

Healthwatch Stockton-on-Tees Engagement Strategy 2026-2027



1. Digital Engagement

Facebook

- Weekly posts featuring local health updates, event invites, and community stories.
- Use targeted communication to reach specific demographics (e.g., carers, older adults, ethnic minorities).

Instagram

- Visual storytelling: share photos from events, infographics, and testimonials.
- Use Stories and Reels to highlight 'You told us' and 'Where we are' to enhance engagement with Healthwatch staff and volunteers.
- Collaborate with local initiatives and community groups.

X (formerly Twitter)

- Daily updates on health news, service changes, and live event coverage.
- Use HWS hashtags to add to hashtags commonly used
- Engage in local conversations and retweet partner organisations.

LinkedIn

- Share reports, insights, and professional updates.
- Connect with local health and care professionals and organisations.
- Promote the Health and Care Ambassador Program and volunteer opportunities.

Bluesky

- Share thought leadership content and community insights, including managers spotlight.
- Use it as a space for open dialogue and feedback.

2. In-Person Engagement

Community Meetings & Events

- Attend local council meetings, health forums, and community fairs.
- Set up information stalls with feedback forms and promotional materials.
- Offer “You Said, We Did” updates to show impact.

Drop-Ins

- Host regular drop-in sessions at libraries, community centres, and GP surgeries.
- Provide a safe space for people to share experiences and ask questions.
- Rotate locations to reach different areas of Stockton-on-Tees.

Health and Care Ambassador Events

- Organise regular Ambassador events, depending on the need of local communities and requests.
- Support ambassadors to host mini-events in their communities.
- Use ambassadors to bridge gaps with seldom-heard groups and build relationships.

3. Reaching Seldom-Heard Groups

Target Groups

- Ethnic minority communities
- People with disabilities
- Young carers
- People experiencing homelessness
- Refugees and asylum seekers

- Young People
- The Deaf Community

Approach

- Partner with trusted community organisations and faith groups.
- Use translated materials and culturally appropriate messaging.
- Attend events hosted by or for these communities.
- Offer anonymous and accessible feedback options (e.g., text, voice notes, easy-read forms).

4. Monitoring & Evaluation

- Track engagement across platforms (reach, likes, shares, comments).
- Collect feedback from events and drop-ins.
- Quarterly review of strategy effectiveness and adapt as needed.
- Use feedback to inform Healthwatch reports and recommendations.

