and hospital sites across Halton.

Our engagement team and volunteers will:

- Gather people's experiences of local health and care services.
- Provide signposting and advice on available support.
- Record issues and themes for follow-up and reporting.

Event details are promoted monthly via our website, social media, e-bulletin and community networks.

Details of upcoming events will be available at [www.healthwatchhalton.co.uk/events](http://www.healthwatchhalton.co.uk/events)



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