

Communications Update – Priority Populations

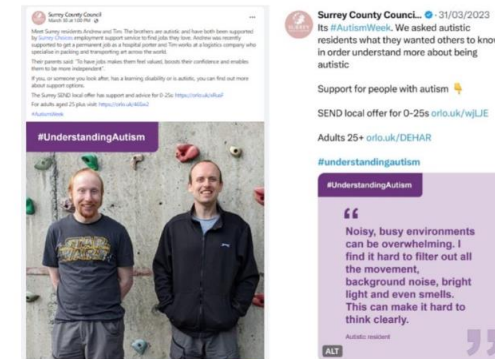
People with Long Term Conditions - Dementia Action week

A national awareness-raising campaign took place in May to encourage individuals and organisations to “act on dementia”. With the focus this year on encouraging people and families to seek a timely diagnosis and avoid reaching crisis point, residents in Surrey were signposted to details of dementia support in the county. Surrey Fire and Rescue Service were among organisations supporting the campaign, as those with dementia are statistically more likely to be involved in domestic dwelling fires. Their [video](#), produced with Surrey charity Dementia First, signposts support available from the service.



Adults with learning disabilities and/or autism/Children with additional needs and disabilities - Autism Week

In support of Autism Acceptance Week, a national initiative, activity in Surrey aimed to raise understanding and acceptance of autism. Content that was shared during the week included a video which explained some simple ways we can all support the estimated 11,000 autistic people living in Surrey. Autistic people also shared their thoughts on what they would like others to know about autism in order to understand more about being autistic. Signposting was to web pages which have details of support for autistic people in Surrey, for both children and adults.

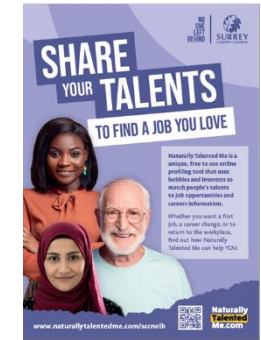


Carers and Young Carers – Carers Week

In preparation for Carers Week in June, activity has been underway to promote local events and activities and organisations have also been raising awareness of the support available to working carers through internal communications channel

Young people out of work - Naturally Talented Me

Naturally Talented Me is a free-to-use online platform which matches people to jobs using a profile of their hobbies, interests and talents. The initiative is intended to help those furthest from the job market – because of health issues, disabilities, caring responsibilities or other circumstances - improve their chances of finding employment in Surrey. The county council linked with Naturally Talented Me, a Community Interest Company, to promote the opportunity and contribute towards the overarching aim of making sure No One is Left Behind. A set of creatives was developed, and a comms toolkit shared with Surrey partner organisations. Promotional work prompted a spike in profiles being added to the platform with further activity planned.



Communications Update - Priority 1: Supporting people to lead healthy lives

Working together across the ICB partnership, we highlighted the new offer of COVID-19 Spring boosters and continued to encourage people who have not yet had their 1st or 2nd vaccine to take up the offer before it ends 30th June. This included a focus on older people and people who are immunosuppressed, where work continues to increase uptake. We delivered a targeted door drops to 47,842 households in April and use of ad vans in areas of lower uptake, which includes some more deprived areas, all supported by out-reach work with harder to reach communities.

With an increase in the number of measles cases reported in England, we reminded residents of the importance of vaccination in preventing serious illness especially in our priority population of children with additional needs, disabilities and long-term health conditions. As a result of these comms we saw double the number of people visiting the [Healthy Surrey immunisation page](#) in May compared to March. In May we started our summer health communications, reminding people about ways in which they can stay healthy through the summer months. We included information regarding ticks, being sun safe, food hygiene and farm visits.

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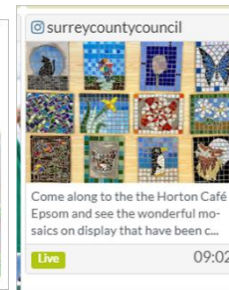
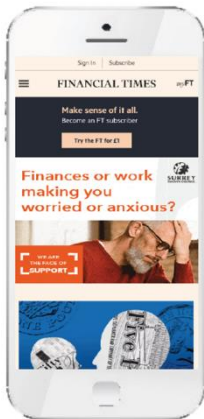


Communications Update - Priority 2: Supporting people's mental health and emotional well-being

We launched a new in-App advertising campaign targeting 3 specific audiences to support men's mental health. This campaign aims to support suicide prevention, in particular audiences. The campaign concentrated on the 3 topics of relationships, job and money worries, and loneliness/bereavement. The campaign directed people to support services including talking therapies and the SCC community helpline for older audiences. Specific demographic and geographic audiences were targeted. The adverts were shown 418k times over 2 weeks, resulting in 3,364 people clicking on the adverts for more information. This result is +47% on the industry average of people engaging with adverts like this. In addition to this campaign, we highlighted support to all residents during **Mental Health Awareness month** in April.

The SCC Hope project supported selected local charities to provide creative workshops and improve people's mental health and tackle loneliness and reducing the risk of serious mental ill health. This included poetry, mosaic creation and crochet butterflies which appeared across Surrey encouraging people to share their messages of hope.

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Communications Update: Priority 3 – Supporting People to Reach their Potential



We would like to highlight the results of the campaign and the importance of raising awareness of the support available through a wide-reaching campaign. The campaign had a direct impact on the number of people visiting the web pages [Surrey Against Domestic Abuse](#) [Healthy Surrey](#). We also saw an increase in the number of contacts to the Surrey DA helpline compared to the previous year when both social media and outdoor billboard advertising were combined. This increase continued in the month following the campaign. 80 people scanned the QR code on the billboards to immediately access support.

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