

ICB Public Involvement and Engagement Advisory Committee - 28 February 2024

Date of meeting	28 February 2024
Title of paper	Lancashire and South Cumbria Winter communications and engagement strategy and plan – update and evaluation of impact.
Presented by	John Barbour, Head of Communications and Engagement (Corporate)
Author	Laura Harvie, John Barbour, David Rogers
Agenda item	4b
Confidential	No

Executive summary

A paper presented to the October Committee described Think, the system wide approach, across Lancashire and South Cumbria, to communicate messages that support the management of seasonal pressures across the NHS during winter.

PIAEC asked for a summary to be brought to the February meeting with an update and evaluation of impact.

The ICBs (Integrated Care Board) Communications and Engagements team was asked to connect with the teams from Primary Care, Blackpool place the VCFSE to strengthen the plan considering Committee feedback.

The campaign has met objectives to work collaboratively to inform the public. A 'lesson learned' review will take place at the end of the campaign. There has been an increase in attendances to emergency pathways this year.

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 new insight, such as that which may emerge from ongoing engagement in place
- 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				
The Public Involvement and Engagement Advisory Committee is asked to: <ul style="list-style-type: none"> Note the contents of the report and the plan for heads of communication across the LSC ICB and Trusts to undertake an evaluation early in the second quarter of 2024 to learn lessons and shape the Winter Plan of 2024/25. 				
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				
Meeting	Date		Outcomes	
Not applicable				
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 strategy and plan – update and evaluation

1. Introduction

- 1.1 The Winter 'Think' communication and engagement strategy and plan spans October 2023 to March 2024. The full impact of the plan, as far as this can be measured, will not be seen until after March 2024.
- 1.2 The October Committee asked for a summary report of the plan to be brought to PIEAC (Patient Involvement and Engagement Advisory Committee) in February to update the committee and show an evaluation of impact.
- 1.3 The Committee also asked the ICB Communications and Engagement team to connect with the teams from Primary Care, Blackpool place and VCFSE (Voluntary, Community, Faith, and Social Enterprise) partners to discuss in further detail the communications plan to further strengthen it, considering committee feedback.
- 1.4 This Report details the volume of communication regarding winter messaging and the reach this has achieved to the end of January 2024.
- 1.5 During December 2023 and January 2024, as Junior Doctors took part in the longest strike in NHS history, Winter messaging was dovetailed with warning and informing messages for the public regarding Industrial Action.

2. Winter campaign – overview and approach

- 2.1 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 (East Lancashire Hospitals) during winter 2022-23. The image below provides an example of the campaign creative as you would see on one of the NHS Trust websites.



2.2 The plan has three areas of focus:

Prevention: Helping people stay well – with a focus on people with respiratory illnesses.

Signposting: Helping people choose the right service, linking to the national Help Us Help You campaign.

Self-care: Encouraging people to take simple steps to prevent illness.

2.3 The three areas of focus were supported by 25 themes, allowing the coordination of a collective approach to reaching out to different target audiences through relevant channels with maximum impact.

2.4 In some areas, such as those relating to mental health, the Think concepts are not appropriate and alternative campaign materials have been used.

3. Campaign Aims and Objectives

3.1 Principal Aims and objectives:

- Contribute to the reduction of non-urgent attendances to emergency pathways
- 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 about health developments and latest information

3.2 Additional aims

By working collaboratively, the plan also aims to:

- Ensure a consistent approach to messaging across NHS organisations
- Work across the partnership to improve efficiency and effectiveness
- Share learning and best practice across organisations

4. Outreach and working with partners in our places

4.1 This year, with the establishment of four place-based partnerships, there was an ambition to undertake a greater amount of targeted outreach and engagement to enhance the broadcast methods of communication and the ICB led on delivering the engagement elements of the plan working with community networks, VCFSE partners, Healthwatch and patient groups, in each of our places.

4.2 Community engagement work in support of the Winter campaign is detailed in the PIAEC Public engagement and involvement assurance report: December 2023 to January 2024. In summary that report notes that an engagement plan was developed which focused on each locality. This included facilitating and encouraging volunteers, community leaders, councillors and staff from community organisations and groups to share important messages.

4.3 Activity in Blackburn with Darwen:

Shared winter briefing sheet with key messages on to:

- 89 schools via Headteachers Bulletin
- 210 community groups/organisations via Blackburn CVS Network (including some key winter messages for children and families for community groups and volunteers to use when in contact with parents/carers developed and shared with key family stakeholder groups)
- 51 councillors via Blackburn with Darwen Council
- 2,300 Blackburn with Darwen Council staff via internal processes
- Blackburn with Darwen Council Health and Wellbeing team
- Blackburn with Darwen Council Changing Futures team
- Healthwatch Blackburn with Darwen
- 8 children's centres/nurseries
- Approx 300 family hub parent/carer panel members (three engagement sessions took place around the barriers to accessing services and what is missing)
- Integrated Neighbourhood Teams (4 throughout the borough – unsure of numbers of staff working in these)
- Together Housing
- Blackburn Rovers Health and Wellbeing Hub
- 34 GP practice managers via the GP Federation (attended BwD practice manager meeting to discuss the winter briefing with key messages)
- Parents Healthwise booklet and winter briefing sheet included in BwD Headteachers Bulletin
- Attended Ash Grove community groups (Over Darwen) Christmas party – informal winter messaging conversations
- Blackburn Rovers health and wellbeing hub developed a video of a clinician with key winter messages in January. Press release developed by their PR team to indicate how the club and NHS working together to spread winter messages – shared on socials and broadcast on match day screen.
- Accompanied HARRI van using winter booklet and briefing to discuss any challenges carers face during winter.

4.4 Activity in Blackpool:

Shared winter briefing sheet with key messages on to:

- Approximately 2500 Blackpool Council staff via internal processes
- Blackpool Council Coproduction team
- Healthwatch Blackpool
- All PCNs (Primary Care Networks) via Clinical Directors

- All Job Centre staff
- BTH Personalised Care provider collaborative
- All members of Fylde Coast PPG Chair Network
- VCFSE - NSPCC, Revolution, @the Grange, Empowerment, Skills Construction CIC, Blackpool CAB, Blackpool Volunteers Centre
- Blackpool Centre for Early Childhood Development
- Blackpool Museum
- Blackpool Sparks network via Blackpool Coastal Housing (multiple stakeholders from grassroots community groups to statutory organisations) - 509 members
- Blackpool Food Bank
- More than 5250 leaflets distributed through key partners and community locations such as @the Grange, The Platform Youth Hub, Blackpool Coastal Housing, Blackpool Together Forum:

4.5 Activity in Lancashire

- Circulated winter messages to 86 contacts across Lancashire. These include CVS's who have an onward reach of 1000s of people – for example, Lancaster District CVS connects with 500 charities and connects with over 1,000 volunteers) This also includes organisations such as Age UK Lancashire, Citizens Advice Bureaux, Galloways, and other VCFSE organisations.
- Health and Wellbeing Partnership members
- Local Authority Community Connectors
- Housing Associations
- Booklets were delivered or sent to 18 separate locations/organisations in Lancashire, some of which have hundreds of patients/contacts including vulnerable groups, independent living etc
- Attended three HARRI bus events along with LSCFT (Lancashire and South Cumbria NHS Foundation Trust)

5. Evaluation – Aims and Objectives.

5.1 An evaluation report will be compiled when the campaign is complete. The report is currently a 'work in progress,' however initial evaluation shows a broad reach with a rich variety of themes using a multiplicity of channels to engage different audiences.

5.2 In the absence of qualitative and quantitative research to give insight into the impact of the campaign, impact can be assessed by looking at the breadth and diversity of the reach of the campaign. Figures show that:

17,000 Winter leaflets have been distributed amongst organisations across Lancashire and South Cumbria and in each of our places.

850 Downloads of winter leaflets from the ICB website.

1000s of winter simple key messages shared with Councillors, public sector staff and Voluntary, Community, Faith, and Social Enterprise organisations. In addition, we have produced a range of videos for

those in our communities where English is not the primary language (for example Urdu, Punjabi, Bengali and Polish videos).

- 55,000 The reach for ICB winter related social media, with Trusts reporting a similar figure.
- 21 Winter press releases have been issued.
- 56 Articles generated and interviews broadcast because of these releases.
- 856 Downloads of the 'Help us Spread the Word' toolkits and slides from the ICB website.

5.3 In the absence of a 'control' environment, it is not possible to know what may have been the attendance figures for emergency pathways in the absence of a winter campaign. Overall numbers of attendance have increased this year.

6. Evaluation - Additional aims

- 6.1 Planning and deployment of the Think campaign was managed by a Heads of Communications group from the ICB, and from all NHS Trusts in Lancashire and South Cumbria. The management process is a good basis for future collaborative working.
- 6.2 A workshop to review experience and identify improvements involving ICB and Trust Heads and Directors of Communication took place on February 20th, 2024.
- 6.3 Several working groups and engagement networks have been established because of this work and will continue to support partnership engagement work in place-based partnerships going forward.
- 6.4 Working with the VCFSE sector requires further work to create the collaborative space, to involve at an early stage and to coproduce approaches for the future.

7. Recommendations

- 7.1 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.
 - Note that there is a plan to review this years' experience and learn lessons.
 - Ask for a presentation of a 2024/25 Winter plan at a future meeting.

John Barbour

8 February 2024.