



Date: Friday, 23 October 2015

Time: 9.30 am

Venue: Shrewsbury Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire,  
SY2 6ND

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## HEALTH AND WELLBEING BOARD

### TO FOLLOW REPORT (S)

#### **7 COMMUNICATION AND ENGAGEMENT GROUP UPDATE (Pages 1 - 18)**

A joint report will follow.

Contact Cllr Lee Chapman and Penny Bason, Health and Wellbeing Co-ordinator Tel 01743 253978.

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## Health and Wellbeing Board

### 23<sup>rd</sup> October, 2015

## COMMUNICATION AND ENGAGEMENT GROUP UPDATE

### Responsible Officer

Email: Penny.bason@shropshire.gov.uk Tel: 01743 253978 Fax:

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### 1. Summary

- 1.1. As agreed by the HWBB in May, the HWBB operational group has formed with a purpose to create transparency, consistency, to join up working and to avoid duplication in communications and engagement work. The group intends to support the Health and Wellbeing Board in the delivery of its strategy and is the process of writing an updated communication and engagement action plan. The group is chaired by Bharti Patel-Smith (Director, CCG) and Cllr Lee Chapman (Portfolio Holder, Adult Services).
- 1.2. Working together is already demonstrating benefits of increased knowledge and understanding of each other's work across stakeholders and it is hoped that we will also improve communication of health and care across Shropshire; helping the people of Shropshire to be better informed and involved in decisions around their care and, as a result, have better access to services. This will support health and social care organisations to achieve their individual priorities and aspirations around health and wellbeing.
- 1.3. The group worked together to promote Shropshire Together and individual health and care organisations at this year's Shrewsbury Flower Show. The group included: Shropshire Council (Public Health and Libraries), Shropshire CCG, NHS Future Fit, South Staffordshire and Shropshire NHS Foundation Trust, Shrewsbury and Telford Hospital, People2People, Healthwatch Shropshire and Help2Change.
- 1.4. At the event organisations united around the Health and Wellbeing Board's Year of Physical Activity, and the main feature to attract and engage the public was a smoothie bike. This unusual feature provided the opportunity to engage with young people, older people and families alike about health and wellbeing across Shropshire, whilst having open discussions about healthy lifestyles and behaviours. Organisations also had a chance to communicate and engage with the public about their individual organisation's services as well as sign-post the public to other support. Organisations reported over 250 interactions with the public over the two days. The group plans to attend the Christmas Market event in Shrewsbury in December.
- 1.5. The Comms and Engagement Group have highlighted two key priority areas of focus during this autumn; the Health and Wellbeing Strategy and a coordinated approach to winter messaging (NHS Stay Well campaign).
- 1.6. Appendix A demonstrates the current plan for the Health and Wellbeing Strategy promotion and consultation. It includes the use of survey monkey, focus groups, and meetings to gather views. The strategy consultation will finish on 29<sup>th</sup> November, however, it is envisaged that more work will be done with key stakeholders to develop the exemplar projects (mental health, weight management and diabetes care, and carers).
- 1.7. Appendix B highlights the key messages for the winter messaging campaign. The campaign is focussing on Stay Well, Flu, and NHS 111. Nationally and locally significant effort is being made to ensure one winter campaign across health care organisations. As such Shropshire and Telford &

Wrekin are working together across health and local authorities to deliver one communication and engagement plan. This is being coordinated by Shropshire CCG – with the support of communication colleagues. In section 5 of this document (Background information) the key messages for Flu and Stay well are highlighted.

## 2. Recommendations

2.1 To note the work and approach of the HWBB Comms and Engagement Group; to work collaboratively, as far as possible, on local communication and engagement programmes.

2.2 To discuss local winter messaging campaign.

## REPORT

### 3. Risk Assessment and Opportunities Appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

### 4. Financial Implications

4.1 There are no financial implications directly associated with this report.

## 5. Background

### 5.1 Key Messages for the Flu Campaign

- *Flu is highly contagious and spreads rapidly causing serious complications for those most at risk, such as the elderly, expectant mothers and people with long term health conditions.*
- *Flu is not just a bad cold. It can lead to more serious complications like middle ear infections in children, and pneumonia or bronchitis for those with underlying health conditions, and in some cases it can be fatal.*
- *Anyone who is eligible for the free flu vaccination should get it now before flu starts to circulate in the community.*
- *Vaccines are available between October 2015 and March 2016, so contact your local GP or pharmacy now – it's free because you need it. For more information visit [www.nhs.uk/staywell](http://www.nhs.uk/staywell)*
- *You can't catch flu from the vaccination. You need the flu jab every year because it changes depending on the prevalent flu strain*
- *Older people - as above and The flu vaccination is particularly important for those who are at increased risk of flu*
- *Flu can make the effects of your existing condition worse and makes complications like pneumonia more likely*
- *It is vital that those who are eligible have the flu vaccine every year as the vaccine protects against different strains of flu which evolve each year*
- *Parents of Children 2 to 7 year olds—*
- *Flu can be a very unpleasant illness in children as they suffer the same symptoms as adults, including fever, chills and aching muscles*

- *It's important to protect your little ones from flu and the vaccination is available free on the NHS*
- *The nasal spray vaccination is a quick, painless and effective way for children aged 2-4, and in school years 1 and 2, to be protected from flu without the need for injections.*
- *Carers - general messages and Having the flu vaccination will not only protect you but prevent the spread of flu amongst friends and family members, especially those you care for who are risk of serious complications from flu.*
- *People with long term conditions - general messages and If you have a long-term health condition, even one that is well managed, you are eligible for the flu vaccination free of charge. It's free because you need it*
- *Pregnant women—If you are pregnant, you are eligible for the flu vaccination free of charge. It's free because you need it*
- *The flu vaccine is safe during any stage of pregnancy, it does not carry any risks for you or your baby.*
- *The flu vaccine reduces the risk of complications and potential harmful consequences for both you and your baby if you catch the flu e.g. premature birth*
- *Pregnancy naturally weakens the body's immune system and as a result you may be less*

## **5.2 Key Messages from the Stay Well Campaign**

### **Older people (65+):**

- *Have your flu jab*
- *Make sure you take any medicines as directed; Make sure that repeat prescriptions are filled in advance as surgeries/ pharmacies may close over Christmas/ New Year*
- *Keep a supply of cold and flu remedies at home, so you don't have to go out if the weather is bad*
- *If you're prescribed antibiotics, make sure you finish the course*
- *If you start to feel ill, get help from the pharmacist straight away*
- *Unless it's an emergency, don't go to A&E or call 999—call NHS 111 in the first instance*

### **Carers (45-59):**

- *Make sure the home of the person you are looking after is kept warm, at least 18 degrees*
- *Make sure the person you are looking after takes their prescribed medicines, and that repeat prescriptions are filled in advance as surgeries/ pharmacies may close over Christmas/ New Year*
- *Make sure the person you care for has a well-stocked medicines cabinet*
- *If the weather is bad, check up on the person you care for, advise them not to go out*
- *If they're taking antibiotics, make sure they finish the course*
- *If they start to feel ill, seek advice from their local pharmacist straight away*

- *Unless it's an emergency, don't take them to A&E or call 999—call NHS 111 in the first instance*
- *Access self care advice from [www.nhs.uk](http://www.nhs.uk); Use tissues to Catch it! Bin it! Kill it!*
- *Have your flu jab, and make sure they have had theirs*

**Parents of under 5s:**

- *Have your flu jab*
- *If you or your children start to feel ill, get help from your pharmacist first*
- *Make sure you and your children take any medicines as directed*
- *Antibiotics aren't always necessary, but if they are prescribed make sure the course is finished*
- *Unless it's an emergency, don't take them to A&E or call 999—call NHS 111 in the first instance*

**Long term conditions patients:**

- *Have your flu jab*
- *Make sure your home is kept warm, at least 18 degrees*
- *Make sure you take any medicines as directed, get repeat prescriptions in advance of public holidays*
- *Keep a supply of cold and flu remedies at home, so you don't have to go out if the weather is bad*
- *If you're prescribed antibiotics, make sure you finish the course*
- *If you start to feel ill, get help from the pharmacist straight away*

*Unless it's an emergency, don't go to A&E or call 999—call NHS 111 in the first instance*

**6. Additional Information**

n/a

**7. Conclusions**

n/a

<b>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)</b>
<b>Cabinet Member (Portfolio Holder)</b>
<b>Local Member</b>
<b>Appendices</b> <b>Appendix A DRAFT HEALTH AND WELLBEING STRATEGY COMMUNICATION AND ENGAGEMENT/ CONSULTATION PLAN</b>
<b>Appendix B Stay Well Campaign</b>

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## **DRAFT HEALTH AND WELLBEING STRATEGY COMMUNICATION AND ENGAGEMENT/ CONSULTATION PLAN**

### **Strategy Consultation:**

The consultation will focus on asking stakeholders for feedback on the strategy priorities, and on the proposed exemplar projects. The feedback regarding the exemplars will provide support for the outcomes and action plan.

The consultation will take the form of:

- On line survey – survey monkey
- Focus groups
- Feedback from meetings

### **How will we communicate the draft strategy to the public and other organisations?**

- Press Releases, Shropshire Together Newsletters
- Social Media, twitter, websites
- Attend meetings, request agenda item regarding the HWBB strategy (including hospital trust board meetings)
- Meet with colleagues, including those working in frontline positions in health and care
- Focus groups – including but not limited to:
  - Young people (secondary, HE, FE, Young Health Champions)
  - People of working age
  - Patient groups, including groups with specific conditions (mental health, diabetes, dementia)
  - Those with protected characteristics including, Older People's Assembly, FRESH, Pregnancy group, faith groups
  - Other VCSA Forums of interest

Focus group conversations to include:

- Background information on the HWBB and Strategy
- Questions following the online consultation – to include discussion on the priorities and the proposed three exemplar projects

### **Time Frame**

The online consultation is live from 5<sup>th</sup> October to 29<sup>th</sup> November. Focus groups will take place prior to 29<sup>th</sup> November, however targeted focus groups around the exemplar projects will continue through action plan/ project development.

### **Target Audience and Consultees**

#### **Internal (to HWBB) organisations**

- Local Authority Elected Members
- GPs
- HealthWatch
- VCSA
- NHS England
- Shropshire Council and CCG staff
- Staff and practitioners in health and care
- Libraries

#### **External**

This list is not exhaustive as the majority of residents in Shropshire would access health care at some point in their lives.

- Members of the Communication and Engagement Group
- Parish and Town Councillors
- Public
- Voluntary and Community Organisations
- Business community (e.g local food manufacturers, restaurants, cafes, pubs)
- MPs
- GP Practice Patient Participation groups
- Nurseries, Playgroups, Children Centres
- Schools Children and Colleges
- Social Housing providers
- Voluntary sector
- Other groups such as Young Farmers, WI, NFU

This list is not exhaustive; the HWBB welcomes comments from any interested body or individual.

### **Analysis**

Once gathered the information will be thematically analysed and published via the Shropshire Together website and provided via email to those who have requested feedback. The information and analysis will be used to support the development of the Better Care Fund and the Health and Wellbeing Board outcomes and action plans.



# Stay Well This Winter 2015 – 2016

**17 September update**

Amplifying the national marketing plan

The national campaign plan

This year, NHS England, Public Health England, the Department of Health, the NHS Trust Development Agency and joining up winter

In previous years, there have been separate campaigns to address the challenges of winter.

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'Under the weather'



NHS 111



Flu



'Keep Warm, Keep Well'



Hand hygiene



'Choose well' (West Midlands region)

of Health, the NHS Monitor are campaigns

been separate challenges of

In previous years all of these have often competed for the attention of the same audiences!

**A single campaign makes sense!**



The national campaign...

- ✓ Is a campaign to **reduce admissions** via behaviour change among the following – all C2DE (unskilled/manual workers or unemployed)
  - ✓ **older people**
  - ✓ **carers**
  - ✓ **parents of under-fives**
  - ✓ **people with long-term conditions**

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- ✓ Aims to encourage people **to keep well by taking precautions and using the right services so they're less likely to be admitted to hospital over winter.**
- ✓ Includes **flu vaccination, self-care, prompt seeking of medical help at the first sign of illness via pharmacies, and warm homes**



Introducing this year's winter campaign

- Creative approach now confirmed as **STAY WELL THIS WINTER**
- Has a familiar NHS feel and creates a sense of **can do**
- Tested and refined with patients groups in Manchester, B'ham and South West.

Perceived as simple, common sense, helpful advice.  
Same creatives for NHS 111

- Features real healthcare professionals providing advice and warm instruction directly to the audience

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**Tone:** A warm yet firm authority on the right things to do to stay well this winter.



**Need medical help fast, but not sure you need A&E?**

Call 111 - the free, 24 hour NHS phone line.

We are fully trained to assess your symptoms, then direct you straight to the right local health experts.

**Stay Well** **CALL 111**



**Did you try calling 111 first?**

Because you may not need A&E.

We are fully trained to assess your symptoms and direct you straight to the right local health experts.

**Stay Well** **CALL 111**



**What is 111?**

**Why should I use it?**

**When do I use it?**

**How does it work?**

**Who can use it?**



**Call 111 - the free, 24 hour NHS phone line.**



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**Tone:** A warm authority promoting the place to get health issues sorted fast



- Comprehensive national media plan contains three sub-campaigns.
- Runs for 6 months, reaching 20m people over that time:

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Sub campaign	Key messages	Dates/national channels
Flu	<ul style="list-style-type: none"> <li>• Get the jab</li> <li>• Flu jab eligibility</li> <li>• Flu weakens the immune system</li> <li>• Nasal spray available for children</li> </ul>	<ul style="list-style-type: none"> <li>• Starts 5 October</li> <li>• Runs on <b>catch-up TV services</b>, regional <b>radio</b>, <b>press</b>, <b>Facebook</b> and <b>Google web search results</b></li> </ul>
NHS 111 (pilot in West Mids)	<ul style="list-style-type: none"> <li>• If you need medical help/not sure you need A&amp;E and it's urgent then call 111</li> </ul>	<ul style="list-style-type: none"> <li>• 1 &gt; 31 October</li> <li>• Runs on <b>outdoor media</b>, <b>radio</b>, <b>press</b> and <b>Google web search results</b></li> </ul>

<h3>Stay Healthy</h3>	<ul style="list-style-type: none"> <li>• Stock up on medicines/prescriptions by 24 Dec</li> <li>• Keep the house warm Use pharmacy for a range of support Flu jab reminder</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Starts 13 October</li> <li>• Runs on <b>TV, outdoor ads, radio, press, 11.5m home door drop</b> and <b>pharmacy bags</b></li> </ul>
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Midlands and Lancashire CSU

### STAY WELL THIS WINTER – national plans

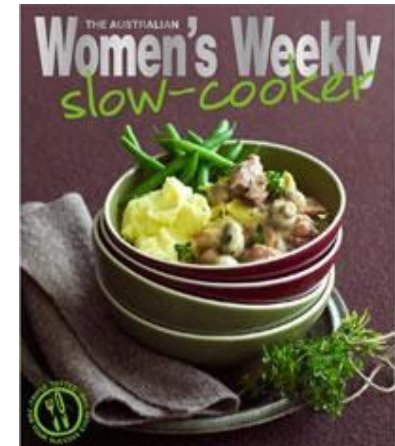
- The **flu jab** sub-campaign will be promoted in more authoritative contexts, such as around news/weather TV programmes and press adverts.

- The **stay healthy** sub-campaign will be promoted in warmer/conversational contexts, such as Facebook, talk shows and magazine features.

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Midlands and Lancashire CSU

STAY WELL THIS WINTER – supporting our local plans

• **Toolkit materials**

Materials delayed from original launch date of 17 September BUT flu materials are due to be made available on: <https://campaigns.dh.gov.uk/>

Some artwork can be customised, but there are strict controls to ensure consistency nationally. Can be ordered from DH Orderline but max 50 qty provided. Extra printing advised.





Format	Audience	Messages
Posters A3 and A4 – GP Surgeries	Over 65s/At risk audiences	Warm homes messaging
Posters A3 and A4 – GP Surgeries	Over 65s/At risk audiences	Stock up (before Christmas) on prescription medicines
Posters A3 and A4 – GP Surgeries	Over 65s/At risk audiences	There are a range of things you can do to stay well this winter
A3 and A4 posters	Over 65s/LTCs	Flu jab reminder
A3 and A4 posters	Parents	Do you have a child aged 2, 3 or 4? Flu can be serious for young children
A3 and A4 posters Midlands and Lancashire CSU	Pregnant women	If you're pregnant, then catching the flu could cause complications

## STAY WELL THIS WINTER – supporting our local plans

- Local media plan

Media, digital and outdoor advertising is being heavily invested in, so local activity should be focussed on local media and face-to-face engagement.

Has been selected to target C2DE cohorts using Mosaic profiling, TGI tool (media consumption habits) and the Touchpoints tool.

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- Microsite

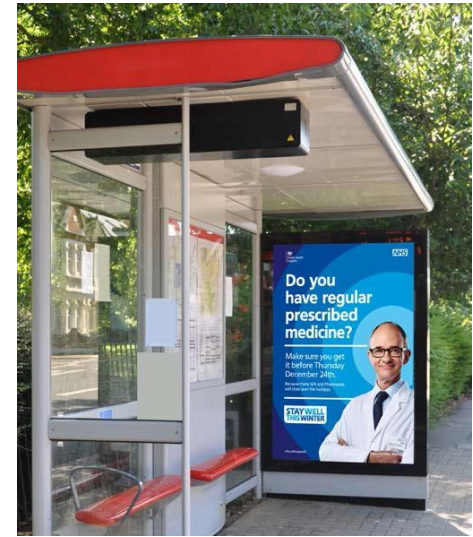
A single microsite will be available containing all campaign advice, videos and local services search. Local CCG sites will be used to contain info such as opening times.

Midlands and Lancashire CSU  
www.midlandsandlancashirecsu.nhs.uk

## STAY WELL THIS WINTER – local proposals

### The principles of our plans

- Spend only on hyper-local media, such as community radio



- Focus on face-to-face engagement to reach the places where the media can't
- Adjust messages where we know local nuance is needed e.g. concern among BME population around alcohol in the nasal spray
- Reduce the initially proposed spend on Facebook as most is covered by national media plan. Local use might include referring to local services, or using different languages to reach non-English speakers.
- Use a pledge board to – in the same way as the national campaign does – use local people to pledge how they'll stay well in winter to encourage others to do the same.



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