

REPORT ON NHS WINTER MESSAGING IN CALDERDALE

2021-22

Introduction

Following the success of the Winter Messaging campaign in Kirklees, NHS Calderdale CCG requested assistance from VAC and the community and voluntary sector to communicate important winter messages, including COVID-19 messaging, to target groups across Calderdale.

The foundation for messages is based on the Together We Can campaign. The Campaign encourages people to choose well and to opt for convenient self-care where safe to do so, with the aim of increasing their knowledge, promoting good health and encouraging correct use of NHS services.

The target groups the CCG wanted the community and voluntary sector to engage with were:

- Parents of children under 12 years, particularly those aged 0 – 5 years
- People aged under 40 with minor health conditions
- More vulnerable adults and their families/carers/friends. Particularly those with long-term conditions or underlying health problems such as COPD.
- All equality groups including carers, asylum seekers and social economic groups.

The CCG provided a range of [digital NHS materials and talking points](#) to support this work. Printed leaflets were not available in time to be used in Engagement Champions campaigns due to updates required after changes in Covid rules.

The opportunity was communicated to [Engagement Champions](#) in January 2022 explaining the scope and purpose of the project and asking for expressions of interest. This was supported with an online briefing. 20% of those who expressed an interest went forward with their initiative. They provided a briefing on the engagement vehicles to be used, the target groups it was aimed at and the number of people this was likely to reach. In view of the open brief, payment was agreed according to engagement methods suggested by Engagement Champions.

VAC approved the initiatives and set timescales for the completion of each piece of work (end of March 2022). An additional 20% of the Engagement Champions who expressed an interest but could not take on such a big piece of communication, indirectly supported the messaging through inclusion of leaflets in the distribution of the Winter Care Packs, a separate project funded by CHFT.

Between January 2022 and end of March 2022, two Engagement Champions carried out winter messaging initiatives with their communities under this funding.

The key winter messages were contained in NHS leaflets, booklets and posters but, more importantly, they were also available digitally. Individual Engagement Champions were responsible for communicating the messaging to the groups they interact with in a way that works for that group.

Project Implementation

Stage 1: A communication was sent out to all Engagement Champions explaining the scope and purpose of the project and asking for expressions of interest by mid-January. This was followed up with a more detailed online briefing which shared VAC's experience from previous years of operating the project in Kirklees, enabling Engagement Champions to quickly identify creative options, and this certainly paid off in terms of engagement with local communities.

Stage 2: Engagement Champions who expressed an interest highlighted groups and numbers they could reach. Unfortunately, due to the later engagement date and volume of activity already taking place in the Sector, despite an initial expression of interest by 11 Engagement Champions, the number that finally delivered the communication was not as high as desired.

Stage 3: VAC approved the initiatives in Calderdale and set timescales for the completion of each piece of work.

Stage 4: Between February 2022 and end of March 2022, two key Engagement Champions based in Calderdale, carried out a total of 8 winter messaging initiatives. Full details of the initiatives and their reach are described in Appendix 1.

Stage 5: Engagement Champions returned their feedback to VAC in order that it could be used in this report.

Stage 6: Invoices for initiatives run were requested and are still being received.

Key Project Learning

The project requires an appropriate lead in time to enable identification and engagement of a broader selection of Engagement Champions, time for them to prepare and deliver their initiatives and to enable the focus of the activity to take place in the true winter months.

The project was competing with other similar CCG projects this year, meaning the number of Engagement Champions with capacity was limited. Those who did carry out work for us, were able to concentrate fully on the job in hand.

The main competitor was the Winter Care Packages project. However, VAC incorporated information regarding Together We Can into the packs distributed in Calderdale to ensure a greater reach via 23 additional voluntary and community organisations in the borough.

Digital Approach

Nearly all initiatives were carried out online. Unfortunately, due to printing delays, the requests for paper leaflets/posters could not be fulfilled quickly enough for timely distribution by the participating Engagement Champions. However, Engagement Champions utilised the digital artwork in their own hard copy newsletters.

Asylum Seekers and Refugees

After initial discussions with St Augustine's, it was identified that there was insufficient capacity to engage with the project for this group of people. However, when discussing ideas with them, they did ask if it would be possible to provide templates of the NHS branded communications that they could then translate into the languages used by their clients and that could be adapted to reflect the Asylum Seekers and Refugees user routes through the NHS which are different to those used by UK residents.

Recommendations

The following recommendations would ensure the effectiveness of the project if repeated in future:

- The project would have benefitted from more lead in time. By the time CCG requested VAC support it was December. This meant that there was not as much interest as VAC would normally expect, even when Engagement Champions were approached individually.
- Commence the project planning in September/October to allow timely engagement of Engagement Champions and time for them to plan their initiatives.
- To continue to allow Engagement Champions to shape innovative responses to winter messaging
- Identify possible competing projects and possibly delay other paid opportunities for Engagement Champions during the communication phase of this project
- Ensure NHS hardcopy leaflets and posters, in key community languages as well as English, are available in time to achieve commencement of activities.
- Additionally, provide templates to enable Engagement Champions to translate and create versions of the branded communications in less common community languages.
- Consider bespoke messaging for asylum seekers and refugees whose access to the NHS is different to UK Residents.

Winter Messaging

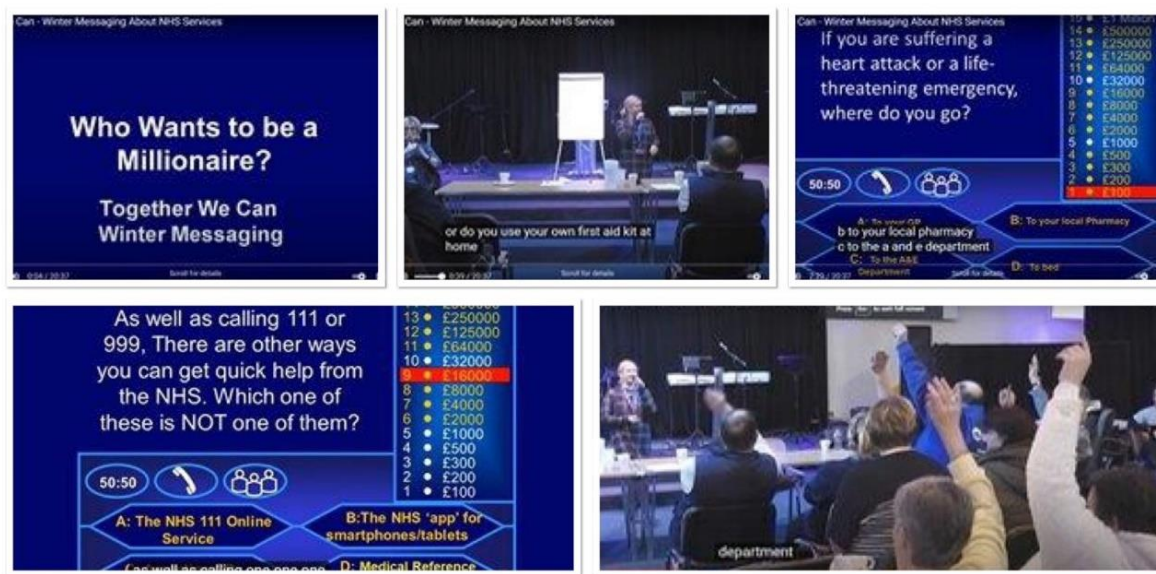
Informed by the success of the Kirklees Winter Messaging facilitated by VAC, we asked Calderdale Engagement Champions to propose creative ways of ensuring the winter messages reach communities within Calderdale. Two key Engagement Champions have undertaken some excellent work which is outlined below:

Disability Partnership Calderdale (DPC)

Target Groups

| Primary | Secondary | Tertiary | Plus |
|--------------------------|--------------|--|--|
| People with Disabilities | Older People | Carers & Family Members of 1 st and 2 nd target groups | Members of the public who subscribe to newsletter & social media |

DPCs most innovative communication channel was the delivery of a presentation at their face to face, Public 'Open Meeting'. It was an interactive experience in the form of a presentation and a quiz based on the 'Who Wants to be a Millionaire' format. The session was videoed, turned into a film, and uploaded to their public YouTube Channel as a resource & promoted via social media & in the DPC newsletters/website. <https://youtu.be/IEZ2AQmzrvC>



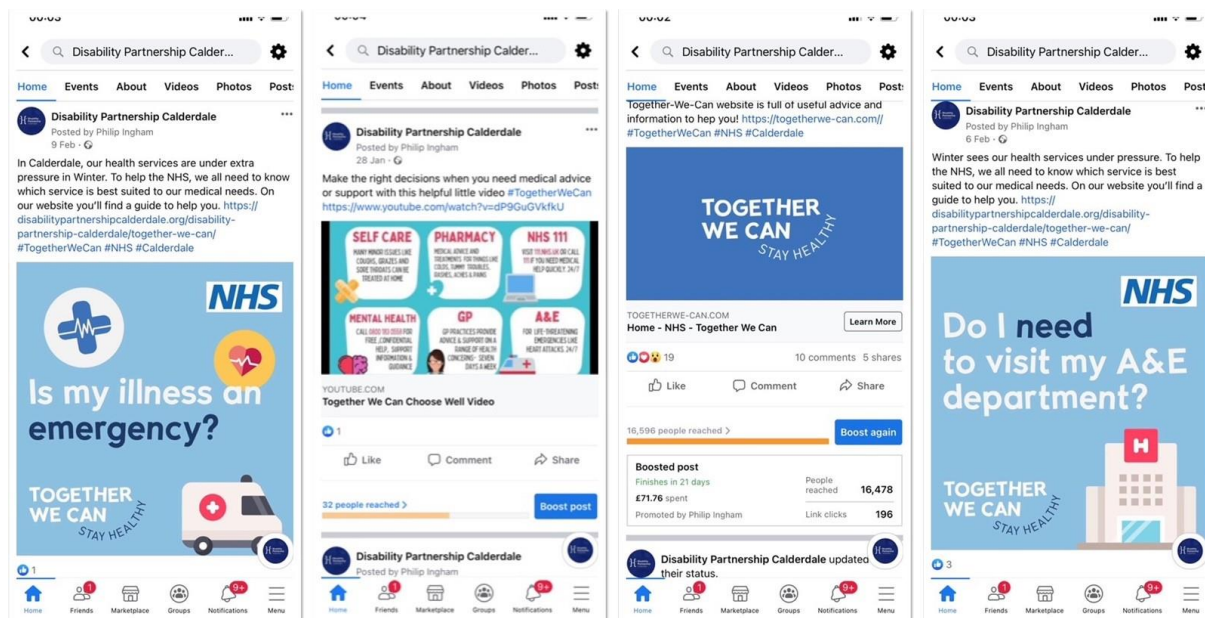
In terms of written communication, DCP created and distributed a 'special' newsletter dedicated to Winter Messaging in February and March. Hardcopies were posted to their digitally excluded members. These newsletters are still available in their archive.



DPC WM features on every page.pdf

A digital copy of the special newsletter was also e-mailed out to current DCP subscribers and partner organisations across the borough, ie VSI and local disabled peoples' organisations to share amongst their members. This contained hyperlinks to NHS online messages.

Finally, DPC developed a social media campaign focusing on general promotion of Winter Messaging via their online presence, with boosted posts on social media, regular Tweets, and a newly created dedicated page situated at the head of their Website Homepage.



Reach

Website: c. 3000 visitors per month. Approx 50 news items added per month

Facebook: 605 followers (daily updates posted)

Twitter: 322 followers (daily updates posted)

Instagram: 165 followers (weekly updates posted)

Newsletter – Email : 461 subscribers (published weekly)

Newsletter – Print : approx 100 (published weekly)

Anecdotally the feedback from the quizzers was that they all now knew more about the 'Together We Can' campaign and didn't know about it before. Many said they would go online and check it out / follow it on social media.

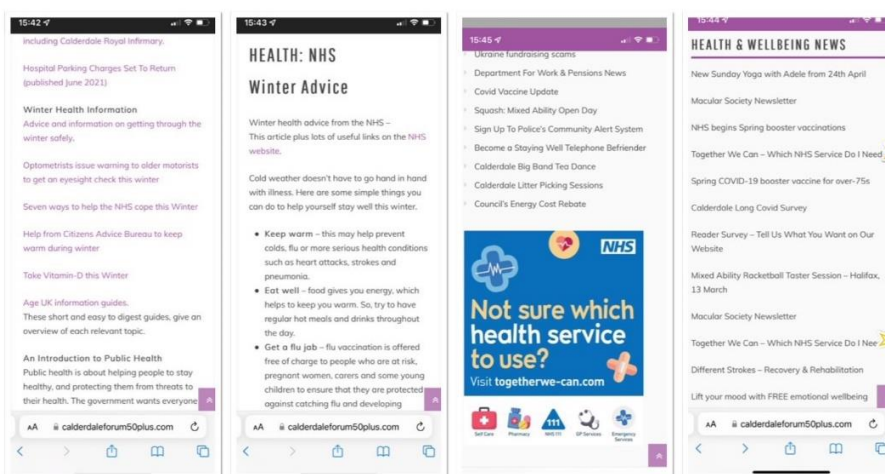
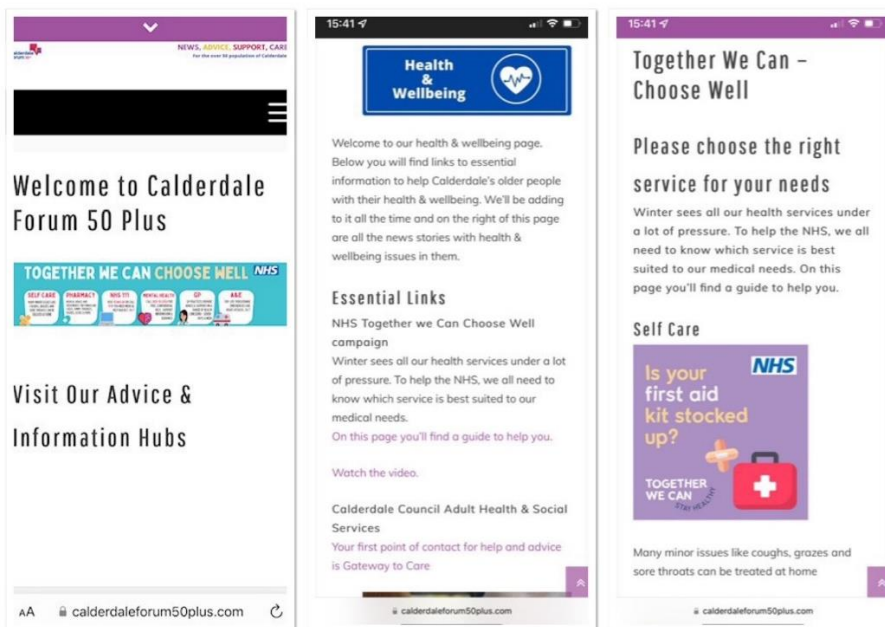
Calderdale Forum 50+

Target Groups

| Primary | Secondary | Plus |
|-----------------------|--|--|
| People over age of 50 | Carers & Family Members of primary group | Members of the public who subscribe to newsletter & social media |

Forum 50+ focused their campaign on the written word via their website, newsletters and social media.

The Website was designed with a "home page" and menu/button for the campaign, so it could be reached from all of the site's pages and had a prominent placement on the web home page. The website had regular news items, features, and updates with an estimated 20 items during the project period.



Newsletter. Printed copies were distributed, and the campaign was one of the lead features in the February and March newsletters. In addition, the email version of the newsletters included hyperlinks taking interested readers back to the website's pages.



Newsletter-February-2022.pdf

Social Media – Facebook and Twitter: The campaign was highlighted on all their social media, with an estimated 20 mentions before the end of March.



Reach

Website : 1000 users (monthly)

Newsletter Print : 50 copies (monthly)

Newsletter Email: 500 per edition (monthly)

Facebook: 700 followers

Twitter: 800 followers