



Data, insights and challenges

- Active Surrey team capacity and resource to support the implementation of the physical activity strategy Movement for Change. 'Core' funding has been secured for Active Surrey (with a limited amount of delivery budget) but will rely on securing additional funding to support elements of the implementation plan as well. There is also a challenge in the securing of wider system buy-in to support implementation.
- Pressure remains on caseload capacity in I-access services as numbers accessing and engaging in treatment increase.
- Difficulty with Mental Health Occupational Therapist recruitment due to national shortage of OTs. There is a risk that SCC will not run a therapy led service resulting in not having specialist skills gain support and increased clients requiring long term statutory services.
- Number of referrals into Thrive Tribe carers health checks has been low since the launch in October and the anticipated volume has not been met.
- There are still blockages in implementing stop smoking services in acute trusts which is an aim of the long-term plan and for which NHSE has granted money.

IMPACT SUMMARY



Improved physical health through prevention and the promotion of physical well-being

OUTCOMES

By 2030:

- People have a healthy weight and are active
- Substance misuse is low (drugs/alcohol/smoking)
- The needs of those experiencing multiple disadvantage are met
- Serious conditions and diseases are prevented
- People are supported to live well independently for as long as possible

WHO IS LEADING THIS?

Priority sponsor:

Karen Brimacombe, Chief Executive, Mole Valley District Council

Programme Manager:

Helen Tindall, Policy and Programme Manager, Surrey County Council

For more information on the performance of individual programmes and projects within this priority such as progress against key milestones please contact the relevant programme manager via healthandwellbeing@surreycc.gov.uk

What will be different for people in Surrey?

The Community Vision for Surrey describes what residents and partners think Surrey should look like by 2030: *By 2030 we want Surrey to be a uniquely special place where everyone has a great start to life, people live healthy and fulfilling lives, are enabled to achieve their full potential and contribute to their community, and no one is left behind.*

In light of the community vision and the vital role, communities and staff/ organisations in the health and care system play in its delivery, the strategy sets out Surrey's priorities for improving health and wellbeing across the population and with targets for the next 10 years. It identifies specific groups of people who suffer higher health inequalities and who may therefore need more help. It also outlines how we need to collaborate so we can drive these improvements at the pace and scale required.

Priority 1 currently focuses on enabling and empowering residents to lead physically healthier lives. This priority area is entirely focused on prevention, removing barriers and supporting people to become proactive in improving their physical health. Priority 1 programmes include those which are

- Working to reduce obesity, excess weight rates and physical inactivity
- Supporting prevention and treatment of substance misuse, including alcohol
- Ensuring that everybody lives in good and appropriate specialist housing
- Promoting prevention to decrease incidence of harm due to the experience of multiple disadvantage, serious conditions and diseases
- Improving environmental factors that impact people's health and wellbeing
- Living independently and dying well

How has collaborative working between HWB Board organisations added value and contributed to the achievement of the Outcomes?

Elmbridge and Surrey Heath Borough Councils have developed aligned physical activity strategies to the Movement for Change Strategy.

Invited by Reigate and Banstead, Elmbridge, and Woking Districts and Boroughs to insert practical Changing Futures initiatives within their three-year Rough Sleeping and Strategic Accommodation Plans.

A training collaborative has been formed (including the ICS) through Changing Futures to pool funding, develop whole system strategy for Trauma Informed Culture and extend a training offer across the system.

All four place-based alliances have progressed carer action plans to deliver on the Carers Strategy.

WHAT HAS BEEN ACHIEVED THIS QUARTER UNDER REFRESHED PRIORITY 1 OUTCOMES?

People have a healthy weight and are active

- Surrey Heath's Whole System Approach to Obesity continues to progress. The survey with Surrey Heath residents was completed and the Surrey Heath Obesity Summit went ahead with very good attendance. Results showed the biggest barrier to healthy eating was cost. Feedback from the summit is being collated into a "causal map" with the next stage being action planning.
- Looked After Children (LAC) Designated Doctor and Nurse are leading a Whole System Approach for Healthy Weight within the LAC team. They have support from the Corporate Parenting Board and are currently mapping stakeholders. The first workshop, where they will set context is in February. Service users are going to be involved the whole way through the project which is expected to take at least 18 months. This is a new and exciting approach for the LAC team. Public Health and Active Surrey will provide support.
- A year 1 implementation plan for the [Physical activity strategy for Surrey \(activesurrey.com\)](https://www.activesurrey.com) has been developed and 5-year funding has been secured from Sport England to sustain Active Surrey and support the objectives and delivery of the strategy.

Substance misuse is low (drugs/alcohol/smoking)

- I-access now has two housing and benefit workers and an embedded CAB worker in the sites across Surrey.
- Surrey Public Health have a one off £109K grant from PHE to improve access to 24/7 inpatient detoxification. Surrey has local ambulatory detoxification available at Chertsey and Reigate, however some individuals will require an admission to an inpatient specialist unit. Surrey PH, with all other SE region LAs, are investing the PHE grant into a new regional unit being developed in Hampshire.

The needs of those experiencing multiple disadvantage are met

- Three organisations have undertaken the Bridge the Gap Trauma Informed Outreach Service for one year and an external evaluation has been commissioned. Four additional VCS organisations have expressed interest in joining the Changing Future's Bridge the Gap Trauma Informed Outreach Alliance. A recruitment process of providers to join the alliance is underway and should be operational by April 2022.
- Thirty networks have been identified in the mapping of lived experience and peer mentoring. Consultation will commence with these networks to identify individuals who can be assigned to the review and co-production of services and systems under Changing Futures.
- Bedding in four new one-year Assistant Social Worker posts in Adult Social Care to inform system improvements in relation to accommodation. These posts are funded through the COMF and are assisting with frontline co-ordination of health, wellbeing and accommodation/ homelessness during the pandemic.

Serious conditions and diseases are prevented

- BP+ was re-launched in December and activity has been good thus far. The programme is now running in pharmacies and, where possible, the service has been launched in area of multiple disadvantage and areas where there is a diagnosis gap of prevalence.
- The Adults and Health Select Committee has expressed interest in dementia prevention, especially what early action is being taken at a community level and how to enhance the communications and messages around dementia.

Living and dying well

- Carers awareness training provided to Mid Surrey social prescribers and Woking Borough Council Staff as part of Carers Rights Day.
- A Comms Plan for Carers Health Checks has been developed and the Carers Mental Health Review has been launched.
- Fastroi appointed and contract signed in December 2021 to provide a single fully integrated platform (Real Time Care) to easily manage the whole care process, improve efficiency and provide a higher quality of care with greater accountability.
- Successfully recruited four Specialist Mental Health Reablement Workers who will start SCC employment in January 2022.
- Mental Health Referral Pathway front door agreed for reablement.

In Autumn 2021 Healthwatch Surrey and Action for Carers published our joint report "Carers' Experiences of Hospital Discharge". The full report is available on our website [Our insight reports - Healthwatch Surrey](#), along with a "Report-on-a-page"/poster that summarises the key findings and recommendations.

Our Recommendations

- 1. Proactively identify patients who rely on unpaid carers.** Recognise carers may be unregistered/unacknowledged. Record a key contact for every patient and focus communication through that contact.
- 2. Review practices and processes that govern hospital-carer communications.** Take the opportunity to develop new, post-Covid strategies that cover all touchpoints.
- 3. Improve carers' understanding.** Explain the process of discharge including who's who, decision-making processes, what they should expect, and what support is available. Use co-design to develop a guide.
- 4. Provide a professional, efficient handover of the patient to the carer.** As well as meeting the requirements of the current Policy and Operating Model this handover should be patient/carer-centric with appropriate language and contact information for all relevant providers/services.

In October 2021 we wrote to our Hospital Trusts and to Surrey County Council, drawing the report to their attention and asking for their response to our recommendations. Given the pressures of the 21/22 Winter/Covid season we have delayed publication of the responses, but we have now received full written responses from all organisations we contacted. We have also presented our findings and recommendations at meetings including the Surrey Heartlands System Board and the Carers Partnership Board. Our recommendations will form the background to breakout discussions at the Surrey Carers and Providers Network Discharge Workshop in February 2022.

Our report highlighted the very real risks and consequences of poor communication with carers. While these experiences took place during the pandemic when hospitals were under exceptional pressure and visiting bans prevented carers meeting staff in hospital, hospitals acknowledge that discharge and relationships with carers have been a challenge for many years.

It is reassuring to hear that our hospitals are committed to improvement and investing in workstreams designed to improve carer identification, communication and support. We also welcome the involvement of carers and patients in many of those projects. We will continue to share the experiences we hear from carers and patients in Surrey, and hope these stories are used as a positive catalyst to meaningful improvements.

For more information, contact Kate Scribbins at kate.scribbins@healthwatchesurrey.co.uk

Health and Wellbeing Strategy: Priority 2 - Supporting Mental Health and Emotional Well-being

IMPACT SUMMARY



Improved mental health through prevention and the promotion of emotional well-being

OUTCOMES

By 2030:

- People with depression, anxiety and mental health issues have access the right early help and resources
- The emotional wellbeing of parents and caregivers, babies and children is supported
- Isolation is prevented and those that feel isolated are supported

WHO IS LEADING THIS?

Priority sponsor:

Professor Helen Rostill, Deputy Chief Executive and Director of Therapies, Surrey and Borders Partnership

Programme Manager:

Kirsty Slack, Policy and Programme Manager, Surrey County Council

For more information on the performance of individual programmes and projects within this priority such as progress against key milestones please contact the relevant programme manager via healthandwellbeing@surreycc.gov.uk

What will be different for people in Surrey?

The community vision for Surrey describes what residents and partners think Surrey should look like by 2030: *By 2030 we want Surrey to be a uniquely special place where everyone has a great start to life, people live healthy and fulfilling lives, are enabled to achieve their full potential and contribute to their community, and no one is left behind.*

In light of the community vision and the vital role, communities and staff/ organisations in the health and care system play in its delivery, the strategy sets out Surrey's priorities for improving health and wellbeing across the population and with targets for the next 10 years. It identifies specific groups of people who experience greater inequalities in health and who may therefore need more help and outlines how we need to collaborate so we can drive these improvements at the pace and scale required.

Priority two of the Health and Wellbeing Strategy focuses on enabling and empowering our citizens to lead emotionally healthier lives. This priority area is focused on prevention, removing barriers, and supporting people to become proactive in improving their emotional health and wellbeing.

Priority two aims to impact upon the three following outcomes:

- People with depression, anxiety and mental health issues have access the right early help and resources
- The emotional wellbeing of parents and caregivers, babies and children is supported
- Isolation is prevented and those that feel isolated are supported

How has collaborative working between HWB Board organisations added value and contributed to the achievement of outcomes?

Integrated Mental Health Access Point Redesign

The Adults and Health Select Committee's Task Force on Mental Health and also the independent review of mental health support in Surrey, alongside reports from Surrey Minority Ethnic Forum and public health analysis, identified gaps and inequalities in both knowledge of, and ability to access support.

The ambition is to reduce silos between services and develop an integrated access point that actively supports people to get to the right help and support at the earliest opportunity.

Further analysis has been carried out on mental health phonenumber access and understanding and aligning with wider access points to mental health support. Engagement of the Mental Health Alliance partners and commissioners has commenced and we will be working with the Surrey Heartlands Health Technology Accelerator to develop ideas. SABP are also currently working with the VCSE and primary care review their Single Point of Access to improve people's experience and access to support. This work is a forerunner to the integrated access point and workstreams are being closely aligned, this will translate into aligned operating models.

For more information please contact Lucy Gate Lucy.Gate@surreycc.gov.uk



Data, insights and challenges

Healthwatch Surrey's local research fed into the draft Dementia Strategy which is to be approved by the HWB Board.

Priority two is focused on prevention, removing barriers, and supporting people to become proactive in improving their emotional health and wellbeing. The research showed that people can only be proactive and navigate the system if there is good signposting in place to show what is available.

Healthwatch recommended that the Dementia Strategy Action Board should:

- Build access to Dementia Navigators:
- Undertake a strategic overview of support groups
- Empower primary care to signpost effectively

Report on a page: [Dementia-On-A-Page-PDF-1.pdf \(healthwatch.surrey.co.uk\)](#)

WHAT HAS BEEN ACHIEVED THIS QUARTER UNDER REFRESHED PRIORITY 2 OUTCOMES

People with depression, anxiety and mental health issues have access the right early help and resources

- The pandemic continues to affect the intensity and complexity of children and young people's needs, with referrals to Mindworks at Month 9 being significantly above annual contracted levels. In this context, staff remain determined to transform services as well as managing the unprecedented day-to-day pressures being faced. The Mindworks Amplified (User Voice) team have also been leading on an exciting launch event, which will take place on 14th May. Work is continuing to capture learning from the schools-based needs clusters pilot in Elmbridge and beginning staged roll-out of all Cluster teams – workshops are planned for this quarter to evaluate progress and make recommendations for full roll-out.
- Green Social Prescribing – approximately £100,000 of funding will be released to successful Nature Connection Fund applicants, and the GSP programme team will be working with them to create sustainable, accessible, quality assured GSP services that benefit the community. These providers will contribute to both a local and national evaluation on how exactly GSP can be embedded with a system.
- Suicide prevention:
 - Mental health and suicide prevention training has been commissioned and the training manual has been shared with partners and targeted frontline services working with high risk groups.
 - Realtime surveillance database - Surrey Police continue with the real time surveillance database. Engagement has taken place with partners on a new online data management system which would enable other partners to populate the surveillance data. Now writing a paper for the data management system option and will be presenting this to partners.
 - Mental health training in schools: In 2021, a self-harm training review was carried out with primary and secondary schools in Surrey to understand the training needs from schools in relation to mental health awareness, self-harm, suicidal thoughts and suspected suicide. Based on the findings a schools mental health training package has been commissioned: every primary and secondary school in Surrey will have access to Youth Mental First Aid training place, with every secondary school and post-16 setting will have access to self-harm awareness training and suicide prevention training.
 - The Surrey suicide prevention strategy comes to an end this year. The process to refresh the strategy will start on the 1st March 2022 and a refreshed strategy will be published 1st September 2022.
- The consultation on the Dementia Strategy seeking feedback on its ambitions, ran from December – January. This joint health and social care Dementia Strategy for Surrey will be taken to March's Health and Wellbeing Board.
- THIMs Project continues to monitor approximately 650 people living at home with dementia.
- A piece of work has just started involving health, social care, care homes to identify how to enhance support to build confidence amongst care homes to offer placements to individuals with dementia/delirium/complex behaviours so that they can be appropriately discharged from hospital.

The emotional wellbeing of parents and caregivers, babies and children is supported

- First 1000 Implementation:
 - Baby Buddy launch undertaken with positive feedback from families and professionals
 - Maternal mental health service development is due to launch Summer 2022
 - Partnership established with Surrey Minority Ethnic Forum to deliver peer support groups for ethnic minority pregnant women and families to support mental health

Isolation is prevented and those that feel isolated are supported

- Richmond Fellowship's IPS evidence-based Employment service, supports people in Surrey and N.E Hants who are experiencing mental ill health to find and retain employment opportunities. There is an existing integrated Employment Specialist, in partnership with Surrey & Borders NHS Foundations Trust, in each CMHRS team. From January 2022 further integration employment support is being implemented linking with the GPIMHS/MHICS teams through Surrey and N.E Hants.

IN THE SPOTLIGHT: Accommodation with Care and Support for Mental Health

Following on from the update in September's Highlight Report, the end of 2021 saw a significant milestone in the Accommodation with Care and Support Programme. On 30th November 2021, Surrey County Council Cabinet endorsed and agreed the formal inclusion of Mental Health into the Accommodation with Care and Support (AwCS) Programme. In December 2021, the Mental Health Delivery Board similarly supported this ambitious programme of work.

These decisions recognise the importance that Surrey places on improving mental health experiences, outcomes and services for people with mental health needs. It also gives parity with Adult Social Care services for older people and learning disability and/or autism. This endorsement will strengthen the work already being undertaken to strengthen the accommodation and care available for people with mental health needs in Surrey.

The SCC mental health commissioning team has made great strides on the housing related support workstream within the programme and are working to re-shape services to better cater for clients with complex needs as a result of reviewing service performance and results from consultation.

In conjunction with wider work on multiple disadvantage lead within HWBS Priority 1, to date there has been significant engagement with District and Borough Housing partners and housing related support providers to understand if and how services could be delivered differently. Various workshops have been held with partners to prioritise the areas of need and how to address this in a collaborative way. Valuable service user engagement sessions have also taken place to better understand the client pathway and to ensure their voice is heard as part of this process. Additionally, the team are identifying sources of funding that could contribute to activities that clients have identified as an important part of moving to independence.

For further information please contact Jane Bremner, Head of Commissioning: Mental Health, Adult Social Care, Surrey County Council jane.bremner@surreycc.gov.uk.

Health and Wellbeing Strategy: Priority 3 - Supporting People to reach their Potential

IMPACT SUMMARY



Children, young people and adults reach their potential

OUTCOMES

By 2030:

- People's basic needs are met (food security, poverty, housing strategy etc)
- Children, young people and adults are empowered in their communities
- People access training and employment opportunities within a sustainable economy
- People are safe and feel safe (community safety incl domestic abuse; safeguarding)
- The benefits of healthy environments for people are valued and maximised (incl. through transport/land use planning)

WHO IS LEADING THIS?

Priority sponsor:

Karen Brimacombe. Chief Executive, Mole Valley District Council

Programme Manager:

Helen Johnson, Senior Policy and Programme Manager, Surrey County Council

For more information on the performance of individual programmes and projects within this priority such as progress against key milestones please contact the relevant programme manager via

healthandwellbeing@surreycc.gov.uk

What will be different for people in Surrey?

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In light of the community vision and the vital role communities and staff/organisations in the health and care system play in its delivery, the strategy sets out Surrey's priorities for improving health and wellbeing across the population and with targets for the next 10 years. It identifies specific groups of people who suffer higher health inequalities and who may therefore need more help and outlines how we need to collaborate so we can drive these improvements at the pace and scale required.

Priority 3 of the Health and Wellbeing Strategy focuses on enabling and empowering our citizens to lead healthier lives. This priority area is focused on primary prevention and addressing the wider determinants of health. Priority 3 cuts across five outcomes and programmes currently include

- Ensuring that everybody has enough income to live on and lives in good and appropriate specialist housing
- Building social capital in communities
- Improving access to training and jobs
- Preventing crime and supporting the victims of crime including domestic abuse -supporting and empowering survivors
- Improving environmental factors that have an impact people's health and wellbeing

How has collaborative working between the HWB Board organisations added value and contributed to the Outcomes?

A Fuel Poverty SRO has been identified within SCC's Environment, Transport and Infrastructure team. A Joint pilot with SCC, Surrey University & Elmbridge Borough Council is to take place between Feb-Apr looking at methods to identify unregistered private rented properties, and engagement with tenants and unregistered landlords to improve compliance and standards in efficiency ratings

North Guildford PCN is working collaboratively with key partners to deliver targeted community engagement on health inequalities. They are utilising local trusted voices, enabling them to engage unheard/seldom heard groups with codesigned, open questions to identify the wider determinants of health that are having the biggest impact. Next steps working with the community to co-design solutions; hosting a 'My Money Matters' event to help improve depth of understanding of the identified financial/debt needs that have emerged; analysis of the results of a data and insights 'Hackathon'. Contact Nikki Bassani at nicola.bassani@nhs.net.

Healthy Surrey
DELIVERING THE
COMMUNITY VISION FOR SURREY



Data, insights and challenges

In 2022-23 Healthwatch Surrey's refreshed engagement strategy will focus on people rather than providers, but within a Place-based approach, whereby each month they will visit a different Place. They will identify who we need to speak to within each Place and will identify the best venues to engage with those people in the community. They will identify the local community leaders to build relationships with, listening and learning from them for the best ways to get their community contacts to engage with us. Whilst their volunteers will conduct engagement and awareness in hospitals and providers, their staff engagement team will concentrate, within each Place, on **areas of deprivation and groups** which will give them the ability to reach those at **risk of health inequalities or those who may find it harder to have their voice heard**. They will take a particular interest in issues which relate to their clusters, their projects, or issues they know are of interest to system partners.

WHAT HAS BEEN ACHIEVED THIS QUARTER UNDER REFRESHED PRIORITY 3 OUTCOMES

People's basic needs are met

- Poverty : SCC has agreed a framework and approach for a strategic response to poverty, initially focused on mitigating and preventing child poverty in the county. The response commits to long-term change, with targeted actions to address the root causes of family poverty. Fundamental to this approach is acknowledging that the SCC will only play a part in the much wider systemic response to poverty as a key determinant of health and life chances. SCC has drawn together an internal working group to assess the coverage of council support for families in financial distress, with the aim of proposing new initiatives and collaborations (on an ongoing basis) within the system to bolster that support and eventually reduce the need for support.
- Fuel poverty: SCC Strategy team is undertaking research on Fuel Poverty and Energy Efficiency plans and policies within other Local Authorities to inform a Surrey approach to deliver the national target for homes to achieve a minimum efficiency rating of band C by 2030. Findings to be shared early March. Work also being undertaken by SCC Greener Futures Energy Team to understand planned projects that will contribute to this target and identify gaps. Over £6m of fully grant funded retrofit measures including insulation, heat pumps and solar panels have been installed in over 700 low income households in the County through the Green Homes Local Authority Delivery (GHLAD) schemes. SCC are launching our next scheme imminently which will be delivered by Action Surrey, and over the course of the next year they expect to deliver a further £13.8m of funded measures.
- Housing: A draft scope of work for a commission to develop a countywide Housing and Homes Strategy is being engaged on by SCC.

Children, young people and adults are empowered in their communities

- Initial phase of additional training and capacity building work planned including targeted work with senior commissioners and transformation leads and Primary Care Networks.
- Stronger community engagement efforts being coordinated across the system e.g. the Pulling Together programme underway (Surrey Downs) and place-based engagement work in Woking (NW)
- Planning underway for spend of additional funds to support community led projects in key neighbourhoods.
- Local Area Coordination: phased recruitment underway with a LA Coordinator starting in Canalside ward in March, and recruitment underway for Horley and Hurst Green. Fourth location to be confirmed by March.

People access training and employment opportunities within a sustainable economy

- Following the first meeting of the Surrey Skills Leadership Forum in December, two working groups are being established to assess both the short and long term needs of employers in the county to help drive economic success. To supplement this, research has been commissioned to focus on employer needs across three critical sectors (digital, green and health and life sciences), engaging employers and sector specialists to identify and detail what they need both now and in the future.
- The No-one Left Behind Employment/Skills Network is progressing, incl. with research into who faces the biggest employment barriers.

People are safe and feel safe

- PCC Lisa Townsend has awarded £100,000 to charity Catch22 for a new, creative arts-based service for young people affected by or at risk of criminal exploitation. The OPCC has also provided funding for two Stalking Advocates and associated training.
- YUVA (Youth Using Violence and Abuse) service has launched. The service supports young people aged (and their family/support system/partners) 11-18 years (or up to 25 with additional needs) who have used violence or abuse within their own support network. [Make a referral page](#) here. Contact the service at: dvip.yuva@richmondfellowship.org.uk for support and training for staff.

The benefits of healthy environments for people are valued and maximised

- Surrey County Council has been selected to carry out a feasibility study into a new scheme where GPs would prescribe cycling and walking measures to enhance the mental and physical wellbeing of their patients in Maybury/Sheerwater and Merstham areas.
- Local Transport Plan: SCC is undertaking additional engagement with targeted groups, including those with a disability, to provide more representative response to support Cabinet approval in April and Council adoption in May.

IN THE SPOTLIGHT : Refreshed Information and Advice Strategy

To people not used to the health and care system, navigating it can be a real challenge. Residents may have experience accessing a range of NHS services but when it comes to care and support, people are much less clear on what it is, costs involved and where to start to seek help or access support. People are often trying to make decisions about their own care, or for a loved one, in a crisis situation and don't know where to begin.

The refreshed [Information and Advice Strategy about care and support 2021-2026](#) sets out how Surrey County Council, local NHS organisations and other providers of information and advice (including voluntary, community and faith organisations) will work together over the next five years. The aim is to support residents to be aware of and understand how to access information and advice about care and support to help them make informed choices. This is a statutory duty set out in the [Care Act 2014](#). The strategy was co-designed with many partners and is endorsed by the Adults Leadership Team. The Prevention and Wider Determinants of Health Board has also identified the critical role that information and advice plays in delivering the Health and Wellbeing Strategy. Together we are aiming to:

- Ensure people get consistent, impartial and accurate information and advice, appropriate for their needs, wherever they turn to
- Signpost residents to local support effectively and promote specialist support
- Continue to improve information and advice in health settings and provide greater access to community support
- Improve referral pathways, accessible information and contact methods
- Encourage resident self-service and self-care.

Recent examples of our partnership working include:

- Developing training for health professionals and staff in advice roles across organisations to provide consistent signposting to the right local support;
- Working with Surrey Heartlands to include more local support information on GP websites;
- Running public awareness campaigns to help people online self-serve e.g. promoting Healthy Surrey and Surrey Information Point;
- Providing clearer information for those who arrange and pay for their care;
- Working with care providers to improve information to residents, carers and families;
- Reviewing the Adult Social Care digital front door to make information more accessible and user friendly, including introducing new functionality such as web chat and automated text messages to manage more enquiries and solutions online;
- Delivering a digital inclusion programme to improve skills and confidence.

For more information contact Siobhan Abernethy at siobhan.abernethy@surreycc.gov.uk.

The Health and Wellbeing Board Communications Group is co-chaired by Andrea Newman, Strategic Director for Communication, Public Affairs and Engagement at Surrey County Council and Giselle Rothwell, Director of Communications and Engagement at Surrey Heartlands, and brings together communications colleagues across Surrey.

WINTER RESIDENT MAILER

As part of a coordinated approach to winter communications, an eight-page resident mailer was produced to raise awareness of advice and support available in Surrey for mental and physical wellbeing. *Feel Well Stay Well* was delivered to every household in Surrey – around 500,000 – and was also made available in venues including libraries. The leaflet ensured a wide reach among residents including those without internet access. Alternative formats included Easy Read, large print and screen reader-accessible.

The mailer, sent out from the end of November, was a joint publication between Surrey County Council and the NHS. Its centrepiece was advice on mental health and wellbeing including tips from local practitioners and signposting to self-care advice and local services, leading into information about booster jabs, flu jabs, keeping safe from Covid-19, accessing support from the NHS, keeping warm during the winter, financial hardship awards and more. There were hundreds of scans of a QR code featured in the publication which linked directly to mental health information on the Healthy Surrey website.



FLU VACCINATION CAMPAIGN

This winter's flu campaign aimed to demonstrate the impact that flu can have to encourage people to take up the offer of the vaccine. Data from last year's campaign showed that what worked well was driving the conversation around flu through increased proactive media around flu protection and prevention, including people sharing positive experiences and reasons why they chose to get the vaccine.

The campaign, run by the local NHS across Surrey Heartlands and Frimley, used a combination of national and local design assets, with a particular focus on communities who are more at risk and those who are less traditionally engaged including those with learning disabilities and their carers, the immunosuppressed, the homeless, Gypsy, Roma, Traveller communities, those from a BAME background, unpaid carers, care sector workers and pregnant women.

Weekly data was used to target low take-up groups including with bespoke material, Q&As and short videos. The campaign was also run in partnership with SCC, district and boroughs, primary care and community groups. More than 80% of Surrey residents over the age of 65 and those who are immunosuppressed have taken up the offer of a vaccine; school immunisations have reached record levels of uptake and paid-for social media advertising (Dec-Jan) increased reach to pregnant women, those with long-term health conditions and 50-64 year olds. Visits to the flu vaccination page on NHS Surrey Heartlands CCG website rose by over 4,000.

COMMUNICATING COVID RATES

The focus of recent activity has been communicating about very high rates of Covid-19 driven by the emergence of Omicron and the actions needed from residents in response. This work included geo-targeted communication supported by channels such as highways signage, RingGo alerts and GP video messages in some areas. The data dashboard continued to give simple evidence and a national comparison - alongside public health advice.

We also produced simple explainers and graphics to help residents navigate changes to self-isolation rules and the differences between types of Covid-19 test.

Through geo-targeting, 535,443 social media accounts were reached between November 2021 and February 2022, with 117,463 post engagements.

Healthy Surrey Communications Update

HELPING RESIDENTS TO ACCESS SERVICES – HEART BEETZ

An ongoing campaign was launched in January 2022, led by NHS Surrey Heartlands CCG, to help people know which NHS service to use when they need advice or treatment. At the centre of the campaign, which reinforces the NHS national ‘help us help you’ messaging, is a new animation featuring the ‘Heart Beetz band’, which tells the story of how the band has been battling with illness and accidents – and how their local NHS has helped. The animation includes focus on the NHS 111 service and also encourages people to think of their local pharmacy when they need advice and over-the-counter medicines, and only to use A&E for medical emergencies.

The campaign is particularly targeted at parents of under-5s, schools and early years settings, working in partnership with SCC colleagues, and at those people living close to Emergency Departments and residents between 34-65 years of age. The campaign uses in-stream radio, YouTube, social media and outdoor advertising, supported by work with partners including schools to raise awareness. Outdoor advertising is focused on billboards, phone boxes and bus shelters, weighted in areas with higher Emergency Department attendances, for example close to A&E departments. Activity so far has seen over 6,000 views of the animation; the paid campaign is running until March 2022, after which we can share more evaluation and insights with the Board.

COVID-19 VACCINATION PROGRAMME COMMUNICATIONS

As a partnership we continue to focus on key vaccination messages and continue to push new cohorts, such as a half-term focus on 12-15-year-olds (including positive national coverage TV coverage on 12th Feb) highlighting Shetland sheep being utilised to support children getting the vaccine (filmed at Nescot college vaccination site). A more detailed targeted campaign and strategy is being worked up, led by the NHS team, to focus on low uptake areas and communities which will include geo-targeting. This builds on SCC’s geo-targeting work; the teams will work together so SCC can share learnings. Work is also underway in relation to vaccinations for 5-11-year-olds. Targeted communications for pregnancy vaccination has resulted in Surrey Heartlands being national leader for 1st and 2nd doses.

Layla's guide to NHS services

Self care at home	Over the counter medication	<ul style="list-style-type: none"> Minor cuts and grazes Bruises and minor sprains Coughs and colds
Pharmacy	No appointment needed	<ul style="list-style-type: none"> Minor illnesses Headaches Stomach upsets Bites and stings Allergies
0-19 years Advice line	Call 01883 340 922 8am-5pm (Mon to Fri excl. Bank Holidays)	<ul style="list-style-type: none"> Advice on child health, development and parenting Families with children 0-19 years
111	www.111.nhs.uk or call 111 24 hours a day	<ul style="list-style-type: none"> Non-emergency concerns Advice on appropriate services Out of Hours GP
GP	Contact your practice online or by phone	<ul style="list-style-type: none"> Persistent symptoms Chronic pain Long term conditions Unusual lumps, bumps
Minor Injuries Unit	Serious non-emergency conditions	<ul style="list-style-type: none"> Minor broken bones Cuts and grazes that won't stop bleeding Bangs to the head
Emergency Department (A&E) and 999	Medical emergencies only	<ul style="list-style-type: none"> Blacking out Broken bones Serious blood loss Traumatic injuries Choking Chest pains

National Campaign FOR THE ARTS

WINNER

Best Arts Project

Intergenerational Connections Project
Mole Valley District Council and Surrey County Council

In Partnership with:

- UK THEATRE
- Local Government Association
- WcVA CCGC
- Creative Lives
- thrive
- Community Leisure Use

SOCIAL PRESCRIBING – INTERGENERATIONAL CONNECTIONS

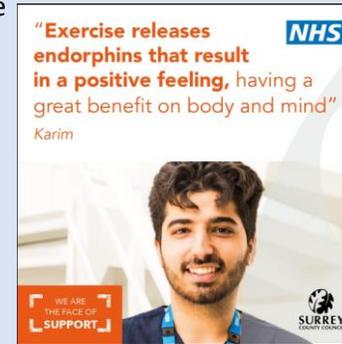
The Intergenerational Connections project was a multi-partnership project between Mole Valley District Council, Surrey County Council and NHS Surrey Heartlands working alongside GP surgery-based social prescribers, primary care networks, a local primary school and team of young musicians to bring people together. The project utilised music and singing to enable connections between local care home residents and Year 6 primary school students to remedy the effects of the pandemic on both age groups. This was all captured on a [film](#) featuring all participants from the school and care home to share with those who could help secure funding for further intergenerational projects in Surrey.

The campaign was Best Art Project Winner in the National Campaign for the Arts Awards 2022; judge Deborah Meaden, businesswoman and TV Dragon said: ‘Oh my goodness, I encourage all to watch the online videos about the Intergenerational Connections Project – they are heart-warming to watch. This initiative must have made so much difference to both ends of the age spectrum during the pandemic and, crucially, everyone could join in, with music bringing them together.’ There is now a legacy on ongoing connections with the Surrey Downs Health & Care Partnership having secured funding for another 60 intergenerational projects across the local area via the Better Care Fund.

MENTAL HEALTH AND WELLBEING

Coordinated campaign work continues with the aim of raising awareness of the preventative steps people can take to look after their mental wellbeing and the support available for them in Surrey. In December, we acknowledged that Christmas can be a difficult time for many and highlighted the mental health support available, including links to crisis lines. In the new year, we highlighted some positive steps to improve mental wellbeing, drawing on advice from our “faces of support” who are helping people visualise the friendly support that’s waiting for them.

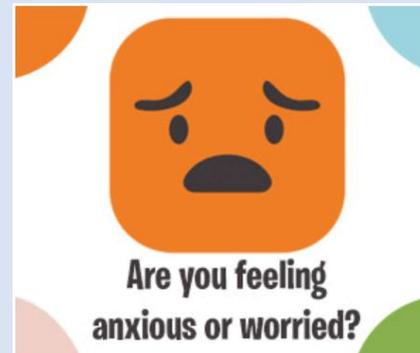
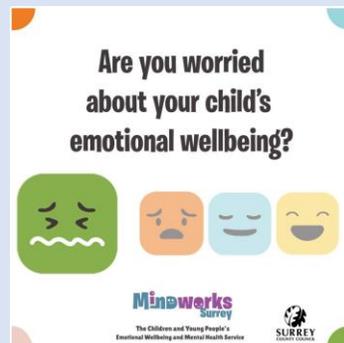
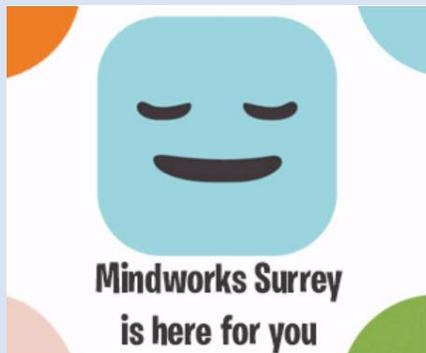
Activity across a range of channels including the winter mailer and digital advertising led to the page seeing over 10k visits in the last quarter (Sept-Dec 2021) compared with 1k visits in the previous quarter.



MENTAL HEALTH AND WELLBEING: CHILDREN AND YOUNG PEOPLE

Across the UK in 2020, one in six (16.0%) children aged 5 to 16 years were identified as having a probable mental disorder, increasing from one in nine (10.8%) in 2017. This equates to approximately 25,000 in Surrey’s children and young people population. Ahead of Children’s Mental Health Week (7-13th Feb) we launched a children and young person’s mental health awareness campaign strand to promote Mindworks, the new emotional wellbeing and mental health service for children and young people in Surrey.

The campaign supports the Health and Wellbeing Strategy ‘supporting the mental health and emotional wellbeing of people in Surrey, and enabling children and young people to access the right help and resources’. It will inform parents on behaviours they can adopt at home to support their child’s emotional wellbeing and mental health, help to normalise talking about emotional wellbeing and mental health, and speaking to a trusted adult if you are a child or young person with concerns and also signpost www.mindworks-surrey.org.uk for further help and support. The campaign has already reached 91k residents through digital advertising on Facebook/Snapchat/Twitter. The team have also worked closely with schools to deliver newsletter content and packs for assemblies during mental health awareness week. Our Surrey communications partners will amplify the message through their channels too.



ALCOHOL AWARENESS

With a reported increase in alcohol consumption through the pandemic, we aimed to address the hidden harms of Covid-19. We ran a campaign to highlight how easy it can be to exceed the recommended maximum number of alcohol units, without realising it. Through Alcohol Awareness Week (15-21 Nov), we used our social media channels to engage our residents with the ‘Drink Coach’ test, which helps them clearly see their weekly consumption, with tips on how to reduce it. We highlighted the support also available provided by the ‘i-access’ service across Surrey. The social posts were shared by service partners and received a higher than average number of likes and clicks.

We continued the messaging and ran digital and radio advertising in January when people were most likely to be considering a healthier lifestyle. The radio ad was played 87k times through digitally streamed radio.



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