

Appendix 2: Winter Communications Activity

1. Introduction

The following provides an update on the communication activities for the winter campaign across Oxfordshire.

2. Background

As already outlined in the winter pressures paper winter can be seriously bad for our health and a challenging time for the NHS, particularly urgent and emergency care services. A joint national initiative from NHS England and Public Health started on 12 October 2017 aimed at the following groups:

- all children aged two to nine on 31 August 2016
- all primary school-aged children in former primary school pilot areas
- those aged six months to under 65 years in clinical risk groups
- pregnant women
- those aged 65 years and over
- those in long-stay residential care homes
- carers

The campaign is not about preventing those that need urgent care from going to hospital, but aims to help those that are most vulnerable to falling seriously ill with winter ailments, avoid needing hospital treatment by providing simple advice to protect them, including:

- Getting a flu vaccination
- Heat your home to at least 18 degrees (65f), if you can
- Seeking immediate advice and help from a pharmacist as soon as they feel unwell, before it gets too serious
- Keeping an eye on elderly or frail friends, neighbours and relatives
- Getting prescriptions before Christmas Eve
- Take your prescribed medicines as directed.

Seasonal flu immunisation is an important part of the NHS winter plan. Immunisation protects vulnerable individuals and can help reduce pressure on primary and secondary health services in the winter months.

3. Communications Objectives

- Raise awareness and understanding of the benefits of Flu immunisation to:
 - .1. Ensure all those who are eligible for flu vaccine this year, and their carers, know how important flu vaccination is and take up the vaccination themselves
 - .2. Explain the wider benefits of the seasonal flu programme and maintain public confidence in the programme
 - .3. Ensure that schools and parents understand the importance of why the vaccine should be given to children, and that schools understand the role they have to play in hosting the vaccination programme.
- Support the national winter campaign to ensure that local people who are most at-risk of preventable admission to hospital are aware of, and motivated to take action, to avoid admission this winter.
- Raise awareness of, and motivate people, to self-care where possible this winter by signposting where they can turn for advice, particularly NHS Choices, their local pharmacist and NHS 111.
- Maintain public trust and confidence in the ability of local health and social care services to withstand the challenges that winter brings
- Target specific messages at identified key audiences i.e. mothers of young children and pregnant women.

4. National Activity

NHS England and Public Health England launched the national Flu vaccination campaign on 12 October 2017. The campaign includes the following:

- All Pharmacies received campaign packs for the Stay Well this Winter campaign, these were distributed the week commencing 2 October.
- NHS Employers are running the 'Flu Fighters' campaign to support the flu vaccination of healthcare workers as done in previous years.
- A series of press releases are being issued nationally aimed at targeted groups:

30-Oct	Children (Age 2 and 3)
06-Nov	Long term conditions /Chronic Heart Disease
13-Nov	Learning Disability
20-Nov	Over 65s
27-Nov	Diabetes
04-Dec	Healthcare Workers

- NHS England will launch the Stay Well this Winter campaign on 13 November 2017 and this will run until March 2018.

5. Oxfordshire Clinical Commissioning Group (OCCG)

Nationally the winter campaign is 'Stay Well this Winter' however, in Oxfordshire, there are concerns about inappropriate attendances in services.

Research shows that a significant number of people choose to go to the A&E when there are other services more convenient and suitable for their needs, however, evaluation undertaken by the Department of Health shows that, people are confused about what counts as an emergency and this is supported by the other evaluation research reports. This appears to be the key challenge that all campaigns that are aimed at reducing inappropriate A&E attendances must overcome.

The research indicates that that people believe that they have a good understanding of NHS services and that they do not use them inappropriately. People agree with messages telling them ‘A&E is for emergencies only’ as they believe that they only attend A&E when they have an ‘emergency’ as they see it. So these types of campaign will not change people’s behaviour and may well reinforce the ‘wrong behaviour’.

Delivering the ‘Stay Well this Winter’ campaign is more appropriate than a specific behaviour change campaign, although sign-posting to appropriate services can be helpful to raise awareness of alternatives / what is available. In view of this, our approach has been to continue with the preventative approach of Stay Well this Winter and to encourage all front line staff to be responsible for appropriate signposting of services, to support patients to go to the right location for their health need.

OCCG is leading on system wide messaging for the flu vaccination programme and the more broader Stay Well this Winter campaign.

5.1. Activities to support our messaging

OCCG Communications campaign has focussed on supporting the national Stay Well campaign as follows:

- Stay Well this Winter – National Campaign promoted on CCG website and all of our comms campaign this year is following the national messages.
- Stay Well This Winter posters and leaflets have been distributed to all GPs in Oxfordshire.
- Social Media advertising aimed at mums and pregnant mothers started on Tuesday 10 October and will run until 23 November <https://www.facebook.com/1752640315045498/posts/1752778805031649> . As of 30 October the reach has been:
 - 1,167 link clicks
 - 47,972 reach
 - 178,054 impressions
 - 1,187 page engagement
- A flu press release was issued on 11 October. A series of further press releases will be issued as follows:

9-Oct	<ul style="list-style-type: none"> • Download the phone app to find health services quickly • Launch of Flu vaccination campaign
23-Oct	Scratchcards signpost people to the right services

30-Oct	Flu Vaccination for the over 65s
06-Nov	Flu Vaccination for people with long term conditions /Chronic Heart Disease
14-Nov	Launch of Stay Well this Winter
20-Nov	Keeping seasonable coughs and colds a bay
4-Dec	Order prescriptions in time for Christmas
11-Dec	12 Tweets of Christmas
18-Dec	Bank holiday pharmacy opening times
25-Dec	Keep warm keep well

- Paid for advertising - Radio Campaign with Jack FM started on Monday 16 October and will run until 12 November
- Bus advertising will go live w/c 27 November
- Paid for advertising aimed at student via social media starts w/c 30 October
- 12 Tweets of Christmas will launch in December – with press release and social media.
- Carer Vaccination campaign joint with County Council will launch in November.
- Ongoing promotion of our Phone app to help people choose the right service – current downloads are 3,400: <https://itunes.apple.com/gb/app/choose-well-oxfordshire/id869325684?mt=8> .
- Newly developed scratch-cards to support people making the right choice about which service to use have been distributed to Pharmacies and other locations including pubs, working men's clubs and others. The distribution is ongoing with a press release launched on 23 October.
- Oxford Health FT post live waiting times for MIUs via social media which is supported by OCCG social media.
- Information about alternatives to A&E is available on Oxford Health and OCCG websites.
- GP Access / extended hours was promoted extensively throughout the summer 2017. This will be promoted throughout the winter months.
- The CCG website promotes the MIUs and FAUs and other services in Oxfordshire.
- Pharmacy opening hours is promoted on website, social media and via press release in advance of bank holidays.
- All messages are shared with our providers and the county council for them to promote too.

5.2. Examples of communications collateral

Flu jab material:

NHS Oxfordshire Clinical Commissioning Group
Sponsored · 🌐

Don't delay, book an appointment today. Protect yourself from flu throughout the cold months.

Think you'll be ok to study or see friends when you've got Flu? No way
Get your flu jab now

Book an appointment with your GP
Ensure a healthy Autumn/Winter for yourself!

OXFORDSHIRECCG.NHS.UK [Learn More](#)

👍 Like 💬 Comment ➦ Share

Scratch Card:

NHS Oxfordshire Clinical Commissioning Group

Right Care, Right Place in Oxfordshire

Test your knowledge of NHS services

Where do you go for treatment if you have the following illnesses, injuries or symptoms?
Scratch the window you think gives the right answer.

Conditions, Injuries & Symptoms	Service	Service	Service	Service	Service
Mild cold, coughs or sore throat	Self-care	Pharmacy	GP practice	Minor Injuries Units (MIU) and First Aid Units (FAU)	A&E
Mild headache, earache or eye infection	Self-care	Pharmacy	GP practice	Minor Injuries Units (MIU) and First Aid Units (FAU)	A&E
Deep cut, severe sprain, a broken bone or minor burns	Self-care	Pharmacy	GP practice	Minor Injuries Units (MIU) and First Aid Units (FAU)	A&E
Severe chest pain, difficulty breathing, severe blood loss, choking or a suspected stroke	Self-care	Pharmacy	GP practice	Minor Injuries Units (MIU) and First Aid Units (FAU)	A&E

How well did you choose?

No You need to refresh your knowledge of health services (see over)

Maybe If the symptoms worsen, another service may be required

Yes Well done, you made the right choice

6. Oxford University Hospitals NHS FoundationTrust (OUHFT)

The following activity has been undertaken by OUHFT

6.1. OUHFT staff flu programme:

The staff flu programme 2017/18 began on 2 October:

- Over four weeks, **forty drop-in flu clinics** were held across four hospital sites. Times ranged from 7am until 6pm.
- From 30 October until the end of November staff will be able to get their flu jab from:
 - The Centre for Occupational Health and Wellbeing
 - Over 75 ward vaccinators based across four hospital sites
 - The Women's Centre open from 8am until 4pm Monday to Friday and from 8am until 1pm on Saturdays
- The OUHFT will continue to encourage staff using global emails, announcements, tickers etc.
- Methods of communication to staff has been as follows:
 - Intranet site
 - Countdown clock prior to start of programme
 - Webpart on intranet linking to internal website
 - Flu video (on screen in hospital entrance)
 - External page on www.ouh.nhs.uk where flu dates and times were published (now removed)
 - Globals
 - Ticker tape (messages running across computer screens)
 - Announcements
 - Staff Update
 - Screens
 - Trust Diary
 - External website – [with twitter feed pulled through](#)
 - Twitter #OUHflufighter @OUHospitals 'Thumbs up for the flu jab'
 - Facebook
 - Yammer
- A Wrap-up for Christmas programme of drop-in clinics will start end of November/beginning of December for three to four weeks.



- Posters and publicity material are distributed throughout the four sites prior to the start of the programme. Regular media updates are issued. Email signatures promoting the flu programme are available for download to all staff.

Last year's staff uptake at the OUHFT was 65% (highest in recent years has been 67%.) Figures at end of week 3 campaign show that 47% of OUH staff (5453) have been vaccinated.

6.2. External Communications

- Radio interview on drive-time with Dr Tony Berendt, Medical Director and Lead on staff flu programme
- The women's centre offers the flu jab to all pregnant women at their ante-natal appointments.
- A new app has been developed an app enabling vaccinators to register consent with an IPAD.
- There have been 21 Tweets over the previous months which have resulted in the following impressions per tweet: 1333, 1750, 1204, 1411, 1574, 11230, 1231, 1035, 1156, 1986, 994, 1494, 1357, 1106, 1812, 1410, 1605, 1163, 656, 658, 1808
- OUH produced 13 posts from 25 September to 24 October have resulted in the following reach per post: 5435, 1362, 2538, 3739, 2213, 3145, 1917, 1426, 1980, 1772, 2222, 3808, 4913

7. Oxford Health NHS Foundation Trust (OHFT)

The following activity has been undertaken by OHFT:

7.1. OUHFT staff flu programme:

OHFT are currently carrying out a comprehensive vaccination service via their Occupational Health team across all their trust sites and a schedule for the clinics is widely publicised via their intranet and through the weekly all-staff newsletter. At present there is an uptake rate of 24.55% (1,127 vaccines). The trust will continue to promote the flu jab to staff through the winter period with a particular drive over the next month.

7.2. School Vaccination programme

School Health Nurses are carrying out vaccinations as part of their role across primary schools in Oxfordshire. The Community Nursing Teams are also administering vaccinations to patients in the community.

7.3. External Communications

The following facebook activity has been undertaken:

- 7 Oct – shared NHS Flu Fighters video – watched by 312, reached 834
- 31 October – shared NHS Flu Fighters video – no stats available
- 11 October – shared Asthma UKs post about looking after yourself in the winter months, which included promoting the flu jab – reached 481 people (School Health Nurses page)
- OUHFT have also promoted their waiting times for minor injury units and first aid units on facebook:



8. Oxfordshire County Council and OCCG vaccination programme for Carers

From November 2017 all direct (paid for) social carers across Oxfordshire will be able to get a free flu vaccination at pharmacies or GP Practices. This is a new initiative and is a local addition to the flu strand of NHS South Central's 'Stay Well this winter campaign'. It has been developed in recognition of the value of direct carers, the importance of their wellbeing to the essential role they play in the health and social care system.

This campaign has not yet started but it is anticipated that the vaccination programme will be aimed at:

- All direct carers, whether employed directly by a care provider, by a care agency or employed directly by a family or individual.
- This includes the following roles:
 - Care worker, specialist care worker, senior care worker, care coordinator, senior care assistant
 - Personal assistant, day centre worker, activities coordinator, support worker
- This includes everyone working in direct care in the following settings:
 - care homes (with or without nursing)
 - extra care housing services
 - supported living services
 - domiciliary care services (community)
 - community learning disability services