

COMMUNICATIONS PLAN

Healthy Surrey

TACKLING HEALTH EQUALITIES SO NO ONE IS LEFT BEHIND

TRANSFORMING HEALTH AND SOCIAL CARE FOR RESIDENTS

*We will support the drive to transform residents' care using the latest technology so that people can **stay independent** in their communities for as long as possible and receive care that is tailored to their individual needs.*

Areas of focus:

- Building on the shifts to **digital ways of working** seen during the pandemic to improve how people access, and receive, health and social care support with a focus on digital inclusion.
- Supporting the drive to harness advances in technology so that services better meet people's needs, leading to wider benefits such as **reduced road congestion and pollution**.
- Promoting a **shared story and understanding** of how joining up health and social care is benefiting residents and the importance of data sharing
- Promoting a shared story of thriving community networks and addressing the wider determinants of health.

ADDRESSING THE CONSEQUENCES AND "HIDDEN HARMS" OF COVID-19

*We will support continuing efforts to **address the risks** that the pandemic is presenting or exacerbating for vulnerable people.*

Areas of focus:

- Promoting **community safety** through supporting initiatives and action to combat exploitation and abuse, safeguard children and vulnerable people and enhance prevention to better protect our residents.
- Working with partners to raise awareness of **domestic abuse support**, building on work already underway.
- Supporting residents and the workforce with their **mental health and emotional wellbeing**.
- Helping to connect people with support to deal with **isolation and loneliness**.
- Supporting **suicide prevention** work.
- Supporting initiatives to tackle and prevent **homelessness** and minimise its impact on health and wellbeing.

PROMOTING TESTING, SELF-CARE AND ACTING EARLY TO PROTECT YOUR HEALTH

*We will encourage people to use **testing, screening and immunisation services** to reduce health risks during the winter months. Promoting self-care and healthy lifestyles will help prevent problems escalating.*

Areas of focus:

- Supporting the national **Test and Trace** campaign to encourage take up locally.
- Continuing to encourage people to follow **infection control measures**.
- Ongoing communication relating to the **Covid-19 vaccination** programme.
- Communicating the national **flu jab** campaign and making it locally relevant and meaningful.
- Supporting wider **winter health messages** and signposting to services. This will include Respiratory Syncytial Virus in children and how the right services can be accessed
- Supporting work to increase uptake of **childhood immunisations**.
- Promoting **cancer screening** services.
- Supporting residents to lead **healthy lifestyles**.

COVID-19 Communications will need to be considered in the context of the pandemic for the foreseeable future. Messages and channels will need to reflect the situation at that time and be kept under review.

TACTICS AND CHANNELS

As comms teams we will...

- Make sure our work is aligned with and complements programmes within the Health and Wellbeing Strategy and the following system capabilities:
 - **Community development & empowerment**
 - **Equality, Diversity & Inclusion incl. Digital**
 - **Integrated Care.**
- Agree comms leads for each strand of work.
- Consider all tactics and channels at our disposal including public awareness campaigns, social media targeting, the Next-Door social networking service, text messaging via GPs, digital toolkits for partners to share as well as traditional offline channels to ensure older, more vulnerable residents are reached.
- Mobilise a tactical sub-group to coordinate winter comms work across agencies.
- Make sure our work is aligned with the Local Outbreak Plan, Phase 3 vaccination planning, the communications plan for Test and Trace and wider recovery work.
- Share updates with partners through the established meetings and channels.

OPPORTUNITIES / MILESTONES

- World Suicide Prevention Day (September)
- Modern Slavery operation (Op Aidant) with focus on sexual exploitation (September)
- Mental Health Awareness Day (October)
- Stoptober (October)
- Get Online Week (October)
- White Ribbon Day (November)
- Alcohol Awareness Week (November)
- National Safeguarding Adults Week (November)
- National Grief Awareness Week (December)
- Mencap's Treat Me Well campaign
- Child Mental Health Awareness Week (February)
- Safer Internet Day (February)
- International Missing Children's Day (May)
- School holidays (ref communications on mental health, online grooming etc.)

SUCCESS

- Behaviours and attitudes influenced so that more people use testing, screening and other preventative services.
- Behaviours influenced towards use of right services; increased resilience across the system to deal with demand for services during winter months.
- People who are experiencing difficulties such as with their mental health access services which can help them.

KEY AUDIENCES

- Those with poorer health outcomes, taking into account socio economic factors, ethnicity, geography, existing health conditions.
- Harder-to-engage groups

TO ACHIEVE THIS WE NEED:

A shared understanding across organisations of the priorities for improved health and wellbeing.

Buy-in from organisations to the communications approach.

Ownership of work strands to drive projects forward.

Ideas for stories and content.

Access to case studies and spokespeople to help us tell stories.

Regular and timely updates on plans.