

Specific Up-date on Recommendation 1:

1. Work closely with Surrey County Council's Public Health team to create and deliver a communications campaign that highlights to residents the importance in following 'Hands. Face. Space' and social distancing to help reduce the pressures being put on hospitals over the winter months

Winter comms planning summary

- SCC Strategic Director of Communications, Public Affairs & Engagement, Andrea Newman, leads a sub-group of communications partners from across Surrey to ensure a coordinated approach to winter preparedness communications. Both Surrey Heartlands and Frimley Integrated Care Systems Communication and Engagement Team Leads also meet on a weekly basis with South East London Region colleagues to coordinate messaging and maintain shared learning

Priorities identified by the sub-group include:

- promotion of flu vaccination and Covid-19 boosters, building on national campaigns, delivering tailored content to Surrey residents
- a focus on raising awareness of the respiratory syncytial virus (RSV) which can cause bronchiolitis in young children
- Coordinated approach to supporting wider system pressures, directing people to the most appropriate service for their needs alongside promoting self-care messages
- Surrey wide campaign for mental health and wellbeing campaign and wider messaging (launched 10 October on World Mental Health Day and still running across Surrey)
- 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

Building on the success of an SCC Winter mailout sent to residents last year, a **joint SCC & NHS** leaflet is being sent to all Surrey households from the end of November. This leaflet will include joint public health messaging on a range of subjects including COVID-19, flu jabs, booster jabs, signposting for help and information advice on hardship allowances and mental health services to name a few. A copy of the leaflet, which has only just gone to print **so is not yet in the public domain** is attached for reference.

The strapline Hands, Face, Space – and Fresh Air was a key strapline on most of our joint promotional activity. These assets are regularly shared on our Members portal and made available on request to all partner agencies or can be seen on our social media platforms via Instagram, Facebook and [Twitter](#).

Please also see embedded presentations related to the shared communication strategy.

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