



Health and Wellbeing Board  
07 December 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 June 2017;
- ii. identify solutions to key challenges; and
- iii. endorse the activity of the Communications and Engagement 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 has a Communications Sub-Group who 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 June 2017. This includes:
  - highlights of the summer 2017 campaign;
  - a summary of the current winter 2017/18 campaign;

- co-ordination of general health communications and engagement; and
  - an update on the communications and engagement channels request from previous meeting
4. This report also outlines activity the Communications Sub-Group has planned for the next six months and highlights current and future challenges.

#### Surrey Summer 2017 Communications Campaign:

5. As with winter campaigns in previous years summer campaign messaging has been disjointed and vast. Various organisations run different campaigns, meaning there are too many messages being communicated to residents.
6. Following the successfully co-ordinated winter campaigns of 2015/16 and 2016/17, the Surrey Health and Wellbeing Board Communications and Engagement Sub-group adopted a similar approach in summer 2017.
7. The aim of the campaign was to raise awareness of the importance of keeping safe and well during summer months, particularly older people and the very young by having a consistent approach to the messages being communicated. In the absence of a single co-ordinated national campaign, the group agreed which of the national campaigns to promote based on the needs of Surrey residents and produced a campaigns overview document which summarised the key campaign messaging.
8. Just like the winter campaign, which covers a range of key issues and messages, the summer campaign aimed to align many of the Surrey initiatives and priorities under an umbrella heading – Safe and Well This Summer. The campaign had three key areas of focus:
- **Hydration** – Targeting vulnerable groups, such as over 65s and their carers, particularly care homes (Surrey has a large older adult population with a high incidence of hospital admission for Urinary Tract Infections UTIs) and the very young.
  - **Skin cancer prevention** - Cover Up Mate (A NHS England and Public Health England initiative) a campaign targeting men and outdoor workers) – Surrey is an outlier for the incidence of skin cancer and therefore we built on this campaign and extended the messaging wider.
  - **Safe Day Out** – Covering water safety, food safety, bites, and allergies. There have been a number of deaths and near misses in water in the county and local authorities are planning water safety campaigns.
9. To support this campaign a volunteer from Healthwatch Surrey designed materials to be used for the campaign at no cost. An example of these can be seen below:



## What did we do and what difference did it make?

10. **Campaign activity.** All members of the Surrey Health and Wellbeing Board supported the Summer campaign from June to August 2017 and its core messages around keeping safe in hot weather (#safewellsummer), food safety, water safety and prevention against skin cancers (#coverupmate). They did this mainly through social media and web updates, as the most cost effective channels with far-reaching, interactive audience demographics. We know at least 278,500 Twitter users saw our campaign posts, in addition to 12,000+ Facebook users, which comprised original content and retweeted or shared content from central campaign communications e.g. NHS England or Public Health England.
11. Where opportunities existed to include summer health and wellbeing messaging in public-facing stakeholder newsletters these were capitalised upon, with one insertion reaching in excess of 10,000 people with disabilities or caring responsibilities. Website and intranet copy, banners and images were also used to increase awareness, along with news updates to staff using internal communications channels.
12. Opportunities to raise awareness and spread the message widely also took place via groups and partnership presentations and meetings which helped to raise awareness amongst stakeholders and frontline staff to ensure that those who have contact with residents had the correct information to pass on.
13. **Campaign awareness.** 1646 residents were surveyed as part of the Surrey residents' survey between July and September 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.
  - 13.2% of Surrey residents were aware of the campaign
  - 26.1% of residents heard of the campaign on the TV or radio
  - 13.8% of residents saw the campaign in Surrey Matters e-magazine
  - 19.7% of residents received a leaflet through the door
  - 14.2% of residents had heard about the campaign from a health professional
14. No data was available at the time of writing this report that would demonstrate the impact on health outcomes and a full evaluation report will be written when this is available.

### Stay Well This Winter campaign 2017/18:

15. The current campaign is Stay Well This Winter which aims to keep people healthy during winter. This continues with the same branding and messaging as the 2016/17 winter campaign and nationally has a highly target media plan being delivered in two phases:



- **1. Phase 1 - Flu Vaccination:** 9 October to 29 October 2017
  - **2. Phase 2 - Winter:** 6 November to 17 December 2017
16. In Surrey, once again, our messages are consistent with the national campaign and we are adding value by promoting local offers and services. The Winter Wellness Toolkit outlines the key messages and is a local signposting resource for front line staff.
17. The aim of the campaign locally is 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
18. Subject to approval, £10,000 has been allocated to the winter campaign from the Surrey Heartlands transformation fund. This will be used to promote the core Stay Well This Winter national campaign messages of vaccination against flu, self-care, proper use of A&E and NHS 111 and the role pharmacies play in maintaining winter wellness, including good prescriptions management, through a series of Eagle Radio adverts and social media advertising. Phase two of the campaign will cover off additional urgent communications around expected peaks in system activity in the new year.

<b>Other communications and engagement activity:</b>
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### **Working with Sustainability and Transformation Partnerships (STPs) communications**

19. The group recognises it is part of the STPs and continues to link with all aspects of the plans and workstreams to ensure consistent messaging is provided across the county, avoiding duplication in the system. We receive regular updates at the meetings and will be having an in-depth look at the next meeting as to how we can continue to strengthen this.

### **Communications and engagement channels**

20. At the June Health and Wellbeing Board the communications sub-group was asked to demonstrate in one page the channels that are used to communicate with residents. This is currently being produced and will be tabled at the meeting.

<b>Current and future challenges:</b>
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21. Resources remain a challenge for communications and engagement activity in the county. As a result, the group very much supports national campaigns to ensure that the most impact can be made to benefit

residents. National information often is late to arrive and has mixed or unclear messaging which has impacted on our recent activity. We manage this as best we can and continue to do so by being proactive, creating local campaigns such as the wheel of wellbeing and the summer campaign.

22. 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:**

23. 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 seasonal campaigns continue to be successful and learning is used to inform future campaigns.
24. The challenge remains to maintain co-ordination as changes occur and resources are reduced.

#### **Next steps:**

25. Over the next six months the Health and Wellbeing Board Communications Sub-Group will:
- Complete the evaluation of the summer campaign and begin preparations for next summer
  - deliver and evaluate the winter 2017/18 campaign
  - look to support national campaigns locally such as One You, Change 4 Life when we have NHS England's campaign plan
  - prepare and begin delivery of the winter 2017/18 campaign; and
  - continue to communicate consistent messages as part of the STPs

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