

## Appendix 1: Update on Communications Initiatives to support the Winter Plan

The following information provides an update on communications activities for the winter wellness campaign across Oxfordshire.

### 1. National Campaigns:

A joint national flu immunisation campaign from NHS England and Public Health ran from 9 October 2017 - 23 October 2017 aimed at the following groups of people:

- 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 flu immunisation campaign aimed to protect vulnerable people and help reduce pressure on primary and secondary health services in the winter months.

The campaign included the following:

- All pharmacies received campaign packs for the 'Stay Well this Winter' campaign, these were distributed the week commencing 2 October.
- NHS Employers ran the 'Flu Fighters' campaign to support the flu vaccination of healthcare workers as done in previous years.
- A series of media releases were issued 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 launched the 'Stay Well this Winter' campaign on 13 November 2017 to run until March 2018.

Key messages included:

- Don't put off getting the flu vaccination; if you have a long-term health condition, even one that is well managed, you are at greater risk of getting flu.
- If you start to feel ill, you can get help from your pharmacy before going to your GP (your local pharmacy opening times are).
- Make sure you take any medicines as directed.

- Get any repeat prescriptions filled in advance as many surgeries and pharmacies close over Christmas.
- Keep a supply of cold and flu remedies in the house so you do not need to go out if the weather is bad.
- Keep your home warm, to at least 18C
- If you are prescribed antibiotics, finish the course.
- Do not go to A&E or call 999 unless it's an emergency. If you are in any doubt, NHS 111 can help you get the right treatment.  
Flu can be serious for young children, help protect them from flu with one simple nasal spray. It's free, fast and painless. If you have children ages two, three or four, or in school years one and two, don't put off taking up their free flu vaccination.
- If your children start to feel ill, get help from your pharmacy before going to the GP.
- If your child is prescribed medicines by the doctor, please ensure they are taken as directed.
- If your child is prescribed antibiotics please ensure they finish the course.
- Do not go to A&E or call 999 unless it's an emergency. If you are in any doubt, NHS 111 can help you ensure your child is receiving the right treatment.
- If you are pregnant you are eligible for the flu vaccination free of charge. It's free because you need it. It is safe during any stage of pregnancy and does not carry any risk for you or your baby.

Both campaigns were run and expanded by the local communications teams in Oxfordshire.

## **2. Oxfordshire Clinical Commissioning Group (OCCG)**

In addition to the national 'Stay Well this Winter' campaign, there were concerns in Oxfordshire around people not choosing the most appropriate health services for their needs health services, thereby increasing pressure on A&E and urgent care.

Research shows that a significant number of people go to A&E departments when, in fact, other health services would be more convenient and suitable for their needs

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 which all campaigns are aimed at reducing inappropriate A&E attendances must overcome.

**People believe they have a good understanding of NHS services and that they do not use them inappropriately. This means that people agree with messages telling them 'A&E is for emergencies only' as they believe they only attend A&E when they have an 'emergency'. So these types of campaign will not change people's behaviour and may well reinforce the 'wrong behaviour', which might explain why the behavioural insight team saw an increase in A&E attendances after they sent out their letters.**

It needs to be noted that only the Department of Health's behavioural insight team gathered A&E operational data to measure the impact of their activity. There is no evidence to indicate that the specific 'Choose well' campaigns or the 'Yellow Man' campaign reduced pressure on the A&E departments in the areas where these campaigns were run.

Delivering the 'Stay Well this Winter' campaign is, therefore, more appropriate than a specific behaviour change campaign. In view of this, our strategy 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 healthcare needs.

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

There were three elements to the CCG communications campaign, which supported the national messaging.

## 2.1 Stay Well this Winter

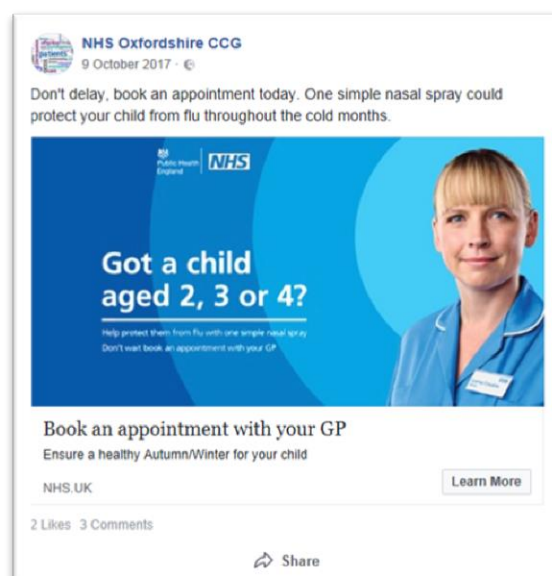
### 2.1.1 Facebook

OCCG supported the national campaign through two Facebook campaigns, bus advertising and radio advertising at a total cost of £16,355.45 inclusive of VAT. We ran two Facebook campaigns.

Tuesday 10 October - 23 November: Target audience was mums and pregnant women and is available here:

<https://www.facebook.com/1752640315045498/posts/1752778805031649> . In total the reach has been:

- 1,445 link clicks (users who clicked through the link)
- 57,770 reach (potential number of people who saw the post)
- 231,732 impressions (users who interacted with the post)



- 2 November 2017 to 2 December 2017. Target audience was students.  
<https://www.facebook.com/1752640315045498/posts/1762672117375651>

In total the reach was:

- Impressions 87,544 (users who interacted with the post)
- Reach 29,829 (potential number of people who saw the post)
- Link clicks – 924 (users who clicked through the links)



### 2.1.2 Bus advertising

Bus advertising ran 27 November 2017 to end of January 2018

- 10 x Bus Rears – 8 weeks
- Target Audience reached = 583,300 people

### 2.1.3 Radio Advertising

A radio campaign with Jack FM started on Monday 16 October and finished on 12 November 2017 promoting the flu vaccinations to mums and pregnant women.

### 2.1.4 Free opportunities

In addition to the paid-for advertising above, there were also free opportunities to promote the 'Stay well this winter' campaign:

- Posters and leaflets were distributed to all GPs in Oxfordshire.
- 12 Tweets of Christmas launched in December 2017– with a media release.
- Launch flu media release was issued on 11 October. A series of further releases were issued over the winter period:

11-Oct	OCCG backs flu vaccine campaign
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30-Oct	Over 65s
07-Nov	Parents are your children entitled to the free flu vaccine
14-Nov	Remember to keep warm keep well this winter
16-Nov	Free jobs for care workers
7-Dec	Smart cards – choosing the right health service
11-Dec	Severe weather warning – icy conditions
11-Dec	Weather warning – what health services are available for you
12-Dec	Check pharmacy opening times for the festive season
12-Dec	Keep any eye on elderly neighbours during the winter weather
13-Dec	Remember to order repeat prescriptions in time for the festive holidays
19-Dec	Consider alternatives before you visit the Accident & Emergency department
20-Dec	Choose the right health services over Christmas and New Year
28-Dec	Community pharmacies can help with emergency medicines

## 2.2 Choose the right services campaign

This campaign cost £964.80 for the design, print and distribution of 5,000 scratch cards.

### 2.2.1 Scratch cards

Scratch cards were distributed to children’s centres, community support centres, libraries, linked centres, pubs and working men’s clubs in Oxford City.

**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
	Yes	Yes	No	No	No
Mild headache, earache or eye infection	Self-care	Pharmacy	GP practice	Minor Injuries Units (MIU) and First Aid Units (FAU)	A&E
	Maybe	Yes	Maybe	No	No
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
	No	No	No	Yes	Maybe
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
	No	No	No	No	Yes

**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

In addition our free opportunities included:

## 2.2.2 Phone App

Ongoing promotion of our mobile phone app to help people choose the right service – current downloads are 3,988: <https://itunes.apple.com/gb/app/choose-well-oxfordshire/id869325684?mt=8> .



## 2.2.3 Free opportunities

- Oxford Health FT post live waiting times for MIUs via social media which is supported by OCCG social media. This is ongoing.
- Information about alternatives to A&E (Minor Injury Units, First Aid Units and other services) is available on Oxford Health and OCCG websites. .
- Pharmacy opening hours are promoted on the OCCG website, social media and via media releases in advance of bank holidays.
- All messages are shared with and by health providers and the county council.



## 2.3 Carers flu campaign

From November 2017 all direct (paid for) social care workers across Oxfordshire were able to get a free flu vaccination at pharmacies or GP practices. This new initiative was a local addition to the flu strand of NHS South Central's Stay Well this winter campaign. It was developed in recognition of the value of care workers, the

importance of their wellbeing to the essential role they play in the health and social care system.

This campaign is aimed at:

- All direct carers, whether employed by a care provider, 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
  - extra care housing services
  - supported living services
  - domiciliary care services (community)
  - community learning disability services

The results of this campaign are as follows:

- 509 county council employees were vaccinated, across 5 clinics in different parts of the county - all clinics fully booked and the scheme extended for staff to claim expenses for a free flu jab to meet demand
- all providers registered with the county council received the direct email or had an opportunity to hear about the scheme via personal contact with the county council or Oxfordshire Association of Care Providers
- 2 articles, Oxford Mail and Oxford Times, including online. No broadcast interest for this campaign - did pick up national flu campaign in general
- 143 total web page visits on free flu jabs for direct carers (news items on county council website)
- 127 total web page views (45 unique) on the news page for social care providers, average time on page 1.5 minutes (this was main item during this period 13 Nov - 4 Dec)
- E-newsletter (YourOxfordshire), delivered to 8,596 people, open rate 40.1%, link click rate on flu vaccination for direct care workers item 30
- e-newsletter (Oxfordshire Matters), delivered to 212 stakeholders, delivered to 605 stakeholders, open rate 35%
- Twitter stats not available as time has lapsed - we decided not to run a bespoke Facebook campaign for this specific element of the flu campaign as it was competing with the general flu messages aimed at the general public that used similar images



## 2.4 GP access appointments

GP access/extended hours were promoted extensively throughout summer 2017.

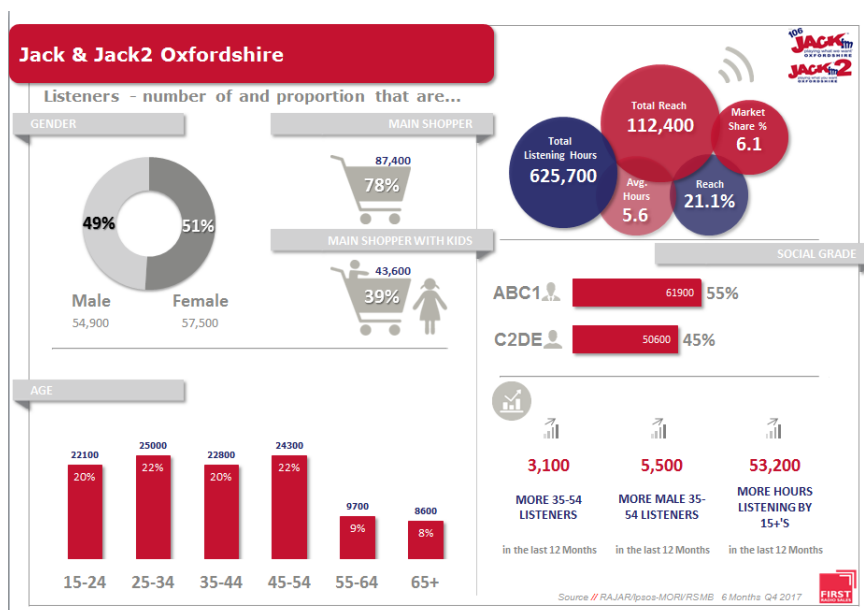
In addition, and following extra funding from NHS England, OCCG placed advertising as follows at total cost of £21,932.92 inclusive of VAT:

- 20 December – 3 January 2018
  - Oxford Times 76,930 weekly
  - Oxford Mail 60,363 daily
  - Herald Series 34,855 weekly
  - Witney Gazette 28,332 weekly
  - Banbury Guardian 48,153 monthly



- 20 December 2017 – 3 January with Jack FM: total reach 112,400 listeners





### 3 Summary of activity

In summary, the Oxfordshire system spent £30,853.17 inclusive of vat. £21k was funded by NHS England.

The summary below shows the opportunities to see and hear for the paid for advertising:

Form of advertising	People reached	Spend (incl of vat)
Bus advertising	583,300	£5555.45
Facebook advertising	87,599	£10,800
Print advertising	200,480	£12,215.32
Radio	976,456 impacts	£1317.60
Collateral	5,500	£964.80
Total number of people who saw or heard the advertising	185,333,5	£30,865.17