

ICB Public Involvement and Engagement Advisory Committee – 25 September 2024

Date of meeting	25 September 2024
Title of paper	Lancashire and South Cumbria Winter communications and engagement strategy 2024/25
Presented by	John Barbour, Head of Communications and Engagement (Corporate)
Author	John Barbour
Agenda item	6
Confidential	No

Executive summary

This paper summarises the collective and coordinated approach being taken across Lancashire and South Cumbria, the North West of England and England to coordinate NHS winter messaging for 2024/25. This approach maximises the efficiency and impact of the messaging.

Advise, Assure or Alert

Assure the committee that:

- Work is taking place in partnership across NHS organisations to inform local people of winter campaign messages to signpost appropriate services and support ill-health prevention and self-care.
- The dissemination of persuasive messages, designed to alleviate health and care system pressures in a consistent and effective way across Lancashire and South Cumbria will be a focus between October 2024 and February 2025.
- The collection of campaigns will benefit from learnings from previous experience, will be aligned to nationwide messaging and will be capable of adjustment using local knowledge to maximise the impact amongst local audiences.
- Trusts, the ICB communications and engagement team and NHS NW combined communications partners (NHS NW, NWAS, UKHSA, Cheshire and Merseyside and Greater Manchester ICBs) will continue to work together to deliver the plan.
- The ICB is working with local authorities to align and embed messages with wider partners in relation to winter.

Recommendations

The Public Involvement and Engagement Advisory Committee is asked to:

- Note the contents of the report
- Note the engagement and testing of winter campaign messages with members of the public
- Note the activity planned over the coming weeks to work in partnership with local authorities and wider partners to explore all opportunities to share key messages in a consistent and timely way throughout winter 2024/25.
- Endorse an evaluation of the 2024/25 winter communications campaign to be shared in the March 2025 committee

Which Strategic Objective/s does the report contribute to		Tick		
1	Improve quality, including safety, clinical outcomes, and patient experience	✓		
2	To equalise opportunities and clinical outcomes across the area			
3	Make working in Lancashire and South Cumbria an attractive and desirable option for existing and potential employees			
4	Meet financial targets and deliver improved productivity	✓		
5	Meet national and locally determined performance standards and targets			
6	To develop and implement ambitious, deliverable strategies	✓		
Implications				
	Yes	No	N/A	Comments
Associated risks			x	
Are associated risks detailed on the ICB Risk Register?			x	
Financial Implications		x		
Where paper has been discussed (list other committees/forums that have discussed this paper)				
Meeting	Date		Outcomes	
Conflicts of interest associated with this report				
Not applicable				
Impact assessments				
	Yes	No	N/A	Comments
Quality impact assessment completed			x	
Equality impact assessment completed			x	
Data privacy impact assessment completed			x	
Report authorised by:	Neil Greaves, director of communications and engagement			

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Winter communication and engagement approach 2024/25

1. Introduction

- 1.1 The health and social care system in Lancashire and South Cumbria is anticipating significant pressure on services as routine demand increases again during winter 2024/25.
- 1.2 The ICB Communications and Engagement team aims to maximize the benefit of coordination at a local, regional and national level, to ensure the efficient use of available assets, and to support and facilitate the impact of overarching key messages at the local level.
- 1.3 Messages which are disseminated in a coordinated manner, repetitively, over a number of different channels and outlets and in a consistent fashion are generally more likely to be received, understood and acted upon than those distributed where there are multiple similar, mixed messages with a range of creative approaches from multiple organisations.
- 1.4 NHS England will be running campaigns nationally throughout winter which will utilise many national channels such as TV and national radio.
- 1.5 NHS England's North West Regional team is coordinating joint activity with Lancashire and South Cumbria, Cheshire and Merseyside and Greater Manchester ICBs, NWAS and UKHSA and are working together to share winter campaign materials.
- 1.6 ICB Communications and Engagement team members working in place-based partnership areas will use networks at a local level to 'help spread the word.' with particular focus on the priority ward areas, where evidence suggests the highest levels of A&E and urgent care admissions are from. This aims to reach those in our communities with the greatest need by working with partners and organisations who work with and support individuals.
- 1.7 NHS communications teams across Lancashire and South Cumbria are working together on an evolution of the 'Think' winter communications creative for Lancashire and South Cumbria which has been developed over a number of years and was delivered in collaboration last winter.

2 National campaigns

- 2.1 The NHS Marketing Campaign Reference Group schedule for national marketing campaigns has been set out and gives a basis for planning the timely amplification of messages which will have nationwide prominence.

Approved campaigns for 2024/25

	Q1			Q2		Q3			Q4			
	Apr 24	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 25	Feb	Mar
Prevention							Stoptober					
						Childhood Immunisations	Winter Vaccinations					
								Stroke				
NHS Access									NHS 111			
							Pharmacy					
Operational and statutory				NHS BT: Blood donation								
					UCAS Clearing							

3 Regional coordination

3.1 Partners in the North West are to lead on core themes:

- October: Self care – NHS England
- November: Falls – NHS Greater Manchester
- December: Repeat prescriptions – North West Ambulance Service NHS Trust
- January: Mental Health – NHS Lancashire and South Cumbria

3.2 This approach entails developing and sharing core key themes to the campaign such as key messaging for specific groups and audiences, social media posts, and press releases. Hospital Discharge will be an ongoing theme, led by NHS Cheshire and Merseyside.

3.3 Whilst core elements will be developed by partners across the North West, localisation will be achieved through the use of local spokespeople, Lancashire and South Cumbria specific creative imagery and local communications channels and networks for sharing messages.

3.4 A toolkit will be produced for each core theme and distributed to all partners to facilitate the sharing of key messaging. The toolkits will enable partner organisations to share messages so these reach audiences the NHS doesn't have connections with – particularly those in the voluntary, community, faith and social enterprise sector.

4 Lancashire and South Cumbria amplification and dissemination

4.1 The local approach to the creative for winter campaigns this year is an evolution of the 'Think' concept used in 2023/24, which was in itself a campaign initially used with positive impact by Blackpool Teaching Hospitals NHS Foundation Trust and East Lancashire Teaching Hospitals NHS Trust

during winter 2022-23. This year, the existing visuals and graphics will be used to represent each key theme with the incorporation of images/photography to make the campaign service user friendly, especially for mental health

There remain three areas of focus for the local iteration of winter messages:

Prevention:

Reducing avoidable hospital admissions by helping people stay well.

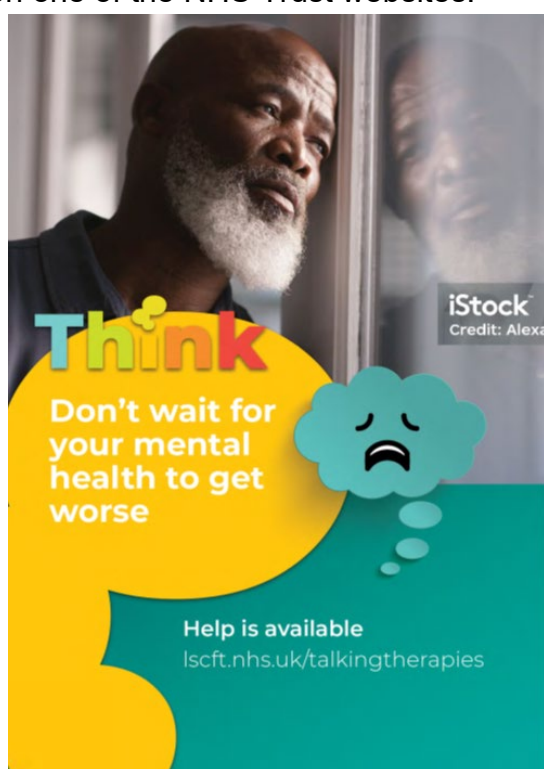
Signposting:

Reducing inappropriate attendances by helping people choose the right service.

Self-care:

Encouraging people to take simple steps to prevent illness.

- 4.2 The image below provides an example of the campaign creative as will be seen on one of the NHS Trust websites.



5 Public testing and feedback

- 5.1 In July and August, NHS Lancashire and South Cumbria ICB tested the emerging campaign materials and concepts with a range of groups to capture feedback so that the campaigns can have as much impact as possible. This included a survey sent to the Citizens Panel and a series of group discussions as part of the Citizen's Health Reference Group induction sessions.
- 5.2 An evaluation of the feedback is currently being analysed although early insights relate to accessibility of the creative in relation to colours and use of images. The ICB will work with NHS partners to update the materials in response to the feedback.

6 Place-based message dissemination and amplification.

- 6.1 The ICB will work in places to share messages and materials with local networks. This aims to focus on targeting established networks with a call to action to spread the word. This may be overlaid with locally pertinent and public health messaging, the specifics of which should be agreed in places and with local partners such as local authorities.
- 6.2 A proposal has been made to support people to make steps to keep themselves well and to make sure they know where to find information which helps with access to appropriate services.
- 6.3 The proposal is for local influencers, stakeholders and professionals, including front-line staff, volunteers, community leaders, councillors, staff from community organisations and groups, to share the campaign messages. There will be particular focus on those who come into contact with people who are vulnerable, or likely to benefit from support from health and care services. They are asked that, when they are in contact with others, they share this information – this could include community newsletters, leaflets, social media, videos, alternative language materials, email or online messaging – such as WhatsApp

The steps for keeping well this winter for people to remember and share are:

1. Stay warm
2. Keep well
3. Look out for others

7 Evaluation.

- 7.1 Results of winter campaigns can be difficult to evaluate due to the complexity of multiple factors which impact use of health and care services. Overall impact of winter will be reported in ICB Board meetings. Impact can also be measured by looking at the breadth of campaign reach and assessing different channels and their performance.
- 7.2 2023/24 figures for the Think campaign are as follows and can be used for comparative purposes in 2024/25:
- 17,000 winter leaflets distributed amongst organisations across Lancashire and South Cumbria
 - 850 downloads of winter leaflets from the ICB website
 - 1000s of winter briefing sheets shared with Councillors, public sector staff and Voluntary, Community, Faith and Social Enterprise organisations
 - 55,000 reach for ICB winter related social media, with Trusts reporting a similar reach.
 - 21 winter press releases issued
 - 56 articles generated and interviews broadcast as a result
 - 856 downloads of the 'Help us Spread the Word' toolkit and slides from the ICB website.

8 Recommendations

8.1 The Public Involvement and Engagement Advisory Committee is asked to:

- Note the contents of the report
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- Note the activity planned over the coming weeks to work in partnership with local authorities and wider partners to explore all opportunities to share key messages in a consistent and timely way throughout winter 2024/25.
- Endorse an evaluation of the 2024/25 winter communications campaign to be shared in the March 2025 committee

John Barbour

Head of communications and engagement (corporate)

12 September 2024.