

Paper Summary Sheet

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| Presented to: | Governing Body - Public |
| Date of Meeting: | 27 November 2018 |
| For: | Discussion |

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| Agenda Reference: | GOV/18/11/13a |
| Title: | Wiltshire CCG Winter Communications Plan |
| Executive summary: | |
| <p>The attached plan informs the Governing Body of the planned communications and promotional activities developed to protect the public and mitigate against expected pressures within the health system this winter. This winter communications plan is the result of co-ordinated working between the CCG, Wiltshire Council and STP colleagues in Swindon and BANES and uses the influence of Wiltshire's combined public services to effectively support the health and care system over the winter months.</p> <p>The plan outlines how Wiltshire CCG and Wiltshire Council are working together to support the national 'Help us, Help you' 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. 'Help us Help you' has six phases, starting with a promotion of the 111 service in October and flu vaccination programme in October, Stay Well this Winter messaging in November, Extended GP access in December, the introduction of NHS 111 at a date to be determined and a Pharmacy promotion in February 2019.</p> <p>Local communications activity will support each stage of the over-arching campaign. 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> | |
| Recommendations: | The Governing Body is asked to note the Joint Winter Communications Plan, recognising that the plan and it's messages is iterative and will be reviewed and updated regularly throughout the winter period. |
| Previously considered by: | Draft versions of the plan have been shared with NHS England Communications team |
| Author(s): | Sarah MacLennan, Associate Director Communications and Engagement |
| Sponsoring Director / Clinical Lead/ Lay Member: | Linda Prosser, Interim Accountable Officer |

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| Risk and Assurance: | The Plan contributes to risk management arrangements and incorporates information on compliance with the NHS Constitution. |
| Financial / Resource Implications: | No direct financial implications |

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| Legal, Policy and Regulatory Requirements: | The CCG is required by NHS England to contribute to an overarching STP-wide Winter Communications Plan and this Wiltshire plan is the CCG's contribution to that plan. |
| Communications and Engagement: | The CCG Communications Team has worked with Wiltshire Council Communications Team and Public Health team to develop the joint plan, and the plan has evolved with their contributions. The plan has been shared with STP partners in Swindon and B&NES, the communications teams at RUH, GWH and SFT and the communications team at NHS England. |
| Equality & Diversity Assessment: | <input type="checkbox"/> |

B&NES, Swindon and Wiltshire Sustainability and Transformation Partnership:

Help Us Help You: A joint approach to communications for Winter 2018-19

NHS

Don't wait until you feel worse, ask us first.

You can help us help you if you start to feel unwell with a winter illness.

Even if it's just a cough or cold, speak to your pharmacist before it gets more serious.

HELP US HELP YOU
STAY WELL THIS WINTER

nhs.uk/staywell

Prameet Shah, Pharmacist

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Public Health England **NHS**

Do you have?

- heart disease
- kidney disease
- liver disease
- diabetes
- COPD (e.g. bronchitis or emphysema)

Flu can be serious and lead to hospitalisation.

Speak to your GP surgery or pharmacy today about getting a flu jab. It's free because you need it.

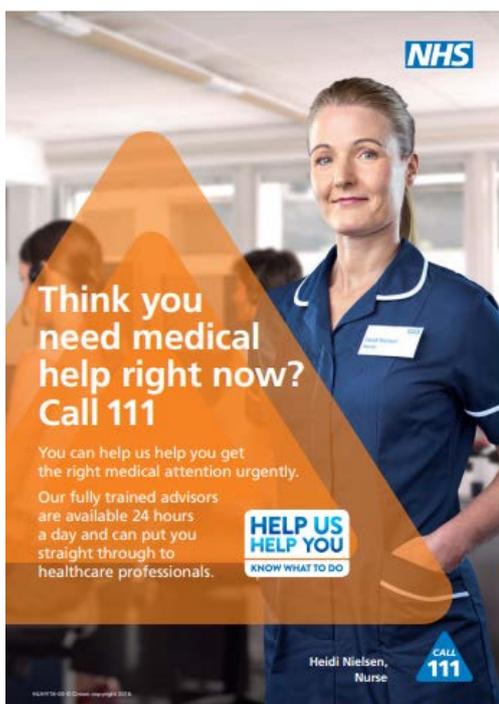
HELP US HELP YOU
STAY WELL THIS WINTER

nhs.uk/flu vaccine

This is not a full list of conditions. If you have a long-term health condition, talk to your GP surgery or local pharmacist to see if you are eligible for a flu jab.

Cheril Sowell, Registered Nurse

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Introduction

The following paper outlines an STP-wide proposal for coordinated proactive and reactive communications during the winter period 2018-19.

Help Us Help You is the new overarching and 'unifying' NHS England and Public Health England campaign this year that has been designed to reach the most vulnerable groups in our society and provide them with clear, practical guidance on what they can do to stay as healthy as possible. Target audiences are those most at risk – people 65+, pregnant women and parents with children aged 2-5 years and carers, the elderly and those with long term health conditions

There are three strands to the Help Us Help You campaign:

- Help Us Help You – Stay Well This Winter – call to action is get your flu jab
- Help Us Help You – Before it gets worse - call to action: see your pharmacist
- Help Us Help You – Know what to do – call to action: call 111

B&NES, Swindon and Wiltshire STP is working to join up and improve health and social care across a dispersed and diverse population. It is bringing together NHS, local authority and health and care organisations, including the third and independent sectors, across B&NES, Swindon and Wiltshire to improve people's health and wellbeing, drive up the quality of services and deliver financial stability.

This winter, communications across the STP will bring together and coordinate a whole system approach, drawing on existing 2018-19 winter communications plans from STP partners including BaNES CCG, Wiltshire CCG and Swindon CCG. It also draws on and includes feedback from winter plans from local councils and other providers. A joint approach will ensure we are communicating consistently with a strong and unified voice while meeting the needs of our diverse populations on a local level.

It should be read alongside the STP-wide flu campaign which is led by Ruth Atkins, Head of Communications and Engagement at Swindon CCG. STP Communications Manager Dom Hall will support Ruth across the STP with the flu campaign.

1. Overall Strategic Aim

- To support the national Help Us Help You campaign that aims to ease seasonal pressure on NHS services. It is designed to ensure that people who are most at-risk of preventable emergency admission to hospital are aware of and, where possible, are motivated to take, actions that may avoid admission this winter.
- Communicating these messages on an STP-wide basis, to populations across B&NES, Swindon and Wiltshire, will ensure the STP is fulfilling its strategic objective of partnership-based working to improve health and wellbeing, drive up quality and deliver financial stability.

2. Objectives of the STP Winter Communications campaign

- To help the public prepare for winter by taking actions to avoid getting unwell, particularly if they are at risk, and making the right healthcare choices/accessing the appropriate healthcare service at the right time if they do become unwell. This objective includes raising awareness and driving uptake of flu vaccinations.
- To support and work with our partners across the STP to provide clear, timely, consistent and relevant messaging about services that are available over winter – including extra primary care appointments, community-based services, and urgent care assistance, where appropriate.
- To be flexible and react and respond proactively to any escalations resulting from pressure across the health system over winter, coordinating with partners on any necessary communications with the public/media/other stakeholders that support operational winter plans across the STP.
- To ensure that consistent terminology is used in statements and stock responses in line with [Operational Pressures Escalation Level framework](#).
- To demonstrate the value and forward sited approach the STP brings to the local health environment and how joined up working will can help during the crucial winter period.

3. Communications Protocol

- During winter 2018-19 communications leads from all the STP organisations will work together to identify activity that can be jointly planned and delivered. This includes STP-wide flu campaign announcements, communications at times of system-wide winter pressures escalation and a collective schedule of themed awareness-raising weeks (see page 10). This STP-wide activity will be alongside activity that is specific to each STP partner organisation. This joint working will be facilitated through regular system-wide calls for partner Communications leads

- STP-wide winter communications and engagement activities will be delivered by the STP Communications Manager Dom Hall. Tamsin May, Head of Communications at BaNES CCG will support Dom and is winter communications lead for the STP. Tamsin and Dom will work closely with communications leads from all BSW STP partner organisations. They will ensure there is effective information-sharing and collaboration with the communications leads across all partner organisations.
- Copy for winter-focused press releases, websites, newsletters, statements and other communications will be shared by the STP communications manager with the communications leads at the relevant partner organisation prior to publication. Sign-off will be required by all CCG communication leads and by every partner organisation for content which specifically mentions them.
- When partner organisations have agreed that a separate press release/activity is more appropriate, they will agree to ensure that top level messages are consistent across channels/stakeholder groups. Local press releases will be shared with comms leads for information.
- When possible and practical, local organisations may want to refer to STP comms lead for a system-wide comment.
- Any public relations and/or communications activities delivered through the STP will reference the partnership to ensure all opportunities to promote the partnership's work are realised.
- All STP communications leads will ensure that any STP-wide press releases are escalated to the NHS England Area Team communications department,
- All CCG communications leads will take responsibility for linking in with their local A&E Delivery Boards, Resilience Forums and other relevant teams to keep informed of progress with winter plans and potential challenges.
- All communications leads will join the NHSE fortnightly regional winter comms call to help with planning and sharing developments. Comments and developments discussed will be share with wider STP partner comms leads during regular winter comms calls (see top point above)

4. Audiences – cross STP

| Campaign | Audience |
|----------|----------|
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| <p>Winter (National Help Us Help You Winter campaign - including NHS 111, Stay Well this winter, GP Access, NHS 111 online, Stay well pharmacy)</p> <p>(More details in STP flu comms plan)</p> | <p>Residents of Bath, Swindon, Shrivenham and Wiltshire and their families and carers.</p> <p>The public, especially at-risk groups:</p> <ul style="list-style-type: none"> • pregnant women, • over 65's, • under 65's with long-term health conditions, • children aged 2–9 years (school yr 5), • carers, including those who do not see themselves as carers • health and social care staff and those living in long-stay residential care homes <p>Others:</p> <ul style="list-style-type: none"> • GPs and practice staff • NHS partners and other providers (e.g. RUH, Virgin Care, AWP, BEMS+, SWASFT) • STP partners, Integrated Care Alliance partners (includes Curo) • CCG staff • Pharmacists • Local Council including social care teams, public health directorates and Councillors, Health and Wellbeing Select Committees • Residential and care homes? • Schools, universities, colleges • Voluntary/community groups and third sector organisations • Social care organisations • Media |
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5. Communications Channels

STP-wide: STP website, STOP PRESS newsletter, Twitter, press releases, media coverage, STP meetings, STP Programme meetings, STP internal e-newsletters

Local areas: All STP partner websites, social media platforms, print/e-newsletters (e.g. staff newsletters, GP newsletter public newsletters), media coverage generated through press releases/PR/statements, patient leaflets and posters, staff briefings, AGMs, meetings/Fora, via patient engagement groups, Wellbeing and Social committees (HOSCs), internal poster displays, all-staff intranets, advertising, direct marketing and banners outside hospitals and walk-in centres (budget permitting), Via HealthWatch, PPGs

6. Key Messages

6.1 flu: (for more information see separate STP flu plan)

- Flu can be very serious for some people. If you're eligible, get your flu vaccination as soon as possible from your general practice or pharmacy to protect yourself this winter
- Children are super-spreaders of flu – vaccinating eligible children can protect more vulnerable members of the community
- Children aged 2 and 3 yrs and in school years R to 5 are now eligible for a flu vaccination this year
- Get your flu vaccine as soon as possible before the end of November
- This year we're offering a new booster vaccine for over 65s, which helps their immune systems develop protection to flu
- Aside from having your flu vaccine, the best way to prevent flu is to practice good hand hygiene. Catch coughs and sneezes in a tissue, throw the tissue away and then wash your hands with soap afterwards.

6.2 Key Messages – Stay Well This Winter:

- At the first sign of a cough or cold, get immediate advice from your pharmacist before it gets more serious
- Speak to your pharmacist about medicines you should have in stock over winter
- Pick up prescription medications before the Christmas holidays start as many GPs and pharmacies will close over the holidays
- It is important to keep warm in winter, so heat your home to at least 18°C (65°F), if you can, you might prefer your living room to be slightly warmer
- Make sure you get your flu jab
- If you need help over the holiday period when your GP surgery or pharmacy is closed, call NHS 111 or visit www.nhs.uk
- NB Messaging on specific detail of GP Access will differ across CCG areas, depending on local approach

6.3 Key Messages – Stay Well Pharmacy:

- At the first sign of a cough or cold, get immediate advice from your pharmacist before it gets more serious
- Speak to your pharmacist about medicines you should have in stock over winter
- You do not generally need an appointment to see a pharmacist and the majority have a confidential area for people to speak to a pharmacist

6.4 Key Messages – NHS 111:

- NHS111 makes it easier for patients to access local health services, when they have an injury or illness which may not be an emergency
- NHS111 is available 24 hours a day, 365 days a year. Calls from landlines and mobile phones are free
- NHS111 is not a replacement for GPs and pharmacies. Patients are advised to try these options before calling NHS111
- NHS 111 helps take the pressure off the 999 service and local A&E departments, so they can focus on emergency cases

6.5 Key Messages – NHS111 digital: *To Be Confirmed*

- Patients can get medical help or advice from 111 online using their smartphone, laptop or other digital device.
- The service is free to use and helps to direct patients to the right care, first time.
- Patients can use the online service to: answer questions about their symptoms, find out where to get the right healthcare in their area, get advice on self care, get further advice from a nurse or doctor on the phone or during a consultation

6.6 Key Messages – GP Access:

- Plans for GP Access will differ over STP geographies so STP messaging on this subject will need to be generic and top line while local messages will cover specific regional details. More general messaging to include:
- Increasing the availability of GP appointments at evenings and weekends will improve access to GP services, to ensure that everyone is able to access a GP when they need to.
- If you start to feel unwell, at the first sign of a winter illness, even if it is just a cough or cold, get advice from your pharmacist before it gets more serious.
- Pick up prescription medications before the Christmas and New Year holidays start. Many GPs and pharmacies will close over the holidays.

Signpost to key online information sources

- Visit www.nhs.uk/staywell for helpful tips and advice.
- More general information is available at <https://www.nhs.uk/>

6.7 Keep Antibiotics Working

- Taking antibiotics encourages harmful bacteria that live inside you to become resistant. That means that antibiotics may not work when you need them next time. This puts you and your family at risk.
- Call to action: Take your doctor or nurse's advice on antibiotics

6.8 Additional Key Messages (Additional sub sections to be added here from STP partners, especially LAs) e.g:

- Keep warm this winter
- Eat well,
- Keep active and keep safe,
- Look out for other people – this is a key area for local authorities and providers
- Self care: have a stocked medicine cabinet etc.

- Info on norovirus, including strong system-wide, community messages on prevention and self-care to steer messaging away from specific negative effects of norovirus on wards

7. Planned activity

We will support this campaign using the resources and messaging shared by the national team, also taking part in bi-weekly teleconferences with local and regional NHS communications colleagues to receive updates and share challenges/ideas.

Timing for local activity will be planned to coincide with the national campaign schedule in order to maximise impact e.g. to align with national press advertising schedule and roll out of pharmacy, GP and community packs.

7.2 Activities will include:

- Press releases backing up and reinforcing different elements of campaigns
- Case studies to back up main points of campaign
- A sustained social media campaign using national materials including paid posts, if budget allows
- Winter messaging to appear on STP partner websites regularly through winter.
- Consistent 'Help Us Help You' email footers across STP, though this will be at each organisation's own discretion and in line with own brand guidelines
- Possible advertorials in local media – budget/availability depending
- Video resources: STP branded carers video and child nasal vaccination video\
- Stock messaging agreed for different stages of OPEL escalation and for different scenarios e.g. STP-wide escalation or localised pressure due to an outbreak of norovirus,
- Directing traffic to STP website for STP-wide winter information and links to national campaign websites
- Communications for different scenarios will be dealt with as follows:

| Scenario | Messaging | comms lead |
|------------------------------|---|---|
| OPEL 4 | Hospital-specific response | Hospital declaring OPEL will organise media response, STP to support where possible |
| Norovirus hospital focused | Hospital-specific response | Hospital |
| Norovirus, community focused | System wide prevention and self-care messages | STP |

7.3 Primary care access

- B&NES, Swindon and Wiltshire are all supporting the national Improving Access scheme as well as local Extended Access schemes. There are CCG specific communications plans either currently in place or under development.

7.4 Winter media briefing

- There is a commitment to hold winter media briefings at two locations to inform local media about winter plans, subject to availability and resource. The event will give STP partners an opportunity to:
 - Demonstrate a joined-up approach across all health and care organisations
 - Share details of innovative local schemes to tackle winter pressures
 - Answer common questions that are always asked in advance
 - Increase media understanding of OPEL
 - Pin down and introduce spokespeople for different areas and with different areas of expertise.

8. Timings

| Campaign | Timing |
|--------------------------|---------------------------|
| NHS111 | 1 October - 2 December |
| SWTW - flu | 8 October – 4 November |
| Keep Antibiotics Working | 23 October - |
| SWTW – First Signs | 12 November – 23 December |
| GP Extended Hours | 3 December – 23 December |
| NHS111 Online | TBC |
| NHS Pharmacy | 4February – 17 March |

Themed weeks which will see coordinated press, social media and website activity and tie in with PHE/NHSE comms grid and schedule for winter and flu. Themed weeks would be led by an STP-wide press release and related activity.

| Week commencing | Theme |
|-----------------|---|
| 8 October | NHS 111 |
| 22 October | SWTW - flu |
| 12 November | Self-care week |
| 3 December | GP Extended hours |
| 24 December | Stay well at Christmas, where to get help over holidays |
| 2 January | Focus on post-Christmas reactive comms |
| 21 January | Cancelled appointments, winter theme |
| 11 February | NHS Pharmacy |

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9. Response to escalation

At times of pressure, with agreement from local partners across the STP footprint, the STP will look to support media enquiries about escalation and Operational Pressures Escalation Level (OPEL) status, using this as an opportunity to once again underline how the STP is working to address winter issues, through a joined up coordinated approach to health and social care.

In times of critical escalation STP comms leads will be flexible to support where needed and additional assistance will be sought from the NHSE Communications team as appropriate.

CCG communications leads to ideally attend A&E delivery board meetings to keep informed of current/emerging issues. As a minimum there needs to be a process in place so that information from A&E Delivery Boards and as part of SOP escalation conference calls is shared with the CCG communications lead to enable coordinated, timely and relevant public messaging when the system is under pressure.

10. Media Spokespeople

STP: Tracey Cox, STP SRO

BANES CCG: Dr Ian Orpen – media, Dr Elizabeth Hersch – clinical, Lisa Harvey – nursing

SWINDON CCG: Gill May, Executive Nurse, Dr Peter Mack, Clinical Chair

WILTSHIRE CCG: TBC

RUH: TBC

SALISBURY HOSPITAL:TBC

GREAT WESTERN HOSPITAL: Guy Rooney, Medical Director (tbc)

All of our partners have agreed spokespeople for organisation-specific queries and issues.

11. Risks

Risks around communications, engagement and marketing will be fed into overall risk log. Communications and engagement risks will be identified and regularly reviewed and assessed throughout mobilisation and mitigating actions put in place to respond to issues.

| Risk | Mitigation |
|---|--|
| Warmer weather leads to decreased sense of importance of winter planning in the minds of the media and general public | Better understanding of upcoming weather patterns through the Met office. Communications to be tailored to take account of weather, rather than using generic cold weather messaging |

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| National negative media coverage of NHS 111 leads to lack of confidence in the local service and new models of care | Being prepared to respond to media queries quickly with positive information about 111 locally and the difference provided by Medvivo, our local provider. Working closely with the communications lead at Medvivo |
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12. Evaluation and impact assessment

- Help Us Help You campaigns activity will be evaluated according to media coverage, social media engagement, overall flu vaccination uptake rates
- STP comms lead to coordinate evaluation through access to local CCG social media and press analytics to build an STP-wide picture
- B&NES Council Voicebox survey will give an indication of people's awareness of the flu campaign and reasons for uptake
- Evaluation of the additional primary care appointments will be done as part of the Improving Access pilot, with numbers of appointments booked at each site used as a marker of public engagement plus possible diversion from attendance at hospital etc
- Escalation communications will be evaluated according to volume of emergency department attendance, 111 calls made, urgent care centre use
- Monitoring of the progress of vaccine take-up over time, will take place within our area by the local place between 1 September 2018 and 31 January 2019
- If budget allows telephone research to assess effectiveness of winter comms and flu vaccination campaign before and after would be useful for future planning and targeting of comms resources for our winter 2019/2020 campaign.

Winter Communications Plan

2018-19



Background

The winter months are challenging for the NHS and especially for urgent care services. While the NHS can usually manage high levels of A&E attendance, the seasonal increase in hospital admissions can lead to repeated and sustained breaches of the urgent and emergency care standard, which is that 95% of patients should be seen, treated, admitted or discharged within 4 hours of arrival at A&E. This in turn can lead to hospital congestive failure (where resources are diverted from elsewhere in the hospital to cope with the influx from A&E).

The holiday period from 24 December to 2 January is particularly challenging as many GP practices and pharmacies close for all, or part of this period.

National

Help Us Help You is the new overarching and unifying NHS England and Public Health England winter campaign, designed to reach the most vulnerable groups in our society and provide them with clear, practical guidance on what they can do to stay as healthy as possible.

There are three strands to the Help Us Help You campaign:

- Help Us Help You – Stay Well This Winter – call to action is get your flu jab
- Help Us Help You – Before it gets worse - call to action: see your pharmacist
- Help Us Help You – Know what to do – call to action: call 111

STP-wide

As well as the national Help Us Help You campaign, B&NES, Swindon and Wiltshire STP is developing an STP-wide joint approach to communications for winter 2018-19. This whole system approach aims to coordinate winter communications plans from STP partners including BaNES CCG, Wiltshire CCG and Swindon CCG. It also draws on and includes feedback from winter plans from local councils and other providers. A joint approach will ensure consistent communication with a strong and unified voice while meeting the needs of our diverse populations on a local level.

Wiltshire CCG

Wiltshire Clinical Commissioning Group and Wiltshire Council are again working together this winter to protect local people's health and promote wellbeing by reducing pressure on local public services and ensuring resilience as demand increases. The campaign will use the new national NHS

and PHE branding of Help Us Help You and draw on resources available through the Campaign Resource Centre. Timings and themes will line-up with the national and STP-wide campaign plans, providing a coordinated three-tiered approach to winter communications – national, regional and local.

The local campaign will have an underlying theme of self-care, encouraging people to take appropriate steps to look after themselves and their families as well as they can – as well as ensuring they use the right health care service at the right time.

The actions we want to encourage people to take include:

- Getting a flu vaccination - **this year there are separate vaccinations for the under 65s and over 65s**
- 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
- Eating well to stay warm
- Stocking up on winter food supplies
- Looking out for elderly or frail friends, neighbours and relatives
- Keeping active where possible

Strategy

- Wiltshire CCG and Wiltshire Council will work collaboratively to support the national Help Us Help You campaign by delivering the key messages through all available channels to identified audiences.
- Develop localised collateral to support the campaign through localised marketing and PR initiatives.

Audiences

National

The Help Us Help You national campaign aims 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.

Identified at-risk groups are:

- People over 65
- People with long-term conditions
- Pregnant women
- Parents of children aged 2-5 years
- Carers.

BSW Sustainability and Transformation Partnership

Wiltshire CCG is working with BaNES and Swindon CCGs as part of the STP winter communications plan and the target audiences are:

- People over 65 years old
- Under 65's with long-term health conditions
- Pregnant women
- Children aged 2–9 years (school year 5),
- Carers
- Health and social care staff and those living in long-stay residential care homes.

Wiltshire CCG

Wiltshire CCG has also identified the following additional local audiences which are to be targeted as part of the 2018-19 flu campaign:

- Wiltshire CCG staff
- Two and three year old children
- Carers who do not regard themselves as a carer and who may not be receiving a carers allowance
- The homeless

Timeline

| Date | Campaign | Help Us Help You... |
|----------------|---|-----------------------|
| 1 Oct – 25 Nov | NHS 111 | Know What To Do |
| 8 Oct – 31 Oct | Flu vaccination for at-risk groups | Stay Well This Winter |
| November | Stay Well This Winter – focus on people with serious respiratory ailments including frail elderly and people with long-term health conditions | Stay Well This Winter |
| December | Extended GP access | Stay Well This Winter |
| January 2019 | NHS 111 online | Know What To Do |
| February | Stay Well Pharmacy | Before It Gets Worse |

STP timeline

| Timing | Campaign |
|---------------------------|--------------------------|
| 1 October - 2 December | NHS111 |
| 8 October – 4 November | SWTW - flu |
| 23 October – 18 December | Keep Antibiotics Working |
| 12 November – 23 December | SWTW – First Signs |
| 3 December – 23 December | GP Extended Hours |
| TBC | NHS111 Online |
| 4 February – 17 March | NHS Pharmacy |

As well, there will be themed weeks with coordinated press, social media and website activity which tie in with PHE/NHSE national communications schedule. Themed weeks will be led by an STP-wide press release and related activity. Wiltshire Councils will also use these themes and timeline.

| Week commencing | Theme |
|-----------------|---|
| 8 October | NHS 111 |
| 22 October | SWTW - flu |
| 12 November | Self-care week |
| 3 December | GP Extended hours |
| 24 December | Stay well at Christmas, where to get help over holidays |
| 2 January | Focus on post-Christmas reactive comms |
| 21 January | Cancelled appointments, winter theme |
| 11 February | NHS Pharmacy |

Key national campaign messages

NHS 111

Primary messages

- Think you need medical help right now? Call 111.
- You can help the NHS help you get the right medical attention urgently by calling 111.
- NHS 111 is free to call and is available 24 hours a day, 7 days a week.
- When calling 111, fully trained advisors are available 24 hours a day. Depending on the situation the team can connect you with relevant healthcare professionals, as well as arrange face-to-face appointments and if you are assessed as needing an ambulance, one will be sent directly.
- Depending on the situation, the NHS 111 team can access a nurse, emergency dentist, or even a GP.
- The Help Us Help You campaign aims to increase peoples' understanding of the actions they can take to help the NHS to help them.

Secondary messages

- Help Us Help You brings together a family of campaigns incorporating messages about flu, staying well in winter, NHS 111, extended GP hours and community pharmacy.
- For something that might be urgent but not life-threatening, you can call NHS 111 where a fully trained advisor will advise you on the best course of action.

Flu vaccination

General flu messages

- Flu is serious and is different to the common cold. Symptoms include a high temperature, body aches and fatigue.
- Flu kills an average of 8,000 people every year.
- The free flu vaccination is offered to those who are at increased risk from the effects of flu. These include people aged 65 and over, pregnant women, those with underlying health conditions and children (aged 2-9).
- This year, we're offering a more effective 'adjuvanted' vaccine to those aged 65 and over, which helps their immune systems develop protection against flu. We are providing the 'quadrivalent' vaccine, which offers protection against four strains of flu, to those aged 18-64 with underlying health conditions. In addition, we are offering the vaccine as a nasal spray to an extra school year (year 5), meaning all children aged 2-9 can be vaccinated.
- For older people this could reduce GP consultations by 30,000, hospitalisations by over 2,000 and prevent over 700 hospital deaths from flu in England.
- If you're eligible, get your flu vaccination from your general practice or pharmacy to protect yourself this winter before the end of November.
- If you think you have flu, stay home and rest until you feel better. Call NHS 111 if you have an underlying health condition or feel really unwell.

- Aside from having your flu vaccine, the best way to prevent the spread of flu is to practice good hand hygiene. Catch coughs and sneezes in a tissue, throw the tissue away and wash your hands.

Parents of children aged 2-3

- For most children aged 2 - 3, the flu vaccine is not an injection, just a quick nasal spray.
- Flu can be horrible for little children so it is important to protect them from becoming unwell. Children are also 'super-spreaders' of flu and vaccinating them can protect more vulnerable members of the community.
- Children who get flu have the same symptoms as adults – including fever, chills, aching muscles, headache, stuffy nose, dry cough and sore throat. Some children develop a very high fever or complications of flu such bronchitis or pneumonia and may need hospital treatment.
- Don't put off it off. Ask your GP about the free flu vaccine for your child now.

Pregnant women

- If you are pregnant you need the flu jab now. The flu jab is the safest way to help protect you and your baby against flu. It's free because you need it.
- Pregnancy naturally weakens the body's immune system and as a result flu can cause serious complications for you and your baby. You may be less able to fight off infections, increasing the risk of becoming ill as a result of flu.
- You can get vaccinated at any point during your pregnancy, however fit and healthy you might feel. So ask your GP, pharmacist or midwife about the free flu jab now.

Adults with underlying health conditions

- If you have a underlying health condition like: COPD; bronchitis, emphysema; diabetes; heart kidney or liver disease or have suffered a stroke, flu on top of health conditions like these can easily develop into something very serious and mean you have to go in to hospital. Don't put off getting the flu vaccination. It's free because you need it.
- Contact your GP or pharmacist to get the flu jab now.

Carers of older or disabled people

- If you are the main carer of an older or disabled person you may be eligible for the free flu jab, speak to your GP.

General messages

- If you start to feel unwell, at the first sign of a winter illness, even if it is just a cough or cold, get advice from your pharmacist before it gets more serious.
- Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it.
- Pick up prescription medications before the Christmas holidays start. Many GPs and pharmacies will close over the holidays.
- Do you suffer from breathlessness? Find out if you are eligible for a free flu jab.
- It is important to keep warm in winter – both inside and outdoors as it can help to prevent colds, flu and more serious health problems, such as heart attacks, strokes pneumonia and depression. Heat your home to at least 18°C (65°F), if you can, you might prefer your living room to be slightly warmer.
- Make sure you speak to your pharmacists about medicines you should have in stock to help get you and your family through the winter season.
- Make sure you're receiving all the help to heat your home that you are entitled to. Find out more here: [nhs.uk/staywell](https://www.nhs.uk/staywell)
- Keeping an eye out for elderly relatives and neighbours and supporting them in the cold weather can help them Stay Well This Winter.
- The Stay Well This Winter campaign can help you prepare for winter. Visit [nhs.uk/staywell](https://www.nhs.uk/staywell) for more information.
- Winter can be seriously bad for our health but there a number of things you can do to keep you and your family well this winter. Visit [nhs.uk/staywell](https://www.nhs.uk/staywell) for helpful tips and advice
- Cold weather can be very harmful, especially for people aged 65 or older: it weakens the immune system, increases blood pressure, thickens the blood and lowers body temperature, increasing risks of high blood pressure, heart attacks, strokes, and chest infections. Don't put off getting the flu vaccination. If you're eligible get it now. It's free because you need it.
- If you do need help over the holiday period when your GP surgery or pharmacy is closed, call NHS 111 or visit www.nhs.uk who can direct you to a local service that is open.

Long-term conditions

- If you feel like you are getting a cough or cold on top of your existing condition, get help from your pharmacist before it gets more serious.
- If you have a long-term health condition like: COPD; bronchitis, emphysema; diabetes; heart, kidney or liver disease or have suffered a stroke, flu on top of health conditions like these can easily develop into something very serious and could land you in hospital. Don't put off getting the flu vaccination. It's free because you need it.
- Contact your GP or pharmacist to get the flu jab now.
- If you have a long-term health condition like: COPD; bronchitis, emphysema; diabetes or heart or kidney disease, you'll know that running out of prescription medication can be a serious problem. Make sure you pick up prescription medications before the Christmas holidays start. Many GPs and pharmacies will close over the holidays
- It is important to keep warm in winter – both inside and outdoors as it can help to prevent colds, flu and more serious health problems, such as heart attacks, strokes pneumonia and depression. Heat your home to at least 18°C (65°F), if you can, you might prefer your living room to be slightly warmer.
- If you have a long-term health condition like: COPD; bronchitis, emphysema; diabetes; heart or kidney disease or have suffered a stroke, cold weather can make health problems like these far worse. If you start to feel unwell, at the first signs of symptoms of winter respiratory illness, even if it's just a cough or cold, get advice from your pharmacist, before it gets more serious.

Carers

- Older neighbours, relatives, friends and other elderly members of the community are more vulnerable in the winter months and may need a bit of extra help this winter so make sure you keep in touch, check if they are feeling under the weather, help them stock up of food supplies and make sure they have the necessary medication before the Christmas holidays start or a spell of bad weather.
- Keep an eye out for elderly relatives and neighbours and support them in the cold weather to help them Stay Well This Winter.

Key local health messages

Eat well

- Food is a vital source of energy, which helps you keep your body warm.
- Try to have regular hot meals and hot drinks throughout the day. Eating regularly helps keep energy levels up during winter.
- Keep basic food items in your cupboard or freezer in case the weather prevents you from going out.
- Find out more about healthy eating and eating well for less: [Warm and Safe Wiltshire](#)
- Find out more about healthy eating and eating well for less: [NHS Choices – 20 tips to eat well for less](#)
- Find out more about healthy eating and eating well for less: [NHS Choices – The Eatwell Guide](#)
- Do you want to improve your health and make positive life changes? [Find out more about our community Health Trainers.](#)

Keep active

- Exercise is good for overall health but it also helps to keep you warm in winter.
- If you can stay active, even moderate exercise can bring health benefits and keep you warm.
- If the weather prevents you from going for a walk try to keep active indoors or find out what's happening at your local leisure centre.
- Try not to sit still for periods of more than an hour.
- If weather is fine, find out more about Get Wiltshire Walking.

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 18°C.
- Check out the benefits and grants available to help with insulation and energy efficiency, such as cavity wall insulation. Call Warm & Safe 0800 038 5722.
- 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 0°C or below over seven consecutive days.
- Ask your energy supplier about their Priority Services Register, a service for older and disabled people, for more info call Warm & Safe 0800 038 5722.
- Dorset & Wiltshire Fire and Rescue Service is working in partnership with Wiltshire Council to deliver Warm & Safe and provide Home Fire Safety Visits to Wiltshire residents. Phone Warm and Safe on 0800 0385722 for more information.
- Have your heating system serviced and chimney swept.
- Protect yourself from trips and falls by making your home safe.

- Make sure your smoke alarm is working. You may be eligible for a Home Fire Safety Check from Wiltshire Fire & Rescue Service Call 0800 038 2323
- Install an audible carbon monoxide alarm in each room that has a gas appliance or solid fuel fire.
- Check the condition of your electric blanket, switch it off before you go to bed (unless it is the type that can be used overnight) and never use the blanket if it is wet, soiled or creased.
- Never switch your electric blanket on to dry it out or use hot water bottles and electric blankets together. Replace the blanket if it is 10 years old.
- Old or damaged electric blankets cause more than 500 fires a year.
- Wrap up warm, inside and out. Layer your clothing to stay warm.
- If possible stay inside during a cold period if you have heart or respiratory problems.
- Check your current energy tariff and shop around to see if you can get a better deal.
- Want a hassle-free way of staying in control of your energy bills? Why not consider a smart meter?
- It is best to keep your house at a stable temperature. Try keeping your main living room at 21°C and close any doors on rooms you are not using
- If it's cold outside, you need to be warm inside. Stay warm this winter and get your home insulated, Contact Warm & Safe 0800 038 5722 to see what energy saving measures you may be eligible for
- In severe weather you may be making use of fires and candles for warmth, or in the event of power cuts, for light. To stay safe using fire, make sure that you have a smoke alarm on every level of your home and that you test it regularly. Call 0800 038 2323
- Struggling to keep your home warm? High energy bills? Why not contact Warm & Safe for advice and help on 0800 038 5722
- Concerned about an elderly friend or relative this winter struggling to keep their home warm? Contact Warm & Safe on 0800 038 5722
- Don't waste energy - make sure you know how to use your heating system controls to get the heat where you want it, when you want it.
- Make sure your heating system is safe and serviced regularly.
- Keep in warmth by fitting draught proofing to seal any gaps around windows and doors. Call Warm and Safe Wiltshire 0800 038 5722 for more information and eligibility for help
- Keep in warmth by making sure you have loft insulation. And if you have cavity walls, make sure they are insulated too. Call Warm and Safe Wiltshire 0800 038 5722 for more information and eligibility for help with insulation
- Keep in warmth by insulate your hot water cylinder and pipes
- Keep in warmth by draw your curtains at dusk to help keep heat generated inside your rooms
- Keep in warmth by make sure your radiators are not obstructed by furniture or curtains
- Dodge the draught! Fit draught-excluders to your front door, letterbox and key hole and draw your curtains at dusk to keep the heat in.

Help your neighbours and relatives

- Loneliness and social isolation are harmful to health and wellbeing, and during the winter time the risk of isolation is increased.
- Visit or call family, friends or neighbours if they are on their own, especially during extended periods of cold weather to make sure that they are safe and well.

- Ensure that they're warm enough, particularly at night, and that they have stocks of food and medicines and someone to talk to.
- Help your neighbours or relatives to make sure they are safe and well. Make sure they are warm enough and have stocks of food and medicines so they don't need to go out during the very cold weather
-

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 www.wiltshireccg.nhs.uk/stay-well-this-winter

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.

Internal messaging

- Get your flu vaccination to stay well this winter
- Protect yourself and your colleagues from norovirus
- Stay safe this winter – travel and lone working etc.
- Self-care.

Bank holiday messaging

- Stock up before the bank holidays
- Get your repeat prescription in plenty of time
- Find out how to get medical help over the bank holiday.

Spokespeople

Dr Richard Sandford-Hill – Chair, Wiltshire CCG

Dr Andrew Girdher, GP Box Surgery

Alison Kidner, Community and Practice Pharmacist in Salisbury

Cllr Jerry Wickham, Wiltshire Council Cabinet Member for adult social care and Public Health

Steve Maddern, Wiltshire Council consultant in public health

Rachel Kent, Wiltshire Council public health specialist

Communication channels - external

Public relations

Joint press releases will be published where possible, to provide a health and social care balance, including:

- To encourage carers, including those who don't consider themselves as a carer, to have their flu vaccination.
- Stay well messages to inform people what they can do to keep safe this winter and highlight where they can get any support or advice.
- Stay well messages on the busiest pub night of the year due to Christmas parties.

Wiltshire CCG will also produce the following press releases to:

- Promote flu vaccinations to encourage people in identified audiences and 'at risk' groups to have their flu vaccination
- Signpost people to the right place at the right time if they require health advice over the festive period, including a reminder to order repeat prescriptions in advance
- Remind people about using A&E correctly to help reduce unnecessary attendances
- Raise awareness of Norovirus and hand hygiene processes to help reduce the spread of germs, remind people not to visit relatives and friends in hospitals if they have symptoms
- Encourage people to cancel their GP Practice appointments if they no longer need them, or cannot attend them
- Promote pharmacists as the first point of call for minor ailments, include items for keeping in a medicine cabinet at home – link to Over the Counter campaign

Advertising

- Electronic screen in council hubs, leisure centres, health and wellbeing centres, libraries

Online

- Wiltshire CCG website:
 - Help Us To Help You campaign page to include all downloadable materials and links.
 - All press releases (ours and joint with the Council) will appear in homepage newsfeed.
 - Homepage banners to link to the campaign page for more information.
- Wiltshire Council website:
 - All press releases (ours and joint with the Council) will appear in homepage newsfeed
 - Homepage banners to link to the campaign page for more information
 - Links to information on Your Care Your Support website
 - Community Engagements Managers' weekly e-bulletin

Social media

- Key national messages and local messages pushed via
 - Wiltshire CCG – Twitter and Facebook
 - Wiltshire Council – Twitter, Facebook, Instagram, and YouTube, Public Health Twitter feed

Resources

We will use national resources where possible to get the benefit of national campaign. We will also use existing local resources such as the clock infographic, right place right time, and handi app to promote the campaign messages.

Video

- Videos created as part of the national campaign resources will be shared via online and social media channels.
- Videos from third parties such as STP members and partners used where possible (monkey and nasal spray).
- Produce our own short videos – range of stakeholders and staff talking on the key topics of that week or month, graphics, infographics and animation.

Infographic

- Clock infographic showing the different healthcare services available in Wiltshire.
- Medicine cabinet
- Missed appointments
- Pharmacy focus

Posters/leaflets

- GP Practices - National creative used and localised, issued as a PDF via email. Where requested, printed copies of the posters and infographic will be sent to GP surgeries.
- Care homes - National creative used and localised. Separate materials created to promote access to care number using national assets. Poster and leaflet to be issued as a PDF via email.
- Care agencies – Access to care poster will be created in house using national assets. Poster and leaflet to be issued as a PDF via email.
- Medvivo – Access to care poster made available as a PDF via email.
- Libraries - National creative used and localised, issued as a PDF via email.
- Leisure Centres – National creative used and localised, issued as a PDF via email.
- Schools and pre-school settings - National creative used and localised, issued as a PDF via email. Delivered via Wiltshire Council.

WCCG newsletters

- CCG newsletter to all stakeholders – monthly
- PPG newsletter – quarterly
- GP newsletter – still in development

Third party newsletters

- 18 Community Matters website (one for each community area in Wiltshire)
- 18 Wiltshire Council Community Engagement Managers
- Parish Newsletter – a Wiltshire Council newsletter emailed to all parish and town councils every week – all winter news stories will be published in this newsletter
- Elected Wire (the Wiltshire Council electronic newsletter specifically for members sent out every Friday)
- Your Wiltshire Magazine – (Wiltshire Council’s electronic residents magazine)

Meetings

Area Board meetings – Wiltshire Council

Communication channels - internal

Wiltshire CCG

- Intranet news articles and web banners, including piece on national campaign with dates and topics
- Posters – flu clinic and general flu
- Deskdrops – internal flu clinic promotion
- Staff meetings – winter pressure updates
- Reception area – tv screen and posters

Wiltshire Council

- The Wire - intranet news articles and web banners
- Electric Wire – weekly newsletter for staff
- Posters
- Deskdrops – internal flu clinic promotion
- Atrium digital screens
- Members briefings – an ad-hoc email briefing sent to all elected Wiltshire councillors
- Manager Update – weekly email sent to all Wiltshire Council managers
- Corporate director blog – a weekly blog from the corporate directors, emailed directly to all Wiltshire Council staff

Protocol

NHS Wiltshire CCG and Wiltshire Council will 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.

Communications and Engagement plan

| Date | Topic | Channel | Communication | Audience | Owner |
|---|---------|----------------|--|--------------|-----------|
| 1 OCTOBER – 25 NOVEMBER NHS 111 HELP US HELP YOU – KNOW WHAT TO DO | | | | | |
| TBC | NHS 111 | Press release | WCCG focus with support from Medvivo on the local 111 service covering Banes, Swindon and Wiltshire. Include information about the service, stats since its launch on 1 May 2018 and how it helps relieve pressure in other parts of the system. | Public | WCCG |
| 1 Oct – 25 Nov | NHS 111 | Social media | Social media campaign across Facebook and Twitter. Using national and local content. | Public | WCCG |
| 1 Oct | NHS 111 | CCG Website | Dedicated campaign page, which can be linked to from all promotional materials | Public | WCCG |
| TBC | NHS 111 | Intranet news | Feature on local 111 service covering Banes, Swindon and Wiltshire. Include information about the service, stats since its launch on 1 May 2018 and how it helps relieve pressure in other parts of the system. Will be rounded up as part of 7 days. | Staff | WCCG |
| TBC | NHS 111 | CCG Newsletter | Include feature on local 111 service, how and when to use it. Will be developed from press release information. | Public | WCCG |
| 8 OCTOBER - 31 OCTOBER FLU VACCINATIONS HELP US HELP YOU – STAY WELL THIS WINTER [PHASE 1] | | | | | |
| 12 Sept | Flu | Press Release | STP press release promoting the new flu jab for this year, highlighting the groups of people at risk of catching flu and encouraging those who need a flu jab to have one. Comment from Dr Sandford-Hill. | BSW Public | STP COMMS |
| W/C 1 Oct | Flu | Email | Posters and digital TV screen resources promoting flu vaccinations as part of Stay Well This Winter sent to GP | GP Practices | WCCG |

| | | | | | |
|---|-----|---|---|------------------|-------------|
| | | | Practices with link to WCCG website and downloadable materials | | |
| | Flu | Email | Posters and digital TV screen resources promoting flu vaccinations as part of Stay Well This Winter sent to Pharmacies via Meds Management Team | Pharmacies | WCCG |
| | Flu | Email | Promotional 'get your flu jab' poster to go to various local settings to reach target audiences – see Appendix A | Target audiences | WC |
| 8 Oct | Flu | CCG Website | Dedicated campaign page, which can be linked to from all promotional materials | Public | WCCG |
| | Flu | Social media | Social media campaign begins across Facebook and Twitter. | Public | WCCG and WC |
| 8 Oct | Flu | Third party newsletters | Newsletter article to prompt those who need a flu jab to have one, sent to community engagement managers and distributed to WC colleagues for parish newsletter and magazines | Public | WCCG |
| Oct | Flu | CCG Newsletter | Flu advert included in newsletter | Public | WCCG |
| | Flu | PPG Newsletter | Flu advert included in newsletter | PPGs | WCCG |
| 30 Oct | Flu | Press Release | Dr Andrew Girdher shares his personal experience of having the flu and reminds those who need it to have it. | Public | WCCG |
| 24 OCTOBER INTERNAL FLU DRIVE – WCCG STAFF | | | | | |
| w/c 8 Oct | Flu | Poster | Promoting internal flu clinic | WCCG staff | WCCG |
| w/c 15 Oct | Flu | Desk drop | Promoting internal flu clinic and encouraging take up | WCCG staff | WCCG |
| 24 Oct | Flu | Free drop-in flu clinic for staff to have their flu jab | | WCCG staff | WCCG |
| 24 Oct | Flu | Social media | Coverage of internal flu drive and reminder for others to have their jab | Public | WCCG |
| 25 Oct | Flu | Intranet article | Flu fighters! Review of flu jab take up including photos. Reminder that you can have your jab and claim back through expenses. | WCCG staff | WCCG |
| 26 Oct | Flu | Posters | Have you had your flu jab? Reminder that CCG staff can claim the cost of their flu jab through expenses. | WCCG staff | WCCG |

| 23 OCTOBER – 18 DECEMBER KEEP ANTIBIOTICS WORKING | | | | | |
|--|-----------------------|-------------------------|--|-------------------|-------------|
| 23 Oct | Antibiotics | Websites | Dedicated campaign page on WCCG website, which can be linked to from all promotional materials. Information also available on Wiltshire Council website. | Public | WCCG and WC |
| 23 Oct | Antibiotics | Social media | Social media campaign across Facebook and Twitter | Public | WCCG and WC |
| 23 Oct | Antibiotics | Email | Posters and digital TV screen resources with link to WCCG website and downloadable materials | GP Practices | WCCG |
| 12 – 16 NOVEMBER SELF CARE WEEK – CHOOSE SELF CARE FOR LIFE | | | | | |
| W/C 5 Nov | Self Care | Email | Posters and digital TV screen resources promoting self-care week with link to WCCG website and downloadable materials | GP Practices | WCCG |
| | | Email | Posters and digital TV screen resources promoting self-care week sent to Pharmacies via Meds Management Team | Pharmacies | WCCG |
| | | Email | Promotional self-care week poster to go to various local settings to reach target audiences | Target audiences | WC |
| 12 Nov | | Press release | Joint PHE/CCG PR – focus on self-care week and what people can do to help themselves and their families Stay Well This Winter and beyond ‘Choose self-care for life’. Comments from Dr Andrew Girdher and Cllr Jerry Wickham. Includes Warm and Safe Wiltshire, surviving winter grants and health trainers. | Public | WC and WCCG |
| 12-16 Nov | | Social media | Social media campaign across Facebook and Twitter. | Public | WCCG and WC |
| | | Internal communications | Intranet article, posters and digital screens to raise awareness of self care week and related initiatives and key messages. | WCCG and WC staff | WCCG and WC |
| 1 NOVEMBER – 28 FEBRUARY HELP US HELP YOU - STAY WELL THIS WINTER [PHASE 2] | | | | | |
| 1 Nov | Stay Well This Winter | Websites | Dedicated campaign page on WCCG website, which can be linked to from all promotional materials. Information also available on Wiltshire Council website. | Public | WCCG and WC |

| | | | | | |
|-------------------|-------------------------|-------------------------|--|------------------|-------------|
| 1 Nov | Stay Well This Winter | Social media | Social media campaign across Facebook and Twitter | Public | WC and WCCG |
| 1 Nov | Stay Well This Winter | Email | Posters and digital TV screens to go to various local settings to reach target audiences | Target audiences | WC |
| 1 Nov | Stay Well This Winter | Email | Posters and digital TV screen resources promoting Stay Well This Winter sent to GP Practices with link to WCCG website and downloadable materials | GP Practices | WCCG |
| 27 Nov | Self Care | Press Release | Preparedness before Christmas – reminder to order repeat prescriptions, stock up your medicine cabinet, know which services are available and when to use them. Use medicine cabinet infographic. | Public | WCCG |
| 27 Nov | Self Care | Third party newsletters | Newsletter article to remind people about being prepared before Christmas – reminder to order repeat prescriptions, stock up your medicine cabinet, know which services are available and when to use them etc. sent to community engagement managers and distributed to WC colleagues for parish newsletter and magazines | Public | WCCG |
| w/c 17 Dec | Self Care | Press Release | Enjoy 'Black Eye Friday' safely – a reminder about enjoying the last Friday before Christmas without drinking to excess, making sure you look after your friends and appropriate use of A&E etc. | Public | WCCG and WC |
| w/c 17 Dec | Pharmacy | Websites | Details of pharmacy opening times over the festive period | Public | WC and WCCG |
| w/c 17 Dec | Pharmacy | Social media | Details of pharmacy opening times over the festive period | Public | WC and WCCG |
| 24 Dec | Christmas preparedness | Press release | Details of WC opening hours and any 'out of hours' support, which will include emergency adult social care support contact details. | Public | WC |
| w/c 7 Jan | Right place, right time | Press release | Reminder that A&E isn't for 'Anything and Everything'. What it should be used for and what other services are available. Winter clock infographic. | Public | WC |
| 21 Jan | Cancelled appointments | Press Release | National data will provide information for a news story about encouraging people to attend their free aged 40+ health check when it's offered to them. | Public | WC |
| 21 Jan | Cancelled appointments | Social media | Infographic and reminder to those aged 40+ to attend their free health check | Public | WC and WCCG |

| | | | | | |
|---|---------------------------|-------------------------|---|-------------------|-------------------|
| 21 Jan | Cancelled appointments | Internal communications | Information about cancelled appointments and encouraging people aged 40+ to attend their free health checks. | WC and WCCG staff | WC and WCCG |
| TBC | Catch it, kill it, bin it | | Public health campaign in response to flu cases, to promote good respiratory and hand hygiene | Public | WC and WCCG |
| TBC | Norovirus | | Raise awareness of Norovirus and hand hygiene processes to help reduce the spread of germs, remind people not to visit relatives and friends in hospital if they have symptoms. | Public | WCCG |
| | | | | | |
| 3 Dec | GP Access | Websites | Dedicated campaign page on WCCG website, which can be linked to from all promotional materials. Information also available on Wiltshire Council website. | Public | WCCG and WC |
| 3 Dec | GP Access | Social media | Social media campaign across Facebook and Twitter | Public | WCCG and WC |
| 3 Dec | GP Access | Press Release | Reminder about extended hours for Wiltshire, how patients can use the service. Include patient story? | Public | WCCG |
| 3 Dec | GP Access | Internal communications | Intranet article, posters and digital screens to raise awareness of extended GP Access | WC and WCCG staff | WC and WCCG staff |
| 3 Dec | GP Access | Email | National materials and local information shared with Wiltshire Care Homes and Carers. | Care Homes | WC |
| 10 Dec | Missed appointments | Press release | Reminder to cancel GP Practice appointments that are no longer needed, or if you cannot attend. It will help others to be seen more quickly. | Public | WCCG |
| 1 JANUARY 2019 – [TBC] NHS 111 ONLINE | | | | | |
| | | | <i>Details to be confirmed</i> | | |
| FEBRUARY – [TBC] HELP US HELP YOU – BEFORE IT GETS WORSE | | | | | |
| TBC | Pharmacy | Websites | Dedicated campaign page on WCCG website, which can be linked to from all promotional materials. Information also available on Wiltshire Council website. | Public | WCCG and WC |
| TBC | Pharmacy | Social media | Social media campaign across Facebook and Twitter | Public | WCCG and WC |
| TBC | Pharmacy | Press release | Promote pharmacists as the first point of call for minor ailments, include items for keeping in a medicine cabinet at home – link to Over the Counter campaign | Public | WCCG |

Appendix A

| Organisation/groups | Communication | Target group |
|---|--|---|
| Wiltshire Councillors | Elected Wire | All eligible groups |
| Wiltshire residents & Wiltshire Council Staff | Plasma Screens at County Hall - 2 weeks in October and in December | All eligible groups |
| Wiltshire residents | Media - Proactive press release | All eligible groups |
| Wiltshire residents | Media - Reactive press release in the event of an outbreak | All eligible groups |
| Wiltshire residents | Website – News bar and PH pages -information on flu & data | All eligible groups |
| Wiltshire residents | Social media – use of national campaign material | All eligible groups |
| Children Centres | Posters & Leaflets & information in early year's newsletter. E mail to leads. | 2 - 8 year olds, pregnant women and staff |
| Schools (children in reception class and school years 1, 2, 3, 4 and 5) | Posters & Leaflets and information regarding school programme | Information for teachers |
| Pre-schools & Nurseries | Posters & Leaflets and information in early years newsletter | 2& 3 year olds |
| Posters in leisure centres, libraries | Posters & Leaflets | All eligible groups |
| Walking groups for older people | Leaflets | All eligible groups |
| Village halls | Posters & Leaflets | All eligible groups |
| Pharmacies | Posters & Leaflets | All eligible groups |
| Dentists | Posters & Leaflets (send link) | All eligible groups |
| Opticians | Posters & Leaflets (send Link) | All eligible groups |
| Care & Nursing homes | Information sent via links from STP group | All eligible groups |

| | | |
|--|---|-------------------------------|
| Care Support Wiltshire | Information for their newsletter | All eligible groups |
| Wiltshire Council Staff | Members bulletin / WIRE / Intranet / CDs blog | Staff |
| Community Sexual Health clinics & SFT GUM clinic | Posters & Leaflets | All eligible groups and staff |
| Wiltshire Council Staff | Posters -to advertise Flu clinics on staff noticeboards | All eligible groups |
| Wiltshire Council Staff – attending flu clinics | Health advice - Health trainers to attend flu clinics at hubs to give general health and lifestyle advice | All staff |
| Wiltshire Council Staff | Vouchers sent out to staff requesting a voucher | All Staff |
| Wiltshire Residents | Bobby Van Trust - For them to promote stay well this winter, especially flu | All appropriate persons |
| Wiltshire Residents | business card size leaflets - given to health trainers and anyone else holding events and also to the councils safe and warm team | All appropriate groups |
| Wiltshire Residents | Wilts/Dorset F&R service - For them to promote stay well this winter, especially flu | All appropriate persons |
| Wiltshire Residents and others attending Salisbury Football Club | Posters sent to Salisbury Football Club | All |
| Wiltshire Residents | Posters to be sent to Atworth Village hall | All |
| Wiltshire Residents and others attending Wiltshire Golf Courses | Posters to be sent to the each Golf Club circuit to display | All |