

Kirkham House
John Comyn Drive
WORCESTER
WR3 7NS

0330 053 4356
hw.enquiries@nhs.net

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Jo Ringshall
Chair
Healthwatch Worcestershire
Civic Centre
Queen Elizabeth Drive
Persore
WR10 1PT

Dear Jo

RE: Healthwatch Worcestershire Report – Awareness of Minor Injuries Units

Thank you for sharing your Healthwatch Report on ‘*Awareness of Minor Injuries Units*’ and the associated recommendations. The feedback that you have shared with us is extremely helpful in helping to improve the way that we share and promote information about these services.

The ICS Communications and Engagement Advisory Group has considered the report and the response to the recommendations are set out below. Responsibility for delivery against the actions set out will be overseen by the Worcestershire Place Communications Cell.

Recommendation 1 - Further promote information about Minor Injuries Units to the public. This information to include what injuries MIUs can see and treat and what they cannot do, when they are open and when X-Ray facilities are available.

We are working with MIU leads to develop Frequently Asked Questions (FAQs) around types of injuries that MIUs can treat. This information will be added to the www.hacw.nhs.uk/MIU webpage where information about opening hours and x-ray provision is already accessible and maintained. Additional promotional activity is also planned through press releases, social media promotion and targeted advertising over the coming months. We will also work with Healthwatch, VCSE partners and council teams to ensure this information is shared widely across Worcestershire.

Recommendation 2 - Provide information in a range of formats, in accordance with the Accessible Information Standard, recognising that not everyone is willing or able to access online information and taking account of the preference expressed for a leaflet through people's door.

Last month we launched a 'Six Things' campaign to raise awareness about simple things that people could do to look after themselves and to reduce pressure on local NHS services. As part of this campaign we produced a wide range of promotional materials that described the role of MIUs and how they could be accessed. These were made available across both digital and printed channels. Printed materials were delivered to local communities through our vaccination outreach programme as well as through a Royal Mail door drop to over 40,000 households in areas of high deprivation across Worcestershire.

Recommendation 3 - Consider targeting information at males, younger age groups and people who are not homeowners

As part of the advertising described in response to Recommendation 1, we will be targeting some of this activity at younger males following the feedback provided in your report. We will also be engaging Youth Boards with their ideas for targeting younger age groups as well as working with schools and colleges to explore whether we can use their channels for sharing MIU information with their pupils and students.

Recommendation 4 - Consider how information can be made available to people whose first language is not English

As part of the 'Six Things' campaign described above, the information was translated into a nine different languages and targeted at communities through our vaccination outreach programme. More work is also planned to understand how this activity can be better targeted in the future by working with equality advisory groups that are established across Worcestershire.

Recommendation 5 - Consider developing "Frequently Asked Questions" about Minor Injuries Units to further clarify the MIU service offer

As described above in response to Recommendation 1, we are currently working with MIU leads to develop FAQs around types of injuries that MIUs can treat.

Recommendation 6 - Consider a single source of online information about NHS services in Worcestershire, that brings together up to date and accurate information for patients about Urgent & Emergency Care services that they can access in the County

We recognise the benefit to patients in having all information related to urgent and emergency care services in a single place. This will be considered as part of a review of all NHS websites across the system in 2023 in an effort to ensure that signposting to the public remains as clear as possible. This work will be overseen by the ICS Communications and Engagement Advisory Group.

Recommendation 7 - Further review existing online information about Minor Injuries Units, so it is up to date, consistent and accurate across all local NHS sites.

The main website for MIU information in Worcestershire remains www.hacw.nhs.uk/MIU. Information on this page is updated immediately when there are changes to service provision, as well as shared on social media and with the Directory of Services (DoS) for NHS 111. Other partner websites link to this page to ensure information remains consistent and accurate.

Recommendation 8 - Communicate the outcomes of the review of MIU services, including the Bromsgrove MIU extended hours pilot and the potential implementation of Urgent Treatment Centres

A review of the Bromsgrove MIU extended hours pilot is currently being compiled and will be shared with partners when complete. Overall, the feedback has been largely positive. We realise that we need to look at the long-term plans for urgent care across the system, and consequently a more comprehensive review to determine the role of MIUs and potential UTC provision across Herefordshire and Worcestershire is being considered. Such a review would of course include Healthwatch and the wider community.

I hope the responses to your recommendations demonstrate our collective commitment to acting upon the feedback provided within your report. Nearly 60,000 patients attended our MIUs in Worcestershire last year. By implementing the actions set out above - and in turn further raising awareness of these services - we hope to see this figure increase in 2023.

May I take this opportunity to thank you again for the work undertaken, and for your ongoing support in this area.

Yours sincerely



Simon Trickett
Chief Executive Officer
NHS Herefordshire and Worcestershire

CC Sarah Dugan, Chief Executive, Herefordshire and Worcestershire Health and Care NHS Trust
Matthew Hopkins, Chief Executive, Worcestershire Acute Hospitals NHS Trust