

ICB Public Involvement and Engagement Advisory Committee

Date of meeting	25 October 2023
Title of paper	Lancashire and South Cumbria Winter communications and engagement strategy and plan
Presented by	John Barbour, Head of Communications and Engagement (Corporate)
Author	John Barbour
Agenda item	7
Confidential	No

Executive summary

This paper describes the system wide approach, across Lancashire and South Cumbria, to communicate messages that support the management of seasonal pressures across the NHS during winter.

The Think marketing campaign has been developed and delivered in partnership by Communications teams from Trusts and the Communications and Engagement Team of the ICB. This campaign has been developed building on insights from engagement and involvement over the last two winter periods and embedding lessons in partnership for how we inform widely with limited resources and making use of local expertise, the communications channels which have been well established and existing materials.

The campaign and messages in Lancashire and South Cumbria build on national NHS campaign messaging with three pillars and 25 themes.

The communications and marketing approach will be complimented by outreach and engagement in our four places in Lancashire and South Cumbria which utilises the strength of local partners, community voices, networks and groups with targeted messages for specific audiences and communities.

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 to appropriate service and support prevention and self-care.
- Detailed plans are in place to broadcast persuasive messages, designed to alleviate health and care system pressures in a consistent and effective way across Lancashire and South Cumbria.
- The campaign benefits from learning from previous experience, is aligned to nationwide messaging and can and will be adjusted in the light of significant

<p>new insight, such as that which may emerge from ongoing engagement in place</p> <ul style="list-style-type: none"> - Working with communities and partners in places, and in the interest of maximising impact, local insight will inform the nuancing of messaging and the use of local channels and networks of communication. - Trusts, the ICB communications and engagement team will continue to work together to deliver the plan. 				
Recommendations				
<p>The Public Involvement and Engagement Advisory Committee is asked to:</p> <ul style="list-style-type: none"> • Note the contents of the report and the planning which has been undertaken in partnership to effectively keep our communities informed during winter and for outreach and engagement. 				
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	
LSC Provider and ICB Heads (HoCs) and Directors (DoCs) of Communications forums	From early 2023		HoCs have taken responsibility for the creation of the strategy and plan. Teams across the system will take collectively responsibility for the delivery of their contributions to the plan.	
Conflicts of interest associated with this report				
No applicable				
Impact assessments				
	Yes	No	N/A	Comments
Quality impact assessment completed			x	
Equality impact assessment completed			x	

Data privacy impact assessment completed			x	
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Report authorised by:	Craig Harris, Chief Operating Officer
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ICB Public Involvement and Engagement Advisory Committee

Winter communication and engagement strategy and plan

1. Introduction

- 1.1 As is the case nationally, the health and social care system in Lancashire and South Cumbria is experiencing significant pressure on services as demand increases. Whilst pressure is felt year-round, it is routinely more pronounced during winter.
- 1.2 This year, seasonal pressures are exacerbated by other factors such as industrial action, continuing elective recovery work, Covid-19 and financial constraints.
- 1.3 NHS communication teams across Lancashire and South Cumbria are evolving ways of working together. Key areas of partnership working for communications teams include the collective approach to managing ten months of industrial action and planning for winter pressures and demands. This joint planning facilitates the consistent broadcast of common key messages across the region for maximum impact to keep our populations and communities informed with limited to no budget for using external paid-for marketing channels.
- 1.4 This paper provides an update on the development of an NHS winter communications and engagement plan for Lancashire and South Cumbria (appendix 1) with additional detail around the insight which has informed the development of the plan and demonstration of embedding learning from previous campaigns and the approach the ICB is taking to embed outreach engagement working closely with partners in our four places.

2 Insights and learning from previous campaigns

- 2.1 In previous winters, the messaging focus has been to aid the reduction of pressures across the whole system, by reaching as many people as possible across Lancashire and South Cumbria. This builds on Healthwatch patient insight work which was commissioned by the NHS during winter 2021-22 and has continued to be developed using local insights captured in services by Trusts and additional reports in 2022/23 by partners – including Healthwatch.
- 2.2 The insight captured informed the development of messages which tie into the three key pillars, which are: prevention, signposting and self-care, which are designed to influence behaviours and help people reach the right help, at the right time, in the right place and prevent illness.

- 2.3 During winter 2022-23, content for winter messaging was developed which focused on 'myth busting' which directly linked to feedback from patients during engagement work in 2021-22. This aimed to reduce confusion of the facts around healthcare services and winter illnesses/ailments, and were developed in collaboration with Trust communication teams, A&E Delivery Boards and the Lancashire and South Cumbria Resilience and Surge Planning Group. In 2022/23, a marketing budget of £66,000 was used to support digital, social media, radio and outdoor advertising and printing of booklet materials.
- 2.4 Following the delivery of the winter campaign in 2022/23 a detailed evaluation was undertaken by the ICB to capture impact and learning which could be embedded into future communications and engagement activities. It is important to note that some of the key performance indicators which the campaign aims to affect are multi-faceted and therefore it is difficult to demonstrate the true impact of the campaign. Some of the key insights are below:
- There was good advertising reach with adverts on Facebook and Instagram reaching 246,658 people and being viewed more than 1million times. Adverts on Spotify played 233,594 times and reached more than 100,000 people.
 - 98% of the overall reach of NHS organisations in Lancashire and South Cumbria on social media is achieved by well-established channels of NHS Trusts and therefore partnership is key to reaching our population.
 - Although messaging across partners was the same, creative from organisations sometimes differed and there is an opportunity to increase recognition of messages if more shared imagery is used.
 - 30,000 copies of a booklet were distributed across partners and in key locations such as community centres, warm hubs, patient transport, libraries and in communities through the LSCFT HARRI bus and organisations such as Age UK. The cost of printing was £3,500 and therefore cost effective in comparison to advertising.
- 2.5 Lessons learned from the winter campaign in 2022/23 and agreed with communications teams include:
- There was a good plan with standardised key messages to form a basis for all partners to use and adapt.
 - Communications toolkits were helpful for aligning messages into local campaigns by organisations
 - A printed booklet gave physical material to share but more targeted engagement opportunities could see these shared with more targeted groups
 - There was a good mix of digital and non-digital content and it set the foundations for an integrated campaign across all Trusts and ICB
 - There were wider benefits from the radio advertising, bus adverts and other public spaces – they allowed reach into audiences the NHS doesn't typically reach. Radio adverts, in particular, felt to have been effective as members of staff living in the community said they heard them regularly

- A centralised budget and coordination of radio, digital and outdoor advertising worked well.
- Much more can be done to work in partnership to reach more people (e.g. Lancashire Fire & Rescue, police, councils and other community partners). There were good examples of this taking place in organisations and there is an opportunity to be more joined up.

2.6 Based on intelligence, insight and feedback, the NHS communications leads for winter agreed to continue to work closely to agree priorities and to develop more consistent campaign materials which all partners could adopt. With no budget for a winter communications campaign during 2023-24, NHS Trusts suggested they could use existing resources to create design concepts and campaign materials that could be agreed by all at a very early stage. NHS Trusts and the ICB would then work across wider partnerships to engage with and expand reach into communities.

3. Winter campaign – overview and approach

3.1 There are three areas of focus for the winter campaign, under the title of Think, a campaign initially used with positive impact by BTH and ELHT during winter 2022-23. This year the reach of the campaign is extended to cover all of Lancashire and South Cumbria to support greater message recall and recognition. Trusts and the ICB are sharing toolkits and creative materials in a coordinated way. This will assist and compliment local engagement in places to reach target audiences with specific messages. The image below provides an example of the campaign creative as you would see on one of the NHS Trust websites.



3.2 The plan has three areas of focus:

Prevention: Helping people stay well – with a focus on people with respiratory illnesses, especially those who have recovered from Covid-19. This includes the flu and Covid vaccination programmes as well as a focus on preventing falls, promoting the 2-hour UCR service and virtual wards.

Signposting: Helping people choose the right service, linking to the national Help Us Help You campaign – including pharmacy, repeat prescriptions, GP access, emergency dental care, NHS 111 (directing to online as a first port of call), mental health crisis support lines and services, urgent treatment centres (UTCs) and other urgent care services.

Self-care: Encouraging people to take simple steps to prevent illness, such as handwashing and good hygiene practice, raising awareness of common winter conditions such as gastrointestinal illnesses and how to seek expert advice and self-treatment through pharmacies.

- 3.3 A short summary of the communications strategy and plan including objectives, activity timeline and creative concept are outlined in Appendix 1.
- 3.4 In some areas, such as those relating to mental health, the Think concepts are not appropriate and therefore the campaign materials will use consistent imagery but with appropriate wording.
- 3.5 In addition to the Lancashire and South Cumbria winter communications campaign, organisations are working across the region to make use of NHS England advertising opportunities which will reach our population where there is alignment of messages. Additionally, NHS England have funded and provided 14,000 printed booklets to Lancashire and South Cumbria which will be used to support engagement opportunities.
- 3.6 Detailed evaluation of the plan will be undertaken using the following impact measures:
 - Staff uptake on vaccinations
 - Staff survey completion rates
 - Social media statistics
 - Webpage views
 - Click throughs to winter news articles and traffic sources
 - Winter booklet downloads
 - Number of winter booklets distributed
 - Number of people reached at engagement events
 - Insight from engagement events
 - Number of partners downloading toolkits to share messages
 - Coverage of media releases
 - Mental health line call volumes
 - Figures around ED attendances
 - Figures around use of NHS 111 online
 - Patient feedback (NHS, partners and local Healthwatch where available)

4. Outreach and working with partners in our places

- 4.1 This year, with the establishment of four place-based partnerships, there is an ambition to undertake a greater amount of targeted outreach and engagement to enhance the broadcast methods of communication, such as social media and media relations through PR, which are detailed in the plan.
- 4.2 The ICB team will take a lead on delivering the engagement elements of the plan working with community networks, VCFSE partners, Healthwatch and patient groups, in each of our places. Building on the networks and partnerships which are being established will be vital for this plan to have more

impact in reaching the right people, at the right time, with the right messages. The ICB team will develop toolkits and materials which aim to support those who work closest with our communities and where connections already exist to share messages and materials.

- 4.3 Engagement plans for outreach and engagement are being developed in each place through members of the communications and engagement team, place-based partnerships and working with partners in each place. The engagement plans will aim to build on the winter marketing campaign and harness the power of community assets. For example, in Blackburn with Darwen, this will build on the existing networks of volunteers that work successfully in Blackburn with Darwen through VCFSE partners such as Age Concern, Healthwatch and other group such as the community champions network which was developed to successfully support the Covid vaccination programme.
- 4.4 Building on existing relationships and initiatives, such as priority wards work by the population health team, will be important for targeting engagement as these programmes consider the wards where there is a higher number than expected of attendances and admissions into the urgent and emergency care departments and where there are high levels of deprivation within the community.
- 4.5 We will conduct ongoing evaluation of the impact of our targeted work and consider the findings of the recent ICB audit of public, patient and carer engagement by recommend targets for the outreach engagement. The engagement plans will need to be more developed in the coming weeks with targeted groups in order to set realistic targets.
- 4.6 Feedback captured through interviews and focus groups throughout the period will enable course correction against the plan in terms of what is working well and where more work is needed.

5. Recommendations

- 5.1 The Public Involvement and Engagement Advisory Committee is asked to:
 - Note the contents of the report and the planning which has been undertaken in partnership to effectively keep our communities informed during winter and for outreach and engagement.

John Barbour

13 October 2023

Lancashire and South Cumbria: Winter communications plan 2023/24

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Background

The health and social care system in Lancashire and South Cumbria is experiencing significant pressure on services as demand increases. This is expected to rise further during the winter period.

Communication campaigns have taken place locally, regionally and nationally to help communities find the right help, at the right time, in the right place and prevent illness/hospital attendance.

NHS communication teams across Lancashire and South Cumbria are working together to provide consistency, reduce duplication in planning and preparation, prepare content and amplify messages.

This year we expect additional complications including:

- Potential for continuing industrial action
- A challenging flu season
- Requirements to continue the elective recovery work (waiting lists)
- Responding to any surges in the Covid-19 virus and promoting the Covid-19 vaccine booster programme / including any supporting work on long Covid.
- Not Meeting Criteria Reside / De-Conditioning
- UEC and mental health pressures
- Increase in seasonal respiratory illnesses
- Pressures on discharge and system flow

- Extreme weather conditions (e.g. low temperatures / ice / snow, floods)
- Cost of living.

This plan outlines activity for this winter. It is a live document and will be updated as more information becomes available about the national strategy and campaign or insights suggest changes are required.

How we will approach winter

Our approach will focus on the following key areas:

1. **Prevention:** Reducing avoidable hospital admissions by helping people stay well – with a focus on people with respiratory illnesses, especially those who have recovered from Covid-19. This includes the flu and Covid vaccination programmes as well as a focus on preventing falls, promoting the 2-hour UCR service and virtual wards.
2. **Signposting:** Reducing inappropriate attendances by helping people choose the right service, linking to the national Help Us Help You campaign – including pharmacy, repeat prescriptions, GP access, emergency dental care, NHS 111 (directing to online as a first port of call), mental health crisis support lines and services, urgent treatment centres (UTCs) and other urgent care services.
3. **Self-care:** Encouraging people to take simple steps to prevent illness, such as handwashing and good hygiene practice, raise awareness of common winter conditions such as gastrointestinal illnesses and how to seek expert advice and self-treatment through pharmacies.

Each organisation will provide a central page of useful information on their website, as requested by NHS England Northwest, that includes:

- How to access local emergency pharmacy
- Ordering repeat prescriptions
- Registering with a GP
- How to access local emergency dental services
- How to contact local emergency social services support
- How to access local mental health support
- The nearest urgent treatment centre (and hours and what they will treat)
- Mental health telephone lines
- Any other useful local information.

This will be regularly promoted on social media in the run up to and throughout the winter period.

It will be supplemented with winter-related content with advice about how to stay well and best places for treatment.

We will use our existing communication channels, look for opportunities to increase our presence in the local media and build on community and partnership networks already in place to amplify our messages. By linking in with our colleagues at Place, we will provide messages they can use to target specific community groups. Each Place is defining their priority community groups, which may be different in each area. Place colleagues will help to maximise the impact of the plan by identifying bespoke local channels, messages and audiences where appropriate. Place colleagues will make use of any relevant data which can be made available to inform bespoke local communication.

Key activity will include:

- A public facing campaign, using media and social media, highlighting seasonal illnesses and the impact of cold weather on health conditions and where to go for help so local people can manage their health better
- Our campaign will be informed by data about common illnesses people seek help / support for from 111 online, the 111 phone system, ED access data and the most commonly searched conditions on the NHS.UK website
- A social media campaign to help reduce unnecessary attendances to emergency pathways by highlighting alternatives and educating about other hospital pathways such as UTCs, MIUs, virtual wards and 2 hour UCR
- Development of informational slides that can be used on digital screens in reception areas and GP surgeries to help reach non-digital audiences

Distribution of a printed winter booklet with all key messages in to reach non-digital audiences and a digital version hosted on all NHS organisations' websites. We will work within the region to provide content for case studies and toolkits to supplement the national activity.

Aims and objectives

- Reduce non-urgent attendances to emergency pathways by
 - Promoting NHS111 and other appropriate options available
- Increase take-up of vaccinations
- Increase public awareness of the appropriate health and care services
- To keep the public up-to-date

By working collaboratively, our plan also aims to:

- Ensure consistent approach to messaging across the NHS organisations
- To work collaboratively across the partnership to improve efficiency and effectiveness
- To have consistent messaging across the L&SC Workforce
- To share learning and best practice across organisations

Campaign

Given the level of collaboration this year, we wanted to focus on a striking but memorable campaign which could work across a broad range of topics identified under the Prevention, Signposting and Self Care banners.

The concept has been produced based on last year's messaging framework delivered by East Lancashire Hospitals Trust (ELHT) and Blackpool Teaching Hospitals (BTH) - 'Think!'. This would form not only the messaging framework but also the basis for the visual creatives.

This campaign was the focus of both the above Trusts during the winter 2022/23 season and was well received. The BTH campaign for instance, drove more than 1,600 people to a special 'Feeling Unwell' page on the Trust website where members of the public could obtain further information.

Visuals for the campaign were created by the Trust's graphic design team, focussing on a 'think bubble' which can be adapted based on the specific theme and is a consistent hook throughout the campaign to help strengthen brand recognition. Adaptations can be demonstrated below:





It is recognised that not all elements of the campaign branding, strapline and materials are suitable for use when communicating mental health messages across the region. The mental health components of the campaign, will therefore, use Think messaging, where appropriate and not for mental health crisis messaging. The mental health campaign will follow the overall look and feel of the wider campaign but will not use the 'characters' (as seen above).

Further graphic design assets have also been shared by ELHT and BTH for use as part of the wider winter campaign. Supporting graphics around the staff flu campaign have been provided via the Heads of Communications group for use by Trusts and ICB colleagues to use to support their own internally-focused awareness activity.

Place

The ICB team will take the lead in coordinating the engagement elements of the plan and working on delivery with community networks, VCFSE partners, Healthwatch and patient groups, in each of our places. This will help ensure the plan has more impact in reaching the right people, at the right time, with the right messages.

Targeted engagement will take place in designated priority wards where there is a higher number than expected of attendances and admissions into the urgent and emergency care departments and where there are high levels of deprivation within the community.

Roles and responsibilities

A Northwest UEC / Demand Management Communications Working Group has been established by NHSE, with ICB representation from across the Northwest.



Communications leads from each NHS organisation in Lancashire and South Cumbria are responsible for creating and delivering all elements of this communications and engagement plan and the plan will be shared with NHSE for information.

The NHSE Northwest winter plan will be fed into the Heads of Communications group in order to inform local delivery, taking advantage of existing local networks and partnerships to maximise impact.

NHSE will provide an assurance role i.e. reviewing system level strategies and action plans and providing feedback where appropriate. The ICB also provides assurance to the ICB Board on behalf of the system as a Category 1 responder.

The ICB will lead engagement with communications professionals within Place partnerships to ensure messaging and activity is as joined-up as possible.

Where possible, we aim to reduce duplication of effort and allow all partners to benefit from economies of scale.

Activity timeline

Activity	Place priority?	Audience				Lead	Quarter 1 (23)			Quarter 2 (23)			Quarter 3 (23)			Quarter 4 (24)			
		Internal	Social media	Press release	Website		A	M	J	J	A	S	O	N	D	J	F	M	
							X below show when main activity will take place Number indicates the week that month PR goes out												
Signposting - Appropriate use of services																			
Use of NHS 111		✓ Only GP slides	✓	✓	✓	ELHT								X	X	X	X	X	X
NHS 111 mental health option – pre-launch		✓ & GP slides	✓	✓	✓	LSCFT												X	X
Promotion of local 24/7 urgent MH helpline numbers	Lancashire	✓ Only GP slides	✓	✓	✓	LSCFT					X	X	X	X	X	1	X	X	X
MH telephone lines and online signposting	Lancashire		✓	✓	✓	LSCFT					X	X	X	X	X	X	1	X	X
Mental health support (staff)		✓				LSCFT	X	X	X	X	X	X	X	X	X	X	X	X	X
Definition & use of UTCs / MIUs		✓ & GP slides	✓		✓ Includes videos	ELHT								X	X	X	X	X	X
2-hour UCR		✓				ELHT (link in with Nathan)								X	X	X	X	X	X

		Focus on care home referrals																	
Virtual Wards (national materials)		✓	✓	✓ (led by national)	✓ Includes videos	BTH (link in with Nathan)								X	X	X	X	X	X
Discharge and flow	Lancashire	✓	✓		✓	BTH									X	X	X	X	
Cost of Living	Lancashire	✓ & GP slides	✓	✓	✓	UHMBT								X 1	X	X			
Signposting - Primary Care / Pharmacy / Dental																			
Pharmacy			✓	✓ Combined PR	✓	ICB	X	X	X	X	X	X	X	X	X 2	X	X	X	X
Dental care incl. emergencies			✓	✓ Combined PR	✓	ICB	X	X	X	X	X	X	X	X	X 2	X	X	X	X
Community pharmacy services		✓ Work with primary care	✓	✓ Combined PR	✓	ICB					X	X	X	X	X 2	X	X	X	
Extended GP access (w/end & evening appts)			✓	✓ Combined PR	✓	ICB									X 2	X	X	X	
Repeat prescriptions (bank holidays)		✓ GP bulletin	✓	✓	✓	ICB					X					X 2			
Prevention / Self-care																			
Self-care for common ailments		✓ & GP slides	✓	✓	✓ Includes videos	ICB	X	X	X	X	X	X	X	X	X 3	X	X	X	X

Media approach

It is proposed that each Trust leading on the activity above will own their media activity, keeping fellow Trusts and the Lancashire and South Cumbria ICB up-to-date.

Partner Trusts will of course field spokespeople as appropriate based on title / publication enquiring.

To maintain reputation management, it is recommended we create a:

- pro-active media, social media and stakeholder plan for winter that is consistent
- clear protocol supported by all partners, for responding to media and stakeholder enquiries.

Key spokespeople (all TBC) are identified as below:

- **ICB:** Craig Harris (Chief of strategy, commissioning and integration), and David Levy (Chief medical director).
- **BTH:** Trish Armstrong-Child (CEO), Steve Christian (Deputy CEO), Chris Barben (Medical Director), Janet Barnsley (Director of Integrated Care)
- **ELHT:** Jawad Husain (Medical Director and Deputy Chief Exec), Tony McDonald (Director of Integrated Care Partnerships and Resilience), Georgina Robertson (Clinical Director and Consultant in Emergency Medicine).
- **LSCFT:** Chris Oliver (CEO), David Fearnley (chief medical officer), Emma McGuigan (chief operating officer)
- **LTHTR:** Faith Button (COO), Michael Stewart (Consultant in Emergency Medicine), Mohammed Munavvar (Consultant Respiratory Physician), Joanne Connelly (Divisional Nursing Director – Women's and Children's)
- **UHMBT:** Aaron Cummins (CEO), Scott Mclean (COO), Jane McNicholas, Tabatha Darmon

It is anticipated that this activity will work in a similar way to the series of Industrial Action media activity co-ordinated since December 2022 which each Communications Team is well versed in delivering. Regular touch points can be identified to review media activity, including the weekly Heads of Communications call.

Channels and tactics

- Email (existing practices) + other direct communications (e.g. SMS)
- Intranets and staff newsletters
- Websites
- Digital screens / posters
- Printed publications
- Printed and digital booklet
- Socials

- Videos
- Wider collateral – Screensaver, MS Teams, Desktop etc.

Stakeholders

Internal	External
Staff	Patients
Union Staff Side	General public
Board	Media
Governors	NHS Partner channels
VCSFE	Non NHS Partner channels
Staff networks	Member communications
Primary care	MPs
Care sector	Local Authorities
Directors of Health and Care Integration (Place)	

Risks

The regional team have been granted a budget of £100,000, however Lancashire and South Cumbria and Greater Manchester ICBs have both indicated they are unlikely to receive any budget for the forthcoming winter. Cheshire and Merseyside ICB have suggested they may receive a small budget of £15,000 for their winter comms, but this has not been confirmed.

This means there is a risk as the campaign will be digital-led due to a lack of budget for printing or offline engagement activity.

As such, existing Trust / ICB resources and partnerships with place will need to be maximised to spread important patient messaging.

In 2022-23, the ICB was allocated a budget of £75,000 from Demand and Capacity monies to coordinate paid-for communication. This allowed an advertising campaign to be run to reach more people across Lancashire and South Cumbria.

The lack of any budget for 2023-24 will impact on campaign reach across Lancashire and South Cumbria. The ICB comms lead summarised the 2022/23 campaign spend results in an evaluation paper. A top level summary of the spend is below. Underspend was used to support frontline Demand and Capacity schemes.

Media	Cost
Social media:	
Facebook/Instagram	£3,168
Spotify	£4,752
Out of home advertising	£30,000
Radio/digital streaming	£25,000
Health-wise booklet (printing)	£3,559

Total

£66,479

The adverts on Facebook and Instagram began on 25 November 2022 and ran until 31 January 2023. They generated the following:

	Totals for all ads
Reach	246,658
Impressions	1,016,171
Link clicks	17,645
Reactions	711
Shares	203
Comments	98

Spotify adverts ran from 26 November 2022 through to 31 January 2023 and generated the following:

Advert	Number of times played	Reach	Link clicks	Completion rate (<i>where the ad is listened to in its entirety</i>).
Self-care	116,559	47,731	109	96.62%
Mental health	58,540	30,982	56	96.48%
NHS 111	29,191	19,199	21	96.77%
UTC	14,612	11,000	14	96.67%
Primary Care	14,692	10,604	10	96.61%
Totals	233,594	119,516	210	

The table below shows a breakdown of the placement length, volume and added value achieved of the out of home adverts through 'overshows'. Overshows are when the space had no bookings after our slots and, therefore, our advert/s remained in place for longer than we had paid for.

Media	Booked	Overshows	Value
Bus rears	80 over 4 weeks (Nov and Dec)	12 days	£4,936
Bus Streetliners	20 over 2 weeks (Dec)	27 days	£3,132
Phone Kiosks	30 over 2 weeks (Jan)	18 days	£2,850

Rail posters	30 over 6 weeks (Nov, Dec and Jan)	31 days	£3,060
Supermarket (digital)	127,680 plays at 6 sites over 4 weeks (Nov and Jan)	NIL	NIL
Roadside 6 sheets (Digital)	250,000 plays at 27 sites over 2 weeks (Dec and Jan)	44,927	£1,123
Roadside 6 sheet (print)	3 sites over 2 weeks (Dec and Jan)	12 days	£501
Billboard 48 sheet (Digital)	4 sites over 2 weeks (Jan)	30,251 plays	£1,886
Total			£17,488

The seven radio and instreaming adverts covered:

- Primary Care
- UTCs
- Mental health
- Self-care/pharmacy
- NHS 111
- Frailty and falls
- Vaccinations and long-term conditions.

The on-air element provided:

- 1,764 plays
- Total reach of 353,727
- 22 'opportunities to hear'
- 7,716,331 total impacts

The digital element provided:

- 600,000 total impressions
- Total reach of 96,386 unique users
- 99.3% listen through rate

30,000 printed booklets were distributed through (a digital version was uploaded to ICB and Trust websites):

- NWAS patient transport
- Cumbria Council – in each of their 50 libraries and community centres ('warm hub' sites)
- Lancaster Council – for warm hubs
- Blackburn with Darwen Council community centres

- Westmorland General Hospital
- Blackpool Teaching Hospitals – for discharge lounge and community services
- Lancashire Teaching Hospitals
- East Lancashire Teaching Hospitals – Intermediate care allocation team
- University Hospitals of Morecambe Bay
- Age UK Lancashire
- LSCFT – HARRI bus and discharge lounge

Work will be done to mitigate against this by maximising non-spend initiatives where possible / appropriate.

Approval process

Any communications materials prepared by all partners should ensure:

- Existing internal sign off process continue to be followed
- Once approved, this will be shared with:
 - Heads of Communications for collective agreement (strict deadline imposed)

Once approved, assets will be shared across all Trusts and ICB through the Future NHS shared folder.

Evaluation

- Staff uptake on vaccinations
- Staff survey completion rates
- Social media stats
- Webpage views
- Click throughs to winter news articles from newsletters
- Winter booklet downloads
- Number of winter booklets distributed
- Media coverage of releases
- Mental health line call volumes
- Figures around ED attendances
- Figures around use of NHS 111 online
- Patient feedback (Healthwatch)

It is important to highlight that the above evaluation methods are to support the value and effectiveness of communications activity, however, there are other external factors which may influence these so they cannot be viewed in isolation as key performance indicators.