

Health and Wellbeing Board
01 June 2017

Surrey Health and Wellbeing Board communications and engagement update

Purpose of the report:

To update the Health and Wellbeing Board on activity and progress relating to communications and engagement, to receive support from Board Members for overcoming current challenges and to secure endorsement for the next steps.

Recommendations:

It is recommended that the Health and Wellbeing Board:

- i. note the progress made on communications and engagement since December 2016;
- ii. identify solutions to key challenges; and
- iii. endorse the activity of the Communications Sub-Group for the next six months.

Introduction:

1. The vision of Surrey's Health and Wellbeing Board is: "Through mutual trust, strong leadership, and shared values, we will improve the health and wellbeing of Surrey people". Communications and engagement are essential to the delivery of this vision.
2. The Surrey Health and Wellbeing Board Communications Sub-Group work together to communicate and engage with Surrey people to encourage and support them to improve their health and wellbeing in a consistent and co-ordinated fashion.
3. This report provides an update on the activity of the Health and Wellbeing Board Communications Sub-Group since the last update received by the Board in December 2016. This includes:
 - highlights of the winter 2016/17 campaign;
 - a summary of the planned summer campaign;

- co-ordination of general health communications and engagement; and
 - working with Sustainability and Transformation Partnerships (STPs).
4. This report also outlines activity the Communications Sub-Group planned for the next six months and highlights current and future challenges.

Surrey Winter Communications Campaign:

5. Following the successful winter campaign in 2015/16 where the Surrey Health and Wellbeing Board Communications Sub-group co-ordinated a campaign encouraging residents to be prepared, keep warm and keep well during the winter months, the group delivered a similar campaign in winter 2016/17.
6. The aim of the campaign was to deliver a co-ordinated campaign across Surrey that encouraged residents to:
 - **Prepare for winter** – such as stocking up on medications, having a boiler check, join the priority services register
 - **Keep warm during winter** – keep rooms heated to a minimum of 18°C, advice on how to keep warm, winter warm packs
 - **Keep well during winter** – such as getting flu vaccinations, getting early help, using NHS 111, eating well, keeping active
7. The Surrey campaign provided consistent messaging across Surrey and also complimented and built on the national Stay Well This Winter campaign by promoting local offers and services.



What difference did it make?

8. **Campaign awareness.** 1654 residents were surveyed between Jan and March 2017 to determine their awareness of the campaign. They were asked if they remembered seeing the campaign and if so, where they saw or heard about it. The results are outlined below.
 - a) 67.4% percent of Surrey residents were aware of the campaign compared to 56.5% in the same period in 2016
 - b) 51.3% of residents heard of the campaign on the television or radio compared to 30.5% in 2016. This could be due to the national coverage of the campaign
 - c) 10.5% of residents saw the campaign in Surrey Matter magazine which is an increase from 7% in 2016
 - d) 53.9% of residents had heard about the campaign from a health professional which was a slight decrease from 2016 (58.4%).
 - e) 6.2% of residents had seen the campaign on social media which is an increase on 1.1% in 2016.
9. **Flu vaccine uptake.** A large focus of the campaign was to encourage residents to have the flu vaccine and the data for Surrey in 2016/17 demonstrate a higher uptake than 2015/16, although the uptake

remained slightly lower than the average for England and also the target in many instances. Guildford and Waverley CCG achieved the highest for children of all ages (two years 48.8%, three years 50.2% and four years 40%) and Surrey Heath CCG also achieved higher than the target uptake for all children cohorts.

Summer 2017 communications campaign:

10. Following on from the success of the winter campaign in the county, the Surrey Health and Wellbeing Board Communications Sub-group will be replicating this to co-ordinate a summer health campaign in 2017.
11. Just like the winter campaign, which covers a range of key issues and messages, the summer campaign aims to align many of the Surrey initiatives and priorities under an umbrella heading – Safe and Well This Summer #safeandwellsummer.
12. The national [Heatwave Plan](#) will be a main driver in activity around the summer campaign. The purpose of the heatwave plan is to reduce summer deaths and illness by raising public awareness and triggering actions in the NHS, public health, social care and other community and voluntary organisations to support people who have health, housing or economic circumstances that increase their vulnerability to heat. To date, no announcement has been made about this year's activity.
13. The Surrey summer campaign 'Safe and Well This Summer' will focus on three key areas:
 - a) **Hydration** – Targeting vulnerable groups, such as over 65s and their carers, particularly care homes (Surrey has a large older adults population with a high incidence of hospital admission for Urinary Tract Infections UTIs) and the very young.
 - b) **Skin cancer prevention - Cover Up Mate** (A NHS England and Public Health England initiative) a campaign targeting men and outdoor workers) – In Surrey, we are an outlier for the incidence of skin cancer and therefore we would look to build on this campaign and extend the messaging wider.
 - c) **Safe Day Out** – Covering water safety, food safety, bites, ticks, allergies.

Other communications and engagement activity:

Working with Sustainability and Transformation Partnerships (STPs) communications

14. The group are linking closely with the STPs in relation to communications and engagement and receive regular updates at the meetings. A number of the group members also sit on the STP communications groups which provides the opportunity for co-ordination across the county.

Surrey-wide co-ordination of general communications and engagement activity

15. As well as the specific winter and summer campaigns, a co-ordinated approach is being taken to all communications and engagement throughout the year across Surrey. The Communications Sub-group has created a Surrey-wide health campaigns calendar to ensure that consistency and co-ordination exists across all organisations communicating and engaging with residents. The group are currently collating additional engagement activity to include within this and are logging past engagement activity.
16. An example of where this has been a success includes the co-ordination of a Surrey-wide Wheel of Wellbeing campaign, developed by Surrey County Council and supported by all partners promoting emotional wellbeing and good mental health. This campaign saw 97,114 website hits to the Wheel of Wellbeing pages between 1 October 2016 and 11 Jan 2017 compared to the Stoptober campaign which received 30,000 hits.

Current and future challenges:

17. Planned activity over spring/ summer 2017 has been dependent upon national campaigns such as 'One You' and 'Cover Up Mate'. The General Election announcement has resulted in the period of time to run these campaigns being significantly reduced. In addition, there is also uncertainty over the long term plans for campaigns as these are subject to new ministerial decisions and priorities.
18. Resources remain a challenge for communications and engagement activity in the county. The lack of budget for communications activity along with reductions in stakeholder budgets is resulting in a reduced presence of campaign materials and a move to more online based promotion. One example of reduced resource is resident magazines such as Surrey Matters and borough and district council resident magazines. Previously these have been a printed resource used to communicate a variety of messages to residents, however, many of these are now being moved to an online only resource. The winter 16/17 campaign evaluation revealed 10% of residents had heard about the campaign via Surrey Matters compared to 6% via social media which will be the primary source of promotion in future. This may also mean that we are unable to target vulnerable people who may not have access to online information. We will continue to monitor this along with campaign awareness via the residents' survey.
19. Changes to local commissioning of services has been a challenge both in receiving communications in a timely fashion and the ability to communicate messages as planned.

Conclusions:

20. The Health and Wellbeing Board Communications Sub-Group continues to provide a consistent and co-ordinated approach to communications and engagement across the health and social care system in Surrey. The winter campaign continues to be successful and learning will be taken forward into future communications and engagement activity.
21. The challenge remains to maintain co-ordination as changes occur and activity continues at pace across the system and resources are reduced.

Next steps:

22. Over the next six months the Health and Wellbeing Board Communications Sub-Group will:
 - deliver and evaluate the co-ordinated Surrey summer campaign running from May 2017 to September 2017;
 - complete the health communications and engagement calendar and log widely;
 - support national campaigns including Change4Life physical activity campaign in July and August 2017, One You and the Be Clear on Cancer respiratory campaign.
 - support the engagement programme relating to the NHS 111 service re-procurement
 - prepare and begin delivery of the winter 2017/18 campaign; and
 - continue to engage with STPs.
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