



Health and Wellbeing Board
07 June 2018

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 2017;
- ii. identify solutions to key challenges; and
- iii. note and agree the proposed new way of working for the Communications and Engagement Sub-Group.

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 December 2017. This includes:
 - highlights of the winter 2017/18 campaign;
 - upcoming campaign activity for 2018; and

- co-ordination of general health communications and engagement;
4. This report also outlines a proposed new way of working for the Communications and Engagement Sub-Group, and highlights current and future challenges.

Surrey Stay Well This Winter 2017/ 2018 Communications Campaign:

5. Following the successful winter campaigns in 2015/16 and 2016/17 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 2017/18.
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 did we do?

8. **Campaign activity.** The majority of members of the Surrey Health and Wellbeing Board supported the Stay Well This Winter campaign from October 2017 to the end of March 2018 and its core messages. 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 736,000 Twitter users saw our campaign posts, in addition to 250,000+ Facebook users, which comprised original content and retweeted or shared content from central campaign communications e.g. NHS England or Public Health England.
9. Where opportunities existed to include winter health and wellbeing messaging in public-facing stakeholder newsletters these were capitalised upon, with an estimated 123,000 residents receiving information in various newsletters/ residents publications. This included residents' magazines, newsletters for people with disabilities or caring responsibilities and local press. Website and intranet copy, banners and images were also used to increase awareness, along with news updates to staff using internal communications channels and making use of screens in waiting areas at GP practices by providing a PowerPoint slide pack.

10. 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 such as staff and stakeholder meetings, care home forums and falls prevention networks.
11. The [Winter Wellness Toolkit¹](#) was developed and promoted as a tool to support health, social care and local community professionals in providing advice and information about services in Surrey. This useful guide offered advice on keeping well, warm and safe in winter, as well as listing local and national sources of support. It will help you to support your clients and patients to take actions that are most likely to prevent any unnecessary emergency admissions this winter.

Targeted Facebook campaign

12. In addition to the above, partners in Surrey Heartlands secured £10,000 of transformation funding to deliver a targeted campaign which complimented the wider Stay Well This Winter Campaign and benefited residents wider than Surrey Heartlands. Advertising activity included an Eagle Radio campaign and a multi-themed Facebook advertising campaign, which included elements targeted specifically at parents of 2 – 4 year olds to encourage uptake of the flu vaccination nasal spray.
13. The campaign included 5 x Stay Well This Winter advertising concepts on Facebook delivered to 246,514 people, generating 6,032 click-thrus to www.healthysurrey.org.uk and 3 x 30 second radio adverts on Eagle Radio reached approximately 172,000 listeners.

What difference did it make?

14. **Campaign awareness.** 1654 residents were surveyed as part of the Surrey residents' survey between January and March 2018 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.
 - 69.9% of Surrey residents were aware of the campaign (compared with 56.5% in 2016 and 67.4% in 2017)
 - 41.0% of residents who were aware, heard of the campaign on the TV or radio (compared with 31% in 2016 and 51% in 2017)
 - 11.2% of residents saw the campaign in Surrey Matters e-magazine (compared with 7% in 2016 and 10.5% in 2017)
 - 9.2% of residents who were aware, received a leaflet through the door (compared with 9.8% in 2016 and 8.6% in 2017)
 - 11.7% who were aware, had heard of the campaign by social media (compared with 1.1% in 2016 and 6.2% in 2017)
 - 53.6% of residents who were aware, had heard about the campaign from a health professional (compared with 58% in 2016 and 54% in 2017)

¹ https://www.healthysurrey.org.uk/data/assets/pdf_file/0004/137416/Winter-Wellness-Toolkit-2017-18-V8.pdf

15. **Flu vaccination uptake.** A large focus of the campaign was to encourage residents to have the flu vaccine and the data for Surrey in 2017/18 demonstrate a higher uptake than 2016/17 for all target groups, suggesting the campaign activity had contributed to more people getting a flu vaccination. See table 1 below for a summary of the details.

Table 1. Flu vaccine uptake in GP Patients (returns from 100% of Surrey practices) 1 September 2017 to 31 March 2018²

% Flu vaccine uptake performance comparison table 2017/18 compared to 2016/17					
CCG	Children age 2 years	Children age 3 years	65 and over	Under 65 (at-risk only)	All Pregnant Women
NHS EAST SURREY CCG	41.7 ↑	45.5 ↑	69.6 ↑	47 ↑	46.3 ↑
NHS GUILDFORD AND WAVERLEY CCG	50.2 ↑	53.3 ↑	73.4 ↑	49.8 ↑	51.6 ↑
NHS NORTH WEST SURREY CCG	43.9 ↑	47.9 ↑	69.9 ↑	47.3 ↑	48.2 ↑
NHS SURREY HEATH CCG	50.9 ↑	52.5 ↑	75 ↑	50.4 ↑	54 ↑
NHS SURREY DOWNS CCG	43.5 ↑	44.5 ↑	68.5 ↑	45.7 ↑	46.3 ↑
NHS NORTH EAST HANTS AND FARNHAM CCG	52.2	55.8	77.1	54.4	59.5
SURREY	45.3 ↑	48.3 ↑	70.7 ↑	47.5 ↑	48.7 ↑
Target Uptake	40	40	75	55	55

Upcoming campaigns:

Summer campaign 2018

16. The Communications and Engagement Sub-group are co-ordinating a summer campaign following on from the 2017 campaign. Unlike winter, there is no single co-ordinated national campaign, therefore the group has agreed a number of national campaigns to promote based on the needs of Surrey residents. The group has produced a campaigns overview document which summarises the key campaign messaging under the umbrella heading – Safe and Well This Summer.
17. The aim of the campaign is 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 by partners across Surrey. Continuing the approach of last year, the campaign has 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.

² <https://www.gov.uk/government/statistics/seasonal-flu-vaccine-uptake-in-gp-patients-monthly-data-2017-to-2018>

- **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. This element of the campaign will target families, children and young people

18. Why not look out for the Health and Wellbeing Board designed summer campaign materials and use #safewellsummer wherever you can!



NHS 70

19. In 2018, we are celebrating 70 years of the NHS and there is a wide range of national and local communications activity and events planned to celebrate this.
20. As with the summer and winter campaigns, the communications group identified an opportunity to co-ordinate communications activity relating to NHS 70 in Surrey. In Surrey, activity will include:
- Choir event on 5th July
 - Media partners to promote specific case studies focusing on workforce and patients
 - Staff awards as part of CCG AGMs
 - Developed a set of infographics comparing the change in health in Surrey over 70 years (Annex A)
 - Stories collated from the Surrey History Centre of how NHS services were before the NHS compared to now to be used as case studies for media stories.
 - We will be using #NHS70 and #healthysurrey on social media so that we can track activity
 - Aligning communications across providers and CCGs

Other communications and engagement activity:

Working together

21. The group recognises the value in working together and has recently extended the group to include Surrey Community Action to represent the Voluntary, Community and Faith sector in discussions. We have identified ways that we can strengthen communication across partners to

ensure that we are working together and getting consistent messages out to our residents, in a timely and appropriate way.

Accessible Information Principles

22. As the Surrey Health and Wellbeing Board's communication representatives, we felt that it was important to encourage our respective organisations to strive to act as Information Accessibility Champions, upholding gold standards. At the moment, there appears to be a piecemeal approach to how information and communication support for patients, service users, carers and parents with a disability, impairment or sensory loss is provided, and sadly, in some instances, this falls short of what is required. We plan to promote and encourage compliance with our legal requirements in all that we do, notably:
23. Under the Equality Act 2010, public bodies have a duty to make our services accessible to everyone. This means making reasonable adjustments to ensure differing needs are met and everyone has equal access to services. Agencies should:
 - a) Ask people what they need and record it so the person only needs to be asked once.
 - b) Communicate with people in a way that they can understand.
 - c) Use accessible buildings where possible and ensure events are fully accessible.
 - d) Take account of different user needs when commissioning and providing services to ensure everyone has equal access.
 - e) Ensure all residents have the opportunity to engage with the health and social care organisations on changes to services in a fully inclusive manner.
24. The Accessible Information Standard applies to all health and adult social care providers and became a legal requirement in July 2016.
25. It applies to people with a disability, impairment or sensory loss in receipt of NHS or publically funded adult social care services, and parents and carers. It means that people should only have to tell services their requirements once.
26. Organisations must do five things:
 - i. Ask people if they have any information or communication needs, and find out how to meet their needs.
 - ii. Record those needs in a set way.
 - iii. Flag or highlight a person's file, so it is clear that they have information or communication needs, and clearly explain how those needs should be met.
 - iv. Share information about a person's needs with other NHS and adult social care providers, when they have consent or permission to do so.
 - v. Act to make sure that people get information in an accessible way and communication support if they need it.

27. The communications group will continue to drive this forward to ensure everyone in Surrey has access to appropriate information of a high standard.

Proposed future ways of working:

28. The Health and Wellbeing Board Communications and Engagement Sub-group has been in place since 2012, originally set up to communicate activity and raise the profile of the Health and Wellbeing Board.
29. Since inception, the group has established itself as a valuable communications and engagement forum in Surrey bringing together a network of communications professionals to co-ordinate health and wellbeing activity; share ideas and best practice; to learn from each other; and to maximise resources. The group has developed and become established as a wider network for communications and engagement across the county which the Health and Wellbeing Board feeds into.
30. The group are proposing to update the Terms of Reference and membership to reflect this wider remit and to extend the membership to include providers. The group are proposing to remain governed by the Health and Wellbeing Board and to share minutes of the group with the Health and Wellbeing Board rather than formal 6 monthly reports on activity. The chair of the communications and engagement group will drive forward the wider remit of the group

Current and future challenges:

31. 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.
32. 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:

33. 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 and wider campaigns such as the NHS 70 campaign.

34. The challenge remains to maintain co-ordination as changes occur and resources are reduced. The proposed new ways of working are designed to assist with overcoming some of these challenges.

Next steps:

35. Over the next six months the Health and Wellbeing Board Communications Sub-Group will:
- Deliver and evaluate the summer 2018 campaign
 - Look to support national campaigns locally such as One You, Change4Life (childhood obesity campaign) and Wheel of Wellbeing (this will include targeting children and young people's emotional wellbeing)
 - Prepare and begin delivery of the winter 2018/19 campaign
 - Continue to communicate consistent messages as part of the STPs
 - Update the Terms of Reference to reflect the proposed new ways of working as approved by the Board, and adopt and monitor these.

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Annexes/ background papers:
ANNEX A - NHS70 Surrey Infographic