

West Yorkshire & Harrogate Health and Care Partnership

Audit of communications messages
about urgent and emergency care

July 2018



Audit of communications messages about urgent and emergency care

Following a request from both the Urgent and Emergency Programme Board Director and Primary Care Programme Lead around the messaging used about accessing urgent and emergency care, an email was sent to communications leads across the Partnership to;

- see what messages are promoted
- the consistency of the messaging across the area
- if there are any opportunities for shared learning

We received responses from the 6 areas and a summary of the approaches used is set out below.

Airedale, Wharfedale and Craven, Bradford City and Bradford Districts

Approach taken

The three CCGs, YAS, Bradford Council, Airedale General Hospital, Bradford Teaching Hospitals and Bradford District Care Trust work across the district on consistent messaging around urgent care, as part of the work led by the A&E Delivery Board.

In the run up to winter they followed the national campaigns, and adapted them for their local use. This was across all channels – website, social media, press, posters, billboards, buses, internal etc – for which they were given a small budget by the A&E Delivery Board.

They have developed a system-wide comms plan, and a surge protocol. The surge protocol dictates that if demand starts to escalate they communicate as per the protocol.

NHS Bradford City CCG acts as the system lead for winter comms for the area so they also have a seat on system-wide winter calls (weekly normally but often twice daily in times of peak demand) and then pass the information /actions from these out to the system-wide comms group.

Supporting documents



System-wide Winter Communications Plan
Winter surge comms protocol FINAL (1).pc

Examples of materials / messages used

Stay Well – role of pharmacists

<https://twitter.com/NHSAWCCCG/status/986621647657553921>

Pharmacy opening time over Easter

<https://twitter.com/NHSAWCCCG/status/979387975162368002>

A&E busy – 1 in 4 visitors to A&E could be treated elsewhere ring 111

<https://twitter.com/NHSAWCCCG/status/957652051244322817>

Urgent health advice ring 111

<https://twitter.com/NHSAWCCCG/status/952187250586128385>

Use your NHS wisely

<https://twitter.com/NHSAWCCCG/status/950035572780920833>

Media releases



071217 - Cold snap



151217 - Bradford



Fight back against



271217 - Use your



Last chance to order PRNo12



keep warm -

is snow joke for olderand Craven mums-to-the spread of germs NHS wisely this Christy your repeat prescript stay well.pdf

Websites

Airedale NHS Foundation Trust – description of service provided

<http://www.airedale-trust.nhs.uk/services/accident-and-emergency/>

Airedale, Wharfedale and Craven, Bradford City and Bradford Districts CCGs – all three CCGs use the same information giving advice on what to do when feeling unwell, what to do in an emergency, and guiding people on how to choose the right service. Includes reference to cost of accessing each of the services and links to YouTube videos –

<http://www.airedalewharfedalecravenccg.nhs.uk/your-health--services-/choosing-the-right-service---using-your-nhs-wisely/>

<http://www.airedalewharfedalecravenccg.nhs.uk/your-health-services-/urgent-and-emergency-care/>

Bradford Teaching Hospitals- description of service provided, signposting to other services such as 111, advice on when A&E should / should not be used

<https://www.bradfordhospitals.nhs.uk/patients-and-visitors/accident-and-emergency/>

Bradford District Care Trust – advice on what to do if feeling unwell and what to do in an emergency

<http://www.bdct.nhs.uk/service-users-carers/what-to-do-in-an-emergency/>

Bradford Council – advice on what to do if feeling unwell and what to do in an emergency

<https://www.bradford.gov.uk/health/health-advice-and-support/nhs-healthcare-services/>

And they re-tweet some health messages from CCGs.

Craven District Council - no information available on their website or twitter, focus is on the services that they provide.

Pharmacies (including Boots, Lloyds, Rowlands, Asda) - no information available on their websites or twitter, focus is on the services that they provide.

Calderdale

Approach taken

Mainly use national materials that are adapted for the area and promoted using websites; social media and media releases. Media releases issued throughout the year in relation to seasonal conditions and bank holiday closures – encouraging people to order repeat prescriptions in advance and health signposting messages etc.

Recently signed off 15,000 print run of a 15 page brochure which is about choosing well, this has been funded entirely from local advertising. This will be distributed throughout Calderdale.

Examples of materials / messages used

Stay Well – role of pharmacists

<https://twitter.com/calderdaleccg/status/991200573495173121>

111

<https://twitter.com/calderdaleccg/status/991025696054173696>

<https://twitter.com/CHFTNHS/status/948558372445540352>

<https://twitter.com/CHFTNHS/status/948125499481559040>

Choose well

<https://twitter.com/calderdaleccg/status/990984852391460864>

Stay Well this winter

<https://twitter.com/calderdaleccg/status/975446984218816512>

A&E is for serious emergencies

<https://twitter.com/calderdaleccg/status/971804049686368256>

Health services in Calderdale over Easter

<https://www.calderdaleccg.nhs.uk/easter-2018/>

Examples of materials used



29512962 1269879428377965 1251183731531490 1295528831290765 12914976Self-care-over-count
46478737 1648357501681645 3748637087247126 1689095660983582 89734045 er-medicines.jpg

Websites

Calderdale CCG – includes a page on accessing NHS services which provides a description of each of the services, when and how to access them, this includes Pharmacies, GP, Walk-in centre, 111, 999, and A&E. Choose Well image is also on this page.

<https://www.calderdaleccg.nhs.uk/services/>

Calderdale and Huddersfield NHS Foundation Trust – description of service provided, signposting to other services such as 111, advice on when A&E should / should not be used
<http://www.cht.nhs.uk/services/clinical-services/accident-emergency/>

Calderdale Council - no information available on their website, focus is on the services that they provide. They do re-tweet some health messages from CCG, NHS Choices etc

Locala - no information available on their website, focus is on the services that they provide. They do re-tweet some health messages from CCGs, NHS providers, NHS England etc

Pharmacies (including Boots, Lloyds, Rowlands, Asda) - no information available on their websites or twitter, focus is on the services that they provide.

South West Yorkshire Partnership NHS Foundation Trust - description of service provided, signposting to other services such as 111, advice on when A&E should / should not be used
<http://www.southwestyorkshire.nhs.uk/service-users-and-carers/using-our-services/how-to-access/>

Harrogate and Rural District

Approach taken

Mainly use national materials that are promoted using websites; social media; local radio show Stray FM; and media releases. Media releases issued throughout the year in relation to seasonal conditions and bank holiday closures – encouraging people to order repeat prescriptions in advance and health signposting messages etc.

Examples of materials / messages used

Stay Well this winter

https://twitter.com/HaRD_CCG/status/968074996605243394

Stay Well – role of pharmacists

https://twitter.com/HaRD_CCG/status/964498357602398208

A&E is for emergencies / life threatening conditions

https://twitter.com/HaRD_CCG/status/948500288968814592

A&E is busy - Make the right decision

https://twitter.com/HaRD_CCG/status/947441110611308544

A&E is busy – access alternatives

<https://twitter.com/HarrogateNHSFT/status/948235382457552896>

Winter pressures on A&E

<https://twitter.com/HarrogateNHSFT/status/948512781510348805>

Websites

Harrogate Borough Council - no information available on their website or twitter, focus is on the services that they provide.

Harrogate and District NHS Foundation Trust – description of service provided, signposting to other services such as 111, advice on when A&E should / should not be used

<https://www.hdft.nhs.uk/services/emergency-department/>

Harrogate and Rural District CCG – has web pages on alternatives to A&E; winter health; 111; choosing the right treatment; and choose well

<http://www.harrogateandruraldistrictccg.nhs.uk/reports-and-publications/alternatives-to-ae/>

<http://www.harrogateandruraldistrictccg.nhs.uk/reports-and-publications/winter-health/>

<http://www.harrogateandruraldistrictccg.nhs.uk/reports-and-publications/nhs-111/>

<http://www.harrogateandruraldistrictccg.nhs.uk/reports-and-publications/choose-the-right-treatment/>

<http://www.harrogateandruraldistrictccg.nhs.uk/data/uploads/choose-well.png>

North Yorkshire County Council – advice on what to do if feeling unwell and what to do in an emergency

<https://www.northyorks.gov.uk/find-gps-dentists-opticians-pharmacies-and-other-health-services>

Pharmacies (including Boots, Lloyds, Rowlands, Asda) - no information available on their websites or twitter, focus is on the services that they provide.

Tees, Esk and Wear Valleys NHS Foundation Trust – no information available on their website or twitter, focus is on the services that they provide.

Yorkshire Ambulance Service – include information about calling 999 and 111

<http://www.yas.nhs.uk/Calling999/calling999start.html>

http://www.yas.nhs.uk/111/aNHS_111.html

Kirklees

Approach taken

Mainly use national materials that are promoted using websites; social media; local community radio show; raise awareness with PRG Networks and media releases. Joint media releases issued throughout the year in relation to seasonal conditions and bank holiday closures – encouraging people to order repeat prescriptions in advance and health signposting messages etc.

Additionally, internal communications channels are used to encourage staff to help spread the word. Channels include GP Practice newsletters, staff newsletters, staff face-to-face briefings and staff and practice intranets

Supporting documents



Stay Well This Winter
Comms Plan 2017-18.

Examples of materials / messages used

111

<https://twitter.com/NHSNKCCG/status/992339327601520640>

<https://twitter.com/NHSNKCCG/status/949572517475348482>

You can choose better, A&E is for emergencies

<https://twitter.com/NHSNKCCG/status/991966872554926080>

Stay Well – role of pharmacies including animations

<https://twitter.com/NHSNKCCG/status/971010751510040577>

<https://twitter.com/NHSNKCCG/status/970951524913467392>

Choose well

<https://twitter.com/NHSNKCCG/status/949966390802505730>

Choose wisely – A&E busy

<https://twitter.com/MidYorkshireNHS/status/978553708324761602>

Media releases



New campaign



Self Care Week



Choose well this

launches to encourage choosing the right help this winter and help the N

Websites

Calderdale and Huddersfield NHS Foundation Trust – description of service provided, signposting to other services such as 111, advice on when A&E should / should not be used

<http://www.cht.nhs.uk/services/clinical-services/accident-emergency/>

Greater Huddersfield CCG - includes a page on accessing NHS services which provides a description of each of the services, when and how to access them, this includes Pharmacies, GP, Walk-in centre, 111, 999, and A&E. A video on using NHS services is also on this page.
<https://www.greaterhuddersfieldccg.nhs.uk/find-local-service/>

Stay Well this winter dedicated page

<https://www.greaterhuddersfieldccg.nhs.uk/your-health/winter-health/>

Kirklees Council – no information available on their website, focus is on the services that they provide. They do re-tweet health messages from CCGs, NHS providers, NHS England etc

Locala - no information available on their website, focus is on the services that they provide. They do re-tweet health messages from CCGs, NHS providers, NHS England etc

Mid Yorkshire Hospitals NHS Trust – has information on A&E and A&E waiting times;

<https://www.midyorks.nhs.uk/ae-waiting-times>

<https://www.midyorks.nhs.uk/accident-and-emergency1>

North Kirklees CCG - includes a page on accessing NHS services which provides a description of each of the services, when and how to access them, this includes Pharmacies, GP, Walk-in centre, 111, 999, and A&E.

<https://www.northkirkleesccg.nhs.uk/health-services/nhs-111-when-its-less-urgent-than-999/>

<https://www.northkirkleesccg.nhs.uk/health-services/walk-in-centres/>

Includes videos about accessing the right services, these are available in a range of languages

<https://www.northkirkleesccg.nhs.uk/advice-in-your-language/>

Stay Well this winter dedicated page

<https://www.northkirkleesccg.nhs.uk/stay-well-this-winter-2017-18/>

Pharmacies (including Boots, Lloyds, Rowlands, Asda) - no information available on their websites or twitter, focus is on the services that they provide.

South West Yorkshire Partnership NHS Foundation Trust - description of service provided, signposting to other services such as 111, advice on when A&E should / should not be used

<http://www.southwestyorkshire.nhs.uk/service-users-and-carers/using-our-services/how-to-access/>

Yorkshire Ambulance Service – include information about calling 999 and 111

<http://www.yas.nhs.uk/Calling999/calling999start.html>

http://www.yas.nhs.uk/111/aNHS_111.html

Leeds

Approach taken

Leeds developed a Winter Resilience Comms plan (see below) to encourage appropriate use of healthcare services over the winter period and beyond to reduce inappropriate attendance at A&E while increasing uptake of services such as NHS 111 and support through pharmacies for common health conditions.

Linking with wider objectives outlined in the Leeds Plan, West Yorkshire and Harrogate STP and the NHS Five Year Forward View, messages around prevention, self-care and proactive self-management need to be pushed.

More specifically the campaign will aim:

- To raise awareness of the range of services available to people should they fall ill or get injured.
- To encourage people to do all they can to stay well such as having their flu jab, self care at home and completing courses of antibiotics.
- To ensure any patient with a long-term health condition knows how to self manage.
- To educate new arrivals to the country about the healthcare options available to them.

Primary audience was identified as;

- Working age people who find it difficult to attend a GP appointment during work time
- Parents and carers of children 2-4 years old (flu nasal spray)
- People aged 65+ and their carers (flu jab, keep warm/keep well)
- People with a long-term health condition
- New arrivals to Leeds with a focus on the Eastern European communities
- Students at the three Leeds universities
- Frontline health and care professionals

Supporting documents



Winter resilience
2017-18 comms plan



NHS Leeds - Social
Media Translations.xls

Examples of materials / messages used

111

<https://twitter.com/nhsleeds/status/990531235360509952>

<https://twitter.com/nhsleeds/status/979643288285319168>

Stay Well – role of pharmacies

<https://twitter.com/nhsleeds/status/990232957209235456>

Use services wisely

<https://twitter.com/nhsleeds/status/984808607828074498>

Not sure if you need A&E?

<https://twitter.com/nhsleeds/status/980497574737129472>

Choose the right NHS service

<https://twitter.com/nhsleeds/status/979780458740363264>

Information in Eastern European languages

Website includes information in Polish, Lithuanian, Czech and Romanian

<http://healthinleeds.org.uk/>

And leaflets also available in Polish, Lithuanian, Czech and Romanian, for example



Polish - healthcare in
Leeds.pdf

Fridge magnets – distributed to all GP practices in Leeds



Fridge Magnets.pdf

Leeds Teaching Hospital NHS Trust YouTube channel

<https://www.youtube.com/channel/UCHgzd13r9Zy1c7vdazIKCSg>

Videos with clinicians encouraging people to use services appropriately are hosted on the channel.

Websites

Leeds CCG

- **Is it an emergency?** <https://www.leedsccg.nhs.uk/health/services/emergency/>
- **Feeling unwell?** <https://www.leedsccg.nhs.uk/health/services/feeling-unwell/>
- **Think pharmacy first** <https://www.leedsccg.nhs.uk/health/services/think-pharmacy-first/>
- **Do you have a minor injury?** <https://www.leedsccg.nhs.uk/health/services/minor-injury/>
- **We're here! ...To make you feel better** – with a specific focus on students
<https://www.leedsccg.nhs.uk/health/campaigns/student-health/>

Leeds City Council – no information available on their website or twitter, focus is on the services that they provide.

Leeds Community Healthcare – on home page have Stay Well this winter image with links to further information on Leeds CCG page

<https://www.leedscommunityhealthcare.nhs.uk/>

Leeds Teaching Hospitals NHS Trust - description of service provided, signposting to other services such as 111, advice on when A&E should / should not be used. Includes videos about alternatives to A&E, and whether people should attend A&E

<http://www.leedsth.nhs.uk/a-z-of-services/emergency-medicine/>

Leeds and York Partnership NHS Foundation Trust – advice on what to do in a crisis
<https://www.leedsandyorkpft.nhs.uk/advice-support/help-in-a-crisis/>

Pharmacies (including Boots, Lloyds, Rowlands, Asda) - no information available on their websites or twitter, focus is on the services that they provide.

Yorkshire Ambulance Service – include information about calling 999 and 111
<http://www.yas.nhs.uk/Calling999/calling999start.html>
http://www.yas.nhs.uk/111/aNHS_111.html

Wakefield

Approach taken

The aim of the NHS Wakefield CCG winter communications campaign (see winter 2017 Communications Strategy below) is to localise and reinforce the national flu and winter campaign and to ease seasonal pressure on NHS services and reduce the number of people who become so ill that they require hospital admission.

The campaign focuses on ensuring that people who are most at-risk of preventable emergency admission seek early help and look after themselves with community support to avoid hospital admission. A key objective is to support people to select the most appropriate service for their needs.

The communications priority areas for Winter 2017/18 have been identified and agreed as the following:

- Slips, trips and falls
- Stay Well This Winter
- Flu Vaccinations
- Out-of-hours services
- NHS 111 service
- Antibiotics awareness
- Pharmacy opening times
- Extended hours GP services

The primary target audience for the campaign is patients aged over 65 and/or those with pre-existing long term health conditions.

And they have recently launched the Urgent Treatment Centre (UTC) at Pontefract Hospital using:

- Radio advertising
- Bus advertising (attached)
- Animated content for social media:
- Facebook advertising (see attached for messages)
- Press release
- Leaflets and posters (attached)
- PPC

Supporting documents



Winter 2017
Communications Strat



social media
copy.docx



NHS Wakefield CCG -
PPC.pdf

Examples of materials / messages used

A&E busy choose wisely

<https://twitter.com/MidYorkshireNHS/status/978553708324761602>

A&E is very busy today including GIF

<https://twitter.com/NHSWakefieldCCG/status/978239003509116928>

<https://twitter.com/NHSWakefieldCCG/status/941273966232199168>

Signposting to pharmacy opening times over Easter

<https://twitter.com/NHSWakefieldCCG/status/976744145913110528>

Care on the roads including GIF

<https://twitter.com/NHSWakefieldCCG/status/971665483400450048>

12 days NHS animation – use the appropriate service

<https://twitter.com/NHSWakefieldCCG/status/937961617605713921>

Examples of materials used



Twitter asset.JPG



03_NHS UTC_FacebookAd.jpg



03_NHS UTC_Bus Advertising.pdf



03_NHS UTC_A5 Booklet.pdf



03_NHS UTC_A3 Poster.pdf

Websites

Mid Yorkshire Hospitals NHS Trust – has information on A&E and A&E waiting times;

<https://www.midyorks.nhs.uk/ae-waiting-times>

<https://www.midyorks.nhs.uk/accident-and-emergency1>

Pharmacies (including Boots, Lloyds, Rowlands, Asda) - no information available on their websites or twitter, focus is on the services that they provide.

South West Yorkshire Partnership NHS Foundation Trust - description of service provided, signposting to other services such as 111, advice on when A&E should / should not be used

<http://www.southwestyorkshire.nhs.uk/service-users-and-carers/using-our-services/how-to-access/>

Wakefield CCG - has information on Pontefract Urgent Treatment Centre and 111;

<https://www.wakefieldccg.nhs.uk/home/patient-in-wakefield/local-services/pontefract-utc/>

<https://www.wakefieldccg.nhs.uk/home/patient-in-wakefield/local-services/nhs-111/>

Wakefield Council – no information available on their website or twitter, focus is on the services that they provide.

Yorkshire Ambulance Service – include information about calling 999 and 111

<http://www.yas.nhs.uk/Calling999/calling999start.html>

http://www.yas.nhs.uk/111/aNHS_111.html

Contact details

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