

Health & Housing Week 2013

Evaluation

Health & Housing Week took place from 15-19 July 2013, organised by Community Housing Cymru and Care & Repair Cymru and coinciding with the 65th birthday of the NHS. This was an appropriate time to reflect on the work members have undertaken in working with health and social care services, producing high quality outcomes for a range of people within communities across Wales. We recognise, welcome and support the ongoing progress being made in proactively engaging in collaborative projects and initiatives. Health & Housing Week included opportunities to:

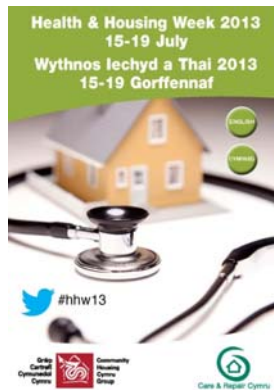
- Highlight the best practice currently happening across Wales.
- Discuss the challenges being faced by the respective sectors.
- Prompt constructive discussions on how these challenges can continue to be addressed.
- Set a direction and shape the work around housing and health locally.

CHC has produced an evaluation of Health & Housing Week in order to capture media coverage, member activity, engagement on social media channels and the general buzz surrounding the week. This evaluation will enable us to establish which channels were most successful, which messages were communicated to which audiences, and also to assess overall reach, engagement and influence on social media.

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CHC's involvement

CHC produced a 'Health & Housing Week' pack for supporting organisations which included information on the links between health and housing from a policy perspective, CHC's vision for the week, information on local events, key statistics on the links between health and housing, ideas and suggestions on how organisations could get involved and tips to engage with local elected representatives. Almost 400 people viewed the Health & Housing Week page on CHC's website where the pack was situated.



We also produced a good practice guide in collaboration with Care & Repair Cymru and the Welsh NHS Confederation which illustrates great examples of partnership working between the health and housing sectors across the seven Welsh Local Health Boards. The report highlights the results that can be achieved through innovation, partnership working and cross-sector collaboration. Housing has a major role to play in better health outcomes for individuals and in turn can alleviate some of the pressures on health and social services.



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We had great feedback on the good practice guide, including the tweet below from the Welsh Liberal Democrats. The document was almost viewed almost 400 times on CHC's website following a promotional push on Twitter. You can read more about our activity on Twitter during the week later in the document.



CHC also organised a Health & Housing Conference on Thursday 18 July in collaboration with Care & Repair Cymru and Cymorth Cymru. Over 120 delegates attended the event and, while we were disappointed with the turn out from Health, we had strong health-related speakers including Mark Drakeford AM, Health and Social Services Minister; Helen Birtwhistle, Director of the Welsh NHS Confederation and Sarah Rochira, The Older People's Commissioner. Mark Drakeford told delegates that the partnership between health and housing providers would become increasingly important as health services were moved out of hospitals. But, he continued, 'by 2015, reductions will have taken budgets back in cash terms to where we were in 2005. That means some very profound and challenging decisions have to be made here in Wales,' he said. 'Whatever else I have to say, we would be doing ourselves a disservice if we declined to recognise the inescapable context that we face over the current period.'

This clear indication from the Health Minister on the challenges that lie ahead underpinned a day that demonstrated all that is being achieved at present in the face of such reductions. Nonetheless, there was a realistic understanding that with continued reductions this work will need to progress and broaden further to benefit higher numbers of people in the communities within which members work. The day

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demonstrated a real hunger and enthusiasm from the sector to meet such challenges head on and to be the proactive catalyst of collaboration.

You can read Helen Birtwhistle's conference speech on CHC's website:

<http://chcymru.org.uk/en/news/latest-news/chc-news/helen-birtwhistles-speech-from-the-health-housing-conference>

CHC's website statistics

CHC's website was used as the main information hub for Health & Housing Week. The website banner below pointed visitors to the Health & Housing Week page (<http://chcymru.org.uk/en/policy/care-support-and-community-health/housing-and-health/health-and-housing-week-2013/>), where we promoted the Health & Housing pack and the good practice guide.



Some notable website statistics:

- 1,067 visits to CHC's website during Health & Housing Week
- Almost 100 people were directed to the Health & Housing Week page from Twitter throughout the week

Political Engagement

Recognition of the links between health and housing has been growing in recent years, and a key part of Health & Housing Week 2013 was to ensure that this link was explored and understood further by politicians.

With health and social care questions on the agenda during Health & Housing Week, all AMs received a copy of the 'Healthy Homes, Healthy Lives' good practice guide, with constituency examples being highlighted for selected AMs who had relevant questions during the plenary session. Examples of the joint working were gratefully received, with positive feedback from a number of AMs including Chair of the

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Communities, Equality and Local Government Committee Christine Chapman AM and Angela Burns AM, a member of the Conservative shadow cabinet.

Further to this, the NHS Confederation engaged with a number of political representatives following Health & Housing Week at the Royal Welsh Show, with Liberal Democrat AM Aled Roberts and MP Roger Williams pictured discussing the good practice guide on Twitter earlier in the evaluation report.

Media Coverage

The following media coverage was noted before and during the week:

Health supplement, essay by Helen Birtwhistle (Western Mail, 8 July). The essay can be viewed on CHC's website: <http://chcymru.org.uk/en/news/latest-news/chc-news/health-column-welsh-nhs-confederation>

Health and housing links explored at conference (Western Mail, 18 July, p29)

Housing must reduce strain on NHS (Inside Housing, 18 July):
<http://www.insidehousing.co.uk/care/housing-must-reduce-strain-on-nhs/6527800.article>

New preventative approach needed to sustain vital public services – CHC press release (CHC's website, Care & Repair Cymru's website and NHS Confederation's website, 18 July)

CHC: <http://chcymru.org.uk/en/news/latest-news/chc-news/new-preventative-approach-needed-to-sustain-vital-public-services>

Care & Repair Cymru: <http://www.careandrepair.org.uk/news/2013/07/18/new-preventative-approach-needed-to-sustain-vital-public-services/>

Welsh NHS Confederation:

<http://www.nhsconfed.org/NationalAndInternational/Wales/news/Pages/HealthHousingConference2013.aspx>

Vulnerable to be hit by health and housing cuts (Inside Housing, 19 July):
<http://www.insidehousing.co.uk/care/vulnerable-to-be-hit-by-health-and-housing-cuts/6527829.article>

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Member activity

A number of local approaches took place during Health & Housing Week to highlight best practice and to engage with health and social care colleagues. One member came forward in each Local Health Board region to either host a local event or to coordinate activities in other areas. Some events took place as short meetings whilst other areas took part in social media campaigns and briefings.

Betsi Cadwaladr University Health Board

A local event took place on Friday 19 July in Llanfairfechan, organised by North Wales Housing. The event, held at an Extra Care scheme, focused on the challenges posed by an ageing population, asking how these could be met by members in the region.

Hywel Dda Health Board

Members in this region will be engaging in an event held by the Local Health Board where they will work collaboratively to promote the work of members in the region, demonstrating the value of involving housing in the health care of communities.

Abertawe Bro Morgannwg University Health Board

A local event took place on Tuesday 16 July in Swansea, organised by Grŵp Gwalia. The roundtable discussion was an opportunity for an informal look at the nature of housing and health work being undertaken locally. A number of practitioners attended including those from social services, housing associations and the third sector.

Powys Teaching Health Board

A collaborative strategic document was launched during Health & Housing Week – 'Accommodation for People with Care & Support Needs Position Statement'. This strategy was produced by members based and working in the region, Powys County Council and Powys Teaching Health Board.

Cardiff & Vale University Health Board

The work taking place in this region was publicised on social media throughout the week, using the #hhw13 hashtag. This social media campaign highlighted best practice taking place locally and raised awareness about current successes and the case for greater collaboration. The campaign was led by Newydd Housing.

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Cwm Taf Health Board

The work taking place in this LHB region by members and Care & Repair agencies will be publicised in an event on 16 October, organised by Cynon Taf Community Housing Group, Merthyr Tydfil Housing Association and Cwm Taf Health Board. In addition, a snapshot of how work has progressed in the region will be publicised through a flyer.

Aneurin Bevan Health Board

The work taking place in this region was publicised via social media throughout the week, using the #hhw13 hashtag. A further meeting with health colleagues will take place in September, organised by Melin Homes, looking specifically at the issue of bed blocking and how appropriate organisations can contribute to further alleviating this issue.

Social media

We used social media to drive our messages for Health & Housing Week, to promote the pack and good practice guide, and to highlight activities organised by members. As noted above, members highlighted examples of the great work they are already doing on social media channels.

Twitter

There was a substantial amount of activity on Twitter related to Health & Housing Week, using the #hhw13 hashtag.

Here is a summary of the most common words/phrases used in conjunction with the #hhw13 hashtag. It's good to see phrases such as 'vital public services', 'Extra Care', 'preventative approach' and 'home adaptations'.

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Related Phrases Cloud



Influence

At least 100 accounts used the #hhw13 hashtag during the week, illustrated by the list below. This list includes tweets from Welsh Government, CHC, CHC staff members, housing associations, housing association staff members, Welsh NHS Confederation, Care & Repair Cymru, Care & Repair agencies, local health boards and other housing organisations/charities.

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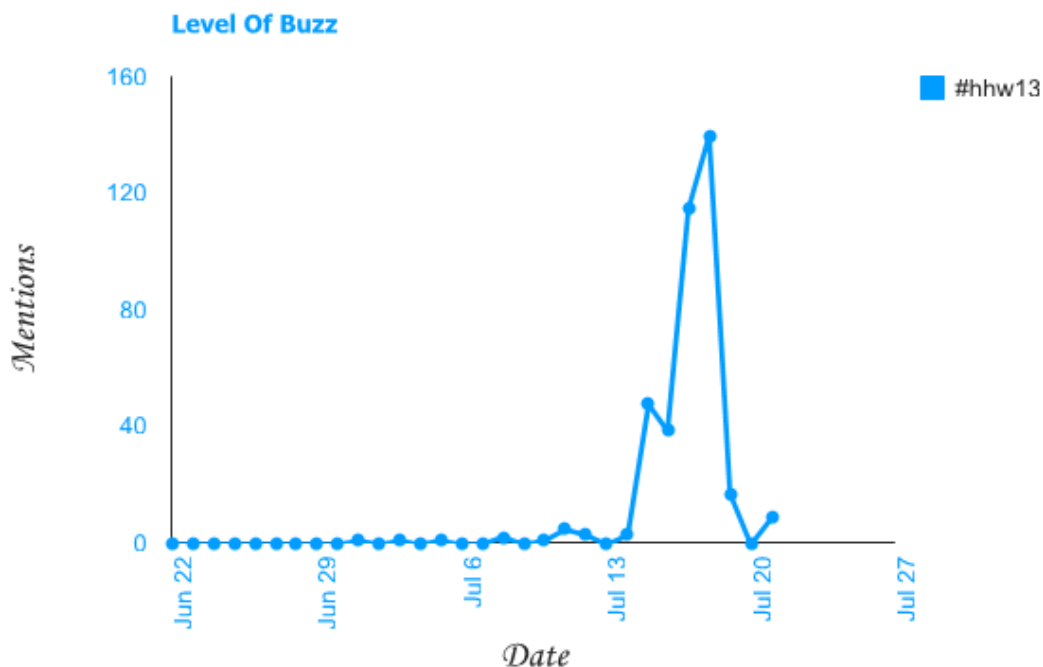


1	matt_chc	2	chcymru	3	crcymru	4	neil_crcymru
5	nlcnicole32	6	kevin_chc	7	nick_bennett1	8	newyddhousing
9	mellinhomes	10	hayley_chc	11	aaron_chc	12	jmwroe
13	chris_crcymru	14	beth_chc	15	enid_ccg	16	amanda_chc
17	talkolderpeople	18	wwha	19	carerepairvale	20	welshconfed
21	stavejones33	22	hafodcare	23	serengroup	24	taffhousing
25	elaineballard	26	sloned_chc	27	cymorthcymru	28	erosh_uk
29	wg_houseregen	30	bronafon	31	jimbirdw	32	edwinaohart
33	cadwynha	34	cathydaviesshc	35	broadheadtom	36	hinch62
37	dafyddpj	38	tenantchatback	39	torfaenhomes	40	tenantscrutiny
41	pennafgroup	42	adellewillis	43	ellinbrock	44	crnpt
45	llsabalife	46	cynontafhousing	47	cathewalescoop	48	aasc2
49	lizzyevans2	50	brettsadler77	51	paul_chc	52	caerphillyhomes
53	andyevans987	54	jemmabere	55	chcevents	56	nlabennett
57	ian_nht	58	rach_princess21	59	katie_dalton	60	valleystocoast
61	torfaensc	62	kelthedwardsclh	63	jastrophe	64	talpawb
65	cohesionmatters	66	llbbyprice21	67	goodpracticewao	68	afonyouth
69	livingwales	70	oovchirrupvoo	71	dosomah	72	mary_vdh
73	jennyporter2013	74	jenny_lewington	75	gwailatweets	76	sarahscriff
77	merthyrhousing	78	cosinteriors1	79	ctdtraining	80	abersychanward
81	neilriley77	82	helenmarycymru	83	tjanenelson	84	stave_taff
85	pauldigorynwh	86	aneurinbevanhb	87	acornprojectuk	88	wrhysjones
89	laraoyedele	90	cardifftrnj	91	rnibcymru	92	conwyrepair
93	urbandedignsew	94	monmouthshirecc	95	rhoneyjones	96	michellewshcym
97	talcalon	98	sagey9	99	bethanlloyd123	100	carrickcreative

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Engagement

It is clear from the evidence collected above that there was a high level of engagement with the #hhw13 hashtag during Health & Housing Week. As you can see from the screenshot below, the level of buzz peaked on Thursday 18 July when we held our Health & Housing Conference in Cardiff City Stadium.



In just 36 minutes during the Health & Housing Conference, we reached 14,213 people with the #hhw13 hashtag and gained 51,482 impressions (the amount of times the hashtag landed on each individual timeline). This indicates just how many people were tweeting from the conference and how many retweets there were.

Throughout the week in total, the hashtag reached 89,574 accounts and gained a massive 349,004 impressions.

These numbers again show the huge potential of promoting sector-wide issues on Twitter and prove that CHC has a substantial and engaged follower base. These figures also prove that the Welsh housing association sector is engaging with social media and really recognising the value of Twitter in particular.

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If you would like to read all the associated tweets, you can search for #hhw13 on Twitter.

Facebook

CHC publicised Health & Housing Week on its Facebook page, and these posts were viewed by 127 people. Members also posted information about examples of best practice on their own Facebook pages.

<http://www.facebook.com/communityhousingcymrugroup>

LinkedIn

CHC publicised Health & Housing Week and the relevant publications on its relatively new LinkedIn company page, and these posts were viewed 196 times.

<http://www.linkedin.com/company/2897867>

Blog

Amanda Oliver, Head of Policy and Research for CHC, wrote a blog post on the importance of integrating health and housing services. The post was viewed over a hundred times: <http://chcgroup.blogspot.co.uk/2013/07/is-service-integration-cure-for-ailing.html>

Summary

Our vision for Health & Housing Week was to recognise, welcome and support the ongoing progress being made in proactively engaging in collaborative projects and initiatives. We were also keen to highlight the best practice currently happening across Wales, discuss the challenges being faced by the respective sectors, prompt constructive discussions on how these challenges can continue to be addressed, and to set a direction and shape the work around housing and health locally.

All the activities and promotional channels described above were carried out in order to achieve this vision. The Health and Social Services Minister, Mark Drakeford AM, attended our Health & Housing Conference which demonstrates a commitment to making the links between health and housing, and several related releases were published in print and online media.

The massive storm of activity on social media and the visitor figures for CHC's website prove that the links between health and housing were prioritised during the week, and

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also confirm that awareness was significantly raised during the week. The social media campaign organised by members also proves that social media is increasingly being seen as the best place to promote best practice and to get your messages across. The engagement statistics are especially impressive and again demonstrate the huge potential of using social media to spread messages.

We will provide a longer lead-in time for Health & Housing Week next year to allow all members to get involved, to plan local events and so on. We invite feedback from members on the way forward for Health & Housing Week in order to ensure that it has even more reach, exposure and outcomes in 2014.

If you would like any further information about Health & Housing Week, please don't hesitate to contact us at CHC.

Bethan Samuel
Communications Officer

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