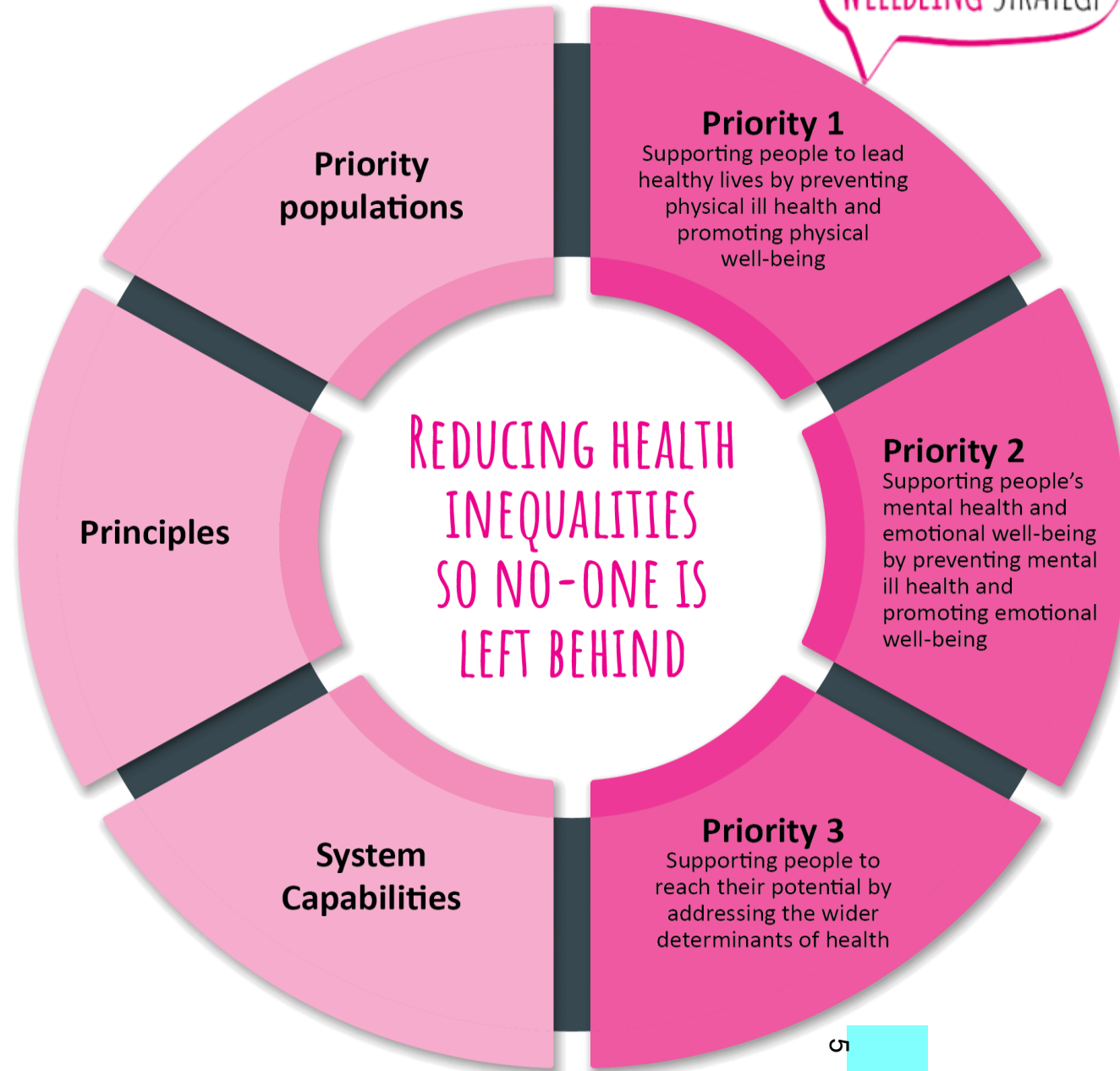


Communication Activity supporting the
3 priorities of the health and wellbeing strategy



Priority 1

Supporting people to lead healthy lives by preventing physical ill health and promoting physical wellbeing

Sexual Health

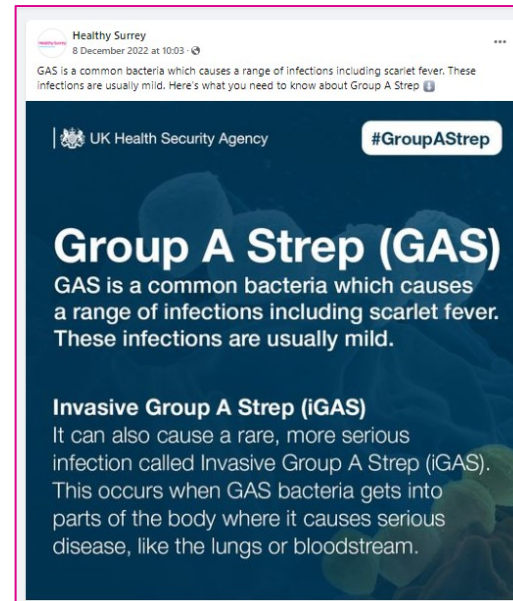


Through awareness days, helping people access sexual health services and reducing stigma

World Aids Day & PREP Awareness Week

- Social Media
- Internal Comms
- Pop up stand at Woodhatch to raise awareness

Group A Strep/iGAS



Supporting Schools and Communities following confirmed iGAS cases

- Media Handling – working with UKHSA
- Social Media
- Internal Comms

COVID-19/FLU



Raising awareness of vaccines to increase uptake

- Social Media
- Partner Comms
- Internal Comms

Priority 1

Supporting people to lead healthy lives by preventing physical ill health and promoting physical wellbeing



Getting the right help



Your guide to NHS Services		
Pharmacy and self-care	No appointment needed	<ul style="list-style-type: none">Minor illnessAllergiesCoughs, coldsHeadachesStomach upsetsMinor cuts, bruises, sprainsBites and stings
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 parentingFamilies with children 0-19 years
Call a Midwife advice line	Call 0300 123 5473 24 hours a day or email non-urgent questions to ehartlandiscb.callandmidwife@surrey.nhs.uk	Talk to a local midwife about your pregnancy, labour or in the first few weeks after birth
NHS 111	Call 111 24 hours a day and go online for over 55	<ul style="list-style-type: none">Urgent health adviceLinking you with the services you need e.g. out of hours GP and other services
GP	Contact your practice online or by phone	<ul style="list-style-type: none">Persistent symptomsChronic painLong term conditionsUnusual lumps, bumps
Mental health and emotional wellbeing	healthysurrey.org.uk/mental-wellbeing	Free and confidential support for children, young people and adults, including crisis support
Minor Injuries Unit	Serious non-emergency conditions	<ul style="list-style-type: none">Minor broken bonesCuts and grazes that won't stop bleedingBangs to the head
Emergency Department (A&E and 999)	Medical emergencies only	<ul style="list-style-type: none">Blacking outBroken bonesSerious blood lossChokingTraumatic injuriesChest pains

- Printed and online resources including leaflets
- Activity sheets being provided to schools

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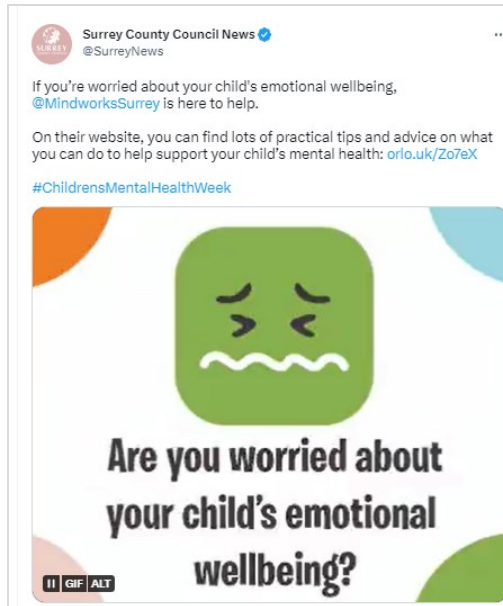
Leading work to support Surrey parents of children, aged from 0-5 years old, to help them access the right NHS support if their child is unwell, as part of our wider joint winter communications plan. The resources aim to help parents navigate the local health system more easily and provides bite sized explanations of the help they can expect from pharmacies, NHS 111, Surrey 0-19 advice line, Call a Midwife and other NHS services.

This campaign was developed at a time when we have seen a rise in attendances at A&Es and increasing pressures on the health system.



Priority 2

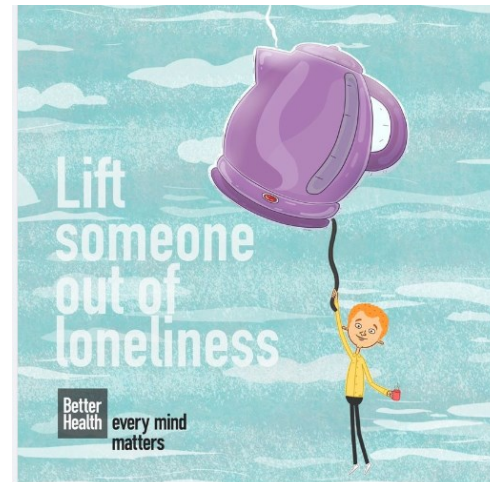
Supporting people's mental health and emotional wellbeing by preventing ill health and promoting emotional wellbeing



Children's mental health week

Helping parents to support their children and access mental health support through Mindworks

- Messaging to parents through schools
- Social Media
- Internal Comms – Staff as parents/grandparents



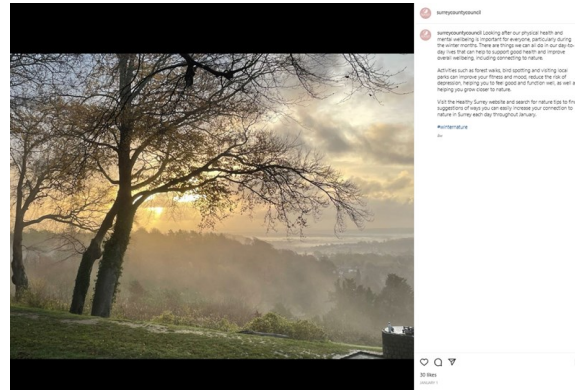
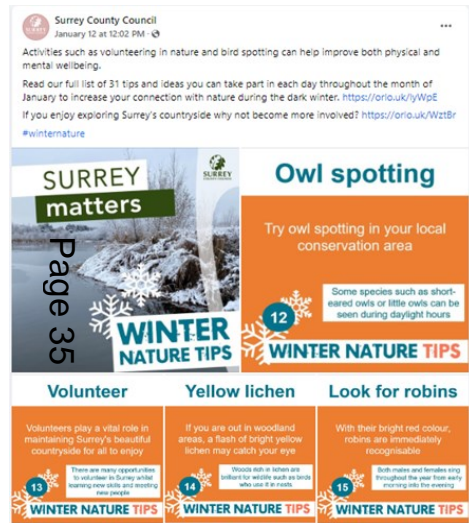
Building mental health resilience

Using marketing campaigns to highlight mental wellbeing strategies to build resilience

- Social Media
- Editorial – Surrey Matters
- Internal Comms – Staff wellbeing networks

Priority 2

Supporting people's mental health and emotional wellbeing by preventing ill health and promoting emotional wellbeing



Winter nature campaign

Thirty-one tips for connecting with nature – one for each day in January – were hosted on Healthy Surrey to encourage people to get outside during the winter.

- More than 73,000 impressions on social media (number of times displayed on residents' devices), particularly strong Instagram engagement
- Nearly 300 link clicks



Dementia prevention

Magazine-style editorial highlighted ways to keep your brain healthy and reduce dementia risk

- Links to local support services
- One of the most-clicked articles in Surrey Matters, opened 9,000 times
- Wider campaign being developed linked to joint dementia strategy



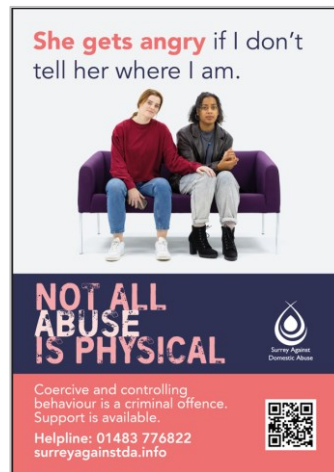
DELIVERING THE
COMMUNITY VISION FOR SURREY

Priority 3

Supporting people to reach their full potential by addressing the wider determinants of health



- **Domestic Abuse** campaign highlighting coercive and controlling behaviour
- Campaign creative developed with people with lived experience of abuse
- Targeted at lesser reported groups including LGBTQ+, older people and ethnic minority groups.
- Outdoor media in **35 locations** across Surrey at rail stations and bus stops. Included a QR code linking directly to support.
- **3 SFRS fire engines** with vinyl wraps showing the DA message
- Posters created to reach digitally excluded
- Videos promoted through social media focusing on key areas of control [Isolation](#), [Monitoring](#) and [Financial](#)
- Campaign promoted by partners in the Surrey Against Domestic Abuse Alliance.



Priority 3

Supporting people to reach their full potential by addressing the wider determinants of health



- Changing Futures - supporting people with multiple disadvantage - substance use, mental illness, domestic abuse, homelessness and contact with the criminal justice system.
- 'Michael's story', a video which highlights the impact that the Changing Futures Bridge the Gap partnership can make to people with multiple disadvantage.
- Released on Christmas Eve to highlight the plight of the homeless at Christmas.
- Through Facebook the video was seen nearly 17k times, with 3833 clicks.

Michael's Story - Video

<https://youtu.be/jkHfGKAwSrM>

Launching the Surrey Heartlands Integrated Care Strategy

Activity to support the launch of our system-wide ICS strategy



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Surrey Heartlands

Integrated Care Strategy



December 2022

- The Integrated Care Strategy was launched at a Surrey Heartlands Expo event on 1 February, attended by over 300 people
- The event was an opportunity to share the ICS' plans and priorities, showcase the work happening across Surrey to support integration and encourage networking between partners.
- The strategy, which sets out the ambitions and priorities for Surrey, has been published online in [full](#) and [summary](#) formats
- The strategy is also summarised in a [video](#), already viewed more than 300 times



DELIVERING THE
COMMUNITY VISION FOR SURREY