

**Clinical Commissioning Group Governing Body
Paper Summary Sheet**

Date of Meeting: 22 November 2016

For: PUBLIC session **PRIVATE Session**

For: Decision **Discussion** **Noting**

Agenda Item and title:	GOV/16/11/11 Joint Winter Communications Plan
Author:	Sarah MacLennan, Associate Director of Communications and Engagement
Lead Director/GP from CCG:	Jo Cullen, Director of Primary and Urgent Care, Group Director (WWYKD)
Executive summary:	<p>The attached plan informs the Governing Body of the planned communications activities developed to protect the public and mitigate against expected pressures within the health system this winter. This winter communications plan has been drawn up to co-ordinate the work and use the influence of Wiltshire’s combined public services to effectively improve health outcomes over the winter months. The plan outlines how Wiltshire CCG and Public Health at Wiltshire Council are working together to support the national ‘Stay well this Winter’ campaign and, through localised marketing and PR initiatives to the public, health professionals and staff, are protecting the health and wellbeing of people this winter.</p> <p>Local communications activity will support national activity and target individuals with long-term health conditions and their carers, those over 65, pregnant women and parents of under fives. In addition, localised plans will look to target those working and caring for people in a care home setting. Both the national and local plans aim to ensure that people who are most at-risk of preventable emergency admission to hospital are aware of and, wherever possible, are motivated to take actions that may avoid admission this winter.</p>
Evidence in support of arguments:	The Winter Communications Plan provides a comprehensive single document for strategy and action.

Who has been involved/contributed:	The CCG Communications Team has worked with Wiltshire Council Public Health team and the plan has evolved with contributions from members of the Joint Commissioning Board.
Cross Reference to Strategic Objectives:	The report contributes to all strategic objectives.
Engagement and Involvement:	Members of the Joint Commissioning Board and Healthwatch have been involved in the development of the plan, and it was also discussed at the Health and Well Being Board in September 2016. The plan has been shared with neighbouring CCGs in Swindon and B&NES, the communications teams at RUH, GWH and SFT and the communications team at NHS England.
Communications Issues:	Elements of the winter communications plan are made publicly available via radio, print and web-based channels
Financial Implications:	There are no direct financial implications.
Review arrangements:	The Winter Communications Plan is iterative and will be reviewed and updated on a monthly basis.
Risk Management:	The Plan contributes to risk management arrangements.
National Policy/ Legislation:	The Plan incorporates information on compliance with the NHS Constitution.
Equality & Diversity:	The Plan has no negative E&D impact
Other External Assessment:	This Plan will contribute to external assessments.
What specific action do you wish the Governing Body to take?	To receive and note the Winter Communications Plan.

STAY WELL THIS WINTER – A LOCALISED PARTNERSHIP COMMUNICATION PLAN

Background

Wiltshire Clinical Commissioning group and Wiltshire Council are again working together this winter to protect health and wellbeing by reducing pressure on local public services and ensuring resilience as demand increases.

Like last year, the campaign will use the national NHS branding of Stay Well this Winter, utilising existing promotional materials where possible.

The campaign is to help those with long-term health conditions, those over 65, pregnant women and parents of under-sevens stay well and keep their loved ones well this winter.

The tone of local messages will be to encourage rather than dictate but emphasising the importance of looking after yourself and other people during this period

This campaign is not about preventing admissions among these groups if they need to go to hospital, but will help them stay well by recommending a course of actions, so they do not require a visit to the hospital. The actions include:

- Seeking immediate advice and help from a pharmacist as soon as they feel unwell, before it gets too serious
- Getting prescriptions before 24 December
- Completing the course of prescription medicines
- Keeping as warm as they can
- Getting a flu vaccination
- Stocking up on winter food supplies
- Keeping an eye on elderly or frail friends, neighbours and relatives

The campaign is designed to raise awareness of these actions to help individuals stay well this winter.

Strategy

For Wiltshire CCG and Wiltshire Council to work in collaboration to support the national 'Stay well this Winter' campaign by delivering the key messages described below, through all available channels. To develop localised collateral and to support the campaign through localised marketing and PR initiatives.

Audiences

The national campaign will focus on individuals with long-term health conditions and their carers, those over 65, pregnant women and parents of under five's. In addition, our localised plans will look to target those working and caring for people in a care home setting.

National marketing objective

To ensure that people who are most at-risk of preventable emergency admission to hospital are aware of and, wherever possible, are motivated to take, those actions that may avoid admission this winter.

National key messages

The messages recommended in the campaign focus on those actions that are most likely to prevent an emergency admission, for example:

- Taking up the offer of flu vaccination
- Self-care - using over-the-counter medicines and pharmacy as a first point of call
- For people who have long-term conditions, seeking prompt medical attention, so that minor illnesses do not escalate to the point where hospitalisation is necessary
- Keeping homes warm in cold weather
- Avoiding falls (for example by stocking up on food and medicines so that it is not necessary to go outside in icy conditions)
- Avoiding A&E except for emergencies (utilising pharmacies and calling NHS 111 if in doubt)

Local messages

Key message	Supporting messages	Target audience
Eat well	Food is a vital source of energy, which helps you keep your body warm. Try to make sure that you have regular hot meals and drinks. Do you want to improve your health and make positive life changes? Find out more about our community Health Trainers.	Particularly older people and parents of young children
Keep active	If the weather prevents you from going for a walk try to keep active indoors. Or find out more about Get Wiltshire Walking or what's happening at your local leisure centre	Particularly older people
Get prescriptions before 24 December	GPs are likely to be particularly busy before Christmas and may be closed for four days between 25 Dec and 28 Dec. Don't wait until the Christmas holiday to get repeat	Particularly with long term health conditions

	prescriptions or talk to your GP about a long standing problem.	
Find out where your local minor injuries unit is	Visiting your local unit may be quicker than visiting A&E. Contact the NHS 111 service to seek advice about which service you need. Find out more at http://www.wiltshireccg.nhs.uk/stay-well-this-winter	Particularly adults who do not have an underlying health condition and parents
Learn more about norovirus and how to help ease your symptoms.	If you have norovirus stay at home – norovirus is contagious and there’s nothing your GP can do while you have it. Contact your GP to seek advice if your symptoms last longer than a few days or if you already have a serious illness or poor health.	Adults in good health who do not have an underlying health condition and parents of older children
Keep warm and safe	If you have reduced mobility, are 65 or over, or have a health condition such as heart or lung disease, you should heat your home to at least 180C Concerned about an elderly friend or relative this winter struggling to keep their home warm? Contact Warm & Safe on 0300 003 4575 Your GP can refer you to Warm & Safe so ask for details if you think you could benefit A Winter Fuel Payment of between £100 and £300 is available if you were born before July 5th 1952. A Cold Weather Payment may be available to you if you receive certain benefits. Payments are made when your local temperature is either recorded as, or forecast to be, an average 0oC or below over seven consecutive days Protect yourself from trips and falls by making your home safe. Make sure you have: <ul style="list-style-type: none"> • Checked that smoke alarms are working. • Installed an audible carbon monoxide alarm in each room that has a gas appliance or solid fuel fire. • Checked your electric blanket is safe You may be eligible for a Home Fire Safety Check from Wiltshire Fire & Rescue Service	Vulnerable groups
Help your neighbours and relatives	Visit or call family or friends if they are on their own, especially during extended periods of cold weather	All groups

Key messages for individual target groups

Please see Appendix A

Local comms methods

Press releases - Press releases to be drafted and issued on flu, Warm and Safe Wiltshire, and access to care over the Christmas period.

Broadcast interviews – Interviews to be pitched to local broadcast media – including BBC Radio Wiltshire, Spire FM and Heart.

Posters/leaflets

GP surgeries – National creative used and localised (when available from NHSE), issued as a PDF via email, Warm and Safe Wiltshire posters and leaflets

Care homes - National creative not available therefore access to care poster and leaflet will be created in house using national assets. Poster and leaflet to be issued as a PDF via email

Care agencies - National creative not available therefore access to care poster and leaflet will be created in house using national assets. Poster and leaflet to be issued as a PDF via email

Medvivo – Access to care poster and leaflet drafted and made available as a PDF via email

Acute hospitals – National creative used and localised, issued as a PDF via email together with bespoke access to care leaflet and poster issued as a PDF

Libraries - National creative used and localised, issued as a PDF via email

Schools - National creative used and localised, issued as a PDF via email. Delivered via Wiltshire Council

Local print – National print adverts are running for one week only. If budget allows purchase additional space during the campaign period.

Social media (organic only)

Twitter – Key national messages and local messages pushed via Twitter. National content plan not yet available. Pharmacy opening times to also be promoted once available.

Wiltshire Council has collated a number of key winter messages to push out via Twitter on a number of areas of its work including warm and safe, adult social care, emergency planning, public health and public protection

Facebook – Local and national content to support the stay well this winter campaign to be pushed. Pharmacy opening times to also be promoted once available

Video – A series of videos were created last year advising people on how to keep healthy and safe in the winter. These will be promoted Wiltshire Council's YouTube page and posted on the council and CCG's website and social media channels.

Infographic - Infographic showing options for access to care during Christmas period developed locally and pushed out via social.

Website

Campaign page – Specific Stay Well this Winter campaign page developed and linked to source information on the CCG website. To also include local press releases and localised consumer posters and pharmacy opening times.

CCG home page - Banner changed to display national creative, press releases added under news along with pharmacy opening times

Wiltshire Council home page – to include news headlines advertising winter messages

Your Care Your Support website – to include key messages for vulnerable groups and carers

Wiltshire CCG Intranet – Page to be added which includes an overview of the national campaign and outlines the local plans to support the stay well this winter campaign. All local collateral to be uploaded. Practice Managers to be made aware of the resource.

Wiltshire Council Intranet – to carry key messages to staff which will be further promoted through the Electric Wire.

Time plan

National

Flu campaign – date TBC (usually from September)

Stay well this winter date TBC (usually October to March)

NHS 111 campaign (February to March)

Communications channels available

- Wiltshire CCG/Wiltshire Council websites and the Your Care Your Support website
- Wiltshire CCG/Wiltshire Council social media feeds
- 18 Our Community Matters websites (one for each community area in Wiltshire)
- 18 Wiltshire Council Community Engagement Managers
- Parish Newsletter (a weekly newsletter sent to all parishes every Monday by Wiltshire Council)
- Via GPs, care homes, acutes, schools, libraries
- Electric Wire – (the Wiltshire Council electronic staff newsletter that's sent out every Friday)
- 14 Days – Wiltshire CCG internal newsletter
- Elected Wire (the Wiltshire Council electronic newsletter specifically for members sent out every Friday)
- The Wire (Wiltshire Council's staff intranet)
- Wiltshire Council screens (information television screens situated in the council's busy atrium space at County Hall)
- Your Wiltshire Magazine – (Wiltshire Council's electronic residents magazine with another issue due out later this year).

Protocol

NHS Wiltshire CCG and Wiltshire Council to work collaboratively on all communications. If either is planning any communications related to the key messages within this plan then the respective comms officers should inform each other. All press releases related to the key messages within this plan should contain quotes from each organisation and be signed off by each organisation. Each press release should also contain 'boiler plate' information from each organisation. The comms team from each organisation will make each other aware of any media interest/interview requests and jointly decide the best approach for each.

Spokespeople

Dr Peter Jenkins, Chair of NHS Wiltshire CCG

Dr Lindsey Kinlin, GP

Cllr Jerry Wickham – Wiltshire Council cabinet member with responsibility for public health

Key action plan – to be updated throughout the campaign (dates subject to change)

Action	Aim	Responsible	Date	Additional info
To send out press release on Heat and Eat events	To encourage people to attend cooking events and roadshows	Sean Chacksfield (SC)	w/b 22 August	
To send information to all Wiltshire Council community engagement managers.	So they are enabled to promote key messages out in the local community and at their respective area board meetings.	SC	Mid-September	
Promote Wiltshire Council flu clinics to internal staff.	To encourage council employees to protect themselves from flu and visit one of the clinics.	SC	End of September onwards	Messages to appear in the Electric Wire as a standing item, the front page of the council's intranet site The Wire and an individual message sent to all staff at various points.
At least one winter planning message to be posted to Wiltshire CCG social channels each day	To provide people with a range of useful info to help keep themselves and their relatives safe this winter	CCG comms	17 October onwards	
Dedicated Winter planning	To provide people with a range of	CCG comms	17 October	To include all media releases and

page on Wiltshire CCG website	useful info to help keep themselves and their relatives safe this winter			downloadable collateral
Press release to be sent out publicising the Wiltshire Warm and Healthy Homes referral programme	To tell people what this funding will be spent on and how people will benefit.	SC	17 October	
Send out flu vaccination press release	To encourage people in at risk groups to take up the free offer of flu vaccination	CCG comms	24 October	To include quotes from both the Wiltshire CCG and Wiltshire Council
Flu press release to appear in parish newsletter	To encourage people in at risk groups to take up the free offer of flu vaccination	SC	End of Sept onwards	
Article in Your Wiltshire magazine	To provide readers with hints tips on having a healthy winter.		October	
Wiltshire Council to tweet at least five winter messages a week	To provide people with a range of useful info to help keep themselves and their relatives safe this winter	SC	w/b 24 October to March 2016	
Wiltshire Council to post at least one Facebook update a week related to winter messages (Wiltshire Council only posts one Facebook story per day).	To provide people with a range of useful info to help keep themselves and their relatives safe this winter	SC	w/b 24 October to March 2016	
Localised GP relevant collateral developed in-house by Wiltshire CCG to be circulated	To inform people what they can do to keep safe this winter and highlight where they can get any support or advice.	CCG comms	31 October	
Bespoke Care home relevant collateral highlighting the access to care number	To advise care home employees of the Access to Care number and services provided	CCG comms	7 November	

developed in-house by Wiltshire CCG to be circulated				
Global DAX campaign	To inform people what they can do to keep safe this winter and highlight where they can get any support or advice.	CCG comms	7 Nov – 31 Dec	
Press release containing stay well messages to be issued	To inform people what they can do to keep safe this winter and highlight where they can get any support or advice.	CCH comms	16 Nov	
Re-posting of video clips covering key winter messages on YouTube and both websites	To inform people what they can do to keep safe this winter and highlight where they can get any support or advice.	SC	Mid-November onwards	
Press release which includes local sign posting messaging to be issued	To advise people where to go if they require health advice over the Christmas period and a reminder to order repeat prescriptions in advance	CCG comms	5 Dec	
Infographic developed in house by Wiltshire CCG comms to be posted to social channels	To advise people where to go if they require health advice over the Christmas period and a reminder to order repeat prescriptions in advance	CCG comms	5 Dec	
To ask Schools to include winter messages in end of term / Christmas messages to parents	To inform people what they can do to keep safe this winter and highlight the support they can get through their local pharmacies	SC	November	