



Data, insights and challenges

- Healthwatch Surrey has recently conducted a Waiting Well Survey on peoples' experiences of waiting for hospital appointments or treatment. A full report, including recommendations, will be published in due course. 180 people responded to the survey.
- Some key insights are as follows:
 - Most of those waiting 5 months or more felt negatively about their wait (80%+).
 - Negative effects of waiting included physical effects (24%), mental health (18%) and socio/economic detriment (8%).
 - Only 1/3 felt the hospital had given them helpful information and support and ¼ felt their GP had given them helpful information and support.
 - When asked what information they would have liked to receive, 25% spontaneously mentioned information about the length of their wait. 56% said they'd not received enough information about waiting time.
 - 64% agreed the hospital should update them every month-three months on the length of their wait.
 - 64% said they would be happy to attend a different local hospital for their treatment if it meant they could be seen sooner.

IMPACT SUMMARY



Improved physical health through prevention of physical ill-health and the promotion of physical well-being

OUTCOMES

By 2030:

- People have a healthy weight and are active
- Substance misuse is low (drugs/alcohol & smoking)
- The needs of those experiencing multiple disadvantage are met
- Serious conditions and diseases are prevented
- People are supported to live well independently for as long as possible

WHO IS LEADING THIS?

Priority sponsor:

Karen Brimacombe, Chief Executive, Mole Valley District Council

Programme Manager:

Helen Tindall, Policy and Programme Manager, Surrey County Council

For more information on the performance of individual programmes and projects within this priority such as progress against key milestones please contact the relevant programme manager via healthandwellbeing@surreycc.gov.uk

What will be different for people in Surrey?

The Community Vision for Surrey describes what residents and partners think Surrey should look like by 2030: *By 2030 we want Surrey to be a uniquely special place where everyone has a great start to life, people live healthy and fulfilling lives, are enabled to achieve their full potential and contribute to their community, and no one is left behind.*

In light of the Community Vision and the vital role, communities and staff/organisations in the health and care system play in its delivery, the strategy sets out Surrey's priorities for improving health and wellbeing across the priority populations and with targets for the next 10 years. It identifies specific groups of people who experience poorer health outcomes and who may therefore need more support. It also outlines how we need to collaborate so we can drive these improvements at the pace and scale required.

Priority 1 currently focuses on enabling residents to lead physically healthier lives. This priority area is focused on prevention, removing barriers and supporting people to become proactive in improving their physical health. Priority 1 programmes include those which focus on:

- Working to reduce obesity, excess weight rates and low levels of physical inactivity
- Supporting prevention and treatment of substance misuse, including alcohol, and smoking cessation
- Ensuring that the needs of those experiencing multiple disadvantage are met.
- Promoting prevention to decrease incidence of serious conditions and diseases
- Living independently and dying well

How has collaborative working between HWB Board organisations added value and contributed to the achievement of the Outcomes?

- A Falls Prevention Workshop took place on 19th May 2022 with stakeholders from across the system, in particular place leads. The intention was to understand the current offer across Surrey, develop logic models and create solutions for improving the falls prevention offer moving forward. A report summary and recommendations /actions will be shared with the Prevention and Wider Determinants Board and Integrated Care Boards in Surrey and Frimley.
- Approximately 50 Vocational, Community and Social Enterprise (VCSE) staff and volunteers have attended 15 hours of Trauma Informed Training as part of the Changing Futures Programme to enable staff to meet the needs of those experiencing multiple disadvantage and, together with the much wider system (including the housing departments of the Districts and Boroughs), have been offered Suicide Prevention and mental health First Aid training.

WHAT HAS BEEN ACHIEVED THIS QUARTER UNDER REFRESHED PRIORITY 1 OUTCOMES?

People have a healthy weight and are active

- Currently completing an evidence review of the Whole System Approach (WSA) to Obesity and also an evaluation of how we are implementing the WSA. The next steps will be to look at how we expand the WSA across D&Bs. Surrey Heath BC will be developing a report on their progress.
- Looked After Children WSA to obesity is moving forward and the team is planning its first stakeholder engagement workshop.
- The test sites for WSA (Surrey Heath BC, Home Start (Runnymede and Woking and Epsom and Ewell) are pulling together action plans.
- The National Diabetes Prevention Programme (NDPP) now forms part of the tier 2 pathway and a new contract for the NDPP will be announced shortly with mobilisation in July as part of an enhanced service.
- Working with Surrey Coalition on a disability specific Physical Activity Strategy building out from Movement for Change which will be led by a dedicated Physical Activity Navigator funded by Sport England's Together Fund.
- Free/discounted leisure centre access for Looked After Children and Care Leavers scheme due to launch on 1st June 2022, with, for the first time ever, a single and consistent offer across the whole county. £20K funding secured to support 100 more bikes for LAC/care leavers.

Substance misuse is low (drugs/alcohol/smoking)

- Waiting for new project lead for smoking cessation and CVD to start in May. Will then develop a workplan supported by a logic model and evaluation plan. The new lead will be taking forward the finalisation of the Tobacco Control Strategy as well as looking at the Tobacco and Alcohol Control Alliance.
- Evaluation of smoking cessation service run by One You Surrey in Surrey taking place to assess effectiveness and identify opportunities for improvement.

The needs of those experiencing multiple disadvantage are met

- Changing Futures "Bridge the Gap" Trauma Informed Assertive Outreach Service, which is being provided by the ten local VCSE homeless, mental health and domestic abuse charities, will "go live" from May 2022. 14 new full time staff will be recruited to support approx. 300 people in the community for up to eight hours a week.
- In support of these and other staff (and volunteers) within the VCSE sector, a full time Clinical Psychological Consultant will be appointed from May 2022 to work within the Trauma Team of SABP.
- 38 Lived Experience and Peer mentoring networks have been identified. Best practices with regards to remuneration for people with lived experience are being implemented.

Serious conditions and diseases are prevented

- The next HWB Board Comms Group will explore prevention messages for dementia with an update going to the Dementia Strategy Action Board.
- Currently developing a community outreach hypertension and AF detection model (supermarkets, community centres, etc) in most deprived areas, areas with the low detection rate and high non-elective hospital attendance for CHD and stroke.
- Beginning to explore the reinstatement of Make Every Contact Count (MECC) training and hope to take this forward in September time. Will be looking at how the Community Champion work might complement the MECC approach.

People are supported to live well independently for as long as possible

- Social Prescribing Development Coordinator is now in post and leading on:
 - Wellbeing Newsletter for SPLWs in partnership with Active Surrey
 - Collaborative platform for social prescribing managers/providers hosted on NHS Futures
 - Developing new Community of Practice for Wellbeing Roles for Surrey Downs – building on success of the Northwest Surrey CoP which has now been running for 12 months

IN THE SPOTLIGHT – Health Inequalities Faced by People with Learning Disabilities in Surrey

In its 2021-22 plan, Surrey Heartlands ICS committed to a clear focus on those with Learning Disabilities (LD) and to drive efforts in significantly improving their life expectancy leading up to 2030. A [report](#) was commissioned to support the ICS's efforts in reducing the inequalities faced by people with LD, particularly the mortality gap.

People with LD encounter significant health inequalities. There are systematic and unfair differences in their health outcomes and access to healthcare services when compared to people without LD. The clearest instance of this is life expectancy: on average, women in Surrey with LD live 22 years fewer than their counterparts without LD; men in Surrey with LD live 11 years fewer.

In relation to inequalities between people with and without LD in Surrey, key findings in the report were as follows:

- People with LD in Surrey face considerable health inequalities – most notably for Type 2 diabetic blood glucose, obesity, and hypertension. The proportion of people with LD in Surrey with a BMI \geq 25 increases significantly between the 14-19 and 20-29 age groups.
- For inequalities related to age of mortality, diabetes, BMI, and hypertension, the gap is greater for women with LD than men with LD. Conversely, men with LD are more likely than women to have raised blood pressure and to smoke.
- People with LD in Surrey are significantly less likely than people without LD to receive cancer screenings.
- There is marked overlap between risk factors and related interventions for the most common causes of mortality, which means that interventions can target the main causes of mortality simultaneously.

Please take a look at the report to see the full suite of recommendations to help improve health outcomes for those with LD. Below are a few recommendations focused on the whole Surrey population with LD:

- Improve the robustness and comprehensiveness of AHC discussions, so that they lead to more effective health interventions.
- Improve the provision of follow-up support post-AHC, to ensure that interventions are more effective in the long-term.
- Establish a health inequalities screening role to boost uptake of cancer screenings amongst people with LD.

For more information, contact Liz Williams, Joint Strategic Commissioning Convenor for Learning Disability and Autism, liz.williams@surreycc.gov.uk

Health and Wellbeing Strategy: Priority 2 - Supporting Mental Health and Emotional Well-being

IMPACT SUMMARY



Improved mental health through prevention of mental ill-health and the promotion of emotional well-being

OUTCOMES

By 2030:

- People with depression, anxiety and mental health issues have access the right early help and resources
- The emotional wellbeing of parents and caregivers, babies and children is supported
- Isolation is prevented and those that feel isolated are supported

WHO IS LEADING THIS?

Priority sponsor:

Professor Helen Rostill, Deputy Chief Executive and Director of Therapies, Surrey and Borders Partnership

Programme Manager:

Kirsty Slack, Policy and Programme Manager, Surrey County Council

For more information on the performance of individual programmes and projects within this priority such as progress against key milestones please contact the relevant programme manager via healthandwellbeing@surreycc.gov.uk

What will be different for people in Surrey?

The community vision for Surrey describes what residents and partners think Surrey should look like by 2030: *By 2030 we want Surrey to be a uniquely special place where everyone has a great start to life, people live healthy and fulfilling lives, are enabled to achieve their full potential and contribute to their community, and no one is left behind.*

In light of the Community Vision and the vital role, communities and staff/ organisations in the health and care system play in its delivery, the Strategy sets out Surrey's priorities for improving health and wellbeing across the priority populations and with targets for the next 10 years. It identifies specific groups of people who experience poorer health outcomes and who may therefore need more support and outlines how we need to collaborate so we can drive these improvements at the pace and scale required.

Priority two of the Health and Wellbeing Strategy focuses on enabling our citizens to lead emotionally healthier lives. This priority area is focused on prevention, removing barriers, and supporting people to become proactive in improving their emotional health and wellbeing.

Priority two aims to impact upon the three following outcomes:

- People with depression, anxiety and mental health issues have access the right early help and resources
- The emotional wellbeing of parents and caregivers, babies and children is supported
- Isolation is prevented and those that feel isolated are supported

How has collaborative working between HWB Board organisations added value and contributed to the achievement of outcomes?

Developing a Multi-Agency Community Empowerment Model for Mental Health:

Community mental health asset mapping work is being led by the Surrey County Council Public Health team in partnership with the voluntary sector, District and Borough Councils, NHS partners and the Communities Team at Surrey County Council. The model is first being developed in Sheerwater before being rolled out to priority populations by geography (Key Neighbourhoods). The project brings together partners and local area coordinators to work better together to get community insight in a more strategic way.

Key programmes which will contribute to this work are:

- HOPE project– new community project using community development to explore theme of Hope in the Community
- Surrey Workplace Wellbeing Being Collaborative – including engagement with local businesses
- Surrey Mental Health Training Collaborative
- Mind outreach workers

The programme will take on learnings from the vaccination programme in Sheerwater.

The gathered insight will feed into the development of an integrated access point for Mental Health Support.

For more information please contact Lucy Gate Lucy.Gate@surreycc.gov.uk

Formation of Adult Mental Health Alliance:

An MoU was signed off in April between partner organisations – VCSE Community Connections, SCC Adult Social Care, Surrey and Borders Partnership, and Surrey IAPT providers. A shadow board will be meeting from May 2022 to frame the future scope, governance and operations of the Alliance.



Data, insights and challenges

From a recent evaluation of One You Surrey Stop Smoking Service:

- Having a **Mental Health dedicated stop smoking advisor** has been successful in terms of building relationships with partners in mental health and increasing referrals.
- Service users with a mental health condition may benefit from **support beyond the standard 12 weeks**.
- Long term quits are a key challenge highlighted for these service users, with **significant drop-outs at follow up** and no evidence of 26 or 52 week quits. This is compared to 9% of all services users having still quit at 52 weeks.

Recommendations:

- Conduct insight work with pregnant and mental health service users to understand barriers to long term quitting and how the service could support these service users to quit in the long term.
- Look to improve responses to 52 week abstinence data for mental health service users e.g. by adding response incentives
- Explore a pilot to offer support in mental health services beyond the standard 12 weeks.
- Engage with Surrey Health to implement an inpatient smoking ser

WHAT HAS BEEN ACHIEVED THIS QUARTER UNDER REFRESHED PRIORITY 2 OUTCOMES?

People with depression, anxiety and mental health issues have access to the right early help and resources

- Mindworks: Schools Based Needs Clusters are developing a bespoke model for special schools –continuing to work with providers and Special School Heads to review requirements and to co-produce solutions.
- Green Social Prescribing (GSP):
 - Nature Connection Fund (NCF) - 8 GSP provider projects are up and running and collecting data (total of approx. £100k shared across them) Full details of all projects can be found [here](#). E-booklet of all NCF projects has been shared with health and social care professionals across the county
 - Green Health training webinar currently being put together and soon to be made available to Health Care Professional's across Surrey for the Surrey Training Hub
- Time to Change – One training session held for MH champions which explored the impact of stigma and discrimination on people’s lives. Several Mental Health Champions’ Lived Experiences stories recorded (some will be uploaded onto Time to Change website)
- Suicide Prevention:
 - Secured suicide bereavement funding from Surrey Heartlands and are currently tendering a new service
 - Currently recruiting a new post in partnership with Papyrus, who will work with Secondary schools in Surrey to support them with the implementation of a suicide prevention toolbox
- Youth Mental Health First Aid training is completely booked up until next term (September), places remain available on Self-Harm Awareness and Suicide Prevention training.
- Over the past six months work has been underway to improve the communication between acute hospital settings and schools when a young people has presented in A&E with self-harm, suicidal ideation or emotional distress. Currently commissioning a provider to put a training animation together on how to build trust and confidence with a young person for them to give consent when asked if the hospital can share their safety plan with the school.
- Work continues to enhance support to build confidence amongst care homes to offer placements to individuals with dementia/delirium/complex behaviours so that they can be appropriately discharged from hospital. Advice and Guidance model for care homes has now been spread across Surrey Heartlands and south Frimley. Wellbeing support is now available for care home workers across Frimley from resilience hubs and further staff training is being developed to support work with complex behaviours
- Joint Health and Social Care Dementia Strategy for Surrey - progress made against the action plan includes:
 - Dr Sophie Norris confirmed as the clinical lead for Dementia and will to co chair the Dementia Strategy Action Board with Jane Bremner, Head of Commissioning Mental Health (Adult Social Care) (SCC)
 - The strategy is due to be published shortly with supporting resources being developed.

The emotional wellbeing of parents and caregivers, babies and children is supported

- First 1000 days is still in strategy refresh and an overarching pregnancy to five strategy (Best Start Strategy) is being created to start aligning programmes. First 1000 Days Programme delivery is still underway whilst strategy refresh in undertaken. The new Best Start strategy is a system strategy for Surrey, spanning all partners, bringing together existing strategies under one to help drive collaboration and alignment (including First 1000 Days existing priorities). A statement of intent has been produced laying out ambitions and the next step is to develop it further in conjunction with families and wider stakeholders.
- [A new film has been produced](#) to highlight the work of the Parent Infant Mental Health Service. The service is providing specialist support in neonatal intensive care units to families to enable early relationship development between parent and baby. Focus is given to families who have very poorly babies often linked with their prematurity, as well as those unable to be with their baby due to isolation and restrictions. The service started in April 2021 and is delivered in the neonatal units in the 4 acute hospitals within Surrey Heartlands. In the 12 months until March 2022 350 families were offered psychological support.

Isolation is prevented and those that feel isolated are supported

- Richmond Fellowship -working with SABP to integrate Employment progress case notes into the NHS Shared record. This is a positive milestone for ensuring that employment as a recovery tool is embed into the clinical process.
- The focus of May’s Mental Health Awareness week has been loneliness and the Healthy Surrey social media pages have shared a range of resources and information.

IN THE SPOTLIGHT: Refresh of Priority Two Outcomes

Throughout the refresh of our Health and Wellbeing Strategy it had been noted that further development of the Priority 2 outcomes would follow. This has now progressed to ensure appropriate alignment with the wider Mental Health Improvement programme areas of focus.

The following are the revised outcomes produced following engagement with the initially convened Mental Health Delivery Board's Early Intervention and Prevention workstream and which have been agreed by both the Surrey Heartlands and Frimley MHD Boards.

Outcome 1: Adults, children and young people at risk of and with depression, anxiety and other mental health issues access the right early help and resources (*amended to clarify covers all ages across the priority populations.*)

Outcome 2: The emotional wellbeing of parents and caregivers, babies and children is supported (*no change*)

Outcome 3: Isolation is prevented and those that feel isolated are supported (*no change*)

Outcome 4: Environments and communities in which people live, work and learn build good mental health (*proposed new outcome to fully reflect the recommendations of the 2021 Mental Health Review with regards to primary prevention. This ensures alignment with the Mental Health improvement Plan, the retention of the strong focus on primary prevention under Priority 2 of the Health and Wellbeing Strategy and the development of links to interventions that address the wider determinants of health*)

A proposed Priority Two steering group is currently being explored which would enable oversight and progress against these revised outcomes. This group would create links with the existing Prevention and Wider Determinants of Health Delivery Board, a sub-group of the HWB Board, which covers Priority One and Priority Three of the HWB Strategy.

Health and Wellbeing Strategy: Priority 3 - Supporting People to reach their Potential

IMPACT SUMMARY



Children, young people and adults reach their potential

OUTCOMES

By 2030:

- People's basic needs are met (food security, poverty, housing strategy etc)
- Children, young people and adults are empowered in their communities
- People access training and employment opportunities within a sustainable economy
- People are safe and feel safe (community safety incl domestic abuse; safeguarding)
- The benefits of healthy environments for people are valued and maximised (incl. through transport/land use planning)

WHO IS LEADING THIS?

Priority sponsor:

Karen Brimacombe. Chief Executive, Mole Valley District Council

Programme Manager:

Helen Johnson, Senior Policy and Programme Manager, Surrey County Council

For more information on the performance of individual programmes and projects within this priority such as progress against key milestones please contact the relevant programme manager via healthandwellbeing@surreycc.gov.uk

What will be different for people in Surrey?

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Priority 3 of the Health and Wellbeing Strategy focuses on enabling our citizens to lead healthier lives. This priority area is focused on primary prevention and addressing the wider determinants of health. Priority 3 cuts across five outcomes and programmes currently include

- Ensuring that everybody has enough income to live on and lives in good and appropriate housing
- Building social capital in communities
- Improving access to training and jobs
- Preventing crime and supporting the victims of crime including domestic abuse -supporting and empowering survivors
- Improving environmental factors that have an impact people's health and wellbeing

How has collaborative working between the HWB Board organisations added value and contributed to the Outcomes?

After discussions at the HiAP workshop in March, partners have come together in May to consider the impact of air quality on physical/mental health and the implications of this impact on commissioning and procurement.

The impact of poor air quality on physical health has a strong evidence and is well-known, as is its higher prevalence in areas of deprivation. But at the May meeting, partners also learned about a [study published in the British Journal of Psychiatry in 2021](#) that found residential air pollution exposure is associated with increased mental health service use among people recently diagnosed with psychotic and mood disorders. Assuming causality, interventions to reduce air pollution exposure could improve mental health prognoses and reduce healthcare costs.

Next steps are for SCC Public Health to review the evidence base to support progress, consideration of links between the Surrey Air Quality Alliance, existing environmental/transport strategies & interventions and any further opportunities for other commissioning and procurement activity to positively impact air quality.



Data, insights and challenges

Healthwatch/CQC have been talking to people for whom English is not their first language about access. **Awareness of pathways of care** Some people said that they're not aware of how best to access care when they need it, with low levels of awareness of 111 and 999, they often access healthcare with the support of their key worker or social worker. **General Practice** People are relying on family members to help access care when language is a barrier, which impedes on people's privacy and independence. For some, going online is difficult because, although they can speak English, they find reading and writing difficult. For others, they find talking on the phone more difficult and struggle to get the receptionist to listen to them. **Translation services** Most people spoken to have said that translation services have been offered when needed. People have told us how important this has been to them and how it helps them to access the care they need. **Other services can utilize these findings in reviewing their own for residents from English is not their first language. The JSN** so be exploring this.

WHAT HAS BEEN ACHIEVED LAST QUARTER UNDER REFRESHED PRIORITY 3 OUTCOMES?

People's basic needs are met

- Housing: A draft scope of work for a commission to develop a countywide Housing and Homes Strategy is being engaged on by SCC.
- SCC are developing a system-wide Food Strategy to include food security.
- Early consultation on a system-wide Fuel Poverty programme plan is ongoing with a presentation coming to the July HWB Board.
- Government Household Support Fund to support food and fuel poverty has been distributed in Surrey £5.3m - (Oct 2021 – March 2022) with another £5.3m to be distributed April to September 2022, alongside £1.3m allocated to provision in the voluntary sector primarily.
- A health welfare support hub has been created on the SCC website, incl. signposting to [financial support](#) initiatives.

Children, young people and adults are empowered in their communities

- An interactive training programme for as many roles as possible involved in information provision, advice or signposting across health, care and voluntary sector. As part of this training, four videos will be developed to help bring the content to life and help people understand the role and impact of information and advice and how it can keep residents independent, safe and well. One video will focus on what resources are available, which organisations provide support and the impact information and advice can have including autonomy and independence. The other three videos will highlight the impact of information and advice using three personas – a family carer, an adult with a learning disability and someone who arranges and pays for their own care. Each video will showcase our range of information and advice resources by including demonstrations of Surrey Information Point, Healthy Surrey and county council ASC web pages and the impact information and advice has. For more information, contact slobhan.abernethy@surreycc.gov.uk.
- Local Area Coordination: Fourth location is confirmed as Camberley (Old Dean / St Michael's) alongside Canalside, Horley, Hurst Green. Other 'Key Neighbourhoods' are expressing an interest in / need for this model.

People access training and employment opportunities within a sustainable economy

- SCC has been allocated £4.7m over the next three years from the UK Shared Prosperity Fund to support adult numeracy interventions through the Multiply programme. An Investment Plan to set out how we will utilise the funding, including how we will focus on specific groups of need and the range of learning opportunities we will commission needs to be submitted by end of June
- The wider funding through UK Shared Prosperity Fund is going directly to District and Borough councils, with the expectation that the funding for skills and training interventions will not come in until 2024/25. We will work with D&Bs to ensure our plans for Multiply and any other skills support programmes are aligned and avoid duplication
- Following the development of a Partnership Agreement, an action plan has been developed between SCC and DWP to establish specific interventions to support local residents into training and employment opportunities. Some of the first actions include a deep dive into our communities of need and providing a jobs and providers fair in Old Dean (one of our Key Neighbourhoods).
- The No-one Left Behind Employment/Skills Network is progressing, incl. with research into who faces the biggest employment barriers.

People are safe and feel safe

See 'IN THE SPOTLIGHT'

The benefits of healthy environments for people are valued and maximised

- Surrey County Council has been selected to carry out a feasibility study into a new scheme where GPs would prescribe cycling and walking measures to enhance the mental and physical wellbeing of their patients in Maybury/Sheerwater and Merstham areas.
- Local Transport Plan: SCC has undertaken additional engagement with targeted groups, including those with a disability, to provide more representative response to support Cabinet approval in May and Council adoption in July.
- The Planning and Health Forum has re-convened and will update and roll-out of the Creating Healthier Built Environments Guidance.

On Monday 16th May, seventy colleagues from across Surrey came together for the first Surrey Community Safety Assembly. The aim of the event was to -

- Listen to the current data and trends to enable a collective response to countywide and local concerns
- Develop a shared response to the Community Safety Agreement from across community safety, criminal justice and health and social care, and
- Create opportunities to explore more holistic responses which work alongside communities

The afternoon was rooted around the Community Safety Agreement and focused in on some of the detail. Speakers included the Police and Crime Commissioner for Surrey Lisa Townsend, the Chair of the Health and Wellbeing Board Tim Oliver and the Chief Constable Gavin Stephens along with Becky Molyneux, Jo Grimshaw, Dan Sherlock and Alick James who took participants through themes of vulnerability, community harm and community empowerment.

The afternoon was important in reconnecting colleagues face to face, sharing knowledge and create a collective voice on issues that matter to people in Surrey. What they achieved was the start of the development of the implementation plans for the HWBB priority theme focus area of People are safe and feel safe.

Three interactive sessions took place where participants were asked to consider what their recommendations would be to the HWBB regarding the Community Safety Agreement. Full analysis is still being completed but early themes include, investment in early intervention, sharing knowledge and data, especially around those who are vulnerable, accessible services, community problem solving and investment in development work in communities.

Next steps are to complete a full report on all the feedback and comments and return to the HWBB with recommendations that will sit within the Implementation Plans. The report will also recommend focus areas for some of our specialist Boards such as the Serious and Organised Crime Partnership and officers will work with Community Safety Partnerships to see what local actions can be developed.



Communications Update

The Health and Wellbeing Board Communications Group is co-chaired by Andrea Newman, Strategic Director for Communication, Public Affairs and Engagement at Surrey County Council and Giselle Rothwell, Director of Communications and Engagement at Surrey Heartlands, and brings together communications colleagues across Surrey.

MENTAL HEALTH AND WELLBEING

We have continued to build on the success of the 'Face of Support' mental health campaign this quarter, with a new focus on the anxiety and stress caused by financial pressures faced by our residents, signposting to mental wellbeing services through the Healthy Surrey website.



Since the campaign, which also has a children and young people's strand, began in September

- Online advertising has been seen three million times overall
- Adverts on traditional and digital radio have been played more than one million times
- Outdoor advertising in 100 Surrey locations and mailer delivered to 500,000 households
- 14,922 visits to Healthy Surrey bespoke mental health page during main campaign period, 3 times as many as the previous period (up from 4,091)
- 76% increase in traffic from Healthy Surrey to major provider of Talking Therapies, which can help prevent difficulties escalating
- Nearly 19,000 referrals in past 12 months to Mind Matters Talking Therapies, exceeding predicted 15,000 and the highest in its history
- 20% increase in new referrals to Community Connections which offers group activities and one-to-one sessions

During Mental Health Awareness Week we launched a [Sky digital TV Ad](#) featuring our faces of support. The geo-targeted advert will run on Sky TV digital subscription channels including sky sports, movies and entertainment. The ad will be delivered 300k times over a 6 week period, reaching approx. 45k residents.

COVID-19: LIVING WITH COVID

With Covid rates remaining high and free testing no longer available, we continued to emphasise the importance of staying home if you have symptoms of any respiratory illness. We communicated the new, broader list of symptoms which helps people understand when they should be avoiding contact with others – especially those at risk of serious illness



As the Easter holidays approached we continued to issue travel advice, explaining the changes to testing and other requirements on entry back into the UK and included reminders to make sure you are vaccinated and to check the requirements of the country you are travelling to.

We continued to support central government and local NHS vaccination messaging in a localised, targeted way. This has included: children's boosters, 5-11 vacs, pregnant women, Spring boosters, vaccine scams and myth busting.

HELPING RESIDENTS TO ACCESS SERVICES – HEARTBEETZ

When people are unwell or injured there are a range of NHS services available to help them. However people aren't always sure of all the service or of which one to choose. The ICS has been continuing its Heartbeetz campaign, encouraging people to seek help in the most appropriate place, ahead of, and during bank holiday weekends. Further activity is also planned for half term and the jubilee weekend, where we are working with NHS England and Improvement colleagues on the placement of ads and the use of ad vans in areas with high expected footfall over this period (linked to events and other activities that are happening across Surrey Heartlands).



Continued Communications Update

IMPROVED PHYSICAL HEALTH THROUGH PREVENTION – SEXUAL HEALTH CHLAMYDIA TESTING

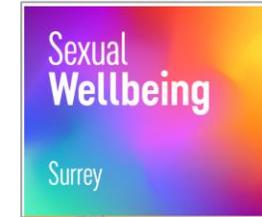
Chlamydia is the most commonly diagnosed sexually transmitted infection in England, the prevalence of infection being highest in young sexually active women (15 to 24-year-olds). Chlamydia often has no symptoms but, if left untreated, can have serious health complications in women.

We created a campaign to raise awareness about regular testing for chlamydia and increase the number of tests taken. The campaign creative was in a current, magazine style to engage the young target audience. The campaign included digital advertising which was delivered primarily through snapchat as a preferred social platform for our audience; we have reached over 110k young women and had 46k video views. We have also produced posters with QR codes for pharmacies and editorial content. In addition, we've introduced a new identity for sexual health services in Surrey, with a bright new logo which appeals to all ages and genders. This logo will appear on all sexual health materials and services, including stickers which will help residents quickly identify where services are available.

NATURE ON PRESCRIPTION

From wild swimming to themed walks and outdoor mindfulness courses, seven projects exploring how nature can improve health and wellbeing in Surrey are sharing grants worth £85,000 from the Nature Connection Fund. The grants are being awarded thanks to Surrey's involvement in a cross-government "green social prescribing" project aimed at linking people with nature and green spaces to help tackle and prevent mental ill-health.

We released [news](#) of the grant awards and highlighted a [new video](#) which the national team put together to explain and showcase the initiative. In March, [we threw a spotlight on Surrey's involvement](#) in the scheme to mark Social Prescribing Day.



CHILDREN'S HEALTH IMPROVEMENT THROUGH PREVENTION – CHILDHOOD IMMUNISATIONS

During the pandemic we have seen a gradual, but marked, decline in childhood immunisation rates in Surrey. There's likely to be many reasons for this, not least the disruption of home life, routines and working patterns that people have experienced. We created a childhood immunisation campaign to increase awareness of the childhood immunisation programme and the importance of getting babies and children vaccinated when vaccines are due. The engaging creative featured children as little superheroes with the power to fight preventable childhood diseases.

The campaign targeted parents and carers of children under five, through a wide range of marketing communications both digital and offline. The campaign included outdoor media across Surrey in 34 key locations including high streets, outside schools and supermarkets. We ran digital radio advertising which included the Dave Berry breakfast show on Absolute radio popular with our target audience. We reached parents through an editorial and advertising in the Surrey Family Grapevine parenting magazine distributed through libraries, leisure centres, early years childcare settings and new parent packs. Digital advertising had a reach of 440k with a total of 2M impressions (ad views).

