



Health and Wellbeing Board
6 December 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 since June 2018.

Recommendations:

It is recommended that the Health and Wellbeing Board:

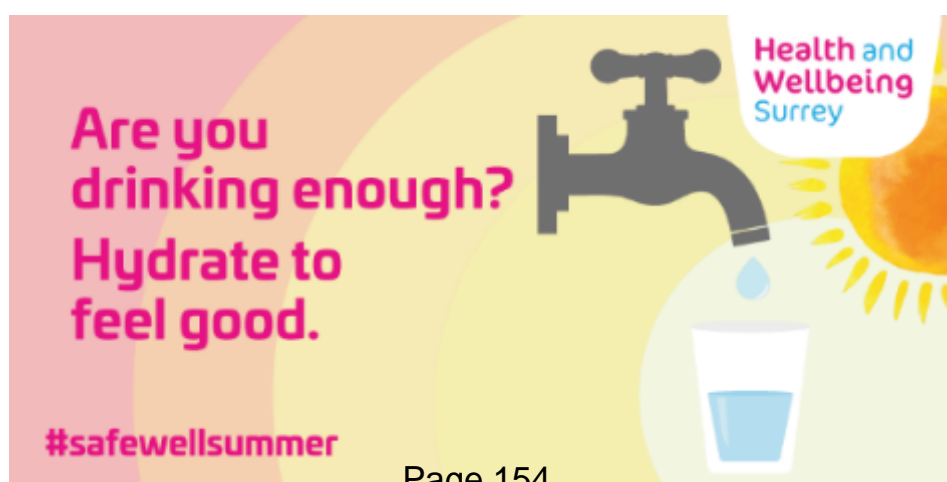
- a) Note the progress made on communications and engagement since June 2018.
- b) Note the new way of working for the Communications and Engagement Sub-Group.

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 June 2018. This includes:
 - highlights of the summer 2018 campaign;
 - outline of a new way of working for the sub-group

Surrey Summer 2018 Communications Campaign:

4. The group agreed to work together to promote a summer campaign to raise awareness of the importance of keeping safe and well during the summer months. Unlike winter, there was no single co-ordinated national campaign, so the group identified and promoted the campaign based on the needs of Surrey residents. This was particularly targeted to older people and the very young by having a consistent approach to the messages being communicated by partners across the county.
5. 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) and the very young.
 - **Skin cancer prevention** – A NHS England and Public Health England initiative called 'Cover Up Mate' was promoted to target 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 ran water safety campaigns. This element of the campaign targeted families, children and young people





6. Promotion

The campaign was promoted in the following ways:

- Surrey Matters – e-newsletter
- Public Health Bulletin
- Media coverage
 - Surrey Guardian article
 - BBC Surrey radio interview on prevention of skin cancer
- Care Home professional magazine
- CCG websites
- Facebook and Twitter

7. Awareness

Results of the summer residents' survey, run by the council, included questions relating to awareness of the summer campaign. The results showed:

- Question: Can you remember seeing or hearing about this campaign this summer?
 - Total asked: 1654
 - Yes: 25%
 - No: 75%
 - Question: Where did you see or hear about it?
 - TV or radio: 30%
 - Surrey matters: 16%
 - Leaflet through door: 17%
 - Health professionals: 15%
 - Social media: 14%
 - Somewhere else: 28%
8. The evaluation and learning from the campaign will be used to refine and improve the summer campaign next year.

NHS 70

9. The NHS celebrated its 70th anniversary on 5 July 2018 and to mark the occasion a wide range of national and local communications activity and events took place.
10. The communications group identified an opportunity to co-ordinate communications activity relating to NHS 70 in Surrey and this included:
 - Choir event on 5th July
 - Media partners promoted 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
 - Stories collated from the Surrey History Centre of how NHS services were before the NHS compared to now, were used as case studies for media stories.
 - The #NHS70 and #healthysurrey hashtags were used on social media
 - Aligning communications across providers and CCGs

Upcoming campaigns:

Winter campaign 2018

11. The Communications and Engagement Sub-group have been co-ordinating a winter campaign, in-line with the single national campaign.
12. Following the successful winter campaigns over the last few years, the Sub-group will deliver a similar approach over the coming months.
13. The aim of the campaign 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
14. The campaign aims to provide consistent messaging across Surrey and complimente and built on the national *Help us, Help you* campaign by promoting local offers and services.
15. The sub-group held a meeting dedicated to planning for winter, which included colleagues from Public Health England and NHS England.

This allowed partners to align and share winter plans to ensure a joined-up approach across Surrey.

- 16. Flu vaccination uptake.** A large focus of the campaign is to encourage residents to have the flu vaccine.

Other communications and engagement activity:

Working together

17. The group recognises the value in working together and has recently extended the group to include providers from across the county. A workshop was held with all partners to discuss how we can all work better together, share best practice and strengthen communication to ensure that we are working together and getting consistent messages out to our residents, in a timely and appropriate way.

Conclusions:

18. 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.
19. The challenge remains to maintain co-ordination as changes occur and resources are reduced. The inclusion of providers into the group and the onward discussion around working closer together are designed to assist with overcoming some of these challenges.

Next steps:

20. Over the next six months the Health and Wellbeing Board Communications Sub-Group will:
- Deliver and evaluate the winter 2018 campaign
 - Prepare and begin delivery of the summer 2019 campaign
 - Continue to communicate consistent messages across our organisations

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