

Our strategy 2018 - 2023

This strategy sets out our ambitions and the difference we want to make by 2023 in partnership with local Healthwatch.

Our vision: Health and care that works for you.

Our purpose: To find out what matters to you and help make sure your views shape the support you need.

Our approach: People's views come first - especially those who find it hardest to be heard. We champion what matters to you and work with others to find ideas that work. We are independent and committed to making the biggest difference to you.

Our starting point: People want health and social care support that works for them - helping them stay well, get the best out of services and manage any conditions they face.

The wider context: Our society faces big challenges. A growing number of people need help with long-term health conditions, while illnesses associated with unequal life chances and lifestyle are adding to pressures on services. People know that to get the support they need, the traditional approach to providing health and care must change.

People want to help by taking control of their own health and care. They understand that information and technology can potentially help. However, to better meet their expectations services need to treat them as equal partners, find out what people need and use this information to provide targeted support.

Our aims	Goals by 2023	Challenges	Tactics
1. Support you to have your say			
<i>We want more people to get the information they need to take control of their health and care, make informed decisions and shape the services that support them.</i>	Over one million people share their views or seek information from us each year.	Not enough people get the opportunity to have their say.	<ul style="list-style-type: none"> Identify who is not being heard. Provide the information people need to act. Use partnerships to reach more people.
2. Provide a high quality service to you			
<i>We want everyone who shares experiences or seeks advice from us to get a high quality service and to understand the difference their views make.</i>	We can tell you the difference your views have made.	Lack of consistency and resources across the Healthwatch network.	<ul style="list-style-type: none"> Establish common quality standards. Focus on effectiveness. Invest more in staff and volunteer skills.
3. Ensure your views help improve health and care			
<i>We want more services to use your views to shape the health and care support you need today and in the future.</i>	Twice as many recommendations we make are implemented by services.	Attitudes of some professionals towards involving people in their care.	<ul style="list-style-type: none"> Produce strong evidence, which those who make decisions about health and care support can use. Demonstrate how people's voices make a difference.

What we will do

- Insight:** Research to better understand our communities, target engagement and track changing behaviour over time.
- Brand:** Ensure our communications work in harmony to raise awareness, build trust and increase engagement.
- Partnership:** Work strategically with community and professional groups to hear and share what people want from care.
- Digital:** Invest in a unified system to gather, understand and share people's views of care.
- Impact:** Establish common ways to measure the effect of our work, continuously improve quality and encourage innovation.
- People and money:** Invest in attracting, training and retaining volunteers and staff. Share common services across Healthwatch to increase effectiveness.