

## Humber Acute Services Review

### Organic Social Media Report

A series of social media posts were used to organically support the Paid social media advertising. The posts were run across Facebook and X (Formerly Twitter) on both the Humber and North Yorkshire Partnership accounts and the North Lincolnshire and Goole Hospital NHS Foundation Trust accounts.

The combined following of the accounts used is over 18,000 with followers predominantly living in the wider Humber area through the Partnership and more locally through the Trust.

The posts used supported the key messages of the consultation and were used to direct people to the bespoke website and to the consultation questionnaire.

In total over 100 posts were updated across the accounts with more emphasis being placed on the Trust due to the more appropriate audience. The Partnership social media was also used to run the paid social media campaign.

#### Organic results – Partnership social media

Total number of posts	24
Total reach/impressions	9,387
Total number of engagements	463
Total link clicks	42

#### Organic results – Trust social media

Total number of posts	68
Total reach/impressions	107,764
Total number of engagements	717
Total link clicks	7,366

#### Comments received through organic posts – Partnership social media

If they think I'm travelling 20 miles to Grimsby from Goole they can think again.

#### Comments received through organic posts – Partnership social media

- 1) I had to go to Grimsby last week for a prostate biopsy I had to be up at 5 am for 7.30 appointment when we got there from Goole we were told we aren't booked in while mid afternoon. It's stupid having to go all that way to Grimsby when we have a perfectly great hospital in Goole. If we to go out of Goole for why can't we go to Castle Hill it's just as good as Grimsby and a lot easier to go to. The nursing staff at Grimsby was brilliant for my treatment. But it's the powers above making the stupid decisions. Grimsby doesn't get our vote
- 2) Yeah why don't u just close SGH n Goole n send everything to Grimsby!

- 3) You could have spent less giving incentive to Bank staff
- 4) Why can't bank staff be offered a decent rate of pay to bring down agency usage
- 5) Incentives for bank shift?
- 6) Why can't staff be paid better than any bank or Agency staff full stop!!
- 7) Well that's about all services except out patients and therapies. People often cannot afford to travel. All that money spent on the new A+E. The trust never ceases to astound me with its decisions.
- 8) Absolutely ridiculous, no parent should have to travel that far to see their poorly child when we have a hospital on our doorstep!!
- 9) "At a different hospital" is very vague, which hospital?
- 10) Hate to say it but the reality is, it won't make any difference what anybody says! They've made their mind up that this is what will happen, and 'this consultation ' is merely a required paper exercise!!! It's sad but true!!!! No one in their right mind would see this proposal as being safe, effective or in the patients best interests!!!!
- 11) Absolutely awful decision!
- 12) And POOR Goole, never mentioned anywhere!!! Why was even Goole Hospital connected to Lincolnshire when it's in East Riding? I always wonder if Goole Hospital was connected to Hull Royal we will probably have more services operating and a good use of this lovely little hospital
- 13) What alarms me about this is my late Father in Law was admitted to Scunthorpe A and E a few weeks ago,, the care and treatment was 100%,,so much pressure was put on the excellent staff on the same day by hospitals such as Grimsby and others that had reached maximum capacity in their own emergency depts that patients were being diverted to..... Scunthorpe! Apparently Scunthorpe see their patients most efficiently and are treated and a ward found, that the others were using SGH as their port of call,, it was supposed to be for a couple of hours only but they were into the 6th hour that day. It was standing room only in the new A and E. Where's the logic for this change?? Who wants to travel further afield when they're already ill?
- 14) If i ever need treatment i want it in the town where i live. Dont want to have go 30 miles down the road. Its a bad idea. Im very hospital phobic and takes me all my time to go to scunthorpe hospital. No way could i go to Grimsby
- 15) This is devastating for our community.
- 16) Totally agree. Just look at the difference between the two hospitals. SGH looks run down and DPOW looks like its had all the money spent on it. Funny at A&E the other night patients sent to SGH from DPOW as no beds available there
- 17) Over 24 hours for paediatric admissions ?????? I trust "the model" has taken into account the wave of paediatric admissions that occur, annually, during the Winter months , which affect babies, under 1 year old. My personal experience , once encountered 14 of such admissions, during an 8hr shift ! These babies predictably need over 24 hrs stay, often requiring oxygen and support with feeding . The psychological, financial and practical implications of families being separated from

their children is going to be, without doubt, so disruptive. Anyone who is familiar with the needs of a hospitalised child, knows the long term impact of not having their main care giver with them, can be detrimental. Having to prioritise an ill child's needs against limited finances, lack of transport and family support, has the potential to cause delay, at worse prevent them accessing treatment, and so place the child's health at further risk. But ... as initially mentioned, I'm sure "the model" has taken all of that into account, hasn't it ?

- 18) No, No, No, No and No.....Local services mean LOCAL, and not 30 miles away. The reason behind all this? A failure to recruit / keep valuable staff. How will this move enable you to recruit / keep staff at Grimsby hospital? It won't. Do the right thing and try harder to keep the excellent staff you have, and recruit better. Do you honestly think Scunthorpe staff will want to travel or relocate to Grimsby? I don't think so
- 19) Find it absolutely staggering that the trust hasn't learned anything from covid. Beds, care any oxygen was the priority. The people making this decision on the whole are not key workers imho. What happens to the domestics, porters etc who were all patient facing, never worked from home and equally put themselves at risk working for this trust?. Will you discard these people when you start closing wards as they will be surplus to requirements and asset strip scunthorpe of patients and staff and ship them to Grimsby???
- 20) Absolute disgrace
- 21) You just invested all that money in the new A&E department, WHY? move services ????? Plus the new scanners too ??? It doesn't seem good use of NHS resources to move the services out ??? Why would you put so much investment into the hospital?????
- 22) What happens to parents who don't drive and their child is taken to Grimsby, single parents with a poorly child trying to get their other children to school and then spend as much time with said poorly child ? What happens then? The elderly trying to visit loved ones? A town this size and the amount of surrounding villages it serves should as always have the care and services we deserve! We're going backwards here not forward!
- 23) Not really asking are ya, just telling us what's gonna happen! Pen pushers with Stats n blah, looks good on paper so will do that
- 24) Just wondering if the amalgamation with Hull trusts will impact this? Will more services be disappearing?
- 25) Anything moving to Scunthorpe from Grimsby?
- 26) That means will do whatever want. Makes it look good if you ask us. But won't take any notice.
- 27) Shouldn't need to ask think it's pretty obvious what the people want. If they're having to ask then there is clearly something wrong.
- 28) Offer the staff overtime instead of making them work it as bank saves money on agency and safer working as they know their ward/area not rocket science.
- 29) The NHS cannot survive whilst we pay locum and agency. The answer is not always just to increase the pay in NHS, however if locum were not used then NHS pay may

be able to raise. NHS T's and c 's are very good. 7-8 week. A/L leave and sick pay. Nationwide, locum and agency pay should reduce to encourage substantive contracts. NHS trained staff should be tied to NHS for a period of time with financial penalty if leaving to private / abroad. I am a registered nurse of 37 years.

- 30) The bank winter bonus made sure we didn't have problems staffing shifts and is still a little cheaper than agency and from what I have seen safer as they're conscientious being in their own area
- 31) Recruitment has been an ongoing problem for too many years
- 32) Give bank staff a decent rate pay
- 33) This is nobody's idea of local services! I hope when you finally announce your consultation results, and try to force them on your local communities, that our local MP's, Councillors and the Government put a stop to it all
- 34) How is Grimsby local it's nearly 60 miles from Goole nearer to doncaster or Hull
- 35) So when there is a life threatening situation ie..Testicular torsion (cat 1 emergency) Ruptured ectopic pregnancy (cat 1 emergency) Major surgical hemorrhage (cat 1 emergency) Bleeding tonsil (cat 1 emergency) Ruptured spleen (cat 1 emergency) I could go on and on and these are just surgery related emergency which happen at all hours of the day and night. Sorry patients we've got to stick you in an ambulance and send you to grimsby, we hope you will survive, good luck! One way to fail patients and the current plan is only going to drive staff away from working at scunthorpe.
- 36) What on earth is going on. We shouldn't have to travel long distances for health care, people of Scunthorpe have paid for healthcare as much as anyone else. How can this be sustainable everyone travelling those distances. What about the extra pressure on the ambulance service, the visitors will also have to travel causing more stress and anxiety for both visitors, patient parking at Grimsby is already difficult. Hospital staff will find travelling very expensive and difficult in bad weather. Finally how are the elderly and none drivers supposed to get access to healthcare. My husband has recently had major surgery at Scunthorpe I had enough stress travelling 15 minutes never mind going to Grimsby every day. I'm sure he would have been very distressed by me having to drive on unfamiliar roads at dark in winter. I am 77yrs old I find this move is unacceptable and unsustainable. We should all be able to receive healthcare locally. The care my husband received from Scunthorpe was excellent. Ward 28 thank you.
- 37) That sounds really good until you realise in an emergency you are 25 miles away!!
- 38) How is this sustainable to the workforce? Are you expecting staff currently at sgh to fill that stop-gap by travelling to and from Grimsby each day? And why are you looking to move it to Grimsby when Scunthorpe currently perform more out of hours surgery than Grimsby? This would suggest demand is greater in Scunthorpe, ( where the hospital is closer to motorway networks than Grimsby may I add). This is not a safe option and it worries me for those who need the service. Re-think your plans nlag!
- 39) I need an emergency c section. I'm bleeding and my baby needs to be born and receive emergency paediatric input. Will my family lose both of us in the ambulance on the way from Scunthorpe to Grimsby? That's the cold, hard truth of what can and will happen when you take emergency services away from an entire town.

- 40) There will be deaths..., sorry to be dramatic but it is inevitable 40 mins to Grimsby  
??? Bleeding, Crash sections? Horrible and scary ridiculous idea
- 41) Humber and North Yorkshire Health and Care Partnership are you aware of this and the potential impact / influx of patients needs from and in the Scunthorpe areas?  
Reducing services in Scunthorpe will lead to increased numbers visiting Hull Hospitals! Why travel 25-30 miles when 10-15 is closer? Maybe you should discuss and have your say on this consultation? FYI, no one in or around Scunthorpe wants this to happen apart from the local trust board who seem to demonstrate the ineptitude to find and retain staff and maintain critical services to an ever growing population.
- 42) Rubish Grimsby not central it's on the coast
- 43) "Future sustainability of our workforce"
- 44) What happens when it's Scunthorpe endoscopy week to be on call at night though?  
We will have to travel over to Grimsby to do emergency bleeds - at least at the moment patients can be transferred to Scunthorpe if they can because there are teams here and not just at Grimsby
- 45) Not sustainable to the staffs travelling costs
- 46) Families without transport or financial means to travel will be impacted terribly.  
Families with other children, especially single parents will find this proposal impossible to manage.
- 47) I don't think there's any truth in the suggestion that it would improve training opportunities for staff?
- 48) It's a 60 mile round trip between Scunthorpe and Grimsby hospitals and the road is terrible!! How can this option be in the interest of patients and parents/carers?!
- 49) This has never been about offering a better service. This is about saving money.  
When I first started working at SGH it was under Humberside Area Health Authority with the head office in Hull. Surprise surprise we've come full circle. They now realise that under investment has gone on for years at Scunthorpe is going to cost financially big time. Closing departments down is the cheapest option.
- 50) I understand the comments here are only a snippet but not one of them is in agreement with the proposed changes. Every post regarding the changes I see seems to show the vast majority of patients, their families and staff don't want these changes
- 51) Moving children further away from ICU beds and specialist consultants at Hull and Sheffield, this is not in their best interests.
- 52) Just, Disgusting. Seems to be more focused on the financial side rather than the patient. Definitely we are looking to the patients as just a number.
- 53) Its a done deal. To make out it's a 'proposed' idea is laughable
- 54) I bet there still won't be any staff training on PANS /PANDAS though.

- 55) And make it more difficult for parents and carers to visit, attend appointments and transport costs!!!
- 56) How are you going to transport sick children from Scunthorpe to Grimsby?! There isn't enough ambulances/paramedics as it is!
- 57) NLAGS's new bosses in Hull, need to find different ways to save / make money. Perhaps move some of their vital services to Scunthorpe or Grimsby. After all, the bridge toll is only £1.50 now, and I'm sure they won't mind travelling to visit and support their loved ones
- 58) What is Grimsby hospital losing to Scunthorpe hospital?
- 59) All about saving money and not thinking about the actual tax payers who pay for this service. Maybe we should stop paying our taxes and go for private health care where you can actually get seen quickly and have safe surroundings.
- 60) Sick children need to be with their mums and dads. They feel safe that way. So you're going to put them 30 miles away. Not a brilliant idea. What do parents do who don't have transport. You're not thinking of those children you're inhuman. We need children's services in hospital here.
- 61) I disagree with this proposal on the grounds it will affect too many local residents especially those without personal transport and funds. I also believe simplification isn't the correct fix. The NHS is deteriorating down to a Third World level and if the plan is to run all our NHS services to an absolute minimum why? Maybe the organisational structure is wrong with high paid earners who basically are not performing and delivering. Only today I've had an Asian Nurse take my temperature and BP, she selected the wrong cup and then after using the wrong temperature device told me I had a body temp of 34.5 and walked away. A short time later another Asian Nurse returned and re-took the readings, does this observation worry you as much as it did me? The NHS is falling apart and the existing whole business is failing the local community. The influx of foreign Nurses and other disciplines is not effective and the cultures and skill set in some cases is poor. People are your biggest asset and as the adage goes 'you can only piss with the dick god gives us. Standards are being watered down and the UK is losing its identity for the worse. The existing buddy and coaching of Nurses is a serious concern and it is clear from my stay in hospital the levels witnessed is a failure. Centralising facilities is not the fix it is sticking a plaster over an injury, you are not correcting the chronic failings.
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stay in hospital the levels witnessed is a failure. Centralising facilities is not the fix it is sticking a plaster over an injury, you are not correcting the chronic failings.

- 78) The people were asked and the NHS bosses just ignored us. I was going to take the survey but you need to read their report. What's the point you have made the decision and are not interested in what the people of Scunthorpe and surrounding villages want or think.
- 79) I have a massive hospital phobia and I need someone with me. Even to go to A&E I have to have someone. This would definitely put me off going to hospital. I'd rather suffer.
- 80) They have no consideration for people living in Scunthorpe who have no choice but to make an 80 mile round trip to get to Grimsby where the parking is ridiculous, the park & ride isn't suitable for people with mobility problems and basically they couldn't give a toss, then they wonder why so many people miss their appointments.
- 81) Totally agree Vin Ashton, I said the same as soon as they went public. All ready signed, sealed and for sure it will be delivered. Watch preventable death rates increase!!!!
- 82) Do we really think that whatever we say will make a difference. They've already decided and this is to make them look good in the public eye. I have replied to this post previously.
- 83) Already signed sealed and delivered by the sound of it
- 84) No point. It's a done deal. Always has been.... Our opinion counts for nothing
- 85) Pity patients aren't looked after better, sat in soiled bedding for 3 hours, no breakfast for diabetic patients, god only knows why patients want our NHS services, absolutely disgusting!!!