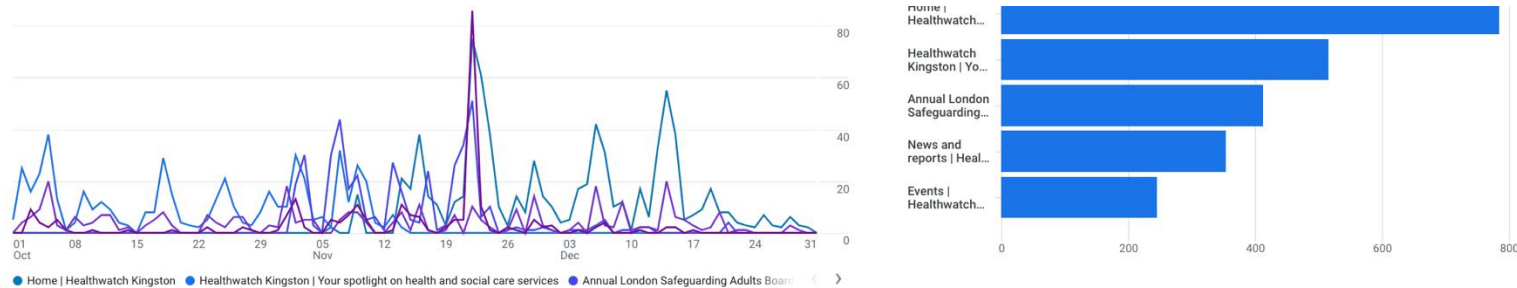


## COMMUNICATIONS REPORT (1 October – 31 December 2023)

### WEBSITE AND SOCIAL MEDIA

#### 1 October – 31 December 2023 (whole period)

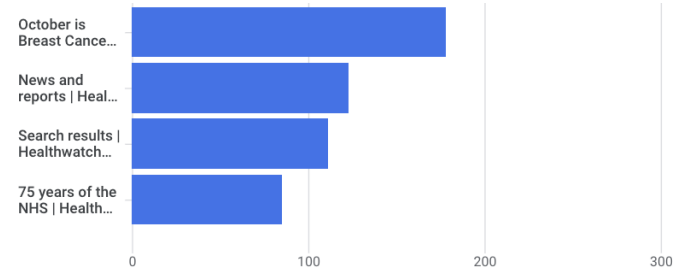
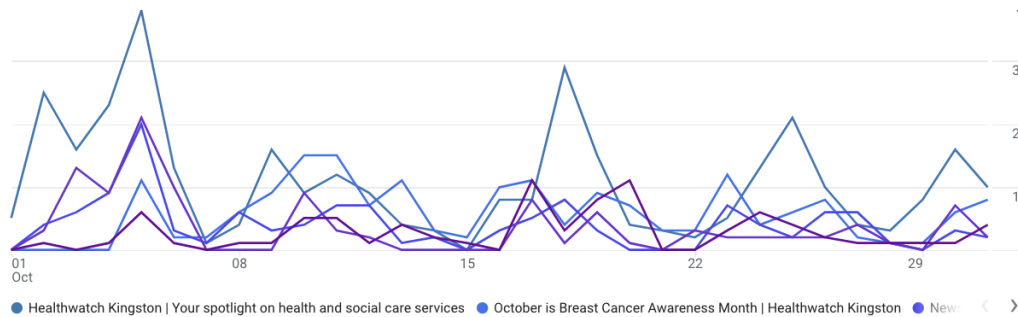


Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	9,141 100% of total	3,469 100% of total	2.64 Avg 0%	51s Avg 0%	25,899 100% of total	0.00	£0.00
1 Home   Healthwatch Kingston	784	341	2.30	32s	2,122	0.00	£0.00
2 Healthwatch Kingston   Your spotlight on health and social care services	516	203	2.54	33s	1,404	0.00	£0.00
3 Annual London Safeguarding Adults Board Conference: 20 -24 November   Healthwatch Kingston	413	251	1.65	45s	1,397	0.00	£0.00
4 News and reports   Healthwatch Kingston	354	120	2.95	44s	850	0.00	£0.00
5 Events   Healthwatch Kingston	245	43	5.70	1m 32s	538	0.00	£0.00
6 What can I do as a volunteer?   Healthwatch Kingston	207	81	2.56	57s	518	0.00	£0.00
7 October is Breast Cancer Awareness Month   Healthwatch Kingston	188	155	1.21	14s	692	0.00	£0.00
8 Virtual Wards – One Year On   Healthwatch Kingston	179	113	1.58	30s	542	0.00	£0.00
9 Search results   Healthwatch Kingston	170	24	7.08	1m 31s	357	0.00	£0.00
10 Contact us   Healthwatch Kingston	158	117	1.35	45s	448	0.00	£0.00

Above is a screenshot of a graph showing web traffic to the Healthwatch Kingston website from 1 October – 31 December 2023. We have had a total number of 9,141 visits to our website during this period, with 3469 ‘unique’ page views which means it does not include the same person visiting multiple times. For the purpose of reporting I will look at ‘unique page views’. Our home page has a total of 341 unique page views. This is followed by our ‘Safeguarding Adults Board Conference with 251 unique page views, ‘Your spotlight on health and social care services’ with 203 unique page views and Breast cancer awareness month with 155 unique page views.

# COMMUNICATIONS REPORT (1 October – 31 December 2023)

## October 2023



Search...

Rows per page: 10 Go to: 1 1-10 of 219

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	2,671 100% of total	1,041 100% of total	2.57 Avg 0%	51s Avg 0%	7,857 100% of total	0.00	£0.00
1 Healthwatch Kingston   Your spotlight on health and social care services	337	123	2.74	35s	917	0.00	£0.00
2 October is Breast Cancer Awareness Month   Healthwatch Kingston	178	146	1.22	15s	657	0.00	£0.00
3 News and reports   Healthwatch Kingston	123	39	3.15	45s	270	0.00	£0.00
4 Search results   Healthwatch Kingston	111	20	5.55	1m 00s	227	0.00	£0.00
5 75 years of the NHS   Healthwatch Kingston	85	68	1.25	7s	277	0.00	£0.00
6 Care Workforce Wellbeing: Engagement Report 2023   Healthwatch Kingston	71	36	1.97	1m 25s	197	0.00	£0.00
7 Contact us   Healthwatch Kingston	67	44	1.52	45s	181	0.00	£0.00
8 Kingston Council awards new Healthwatch Kingston contract   Healthwatch Kingston	66	35	1.89	16s	169	0.00	£0.00
9 Making Safeguarding Personal Report 22-23   Healthwatch Kingston	56	28	2.00	52s	151	0.00	£0.00
10 Healthwatch Kingston Quarter 2, 2023-24 Board Meeting - Wednesday 11 October 2023   Healthwatch Kingston	42	20	2.10	36s	101	0.00	£0.00

In July the page with the highest number of unique views (146) was the one about Breast Cancer Awareness month, then it's 'Your spotlight on health and social care services' with 123 views, followed by the 75 years of the NHS with 68 views.

**COMMUNICATIONS REPORT (1 October – 31 December 2023)**

**Twitter**

In October we received a total number of 317 impressions (number of people who have seen our content). Our top Tweet was the one about Healthwatch Kingston being awarded the new contract with 95 impressions.

**Facebook**

In October our most popular post of Facebook was also the one about winning the new contract, reaching 35 people.



 **Healthwatch Kingston**  
@HWKingston

NEWS: Kingston Council awards new Healthwatch Kingston contract.  
Read more: [healthwatchkingston.org.uk/news/2023-10-0...](https://www.healthwatchkingston.org.uk/news/2023-10-0...)


11:05 AM · Oct 2, 2023 · 96 Views

 View post engagements



   2  

 **Healthwatch Kingston**  
2 October 2023 · 

NEWS: Kingston Council awards new Healthwatch Kingston contract  
Healthwatch Kingston is the independent champion for people who use health and social care services. As a team of staff and volunteers, we are here to make sure that those running services, put people at the heart of care.  
Read more: <https://www.healthwatchkingston.org.uk/.../kingston...>

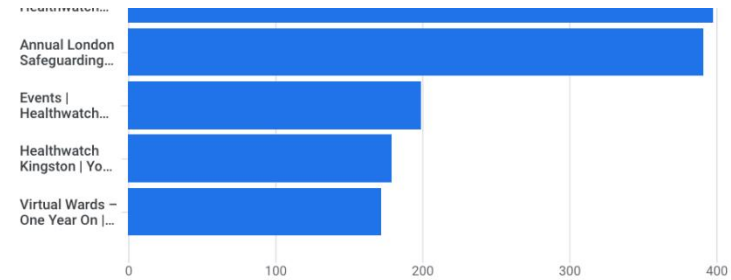
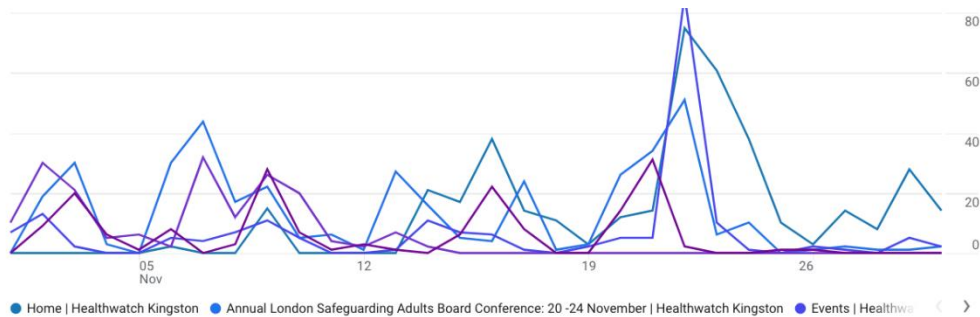


[See Insights and Ads](#) [Boost post](#)

 2  1

## COMMUNICATIONS REPORT (1 October – 31 December 2023)

### November 2023



Search...

Rows per page: 10 Go to: 1 1-10 of 352

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	100% of total	100% of total	Avg 0%	Avg 0%	100% of total		
1 Home   Healthwatch Kingston	398	170	2.34	29s	1,072	0.00	£0.00
2 Annual London Safeguarding Adults Board Conference: 20-24 November   Healthwatch Kingston	391	244	1.60	45s	1,336	0.00	£0.00
3 Events   Healthwatch Kingston	199	29	6.86	1m 54s	427	0.00	£0.00
4 Healthwatch Kingston   Your spotlight on health and social care services	179	89	2.01	26s	487	0.00	£0.00
5 Virtual Wards – One Year On   Healthwatch Kingston	172	110	1.56	30s	524	0.00	£0.00
6 What can I do as a volunteer?   Healthwatch Kingston	158	39	4.05	1m 11s	392	0.00	£0.00
7 News and reports   Healthwatch Kingston	134	49	2.73	39s	319	0.00	£0.00
8 Page not found   Healthwatch Kingston	94	46	2.04	7s	239	0.00	£0.00
9 Healthwatch Kingston's Open Meeting - 7 November   Healthwatch Kingston	81	36	2.25	43s	226	0.00	£0.00
10 Welcome to the Time to Change Kingston Online Living Library!   Healthwatch Kingston	73	18	4.06	38s	164	0.00	£0.00

In November the page with the highest number of unique views (244) was the one about the Adult Safeguarding Board Conference. This was followed by the 'Virtual Wards – One year on' (110), then 'Your spotlight on health and social care services' (89).

**COMMUNICATIONS REPORT (1 October – 31 December 2023)**

**Twitter**

In November we received 282 impressions. Our top tweet in was the one about Free Dementia Friends session with 49 impressions.

**Facebook**

In August most popular post was the one about Vaccines for unpaid carers reaching 29 people.



**Healthwatch Kingston @HWKingston**  
Free Dementia Friends session: Thursday 23rd November, 2023 - 10:00 to 11:00. More info: <https://www.healthwatchkingston.org.uk/event/2023-11-23/free-dementia-friends-session> ... pic.twitter.com/qSYwmgfrL7



**Healthwatch Kingston**  
23 November 2023 · 🌐

If you're a paid or unpaid carer, seasonal flu and COVID-19 vaccinations can protect you and those you care for.  
Book now at <http://nhs.uk/wintervaccinations> or on the NHS App.

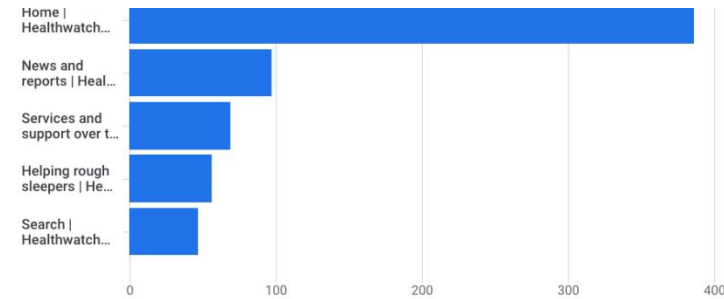
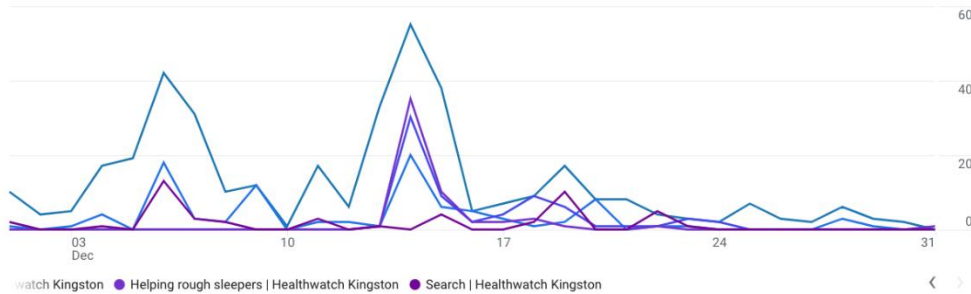
**NHS**

**GET VACCINATED.  
GET WINTER STRONG.**

If you're a paid or unpaid carer, seasonal flu and COVID-19 vaccines can protect you and those you care for

## COMMUNICATIONS REPORT (1 October – 31 December 2023)

### December 2023



Search...

Rows per page: 10 Go to: 1 1-10 of 239

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	↓				All events	All events	
	1,957 100% of total	972 100% of total	2.01 Avg 0%	40s Avg 0%	5,636 100% of total	0.00	£0.00
1 Home   Healthwatch Kingston	386	178	2.17	34s	1,050	0.00	£0.00
2 News and reports   Healthwatch Kingston	97	44	2.20	36s	261	0.00	£0.00
3 Services and support over the festive period 2023/2024   Healthwatch Kingston	69	30	2.30	35s	181	0.00	£0.00
4 Helping rough sleepers   Healthwatch Kingston	56	49	1.14	23s	178	0.00	£0.00
5 Search   Healthwatch Kingston	47	15	3.13	1m 36s	119	0.00	£0.00
6 Virtual Wards – One Year On 2023 Event Recap   Healthwatch Kingston	46	16	2.88	1m 02s	107	0.00	£0.00
7 Mental Health Services   Healthwatch Kingston	44	42	1.05	35s	167	0.00	£0.00
8 What we do   Healthwatch Kingston	43	28	1.54	1m 01s	124	0.00	£0.00
9 All about: Our policies and plans   Healthwatch Kingston	36	2	18.00	9m 31s	75	0.00	£0.00
10 Content   Healthwatch Kingston	30	2	15.00	2m 36s	62	0.00	£0.00

In December the page with the highest number of unique views (49) was the one about How to help rough sleepers. This was followed by 'Mental health services' (44) and then 'News and Reports' (42).



**COMMUNICATIONS REPORT (1 October – 31 December 2023)**

**Twitter**

In December we received 1,200 impressions. Our top tweet in was the one about Kingston Hospital's survey on blood tests with 458 impressions.

**Facebook**

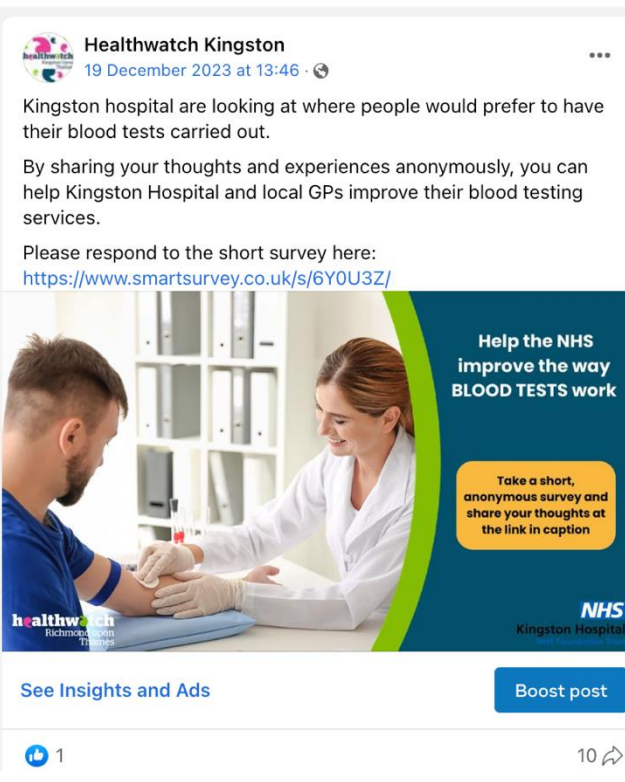
In December the most popular post was on Facebook was also the one about Kingston Hospital's survey on blood tests, reaching 2,730 people.



**Healthwatch Kingston @HWKingston**  
Kingston hospital are looking at where people would prefer to have their blood tests carried out.

By sharing your thoughts & experiences, you can help Kingston Hospital and local GPs improve their blood testing services.

Have your say here:  
<https://www.smartsurvey.co.uk/s/6Y0U3Z/>  
[pic.twitter.com/HqOpoqtBXX](https://pic.twitter.com/HqOpoqtBXX)



**Healthwatch Kingston**  
19 December 2023 at 13:46 · 🌐

Kingston hospital are looking at where people would prefer to have their blood tests carried out.

By sharing your thoughts and experiences anonymously, you can help Kingston Hospital and local GPs improve their blood testing services.

Please respond to the short survey here:  
<https://www.smartsurvey.co.uk/s/6Y0U3Z/>

**Help the NHS improve the way BLOOD TESTS work**

Take a short, anonymous survey and share your thoughts at the link in caption

**healthwatch** Richmond upon Thames  
**NHS** Kingston Hospital

See Insights and Ads Boost post

1 10 ↗

**COMMUNICATIONS REPORT (1 October – 31 December 2023)**

**MAILCHIMP AND HWK NEWSLETTER**

**Healthwatch Kingston e-news (5 October 2023)**

Out of 755 recipients, 344 people opened the email.

Article links performed at follows:

1. Care Workforce Wellbeing - 27
2. Board Meeting - 14
3. Black History Month – 7
4. New contract news – 4
5. Breast cancer – 4
6. Stoptober – 4
7. World mental health day - 3



**Dear Healthwatchers!**

In this newsletter we would like to share with you our [Care Workforce Wellbeing; Engagement Report 2023](#).

October is a busy month for raising awareness of important issues. It is Black History Month, Breast Cancer Awareness Month, Stoptober and it is World Mental Health Day on 10 October. We share how we are supporting these below.

**Care Workforce Wellbeing; Engagement Report 2023**

The research for this report was undertaken from August 2022 to March 2023, and builds on a wellbeing survey for care workers undertaken by RBK in late 2021. The views of 102 care workers were gathered by HWK through a survey, meetings and events approximately two thirds worked in care homes, and one third in home care.



Although the majority valued their work, gained satisfaction from it and felt that both their physical and mental health were taken seriously by their employer, there were also many stressors, such as being short staffed and feeling bereaved when a patient died. Carers generally felt respected, but over one third had witnessed disrespect and/or discrimination and a fifth did not feel confident in reporting it, or felt that clients who were disrespectful were unwell and not fully aware of their own behaviour.

[Read the full report and recommendations.](#)

**In case you missed our news last week - Kingston Council awards new Healthwatch Kingston contract**

Having been awarded the new contract, we can now continue the great work that we are already doing to give a voice to Kingston residents on their experiences of health and social care services.



[Read more](#)

**Stoptober 2023: It's not too late to start Stoptober and Quit Smoking**

Stoptober has begun but it's not too late to join the thousands of smokers quitting this October.



[Read more.](#)

**October is Black History Month**

Black History Month takes place annually in October, and is a month-long event dedicated to recognising the contribution of those with African or Caribbean heritage. This year's theme is 'Saluting our Sisters' to remember black women who have marked our history and culture locally, in the UK and worldwide.



[Find out more](#)

**October is Breast Cancer Awareness Month**

This October is Breast Cancer Awareness Month and we are focusing on raising awareness around secondary breast cancer.

There are an estimated 61,000 people in the UK who have been diagnosed with secondary breast cancer. That's why we fund research dedicated to giving those living with the disease, to give them more time to live their lives to the fullest.



[Read more.](#)

**World Mental Health Day is on 10 October**

Mental health continues to be of significant concern locally, with people seeking information and requesting help to access support.

Healthwatch Kingston is committed to working in partnership with voluntary, community and social enterprise organisations (VCSE), Public Health and the NHS, whilst raising the voices of service users and people with lived experience of mental health issues.



[Read more.](#)

**Next Board Meeting - 11 October**

Our next board meeting will take place on Wednesday, 11 October at 5pm, face to face. Members of the public are welcome to join part A of the meeting.



[More details.](#)





**COMMUNICATIONS REPORT (1 October – 31 December 2023)**

**NEWS: Kingston Council Awards New Healthwatch Kingston Contract - 2 October**

Out of 758 recipients, 379 people opened the email.



**NEWS: Kingston Council awards new Healthwatch Kingston contract**



Healthwatch Kingston is the independent champion for people who use health and social care services. As a team of staff and volunteers, we are here to make sure that those running services, put people at the heart of care.

Having been awarded the new contract, we can now continue the great work that we are already doing to give a voice to Kingston residents on their experiences of health and social care services.

We have six priority areas, the first of which is around NHS and social care transformation which means we will continue to monitor the commissioning, provision and transformation of NHS and social care in Kingston and the South West London Integrated Care System.

Secondly, we will continue to address health inequalities, in particular the health and care needs of women, neurodiverse people, and people with long term medical conditions.

We will continue to support meaningful engagement with local people with learning disabilities and we also have a keen focus on mental health, young people and safeguarding.

**Our Healthwatch Kingston Chief Executive Officer, Stephen Bitti said:**

"Over the past six and a half years Healthwatch Kingston has demonstrated the power of public feedback in helping the health and care system understand what is working, spot issues and think about how things can be better in the future. Services are facing unprecedented challenges and we look forward to collecting further experiences from everyone in our community, giving local people a voice to help shape improvements in access to and the quality of care."

**Our Healthwatch Kingston Chair, Dr Liz Meerabeau said:**

"We are pleased that Kingston Council have shown confidence in our work by renewing our contract after a rigorous tendering process. We are critical friends to a wide range of organisations in Kingston, and look forward to maintaining these fruitful relationships and forging new ones."

You can find out more information about the work of Healthwatch Kingston by visiting our website at [www.healthwatchkingston.org.uk](http://www.healthwatchkingston.org.uk). You can also follow us on [Facebook](#) and [Twitter](#).

We look forward to continuing our work with residents and partners in Kingston for many years to come. Please get in touch if you would like to share any experiences with us, or if you need any help with your health and social care needs.



**COMMUNICATIONS REPORT (1 October – 31 December 2023)**

**Healthwatch Kingston E-News Update - 12 October 2023 – Making Safeguarding Personal Report**

Out of 755 recipients, 363 people opened the email.



**Dear Healthwatchers!**

In this newsletter we would like to share with you our [Making Safeguarding Personal Report 22-23](#).

**Making Safeguarding Personal Report 22-23**



Making Safeguarding Personal (MSP) puts the person who is the focus of a concern at the centre during a safeguarding enquiry - from the beginning to the end.

Building upon the work of the Healthwatch Kingston Adult Safeguarding Community Reference Group, the Royal Borough of Kingston upon Thames (RBK) Adult Social Care (ASC) Adult Safeguarding asked Healthwatch Kingston independently to collect feedback from people who have been through the Kingston adult safeguarding process.

Originally the scope of the MSP pilot focused on adults at risk with learning disabilities. RBK then expanded it to include people being supported by the Mental Health Social Care Team, and in July 2021 it was extended to all Adult Social Care Teams.

This Healthwatch Kingston report provides anonymised feedback shared by local people who have been through experience of the Kingston adult safeguarding process.

The Making Safeguarding Personal Project in Kingston focuses on developing personal outcomes that support people to improve or resolve their circumstances. It engages people throughout their safeguarding journey about the outcomes they want and then works with them to ascertain the extent to which these outcomes were realised at the end of the process.

[Read the full report and recommendations.](#)

**In case you missed our news last week - Kingston Council awards new Healthwatch Kingston contract**



Having been awarded the new contract, we can now continue the great work that we are already doing to give a voice to Kingston residents on their experiences of health and social care services.

[Read more](#)



**COMMUNICATIONS REPORT (1 October – 31 December 2023)**

**Healthwatch Kingston E-News Update - 2 November**

Out of 757 recipients, 367 people opened the email.

Article links performed at follows:

1. Open Meeting - 55
2. Virtual wards – one year on - 18
3. Adult Social care – 17
4. Cost of living – 15
5. Safeguarding Conference – 14
6. MSP Report – 4
7. Care Workforce Wellbeing - 2



**Dear Healthwatchers!**

In this newsletter we invite you to our Open Meeting taking place next Tuesday 7 November, [online](#). The meeting will focus on Social Care. We are also sharing a Cost of Living survey which is being run by Kingston Council - please have your say through the link below.

Healthwatch Kingston invites you to our Virtual Wards one year on event, to see how Kingston Hospital have been getting on with this new initiative. You are also invited to the London Safeguarding Adults Board Conference 2023 with events taking place each day between 20 - 24 November.

If you haven't already seen them, we also provide links to two of our recently published reports on Care Workforce Wellbeing and Making Safeguarding Personal.

**Healthwatch Kingston Open Meeting - Tuesday 7 November**

We invite you to join our next Open Meeting which will focus on Social Care.

**Agenda:**

- 12.00 – Welcome and introductions – Stephen Bitti, CEO Healthwatch Kingston
- 12.15 – Update on RBK Adult Social Care developments and Q&A – Sam Morrison, RBK Interim Director of Adult Social Care
- 13.00 – Cost of Living Crisis and Q&A – Emma Crowe, RBK Communications Lead
- 13.30 – Lunch break
- 14.00 – Update on work of Kingston Safeguarding Adults Board and Q&A – Nicola Brownjohn, Chair, Kingston Safeguarding Adults Board
- 14.45 – Wrap up – Stephen Bitti
- 15.00 – Close

[Read more.](#)



**All About: Adult Social Care**

Do you or a loved one need help with social care? Read this article to find out answers to key questions about who can access adult social care.

[Read more.](#)



**Kingston Residents Cost of Living Survey**

We know this is a challenging time with increasing costs for everyone. Kingston Council is working closely with a range of community organisations to provide as much support as possible. Complete the survey to let them know how you are being affected.

[Take the survey.](#)



**Virtual Wards One Year On Event**

Healthwatch Kingston will be joined by staff from Kingston Hospital to revisit a conversation about Virtual Wards at an event on Tuesday, 21 November at 10.45am.

[Read more.](#)



**London Safeguarding Adults Board Conference 2023: 20-24 November**

Safeguarding is everybody's business. You are invited to join the LSAB Conference taking place during National Adult Safeguarding Awareness Week 2023. This year's conference agenda focusses on how you can safeguard the welfare and wellbeing of yourself and others.

[Find out more and how to book](#)



**Save the date! Enter & View Training - 27 November**

Healthwatch Kingston will be running Enter & View training on 27 November for anyone interested in becoming an Healthwatch Authorised Representative.

Please get in contact with [candy@healthwatchkingston.org.uk](mailto:candy@healthwatchkingston.org.uk) by end of Monday, 20 November if you would like to register for the training.



**Care Workforce Wellbeing: Engagement Report 2023**

The research for this report was undertaken from August 2022 to March 2023, and builds on a wellbeing survey for care workers undertaken by RBK in late 2021. The views of 102 care workers were gathered by HWK through a survey, meetings and events approximately two thirds worked in care homes, and one third in home care.

[Read the full report and recommendations.](#)



**Making Safeguarding Personal Report 2022-23**

Building upon the work of the Healthwatch Kingston Adult Safeguarding Community Reference Group, the Royal Borough of Kingston upon Thames (RBK) Adult Social Care (ASC) Adult Safeguarding asked Healthwatch Kingston independently to collect feedback from people who have been through the Kingston adult safeguarding process.

This Healthwatch Kingston report provides anonymised feedback shared by local people who have been through experience of the Kingston adult safeguarding process.

[Read the full report and recommendations.](#)



**COMMUNICATIONS REPORT (1 October – 31 December 2023)**

**Healthwatch E-News Update - 14 December 2023**

Out of 742 recipients, 316 people opened the email.

Article links performed at follows:

1. Help Rough Sleepers - 39
2. GP appointment - 16
3. Services and support – 16
4. Virtual Wards – 5
5. Resilience Fund – 4
6. Mental Health – 3



**Season's greetings from everyone at Healthwatch**

**Dear Healthwatchers!**

Festive Greetings! It is that time of year again and everyone at Healthwatch Kingston would like to wish you a Merry Christmas and Happy New Year.

Healthwatch Kingston will be closed from 5pm on Friday, 22 December 2023 - 9am on Wednesday, 3 January 2024. We've brought together [links to local services and support during this period](#).

Homelessness is everyone's business - [here's how to help rough sleepers](#).

Safeguarding is also 'everyone's business'. If you are concerned about a child or adult at risk, in an emergency call 999 or please report through [Kingston Council](#).

You can also catch up on our [Virtual Wards - One Year on 2023 Event](#).

**Services and support over the festive period 2023/2024**

Healthwatch Kingston will be closed from 5pm on Friday, 22 December 2023 - 9am on Wednesday, 3 January 2024.

We understand this time of year can be difficult. There are a wide range of services available to residents of Kingston to help during this time.

[Read more.](#)



**Helping rough sleepers**

Rough sleeping is often the most visible sign of homelessness. It is the job of local services to help rough sleepers, especially during the cold winter months. If you notice someone rough sleeping, here's what to do.

[Read more.](#)



**Virtual Wards – One Year on 2023 Event Recap**

On 21st November Healthwatch Kingston was joined by Dominic Ward (Frailty Lead for Virtual Wards) and Tracey Moore (Chief Operating Officer for Kingston Hospital) for our 'Virtual Wards – One Year on' event. For a list of questions and answers, a video of the full event, and to download the presentation click on the link below.

[Read more.](#)



**RBK Community Resilience Fund**

The third and final opportunity to apply for the RBK Community Resilience Fund, opens on 3rd Jan 2024. The fund aims to support voluntary, cultural and community groups to survive the cost of living crisis themselves, strengthening our communities and enabling them to thrive.

[Read more.](#)



**Looking after your mental health all year round**

In a post-pandemic world where the cost-of-living crisis is challenging for many of us, prioritising our mental health and wellbeing is necessary.

One in four people in the UK suffers from a mental health condition. With everything going on in our daily lives, awareness of our mental health and how to care for ourselves or others is essential.

[Find out more.](#)



**How to get the most out of your GP appointment**

Do you struggle to speak to your doctor about your medical concerns? You're not alone. Take a look at our top tips to make the most of your GP appointment.

Most GP appointments are just 10 minutes long. That doesn't give you much time to explain your symptoms, get a diagnosis, discuss a treatment plan, and get your questions answered.

[Read more.](#)



**Dates for you diary in January 2024**

**Healthwatch Kingston Q3 Board Meeting**  
Wednesday 17 January 2024 - 5pm - Online

**Healthwatch Kingston's Open Meeting**  
Tuesday, 23 January 2024 - 12pm - Online



COMMUNICATIONS REPORT (1 October – 31 December 2023)