

Surrey Health and Wellbeing Board
Winter 2018/19 Communications
Campaign in Surrey - Evaluation report



Health and
Wellbeing
Surrey

1.0 Background

Following the successful co-ordination of a communications campaign during previous winters, the Surrey Health and Wellbeing Board Communications Sub-group delivered a similar campaign in winter 2018/19. This brief report is an evaluation of the 2018/19 campaign which ran from 1 October 2018 to 31 March 2019.

2.0 What did we do?

The aim of the campaign was to deliver a co-ordinated campaign across Surrey that encouraged residents to:

- a) Prepare for winter – such as stocking up on medications, having a boiler check, join the priority services register
- b) Keep warm during winter – keep rooms heated to a minimum of 18°C, advice on how to keep warm, winter warm packs
- c) Keep well during winter – such as getting flu vaccinations, getting early help, using NHS 111, using local pharmacy services, eating well and keeping active

The Surrey campaign provided consistent messaging across Surrey and also complemented and built on the national *'Help Us Help You' Stay Well This Winter* campaign by promoting local offers and services.

Below are some examples of the various channels used to communicate the winter campaign to residents.

2.1 Healthy Surrey website examples:

The screenshot shows the 'Healthy Surrey' website. The main content area is titled 'Preventing winter bugs' and features an NHS banner with the text 'Don't put it off - get the flu jab now'. Below the banner, there is a list of three simple steps: 'Catch it', 'Bin it', and 'Kill it'. To the right of the main content, there is a 'See also' sidebar with several green buttons: 'NHS 111', 'Help Us Help You before it gets worse', 'Help Us Help You know what to do', 'Keep safe this winter', 'Keep warm, keep well', and 'Winter wellness toolkit'.

2.2 Healthy Surrey social media examples:



Healthy Surrey
@HealthySurrey

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. #HelpUsHelpYou



5:45 PM · Nov 8, 2018 · Twitter Web Client

View Tweet activity

11 Retweets 5 Likes

Healthy Surrey
@HealthySurrey

For most children the flu vaccine is not an injection, just a quick nasal spray. Find out more by talking to your GP surgery today #fluvaccine #healthysurrey #HelpUsHelpYou

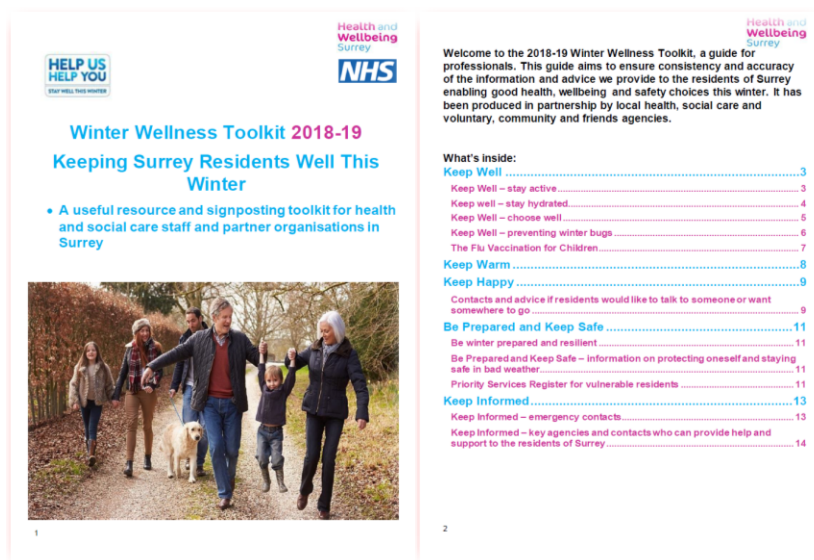


6:46 PM · Oct 30, 2018 · Twitter Web Client

View Tweet activity

4 Retweets 2 Likes

2.3 Resources for health professionals:



Page 30

Below is a summary of the activity during the campaign from 1 October 2018 to 31 March 2019:

- 8,655 visits to the Healthy Surrey winter web pages, a 58% increase on 2017/18 figures
- 71 downloads of the *Winter Wellness toolkit* for health and social care professionals
- 24 winter related tweets with 18,691 tweet impressions and 160 tweet engagements
- 8 uses of #healthysurrey (with many more of #Staywellthiswinter, but this cannot be tracked to Surrey)

2.4 Examples of activity across Surrey

healthwatch
Surrey

- Winter wellness article in our Quarterly Report which was published in October 2018.
- Posted/shared SWTW social content on Facebook and Twitter and received a reach of 1,035.
- Emails sent to Board and team members, volunteers and Citizens Advice with Flu vaccine, NHS111 and pharmacy messages.

G GUILDFORD
BOROUGH



60,000 residents received 2018 winter edition of the Council newspaper with *Winter wellness* feature.

Scheduled a series of tweets and Facebook posts during the winter months to its 16,000+ followers





- 4,576 residents received the Surrey Disability Register winter **newsletter** with an article on *Stay Well This Winter*.
- *The Surrey Matters* e-newsletter was sent to over 357,000 residents with winter articles on Flu Vaccines and Winter Wellness.
- Campaign messages were cascaded through a variety of **network groups**, including targeted groups. Examples include: Domiciliary Home Care Network and Care Homes Provider Network (Surrey Care Association); Guildford & Waverley Care Home Forum; Surrey Falls Prevention Network; Surrey Care Homes Collaborative; Local Valuing People Groups, Disability Empowerment Network Surrey; Information and Advice Forum/ VCF; Autism Partnership Board; Independent Mental Health Network; Gypsy and Roma Traveller Forum; Surrey Minority Ethnic Forum; Veterans Group.
- *Stay Well This Winter* messaging was also included **online and on social media** across 30 posts, reaching over 22,000 people and receiving over 200 engagements.
- Promoted messages to **frontline Surrey County Council (SCC) staff** to encourage uptake of the flu vaccination.

Clinical Commissioning Groups (CCGs) in Surrey

NHS Surrey Heartlands CCGs

- Surrey Downs CCG, Guildford & Waverley CCG and North West Surrey CCG engaged in joint, widespread communications activity which included: social media; range of press releases and newsletter articles to various audiences; presentations; staff briefings; telephone engagement; radio interviews; and distribution of materials including posters and slide decks for display on TV screens in GP practices. Content was also included on website and social media.
- Paid digital advertising covering paid Facebook ads, PPC and localised www.GetSurrey.co.uk homepage placements. Paid print advertisements were placed within the Surrey Advertiser group.

NHS Surrey Downs CCG and SCC targeted residents in wards in Epsom and Ewell with publication to signposting local people to community support over the winter. Funding was provided by the CCG System Resilience Group to print 2,500 copies of the leaflet, produced by the SCC design team.



Included a minimum of three posts every week across social media platforms - daily posts in peak periods. These include a combination of the assets supplied by NHSE and created content relevant to area (i.e. sign-posting to our local walk-in centres or Minor Injuries units).



157 Posts | 95,939 Impressions



48 Posts | 58,454 Reach |
2,405 Engagements

- Promotion via Web banner resulting in 916 click-thrus

Information and leaflets distributed to patients, across social media, on SASH website and TV screens across the organisation. Internally with SASH staff on SASH intranet, all staff messaging, staff noticeboards, Chief Executive and Chief Nurse messages.



Facebook
17 Posts | 2,407 Impressions



Twitter
27 Posts | 12,282 Impressions

2.5 Funded targeted campaign in Surrey Heartlands

In addition to the above, partners in Surrey Heartlands secured approximately £5,000 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 a multi-themed Facebook advertising campaign, which included elements targeted specifically at parents and carers of 0 – 12 year olds to encourage use of the NHS 111 service, as well as broader targeting to people (20-65 years) on Pharmacy Advice, GP Access and NHS 111.

The campaign included 5 x *Stay Well This Winter* advertising concepts on Facebook delivered to 146,126 people and generating 4,057 click-thrus to www.healthysurrey.org.uk.

Further to this, over 2 million impressions were achieved via Google pay per click advertising, and over 26,500 people reached via paid print placements.



3.0 What difference did it make?

3.1 Campaign awareness

1641 residents were surveyed as part of the Surrey residents' survey between January and March 2019 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.

- 73.6% of Surrey residents were aware of the campaign (compared with 56.5% in 2016, 67.4% in 2017 and 69.9% in 2018) – an average increase of over 5% year on year.
- 36.0% of residents who were aware, heard of the campaign on the TV or radio (compared with 51% in 2017 and 41% in 2018). This is in line with a decrease in TV & radio activity for 2018/19.
- 9.6% of residents saw the campaign in Surrey Matters e-magazine (compared with 10.5% in 2017, 11.2% in 2018)
- 12% of residents who were aware, received a leaflet through the door (compared with 8.6% in 2017 and 9.2% in 2018) – indicating a steady increase across 3 years.
- 11% who were aware, had heard of the campaign by social media (compared with 1.1% in 2016, 6.2% in 2017 and 11.7% in 2018).
- 61.9% of residents who were aware, had heard about the campaign from a health professional (compared with 58% in 2016, 54% in 2017 and 53.6% in 2018).

3.2 Flu vaccine 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. See table 1 below for a summary of the details.

Table 1. Flu vaccine uptake in GP Patients (returns from 98.4% of Surrey practices) 1 September 2018 to 31 March 2019¹

| % Flu vaccine uptake performance comparison table 2018/19 compared to 2017/18 | | | | | |
|---|----------------------|----------------------|-------------|-------------------------|--------------------|
| 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 | 43.1 ↓ | 68.6 ↓ | 46 ↓ | 46.5 ↑ |
| NHS GUILDFORD AND WAVERLEY CCG | 51.3 ↑ | 53.5 ↑ | 73.3 | 50.9 ↑ | 52 ↑ |
| NHS NORTH WEST SURREY CCG | 43 ↓ | 46.5 ↓ | 69.2 | 47 | 46.6 ↓ |
| NHS SURREY HEATH CCG | 52.3 ↑ | 52.3 | 73.4 ↓ | 48.8 ↓ | 51.3 ↓ |
| NHS SURREY DOWNS CCG | 46.4 ↑ | 49.9 ↑ | 67.4 ↓ | 45.4 | 44 ↓ |
| NHS NORTH EAST HANTS AND FARNHAM CCG | 59.3 ↑ | 62.7 ↑ | 76.5 ↓ | 54.8 ↑ | 54.3 ↓ |
| Target Uptake | 48 | 48 | 75 | 55 | 55 |

¹ <https://www.gov.uk/government/statistics/seasonal-flu-vaccine-uptake-in-gp-patients-monthly-data-2018-to-2019>

| Flu Season 2018-19 Community Pharmacists (for Surrey) | |
|--|--------------------------------------|
| Surrey by CCG | No. vaccinations Sept – Dec 2018* |
| East Surrey | 3740 |
| Farnham | 1056 |
| G&W | 4535 |
| NW Surrey | 6343 |
| Surrey Downs | 7443 |
| Surrey Heath | 1249 |
| Grand Total | 24,366 |

*Note: The season ran from September 2018 to March 2019 but figures are only available to December 2018. Flu is embraced by community pharmacy as an important service and community immunisation remains high priority. Please also note that these figures: represent the NHS National PGD (patient group direction – a protocol by which a pharmacist can provide prescription only treatments to the public without the need of a doctor providing a prescription) and do not include children or healthy adults that pharmacies have vaccinated privately, which is business sensitive information and not published.

4.0 Conclusion and Recommendations

4.1 Conclusions

A wide range of communications and engagement activity took place promoting the co-ordinated winter campaign in Surrey with a large number of partners and stakeholders delivering similar messages. Whilst it is hard to tell if this directly impacted upon the uptake of the flu vaccination, promoting this was a key element of the campaign and the percentage uptake in Surrey for the flu vaccination increased in some areas from last year. Where reductions in uptake have been noted, this could be a result of the reduced spend in advertising budget.

4.2 Recommendations for future winter campaigns:

- Promote campaigns to health professionals as a high percentage of residents hear about the campaign this way
 - Continue to use residents magazines
 - Continue to use and increase presence on social media as awareness from this route has gradually increased over the last 3 years
 - Consider radio advertising activity as a high percentage of residents heard about the campaign in this way in 2016/17
 - Consider paid for advertising budget to increase impact of messaging and reach wider audiences
 - Continue to promote flu vaccination to target groups in particular pregnant women and parents of children under 5 years, as well as those with learning disabilities
 - Ensure that campaigns are evaluated consistently and that the parameters for evaluation and what will be collected is determined at the start of the campaign
- Consider utilisation of access to NHS 111 and GP activity such as, promotion of flu vaccine and uptake
 - Gather information on flu uptake with the workforce (frontline staff, carers, care home staff and also other vulnerable groups such as, care home residents and learning and disability groups)
 - Establish and agree on Key Performance Indicators (KPIs) for 2019/20

