

How Frimley and Surrey Heartlands ICS' will continue to act upon Recommendation 3

Recommendation 3

Explore ways in which they can highlight to patients the right services for their needs to ensure they do not attend A&E when their condition does not require them to

Surrey Heartlands and Frimley are jointly using communications to support the public to choose services wisely

System commitments: what's expected of us



Actions at regional level

Ensure signposting messaging is accurate and consistent across ICSs and providers in your region.

Amplify national campaigns and cascade regionally.

Ensure take-up of campaigns at provider level i.e. length of stay or flu campaigns.

Ensure local campaigns are consistent with national messaging.



Actions at system/ICS level

Work in partnership to co-ordinate consistent messaging across your ICS area.

Ensure messages/campaigns are shared, where appropriate, to your strategic partners such as local councils and voluntary sector.



Actions at provider level

Ensure promotion of length of stay campaign within your trust.

Work with ICS and regional colleagues to ensure understanding of other system pressures (i.e. NHS 111) before signposting patients to alternative services at busy times.

Shared Actions of Surrey Heartlands, Frimley ICS' and Surrey County Council being taken to support communications and citizen engagement

Leading system-wide communications

- As part of our system-led communications and engagement approach, we proactively reinforce national campaign messages across the ICS. Proactively sharing messages across our full suite of channels and platforms about where to seek help, and how to use services appropriately, forms a key part of this strategy.
- On a day-to-day basis, we reinforce national messaging through a range of different channels and tactics including social media (including paid advertising to target specific areas or demographics where needed), our CCG and ICS websites, the media (including putting a trained clinical spokesperson on radio to reiterate key messages), promotion of national campaign assets (including Help us Help you and Think 111 First messaging) and other forms of advertising, where needed.
- We also work closely with local partners including Surrey County Council, public health, district and boroughs and our providers to co-ordinate activity and campaigns, sharing assets to further amplify messages and maximise the use of all channels to reach and engage Surrey residents. This includes actively contributing to bi-weekly winter/ system planning meetings, meetings of the Surrey Health and Wellbeing Board communications Group and bi-weekly meetings with provider comms leads across Surrey Heartlands to ensure a coordinated approach.

Surrey Heartlands Specific Actions

Actions being taken to support communications and citizen engagement (continued)

Activating our Opel communications plan in response to sustained system pressure

- We work closely with the urgent care team to increase communications activity at times of sustained system pressure and we have well established protocols in place.
- This includes the activation of our Opel Communications Plan in January which triggers additional communication activity to increase the flow of messages and support the wider system during periods of significant pressure.
- The activation of this plan results in an increase in social media activity (linked to data insight where available – e.g. targeted messages to parents following an increase in paediatric ED attendances), specific and targeted information being shared through our networks, website updates and collaborative work with broader system partners to amplify key messages and enhance their reach to achieve greater impact.

Actions being taken to support communications and citizen engagement (continued)

Targeted campaigns

- In addition to the activity mentioned, the following campaigns are also in train to further amplify messages and help people understand how to access services appropriately.
- ***Help us, help you* campaign** – having secured match-funding from the regional team, we are developing a multi-channel campaign that is due to launch in November 2021.
- Working with a full service creative agency, the campaign will take a more creative approach to help educate people on which service to access when (based on their clinical needs). Campaign activity will include the development of an animation and other assets, targeted paid for social media advertising, outdoor advertising, radio and the creation of a micro-site that will sit under the ICS website. As part of the campaign, we will be working closely with Surrey County Council and other partners to amplify reach and we are also exploring plans to work with schools to incorporate a focus on behavioural change, educating young people on how to choose the right services in a fun and engaging way.
- As part of the broader '*Help us help you*' message, we are also supporting providers with the introduction of the streamer tool in A&E and messages linked to this. We are also working with national colleagues to further develop our communications plans as part of a national '*Further, faster*' pilot.
- Our campaign will complement the national *Help us, help you* message and we will also reinforce the **national NHS111 campaign** across the ICS, when this campaign launches in November.

Actions being taken to support communications and citizen engagement (continued)

Targeted campaigns

- The joint **‘Face of support’ mental health campaign across Surrey Heartlands and Frimley**
- Following an increase in demand for mental health services, linked to the pandemic, we are also working as a system (with provider, Surrey County Council, district and boroughs, public health and the voluntary sector) to deliver a ‘Face of support’ campaign.
- Campaign activity includes the refresh of the Healthy Surrey website mental health pages, the development of a series of local assets for use on social media (including videos where staff talk about how to look after your own health and wellbeing and how to access support), paid for social media, outdoor advertising and a leaflet door drop to all households in Surrey (planned for November 2021 and also to include some wider system/ 111 messages).
- The campaign is already live on social media and further activity will launch to coincide with World Mental Health Day on 10 October 2021.
- Given the increase in the number of young people accessing support, there will also be a separate element of the campaign that will focus on young people – how they can stay resilient and look after their own emotional wellbeing, also with signposting to the new Surrey Mindworks service. Assets and materials will be an extension of the ‘face of support’ creative but will be developed to appeal to young people.

Actions being taken to support communications and citizen engagement (continued)

Targeted campaigns

- **Boost your immunity campaign**
- We are also actively promoting the national ‘boost your immunity’ campaign across the ICS, working with partners through a range of multi-agency groups.
- This includes working closely with Surrey County Council colleagues to target communications at specific cohorts (e.g. 12-15 year olds and other cohorts for Covid vaccinations/ boosters and cohorts that form part of the flu vaccination programme), using a range of different channels and tactics, supported by broader outreach work with communities, particularly in areas of lower uptake (e.g. pregnant women).
- Campaign activity is far reaching and includes social media (including paid for advertising), articles in publications, websites and the inclusion of messages in a door drop to all households in Surrey.



Frimley Specific Preparation for Winter

Helping our Communities

- Clear messaging on how to prevent ill-health – reinforcing national infection control messages and clear signposting to self care resources and tools
- Coordinated communications to help with signposting to services e.g. “Know Where to Go”
- Updating and refreshing information on public facing websites, social media and literature
- Using every contact as an opportunity for a positive conversation

Follow and share on Social Media



@FrimleyHealthandCare
@NHSFrimleyCCG



@FrimleyHC
@Frimley_CCG



@NHSFrimleyCCG

Visit our websites:

www.frimleyhealthandcare.org.uk
www.frimleyccg.nhs.uk





Preparation for Winter

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Frimley Health and Care

Know where to go when feeling unwell

Download the NHS App to:

- view your Covid-19 vaccination details
- book appointments
- view your health record and more
- get health advice
- order repeat prescriptions

<p>Self Care</p> <p>Be prepared to care for yourself with a well-stocked medicine cabinet and plenty of rest if you have:</p> <ul style="list-style-type: none"> an upset tummy pain or headache sore throat. But if for two weeks or more contact your GP <p>For health advice, visit www.nhs.uk</p> <p>For self care advice, visit www.healthier-together.org.uk and search 'stay well' that gives advice for when your child is unwell. If you are worried about a child, visit the Frimley Healthier Together website: healthier-together.nhs.uk</p>	<p>Pharmacists</p> <p>are qualified healthcare professionals, who can offer clinical advice and cover the counter medicines. Ask for help with:</p> <ul style="list-style-type: none"> minor aches and pains, burns and scalds, head lice, etc. bits and stings queries about medication dosage, type or suitability plus urgent requests medication related to hospital discharge repeat prescriptions 	<p>GP surgery</p> <p>Visit your GP surgery website and click on eConsult to:</p> <ul style="list-style-type: none"> get help for a condition that has not improved after sending help from your pharmacy report urgent conditions that are not life threatening report a deteriorating chronic condition <p>Please continue to use usual routes, including online patient access, to order repeat prescriptions. If you do not have access to the internet, you can continue to phone your surgery</p>	<p>111 Visit 111.nhs.uk or call NHS 111</p> <p>when the situation is not life threatening and:</p> <ul style="list-style-type: none"> if you think you need to go to hospital if you don't know the most suitable place to go or call if you don't have a GP to call or if your GP practice is closed if you need advice or reassurance about what to do <p>Available 24 hours a day, every day. If needed, an NHS advisor will help you to be seen quickly and safely.</p>	<p>Minor injuries</p> <p>A minor injury service is only for conditions such as the following:</p> <ul style="list-style-type: none"> sprains and strains suspected broken limbs minor head injuries cuts and grazes minor scalds and burns skin infections <p>Whether you're booked into the minor injury service via your GP, NHS 111 or online is available 7 days a week, from 8am-8pm. The minor injury service is located at Bracknell Urgent Care Centre.</p>	<p>999 Emergency department or call 999</p> <p>Only for very serious or life-threatening situations. This can include:</p> <ul style="list-style-type: none"> loss of consciousness an acute confused state fit that are not stopping chest pain breathing difficulties severe bleeding that cannot be stopped severe allergic reactions severe burns or scalds <p>Call 999 immediately if you or someone else is having a heart attack or stroke. Also call 999 if you think someone has had a major trauma, such as after a serious road traffic accident, a stabbing, a shooting, a fall from height, or a serious head injury. If you are unsure, call NHS 111 or go on-line at 111.nhs.uk</p>
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For urgent help for your mental health, use the NHS 111 online service, or call 111 if you are unable to get help online. If you've injured yourself, taken an overdose or are in an emergency and believe that your life is at risk, please dial 999. www.nhs.uk/oneyou provides NHS approved expert advice and practical tips to help you look after your mental health and wellbeing. You can also text Shout @5258. Shout is a free, confidential, 24/7 text messaging support service for anyone who is struggling to cope. For mental health services local to you, please visit [MentalHealthServices\(Frimley\)@nhs.uk](http://MentalHealthServices(Frimley)@nhs.uk)

Not sure what to do when your child is unwell? If you are worried about a child, visit the Frimley Healthier Together website: healthier-together.nhs.uk

For more information visit www.frimleyhealthcare.nhs.uk

NHS

The NHS is expecting a decision very soon as to whether the flu vaccination and Covid-19 booster jab can be given together, at the same time.

We will keep you posted.

Frimley Health and Care

Self care can help you and your loved ones stay well this winter

See your pharmacist before it gets worse. If you or a member of your family start to feel unwell, talk to your pharmacist. They can provide advice on a range of ailments.

Check in on yourself. We can't care for others if we are not feeling at our best. Check in on others - neighbours, colleagues and friends.

Always plan ahead. It means one less thing to worry about. For example, arrange your prescriptions and encourage others to do the same.

Regularly check your medicine cabinet. A well-stocked cabinet will help you & your family treat minor ailments. Ask your pharmacist what to include.

Exercise and Eat well. Keeping active and eating well will help your physical and mental health.

Learn more about NHS and local services. A little first aid knowledge and knowing where to go for help can give you the confidence you need to support yourself and your family.

Flu. Flu is a highly infectious disease and can lead to serious complications for vulnerable people. Find out if you're eligible for a free vaccine at: www.nhs.uk/conditions/vaccinations/who-should-have-flu-vaccine/

Ensure you stay safe and warm:

- Try & stay active
- Keep your home heated to at least 18c, have hot drinks & meals
- Think about footwear - 'Grippy not slippery' can help avoid falls, trips & slips

Healthier Together

Local advice and support to help manage and improve the health and wellbeing of babies, children, and young people.

RCPCH

Frimley Health and Care

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Popular Topics...

- Parents/Carers
- Children and Young People Mental health
- Fever / High Temperature
- COVID-19

NHS

GRAB A JAB at a local drop-in clinic

Frimley Health and Care

CORONAVIRUS PREVENT THE SPREAD OF INFECTION

For more information, go to gov.uk/coronavirus and nhs.uk/coronavirus



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