

SURREY HEALTH AND WELLBEING BOARD

COMMUNICATIONS HIGHLIGHTS

Healthy Surrey

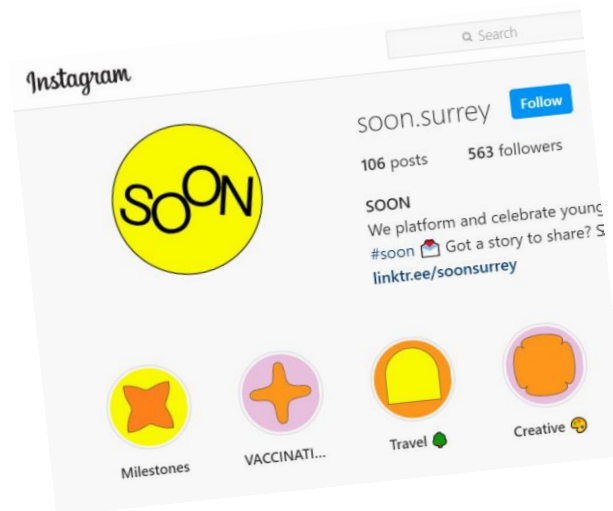
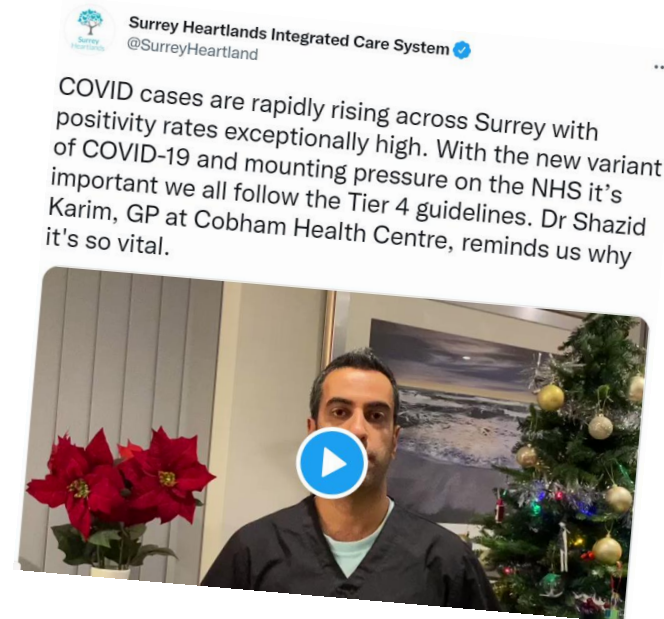
Communications approach

- The Health and Wellbeing Board communications sub-group produced a communications plan in 2020/21 to direct our activities and ensure a coordinated approach
- By focusing on core areas of work we are able to ensure our activity complements the Health and Wellbeing Strategy. The core areas are:
 - supporting the drive to transform health and social care for residents,
 - addressing the harmful consequences of Covid-19
 - promoting testing, vaccinations, self-care and acting early to protect health
- Underlying our work is the overarching objective of tackling health inequalities so no one is left behind
- Our approach is to use all tactics and channels at our disposal including public awareness campaigns, geo-targeted social media, digital toolkits for partners to share and traditional offline channels
- These slides capture a selection of promotional activity

Communications overview 2020/21

Leading the Surrey-wide response to Covid-19

- Partnership approach adopted throughout Covid-19 pandemic to encourage take-up of testing and vaccines and promote prevention and acting early
- Partners brought together through the Multi-Agency Information Group (MIG)
- Widespread activity, reported through the Local Outbreak Engagement Board, to actively engage residents and promote key public health messaging
- Extensive signposting of health and wellbeing support linked to public health insights



CORONAVIRUS

Please still follow the rules, even after you've had your vaccine
Help keep Surrey safe

SUPPORT FOR YOU
Scan the Quick Response codes with your phone camera to visit the websites below

HEALTHY SURREY
Visit healthysurrey.org.uk to find health and wellbeing support. Get help with your mental health and much more.

SURREY INFORMATION POINT
Visit surreyinformationpoint.org.uk for care and support options in your community to help you stay independent.

HELP DURING CORONAVIRUS
Visit surreycc.gov.uk/coronavirus or call 0300 200 1008.

DOMESTIC ABUSE?
Visit surreyagainstda.info We're here to support you.

REMEMBER HANDS • FACE • SPACE

Communications overview 2020/21

Supporting the Covid-19 vaccination programme

- Working across the Surrey system to promote Covid-19 vaccinations
- Amplifying health messaging via partners and maximising local relationships
- Joint approach to address vaccine hesitancy/misinformation via targeted campaigns based on latest behavioural insights particularly related to reducing health inequalities
- Through joint equalities and engagement comms group and stakeholder reference group



Communications overview 2020/21

Mental health and wellbeing

- Joint approach to raising awareness of preventative steps residents can take to maintain wellbeing and the support services available in Surrey which can help stop difficulties escalating
- The first time partners have come together in this way for a major collaborative campaign on mental health and wellbeing, building on work already done
- The “Face of Support” campaign, featuring mental health practitioners and staff in Surrey, is being developed



Communications overview 2020/21

Surrey Together

- A special edition leaflet which brought together in one place advice and support on health, mental health, coronavirus isolation, being prepared, keeping safe and much more
- The publication was sent to all Surrey households - more than 450,000 – last winter
- Part of a wider winter wellness campaign which included promotion of flu vaccines. It which will be repeated and further developed in 2021/22

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Surrey
together

Keeping healthy this winter



Making sure you're as healthy as possible can help your body respond better to unwanted illnesses.

Whether you're looking for a helping hand to manage your weight, reduce how much alcohol you drink, quit smoking or ways to keep active, a range of information, self-help tools and links to local services are available at healthysurrey.org.uk.

You can also download a range of free apps including the NHS weight loss plan, at nhs.uk/betterhealth.

GETTING THE RIGHT HEALTH ADVICE

The NHS is here for you and is working hard to ensure you can safely access the care you need. Here's how you can help us, help you.

- If you start to feel unwell, get advice from a GP or pharmacist before it gets worse.
- If you have COVID-19 symptoms or are self-isolating, please do not leave your house. Call 111 or speak to your GP.

NHS 111

NHS 111 can help if you have an urgent medical problem and are unsure what to do. It is available 24 hours a day, 7 days a week. To get help you can go to 111.nhs.uk or call 111.

If you're Deaf you can:

- call 18001 111 on a textphone
- visit the NHS 111 British Sign Language Service - interpreternow.co.uk/nhs111.

Remember, if it is an emergency always call 999.

GET YOUR FREE FLU JAB
Ask your pharmacist, GP or midwife

Flu vaccine
help us
help you

It's not 'just' the flu

The flu virus kills thousands in an average year, and this is anything but an average year! Getting a flu jab is a really good way to help protect yourself against flu this winter. You can ask your pharmacist or GP if you're eligible for a free flu vaccine – all clinics are taking extra precautions to make sure these are delivered as safely as possible, in a COVID-secure way. Visit nhs.uk/flu vaccine to find out more.

IT'S OK, NOT TO BE OK ✓

Social distancing and isolation will be hard for many people, but there's information, advice and support to help you, or someone you care about.

Tips and self-help resources to manage your mood

Six things you can do each day to help improve your mood and reduce stress

- **Be active** – build exercise into your daily routine
- **Keep learning** – try something new or re-learn an old interest
- **Give** – volunteer your time to someone
- **Connect** – make time to talk to friends and family
- **Take notice** – go outside each day to take in your surroundings
- **Care** – do your bit to look after our planet.

Access local support to talk about how you're feeling

Anyone over 18 years old and experiencing stress, low mood, depression or anxiety, could benefit from and refer themselves to free NHS talking therapies. Find out more at healthysurrey.org.uk and search 'local mental health services'.

- Call the Surrey Community Helpline on 0300 200 1008 to speak to someone who can connect you to the appropriate support. Alternatively, SMS: 07860 053465 for Deaf and hearing impaired residents only.

Getting help in a crisis

Local help and advice is available for anyone whose mental health is at breaking point.

- Contact the Surrey Mental Health Crisis Helpline: Call 0800 915 4644 (24 hours, 7 days a week).
- Those with speech or hearing difficulties can access the Next Generation Text Service 18001 0800 915 4644 or SMS text: 07717 989024.
- Visit sahp.nhs.uk/crisis
- Shout UK - crisis text line. Text 'SHOUT' to 85258 (24 hours, 7 days a week).

Worried about your finances?

Visit nationaldebtlined.org for financial advice or call 0808 808 4000 from 9am - 8pm Monday to Friday and 9.30am - 1pm on Saturday.

Dealing with losing a loved one

The Cruse Bereavement Care service offers free and confidential one-to-one support to adults, children and young people. Visit cruse.org.uk or call 0808 808 1677.

Worried about your child's mental health and wellbeing?

Living through the pandemic has been stressful for many of us, and that includes our children and young people. To help you and your child during this challenging time, here are some helpful resources.

- Children aged 10 years and older can access wellbeing support online at kooth.com
- Parents and carers of children with special educational needs and disabilities can access emotional and wellbeing support at qwell.io.
- The Children and Family Health Surrey Advice Line provides support for various parenting, health and wellbeing concerns. Call 01883 340 922, open 8am-5pm Monday to Friday.
- 11 - 19 year olds can text a school nurse to chat confidentially about things that are troubling them. Text 'Chat Health' to 07507 329951.

Download the free Every Mind Matters NHS app for tips, guidance and a planning tool to help deal with stress, anxiety, and improve sleep.

Communications overview 2020/21

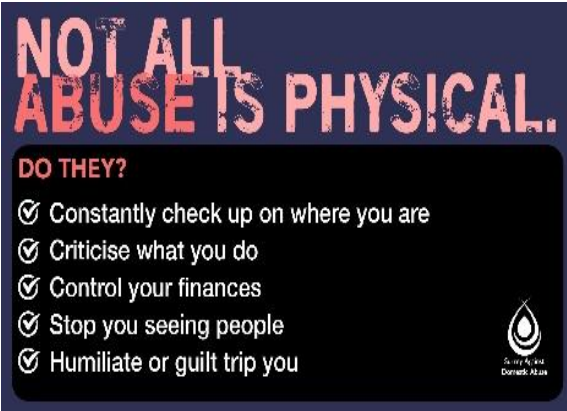
Domestic Abuse

- Partnership working to raise awareness of domestic abuse support, building on work already done
- Two-week campaign to raise awareness of coercive control as a form of domestic abuse
- Social media element reached 810,000 people
- Partnership activity included Surrey Police Facebook Live Domestic Abuse Q&A
- Joanna Killian, SCC chief executive, interviewed Charlotte Kneer, chief executive of Reigate and Banstead Women's Aid
- Unique visitors to Surrey Against DA webpages continue to rise; 76% increase on last year in visitors to the pages during the campaign month

Alcohol Test

- Two-week campaign to raise awareness of alcohol drinking habits and promote the DrinkCoach Alcohol Test during November 2020 to coincide with Alcohol Awareness Week
- 1,077 completed the alcohol test, a 728% increase on the previous month
- Estimated cost saving £15,039*

*saving for period selected, based on the PHE estimate of £27,000 savings to the health and care economy for every 1,000 Increasing Risk/Higher Risk drinkers who receive Identification Advice



Upcoming activity 2021/22

- Coordinated approach to winter preparedness communications which will include promotion of flu vaccination and Covid-19 boosters, building on national campaigns while meeting the needs of Surrey residents
- A focus on raising awareness of the respiratory syncytial virus (RSV) which can cause bronchiolitis in young children
- Winter leaflet planned to be sent to all Surrey households helping ensure we reach residents who aren't online; this will be a joint approach across SCC and health
- Coordinated approach to supporting wider system pressures, directing people to the most appropriate service for their needs alongside promoting self-care messages
- Continuation of mental health and wellbeing campaign and wider messaging
- Continuation of work to support our wider objective to tackle health inequalities and ensure no one is left behind – including digital inclusion work and support to the wider recovery agenda
- As well as continuing to support Covid-19 response and recovery, winter health communications will span non-Covid messaging such as winter wellness and fuel poverty