

**Health and Wellbeing Board Communications Update**

**Communications targeted at Priority Populations (including Key Neighbourhoods)**

**Carers – Carers Week 2023**

Carers Week, in early June, was an opportunity to thank and celebrate carers of all ages across Surrey who look after loved ones and help them stay more independent in their communities. In keeping with this year’s theme of ‘recognising and supporting carers in the community’, we urged anyone with a caring responsibility to come forward for support and we also featured advice from carers themselves who have benefited from support available in Surrey, including Fiona (pictured). Mark Nuti, SCC’s Cabinet Member for Adults and Health, recorded a video message to Surrey’s carers. A well-attended drop-in event at Woodhatch gave staff at SCC and Surrey Heartlands who are working carers the opportunity to find out more about the help available to them.



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**Adults with learning disabilities and/or autism – Supported Independent Living, Short Breaks accommodation**

We’re highlighting the benefits of Supported Independent Living as an alternative to traditional residential care for residents with learning disabilities and/or autism, including [telling the story of Tori](#), whose life changed for the better after moving into her own place. Tori, her family and SCC staff who have worked with her, explain on video the difference that SIL has made to her. We’ve also highlighted what’s being done to increase the availability of SIL in Surrey, including through planned new purpose-built developments. [Planning permission has been granted](#) for SIL at three sites – in Horley, Byfleet and Cobham - and a building contractor is also lined up, with construction expected to start next year. At the same time, new short breaks accommodation is being planned for Woking and Banstead to give adults with learning disabilities and/or autism a change from their daily routine and their families a break from their caring responsibilities. Media coverage includes [BBC News Online](#), [Surrey Live](#) and That’s TV and the plans were featured in [Surrey Matters](#).



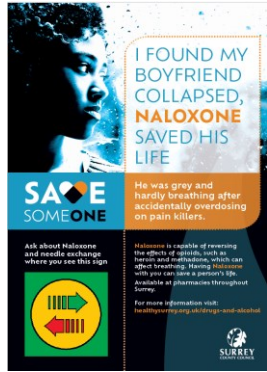
### Adults with learning disabilities and/or autism – Learning Disabilities Week

Learning Disability Week, which ran from 19 to 25 June, focused this year on challenging myths about living life with a learning disability. Mencap's #Mythbusters campaign aimed to showcase the great things that people with learning disabilities can achieve and in Surrey we highlighted a number of our own mythbusters who are breaking down boundaries and doing things their way. They included radio producers Mark, James, Mary and Shay who together produce a radio show which airs on Surrey Hills Community Radio. Dancer Andrew, meanwhile, was featured on the BBC's Greatest Dancer while Debbie is campaigning for clearer signs in hospitals to help people with learning disabilities find their way around, following her own bad experience. We signposted residents to Surrey's [Learning Disability and Autism Hub](#) which contains a wealth of information about services in Surrey.



**People with drug and alcohol problems – International Overdose Awareness Week**

Through International Overdose Awareness Day, we highlighted the potentially life-saving overdose intervention, Naloxone. This was highlighted through a poster campaign across Surrey, sent to 800 locations including housing associations, GPs, Pharmacies, charities, libraries, and community buildings. In addition we are using social media to raise awareness of naloxone and needle exchange to substance users and friends and family of substance users. This campaign drove 677 visits to the Healthy Surrey drugs and alcohol page +340 LY.



**Children with additional needs and disabilities – Surrey Youth Games**

For the first time since the pandemic this year's Specsavers **Surrey Youth Games** once again included an event solely for young people with additional / learning needs. Thanks to a comprehensive comms campaign aimed at families across Surrey (excluding Tandridge) 985 young people aged 7-16 were registered for free local training, with 40+ taking part in boccia sessions which were ringfenced for those with physical or learning disabilities. Nationally, children with a disability or long term condition report the same activity levels as other pupils, but this gap widens significantly once they reach adulthood. Many other children with additional needs participated in one of the other 'standard' activities - dance proved another popular choice.



**People with long term health conditions – Asthma toolkit**

A new section on Healthy Surrey has been dedicated to a [toolkit](#) to support parents and carers of children with Asthma. The toolkit containing a comprehensive guide and resources, was promoted through a media release and bids (including Greatest Hits radio interview), social media advertising and internal communication with health professionals and schools.

### People with serious mental illness

With the objective of highlighting crisis support to reduce the number of people who attend A&E departments in mental health crisis, the mental health comms partnership with NHS colleagues and service providers, are developing a campaign to highlight the support available. The first element of this was to deliver posters to be displayed in over 800 locations in Surrey highlighting the support on [healthy surrey](#) and the crisis line.

(FYI - Link to HWB Strategy Priority Populations (including the Key Neighbourhoods – scroll down) [Surrey Health and Well-being Strategy - update 2022 | Healthy Surrey](#))



**Communications delivering outcomes under Priority 1:** Supporting people to lead healthy lives by preventing physical ill health and promoting physical well-being

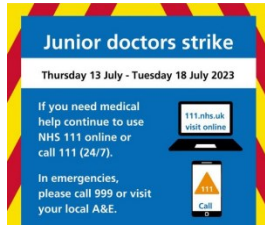
### Top Questions – Adult Social Care

We launched a social media campaign highlighting some of the most common queries on adult social care which are asked by phone of the county council’s contact centre. In doing this, we are encouraging residents to self-serve and find answers to their most frequently asked questions on our website, such as ‘What benefits can I claim?’ or ‘How can I get a wheelchair/walking aid?’. The aim is to help residents find their way to the information they need to support them with their health and wellbeing. The initial phase performed well, generating more than 200 clicks, with further work planned. The most commonly-clicked query was ‘What support is available after leaving hospital?’, followed by ‘What help is available for carers?’



## Strike Action – Access to services

During recent strike action we have been communicating information and advice to residents affected by the ongoing industrial action, which has been affecting health services. This has included delivery of a comprehensive communications plan for each period of planned action, including media releases and bids, internal, external, stakeholder communications and social media.



**Communications delivering outcomes under Priority 2:** Supporting people's mental health and emotional well-being by preventing mental ill health and promoting emotional well-being

## Mental Health Investment Fund

We highlighted the successful bids under the [mental health investment fund](#), round 1. A total of nearly £500k was allocated to 10 organisations to provide mental wellbeing support. We highlighted the bids through a media release and individual social media stories about each bid, which included support for children with life-limited conditions and their families, a wellbeing garden, mental wellbeing plays, and a project to reduce the social isolation of autistic girls.





**Communications delivering outcomes under Priority 3:** Supporting people to reach their potential by addressing the wider determinants of health

**Changing Futures – Bridge the Gap**

The Bridge the Gap programme supports people affected by multiple disadvantage. Together with people with lived experience we co-produced a leaflet to show the referral process into Bridge the Gap, enabling people to access support more effectively. The leaflets will be used by service providers in their work with individuals with complex needs who's trust in govt organisations has broken down.



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**Accessible Information Standard**

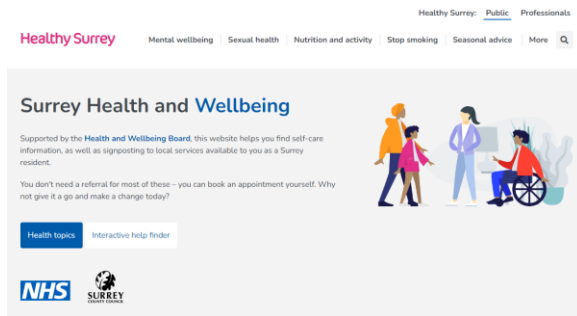


Through the experiences Healthwatch receive from people regarding their health and social care, and following presentations about Healthwatch Surrey to local Macular Society groups, it is clear people continue to not receive information in their preferred format as set out in the [Accessible Information Standard](#). In line with the Healthwatch England campaign #YourCareYouWay, they raised what they and other VCSE (Voluntary, Community and Social Enterprise) organisations are hearing from local people with Surrey Heartlands directors who have responsibility for communication, engagement and patient participation. As a result, a further meeting was held with the VCSE Voice Group, inviting Surrey Heartlands to discuss steps forward.

## DWP – childcare offer

Government changes enabling people on Universal Credit to get additional support with childcare costs were noted. Communications regarding this will be shared through internal newsletters to highlight this to staff. Social media messages from the Department for Work and Pensions (DWP) will be shared via Surrey County Council and Healthy Surrey social media channels.

## Healthy Surrey



## Key Stats Q2 [Healthy Surrey](#)

Visits **20,034 +365 LY -3,928 LQ**

The top 4 pages visited are linked to mental health support, followed by vaccination and immunisation. Both these health areas are supported with a range of marketing activities, including digital advertising, social media, and editorial coverage.

Most popular pages		help	Export
Title	URL	Page views   % of total	Visits   % of total
Talking Therapies   Healthy Surrey	<a href="https://www.healthysurrey.org.uk/mental-wellbeing/local-services/talking-therapies">https://www.healthysurrey.org.uk/mental-wellbeing/local-services/talking-therapies</a>	5,082 13.1%	3,806 19.0%
Healthy Surrey	<a href="https://www.healthysurrey.org.uk">https://www.healthysurrey.org.uk</a>	2,059 5.3%	1,676 8.4%
Local Services   Healthy Surrey	<a href="https://www.healthysurrey.org.uk/mental-wellbeing/local-services">https://www.healthysurrey.org.uk/mental-wellbeing/local-services</a>	1,868 4.8%	1,510 7.5%
Mental wellbeing   Healthy Surrey	<a href="https://www.healthysurrey.org.uk/mental-wellbeing">https://www.healthysurrey.org.uk/mental-wellbeing</a>	1,470 3.8%	1,114 5.6%
Vaccination and immunisation   Healthy Surrey	<a href="https://www.healthysurrey.org.uk/immunisations">https://www.healthysurrey.org.uk/immunisations</a>	1,262 3.3%	1,165 5.8%

[More details](#)

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