

MOBILE TECHNOLOGY – UTILISING FACEBOOK TO GIVE CLIENTS MOBILE, CURRENT INFORMATION ABOUT THE HEALTH VISITING SERVICE IN ASHTON, LEIGH AND WIGAN.

FACEBOOK – A HOME PAGE FOR ASHTON, LEIGH AND WIGAN DIVISION HEALTH VISITING SERVICE.

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Author: Sharon Swift Health Visitor

BRIDGEWATER COMMUNITY HEALTHCARE NHS TRUST– ASHTON, LEIGH AND WIGAN DIVISION

Contact: Nicola Monaghan Operational Lead for the Health Visitor Implementation Plan/Children’s Clinical Lead (Health Visiting)

Purpose of Document

This case study focuses on an improvement in service quality, innovation or a new way of working, specifically along one or more of the strands of the health visiting service vision and family offer

**Community
Universal
Universal Plus and
Universal Partnership Plus**

Brief Description of Case study/Project

As a result of NHS reforms requiring NHS providers to become separate from their local Primary Care Trusts, Bridgewater Community Healthcare NHS Trust was formed in April 2011. Bridgewater is a confederation of providers of NHS Community Healthcare covering several Boroughs in the North West of England, also providing NHS Community Dental Services in a number of additional areas.

Bridgewater provides Health Visiting Services in the following Primary Care Trust areas

1. Ashton, Leigh and Wigan
2. Halton and St Helen's
3. Trafford
4. Warrington

The Trust footprint (excluding Community Dental Services) covers 322 square miles, a population of more than one million residents in the North West and has a combined workforce of more than 4,200. Bridgewater provides services to three Primary Care Cluster organisations, contributes to the statutory element of safeguarding to five Local Authorities and works collaboratively with six Maternity Services.

Due to the diversity and size of the health visiting services provided by Bridgewater NHS NW offered "Quasi" Early Implementer Site status support. This entitled the organisation to access the Department of Health 9 Month, Healthy Child Programme, and Leadership Programme. Ashton, Leigh and Wigan Division (ALW) were selected to represent Bridgewater on this programme. The Divisional Director for ALW further supported the health visitor work with the secondment of an experienced health visitor as clinical operational lead for the Health Visitor Implementation Plan.

Bridgewater chose to employ a strategic lead for the Health Visitor "Call to Action" work, across the organisation and to represent Bridgewater on the Department of Health HCP Programme. This strategic role would co-ordinate all "call to action" development plans and to share and disseminate the learning from the DH HCP programme. Subsequently all work undertaken by ALW Division has been shared in all four Divisions of Bridgewater. The organisation chose to focus on strengthening the health visitor parenting work in pregnancy and early months by providing health visitors with the current evidence base and best practise in relation to skills and methods of working with families and to develop front line clinical leadership, to build operational health visitors capacity to lead service change.

It is important that health visitors embrace the "Call to Action". This case study meets the mobilising the workforce strand of this plan. It was evident from attending meetings there was a need to promote the Health Visiting Service and be more accessible to parents. It was identified that introducing a facebook page would provide information to clients in a current and modern

format and was accessible at all times. The idea was discussed at a meeting with managers, who embraced the idea and encouraged a group of staff to organise a task and finish group to develop a facebook page. The idea was also discussed with parents and a positive response was received.

Prior to the task and finish group the clinical governance team was contacted and they were informed of the project. The team identified no problems with the page as all information had been previously ratified and the information was being given to families in a paper format by the health visiting service. A meeting with the local children's centre also took place as they already had a facebook page. The aim of the meeting was to discuss any issues or concerns they had identified and how they had set up their page. All the information gained was taken to the first task and finish group meeting on 8 December 2011. This meeting consisted of a group of health visitors.

The items agreed at the meeting were:-

- the name of the page
- what links and information should be used
- what information should be provided by the health visiting service, for example, universal services, which included child and family clinics
- the security settings
- how to advertise the page to families
- how the page was to be developed
- using public health days to promote health
- contacting of local partner agencies to gain consent to be involved

The task and finish group planned a further meeting to gather all information required and view the page before it went live. The finished page was sent to management for comments prior to publishing. The page went live on 16 January 2012.

Challenges

The challenge was to promote and raise awareness of the health visiting service and to use new technology, i.e., facebook. Many parents who access the service use facebook, and thus providing health information in a modern way.

The project addressed this by the chair of the task and finish group being a Health Visitor, involving them in developing the facebook page and seeking advice from the local children centre, patient and public involvement. Parents were also consulted and agreed the page would be informative.

Lessons learned

It was extremely important that health visitors were involved in developing the facebook page so that they could inform parents of the page.

The service learned from other organisations how to set up the page.

Patient and public involvement were involved from the start and provided the project with governance advice.

Summary of Achievements

The key achievements were:-

- Staff felt empowered to achieve the project in the short timescale. This was achieved by the health visitors leading on the project, having ownership and being engaged in the process and being supported by the Operational Lead for the Implementation Plan/Children's Clinical Lead (Health Visiting).
- A project plan was developed with clear timeframes for completing tasks.
- The facebook page provides parents with access to information on the Health Visiting Service that is up to date.
- The page has over 61 friends at time of preparing this report.
- Ashton, Leigh and Wigan Division are supporting one of the other divisions to set up their own facebook page.
- The facebook page was presented at a Health Visitor Celebration day on the 8 March 2012.

Impact

The facebook page has over 60 friends and provides instant information on the health visiting service, health promotion and links to other service within Wigan borough.

The facebook page provides information on the health visiting service which is an early intervention and prevention service. It also provides information on health promotion topics by advertising health weeks. In the future all the health visiting leaflets will be available on the page thus reducing costs of printing.

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Benefits

The facebook page will raise awareness of health visitors and promote their role. The long term benefits from this project are that the health visitors "own" this project and therefore it is anticipated that further information will be developed on the facebook page. Parents have access to health information to support early intervention and prevention, outside of the health visitors working hours.

Undertaking the project has been a success because health visitors produced the work and worked to deadlines. As management had not imposed time frames on staff, they felt in control of the facebook page with the support from the Operational Clinical Lead.

The whole project has been a shared learning experience as a children centre supported the Health Visitors in developing the facebook page and Ashton, Leigh and Wigan Division is supporting one of the other divisions to develop their page.

Innovation

It has allowed active partnership working with a children centre and other health visiting services within Bridgewater Community Healthcare NHS Trust. The project was fully understood and supported by the local commissioner.

The project has used new technologies to promote the role of the health visitor, the service and to provide information to parents.

Personal Narrative Story

As a health visitor I felt empowered to develop and lead this project because I was supported by the managers, the Clinical Lead (health visiting) and health visitors. I was surprised how quick I was able to develop this project. This project has boosted my confidence and I have enjoyed working with one of the other divisions to support them in developing their facebook presence. I am considering developing mobile applications for health visiting with one of the other divisions.

A Community Practice Teacher has commented that the site “looks good and provides parents with useful information”.
