

Berkshire West Winter Communications Plan

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Agenda Item 54

Overview

Winter is a challenging time for NHS with this year presenting unique demands.

This campaign aims to help reduce some pressures on the system locally, focused around three key themes. These themes support existing regional and national communications, but are areas where we can provide a particular place-based approach to communications.



Main Themes

Our key themes for this year's campaign are:

- **Be prepared**
 - Preventing people from needing to access services with focus on self-care.
- **Choose the right service**
 - Reducing pressures in system (particularly ED) by educating public on how to access right service.
- **See your GP differently**
 - Decreasing dissatisfaction around changes to GP access by highlighting different roles in primary care and alternatives to face-to-face appointments.



Be Prepared

- This theme will focus on what people can do to prevent themselves or those around them from needing to access NHS during Winter.
- Key Messages:
 - Repeat prescriptions – ensuring that people have ordered repeat prescriptions in time for Winter holidays with particular focus on inhalers.
 - Highlighting the role of pharmacists and when to access them.
 - Importance of self-care – how to keep on top of illnesses, and need for well-stocked medicine cabinet.
 - Mental Health – encouraging people to check in on friends and neighbours about their health and wellbeing.
 - Vaccines – supporting messages of flu and Covid-19 booster vaccines.

Know the Right Place to Go

- This theme will focus on educating people about where they should go if they need to access healthcare services with particular focus on reducing pressures in Emergency Department.
- Messaging will be positive and instructional: explaining benefits of trying alternative access points, and being detailed as possible.
- Key Messages:
 - Minor Injuries – role of the unit and when people should go there.
 - Emergency vs Urgent – what is the difference?
 - NHS 111 Online – promotion of service

See Your GP Differently

- This theme will highlight the different roles that exist in primary care outside of GPs, and also alternatives to face-to-face appointments.
- The aim is to reduce pressures of people accessing alternative services because dissatisfied by telephone/video appointment or seeing healthcare professional who isn't GP.
- 10 • Also aims to tackle some of the general negativity towards primary care or discourage abuse towards staff.
- Key messages:
 - Different roles that exist within primary care.
 - Different ways you might be seen.
 - Highlighting skill and knowledge of GP receptionists.
 - Emphasising importance of triage and will be directed towards right type of appointment for you.

Deliverables

- Dedicated set of webpages at royalberkshire.nhs.uk/winter
- Mailing list of internal and external stakeholders to distribute key information.
- Reading buses advertisement campaign
- Vinyl banners to be displayed outside key sites and partner organisations.
- Leaflets to be distributed

Deliverables

- Livestreams
 - School-focused webinar in partnership with Intelligent Health.
 - Multiple 'Ask Your NHS' Q&A sessions on social media channels.
- Digital and Physical Assets
 - Overall campaign
 - Medicine cabinet guide
 - Repeat prescriptions
 - Mental health support
 - NHS 111 Online
 - Minor Injuries Unit
 - Emergency vs Urgent
 - Different GP roles
 - Different ways of accessing GP
 - Anti-abuse towards staff

Deliverables

- Email signatures for campaign
- Social Media posts scheduled throughout the campaign
 - Choose your own adventure
- Social media 'frames' for staff who have had flu jab to encourage uptake.
- Targeted social media campaigns:
 - Outside particular GP practices
 - In lead up to Christmas break focusing on repeat prescriptions
- Reduction of social media messaging around other health campaigns.

Deliverables

- Videos:
 - Campaign video
 - Pharmacist video on what to stock up at home
 - Video of urgent vs emergency
 - Video around minor injuries unit
 - Series of videos on abuse towards staff
 - Videos focusing on different roles in primary care
 - Day in life of GP receptionist videos
 - Video explaining value of video/telephone appointments.
- Publication of waiting times online

Schedule

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Week	Activity
8 Nov	Launch – media announcement, posters and banners placed across sites across Berkshire West. Website launched.
15 Nov	Self-Care – media release on what to stock at home, video released as well as social media assets.
22 Nov	Know right place to go – focus on Emergency vs Urgent
29 Nov	Abuse towards staff – videos, press releases, social media activity. Webinar for local schools
6 Dec	GP access – media and social media activity, begin targeted social media campaign
13 Dec	Repeat prescription – targeted social media campaign, press release, livestream

Schedule

Week	Activity
20 Dec	Mental Health – social media, press activity
27 Dec	Know right place to go – focus on role of minor injuries unit
3 Jan	GP access – highlighting different roles on social media and in press
10 Jan	Self care focus – highlighting role of pharmacists
17 Jan	Know right place to go – NHS 111 online focus, livestream Q&A
24 Jan	GP access – focus on role of GP receptionists
31 Jan+	General activity

Measuring Success

- Campaign webpage views
- Social media analytics
- Media coverage volume
- Focus groups
- Direct measurement following targeted activities

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