

Quality Framework Case Study

Expression of Interest - Healthwatch Worcestershire

- **Your approach to completing the Quality Framework e.g. who was involved, the steps you took**

Healthwatch Worcestershire [HWW] has had a BS EN ISO 9001 Quality Management System in place since 2017. In that context HWW worked with Healthwatch England [HWE] and other Local Healthwatch [LHW] to trial the Quality Framework and then agreed to be an early adopter.

In early 2020 HWW undertook its first 'formal' self-assessment against the Framework through the medium of a workshop to facilitate the self-assessment as an interactive process involving HWW's Board [Directors and Co-opted members], the HWW Team and the Chief Officers of the LHW in Herefordshire and Warwickshire in the role of peer reviewers. The workshop was independently facilitated by HWE.

The Board's co-opted members are recruited, on a voluntary basis, from the HWW's company membership scheme. To join the scheme an individual or organisation must engage in Healthwatch Worcestershire's activities and will do so either as a volunteer or member of HWW's Reference & Engagement Group [REG] which exists as a network of 100 community/voluntary organisations and Experts by Experience to provide advice guidance and support to HWW. The REG also enables HWW to extend its reach and gather feedback as a mechanism to facilitate the cascade of information to and from the member organisations membership.

The Co-opted members provide the HWW Board with their expertise from the different communities of interest they represent and make an important contribution to good governance of the company. For example, ensuring HWW continues to meet its objectives and in particular the objective '*Representing the diverse communities across Worcestershire, including reaching out to communities where health and access to services are poorest*'

The outcomes for your Healthwatch. These should be specific to the domains within the quality framework.

As a consequence of the self-assessment against the Quality Framework HWW's Board identified the opportunity to improve the focus on equality, diversity and inclusion in the delivery of HWW's Business Plan and the challenge of improvement

of specific outcomes related to the following domains within the Quality Framework given the operating context in Worcestershire.

- **Enabler**
Leadership and Decision-making
- **Core work**
Engagement, Involvement and Reach
- **Purpose**
Influence and Impact

[Operating context

Worcestershire has a population of 588,000 of which c. 5% identify from ethnic minority backgrounds.

Communities living with health inequalities are dispersed across the 6 District Council areas of Worcestershire.

Lack of equality monitoring data collection in Worcestershire by commissioners and providers.

Historic low response to surveys from minority groups and geographic areas, particularly Redditch.]

From a governance perspective the self-assessment identified that HWW's existing 'Equality, Diversity and Inclusion' policy was inward looking, addressing issues such as recruitment and selection and did not reflect HWW's work regarding outreach and engagement.

Action taken:

- [Equality, Diversity & Inclusion policy](#) revised to ensure it is more outward looking and better reflects HWW's operational practice.
- Voluntary/community groups minority communities recruited to REG
- Relevant equality/monitoring data requested of commissioners/providers at the start of projects
- Volunteer handbook revised and new approach to diversifying our volunteering being developed
- Improvement of our Equal Opportunities monitoring questions and collection of data.

The self-assessment was timely in that the disproportionate impact of COVID-19 on people from ethnic backgrounds further focused attention on increasing engagement activity with minority communities.

HWW participated in the HWE initiative to survey the public in relation to Covid-19 vaccination but decided to focus on reported vaccine hesitancy in minority ethnic communities.

HWW engaged with faith and community leaders to understand the issue and attract participation in the survey. In collaboration with Worcestershire's Public

Health team and Vaccine Inequality Programme HWW identified the information that would be most useful to them and to increase response rates developed a short survey aimed at [Identifying People's Concerns about the COVID-19 Vaccination](#).

HWW were particularly focussed on increasing engagement in Redditch Borough Council as it has a significant and diverse ethnic minority community and a number of health 'hot-spots'. HWW engagement was supported by its REG members who undertook engagement for HWW as a third party.

Outcome

- HWW received 357 responses to the survey
- 36% of respondents expressing concern about the vaccine were from Black and Asian ethnic backgrounds.
- 49% of respondents came from the Redditch area.
- **How you would present your experience e.g. written case study, video, other**

HWW will present a written case study by mid-September and are willing to support one of your webinars during Healthwatch Week or at a different time as required.

- **Your ability to produce your case study by the end June 2021 and support one of the webinars during the year**