

Choose Well Winter Campaign 2012/13 - Communications Plan

1. Introduction

Demand management has been identified by the NHS Directors of Communications as one of the priority areas for communication and engagement activity during 2012/13. The aim is to build on the existing Choose Well campaign, which is being used across the country.

The Choose Well campaign has the following aims:

- Provide a consistent identity for NHS teams to use to promote the range of NHS services available to their local communities; explain to the public how their various local NHS services fit together
- Make it clear to the public that A&E and 999 services are for life-threatening and serious incidents only
- Promote self care and the use of high-street pharmacy for common complaints

Managing demand for NHS services over winter is a key priority for the NHS, to ensure that resources are focused where they are most needed. Estimates show that every year two million people who go to A&E could have either self-treated, or used another local service, at a cost of up to £136 million over a 12 month period – that's the equivalent of 6,500 nurses.

The focus for the SHIP communications and engagement team for 2012/13 is as follows:

- Local delivery of the national Choose Well campaign
- Supporting CCGs on more specific Choose Well projects
- Working with public health teams on a campaign aimed at parents/carer of 0-4 year olds.

National Key facts and statistics:

- 51.4m GP consultations are for minor ailments alone, 18 per cent of the GP workload
- Nearly half of these consultations are generated by people aged 16 – 59 years
- Since 2005/6, the number of First Attendances at A&E has gone up from 17,775,225 to 20,717,197 in 2010/11 (16.5 per cent)
- Two million people who go to A&E could either self-care or have been treated elsewhere in the community
- 12 percent of people admit to having used A&E in the past even when they knew there was nothing seriously wrong with them
- The estimated cost of treating people who go to A&E but who could have either self-treated or gone elsewhere, is £136 million a year
- This is the equivalent cost of 6,500 nurses

2. Audiences

Based on experience and feedback, three groups have been identified as the specific targets for this Winter's Choose well push:

- families with young children
- young people aged 17 – 24
- people with long term conditions and vulnerable older people; and carers

Within SHIP, we are will be targeting the following with promotional materials:

- GP surgeries
- Pharmacies
- Children's Centres
- Health visiting teams
- Nurseries
- LTC charities
- Colleges and universities

3. Key Messages

The key messages below will be communicated throughout the campaign:

The key messages are:

- Self-care is the best option if you have a common complaint
- Your high street pharmacy can give you expert advice without an appointment
- Download our mobile-phone friendly link for more information <http://bit.ly/nhsnwQR>

General messages

Primary Key Message	Got a cough or cold? Flu? Upset stomach? Feeling miserable? Save yourself time and money – visit your local
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	pharmacy for help and advice or look on line www.nhs.uk
Secondary Key Message	A fall in temperature means a rise in heart-attacks, strokes and breathing problems. You can help by keeping NHS services free to treat emergency cases such as these. For advice on common complaints such as upset stomachs, colds and flu and general aches and pains talk to your pharmacist or look on line – www.nhs.uk
Key messages around convenience	Self-care is the best option if you have a common complaint such as a cough, cold, upset stomach, aches, sprains and strains. Your high street pharmacy can give you expert advice without an appointment
Key message about symptoms	For the majority of people, common complaints such as an upset stomach, sprains, strains and aches, cough or sore throat will start to clear up without the need for treatment or a GP appointment within a few days.
Key messages around advice and support	Information and advice on how to self-care for common complaints is available on-line, including how long symptoms will last. If you prefer a face-to-face chat with someone, your high street pharmacist can help
Key messages re on-going complaints	If symptoms won't go away, contact your GP for further advice – make sure you tell them what self-help steps you have already taken.

Families with young children

Young children are often ill. In most cases it's not an emergency. If you're not sure call 0845 4647 or 111 or visit your local pharmacy for advice. Please remember A&E is for serious health issues such as choking, chest pain, blacking out, blood loss and fractures

Young people aged 17 – 24

Ill but not sure where to go? Log onto <http://bit.ly/nhsnwQR> or ring 0845 4647 / 111

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Pharmacies can give health advice too

Please remember, A&E is for accidents and emergencies, not anything and everything

Not registered with a GP? Find your nearest walk in centre <http://bit.ly/nhsnwQR>

People with long term conditions; and carers

You can talk to your GP or your local high street pharmacy about what do if you catch a stomach bug, cold or flu – a personal care plan will help you if your health changes

A&E should only be used for emergencies

If you are living with an underlying health condition such as diabetes, heart disease, lung disease; if you are a carer of someone with health problems such as these; or looking after someone recovering after a stay in hospital; there is a free on-line resource that you can use to organise care and support amongst friends, family members and neighbours – go to www.rallyroundme.com

4. Communication Tools

Local delivery of the national Choose Well campaign:

- Distribution of localised A5 leaflets
- Distribution of posters
- Press releases related to self care and pharmacy use
- Copy for website, newsletters, social media and intranets

All materials can be accessed online here:

<http://www.midlandsandeast.nhs.uk/DoOnceCampaigns/DemandManagement/AutumnWinterDemandManagement.aspx>

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Supporting CCGs on more specific Choose Well projects:

- Working with North East Hampshire and Farnham CCG on a specific social marketing project aimed at 17-24 year olds, including a sub brand, events, peer champions and a pilot interactive information board at A&E
- Working with Portsmouth and South East Hampshire CCGs on a 'A&E means Accident and Emergency not Anything and Everything' campaign across a wide range of media and communications including: radio, press, social media, posters, advertising at Portsmouth Football Club, GP TV stations, Gosport Ferry advertising, local magazines and newsletters advertising and outdoor advertising

Working with public health teams on a campaign aimed at parents/carer of 0-4 year olds:

- Child health Choose Well booklet distribution
- Choose Well interactive game advertised through local media

5. Action Plan

ACTION	LEAD	TARGET DATE
Distribution of localised leaflets and posters across SHIP cluster area	DU/SH	23 November
Check info on all SHIP websites is correct	CG	Complete
Articles in Compass (staff newsletter)	CG	Ongoing
Weekly press releases and social media – incl quotes from DPHs if possible	CG	Ongoing
SHA Winter pressures conference calls – fortnightly	CG	Ongoing
Email to providers to ask what they are doing and advise what we are doing	DU	Complete

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Note to vol orgs and LINKs	DU	w/c 12 Nov
Supporting NEH&F CCG: 17-24 year old social marketing campaign, sub brand with event and materials, FB group, peer champions, interactive board at Frimley A&E	DU/SH	Ongoing
Supporting Portsmouth & SE Hampshire CCGs: 'A&E means Accident and Emergency not Anything and Everything' campaign across a wide range of media and communications including: radio, press, social media, posters, advertising at Portsmouth Football Club, GP TV stations, Gosport Ferry advertising, local magazines and newsletters advertising and outdoor advertising TBC	SH	Ongoing
Child health booklet and interactive game promoted across a wide range of media TBC	DU/SH	Ongoing

The above activity will be evaluated through debrief meetings with project teams as appropriate.