

*'It's about our life, our health,  
our care, our family and  
our community'*



**Better care together**  
Leicester, Leicestershire & Rutland health and social care

# Leicester, Leicestershire and Rutland urgent and emergency care communications plan 2018/19

## **Evaluation Update**



Jit Parekh - Feb 2019



# Timelines for campaigns: high-level and in development

	Oct	Nov	Dec	Jan	Feb	March
NHS 111	1 <sup>st</sup> Oct - 25 <sup>th</sup> Nov					
Winter flu	8 <sup>th</sup> - 31 <sup>st</sup> Oct					
LLR Prepared Campaign	8 <sup>th</sup> - 12 <sup>th</sup> Oct					
Keep Antibiotics working (PHE)	23 <sup>rd</sup> Oct					
Stay Well This Winter		12 <sup>th</sup> Nov - 23 <sup>rd</sup> Dec				
Self Care Week		12-18 Nov				
GP Extended Hours			3 <sup>rd</sup> -23 <sup>rd</sup> Dec			
NHS 111 online				1 <sup>st</sup> – 30 <sup>th</sup> Jan		
Pharmacy					4 <sup>th</sup> -17 <sup>th</sup> March	



## NHS 111, Flu, Keep Antibiotics Working, Staywell this Winter, Self Care

<b>When</b> Oct 2018 till Jan 2019  <b>Stakeholder/ audiences</b> – All audiences	<b>What</b> <ul style="list-style-type: none"><li>• Schedule of press releases with video assets to remind people to get their flu jab, Call NHS 111, Keep Antibiotics Working, Self Care, Staywell this Winter supported with supporting social media campaign content.</li><li>• Working with voluntary and community organisations to support the dissemination of messages to those in our target groups, particularly the harder to reach groups</li><li>• Working with LPT to empower staff to act as ambassadors for target groups including older frail and LTC.</li><li>• Targeted work with south east Asian community to promote messages through Diwali celebrations and Bonfire celebrations at Abbey Park</li><li>• Printed and Digital Toolkits to health and social care partners and voluntary and community sectors to cascade messages to front line staff, domiciliary care workers and volunteer workers</li><li>• Support with social media and website content – held centrally on the newly launched LLR HUY website <a href="http://www.bettercareleicester.nhs.uk/help-us-help-you">www.bettercareleicester.nhs.uk/help-us-help-you</a></li></ul>
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# NHS 111, Flu, Keep Antibiotics Working, Staywell this Winter, Self Care

## Media Releases

- 1 x Media Release - Make sure you're protected against the flu this winter coverage in Leicester Mercury (printed 17 Dec)  
[www.leicesterm Mercury.co.uk/news/leicester-news/disasters-could-hit-leicestershire-what-2469717](http://www.leicesterm Mercury.co.uk/news/leicester-news/disasters-could-hit-leicestershire-what-2469717)  
[www.leicesterm Mercury.co.uk/news/health/new-flu-jab-save-hundreds-1995561](http://www.leicesterm Mercury.co.uk/news/health/new-flu-jab-save-hundreds-1995561)  
[www.leicesterm Mercury.co.uk/news/health/who-can-it-one-flu-1041864](http://www.leicesterm Mercury.co.uk/news/health/who-can-it-one-flu-1041864)
- 1 x Media Release - Extended GP Access appointments
- 1 x Media Release - Keep your antibiotics working this winter
- 1 x Media Release - Choose self care this winter
- 1 x Media Release - Feeling under the weather think NHS 111 (Loughborough Echo [in print, on 26/12])
- 1 x Media Release - Take the necessary steps to avoid getting sick this winter (Loughborough Echo and Ashby Times [print])
- 1 x Media Release - Accessing health services this Christmas
- 1 x Media Release - Managing asthma and respiratory problems this winter (BBC Radio Leicester and Coalville Times) Listen from 1:25 and 30 seconds: [www.bbc.co.uk/sounds/play/p06w2529](http://www.bbc.co.uk/sounds/play/p06w2529)
- 1 x Media Release - Local pharmacies: a fast, convenient and expert service for a range of minor ailments



# Local media coverage



## New NHS 111 service enables people to have appointments booked with local pharmacist

By WIRE - Wednesday, December 19, 2018 12:07 pm



BBC Radio Leicester, 18 January 2019: CCG encourage people with asthma to look after themselves this winter  
[listen at 1:25:30 - 1:30:30] [listen here](#)

## People warned to protect themselves from the flu

PEOPLE across Leicestershire are being urged to protect themselves from the flu this winter by getting the flu jab as soon as possible.

The West Leicester CCG have made the warning as the flu season is still ongoing and despite warmer weather beginning to filter in across the county, the risk of getting the flu is still high.

The CCG is encouraging people to protect themselves from the flu this winter by getting the flu jab as soon as possible. It is free for those who are at increased risk from the effects of flu: people aged 65 and over, children aged two to three years, pregnant women, carers and those with long-term health conditions.

National figures from GP practices have revealed that just over six in 10 people aged 65 or over had had their flu jab, which is still the most effective protection.

Dr Y. B. Shah, a GP, on top of an existing long-term health condition, can easily develop into something very serious and could land you in hospital. If you have a condition like COPD, bronchitis, emphysema, diabetes, heart disease, kidney disease, liver disease, should get the flu jab without delay.

"Don't put it off. Ask your GP, pharmacist or midwife about the free flu vaccine now. If you are the main carer of an older or disabled person you may also be eligible for the free flu jab."

## Flu jab warning issued as winter strikes

PEOPLE in Charnwood are being encouraged to protect themselves from the flu this winter by getting the flu jab as soon as possible.

It is free for those who are at increased risk from the effects of flu: people aged 65 and over, children aged two to three years, pregnant women, carers and those with long-term health conditions.

Dr Y B Shah, a Leicestershire GP, said: "Flu, on top of an existing long-term health condition, can easily develop into something very serious and could land you in hospital. If you have a condition like COPD, bronchitis, emphysema, diabetes, heart disease, kidney disease, liver disease or have suffered a stroke, you should get the flu jab without delay."

"Don't put it off. Ask your GP, pharmacist or midwife about the free flu vaccine now. If you are the main carer of an older or disabled person you may also be eligible for the free flu jab."

To reduce the risk of spreading flu, use tissues to trap germs when you cough or sneeze, wash your hands often with warm water and soap, and bin used tissues as quickly as possible.

For more information, visit [www.nhs.uk/conditions/flu/](http://www.nhs.uk/conditions/flu/). You can find information on the flu jab at [www.nhs.uk/conditions/flu/](http://www.nhs.uk/conditions/flu/).

## 'Get your flu jab now'

HEALTH BOSSES URGE VACCINATION FOR THOSE WITH INCREASED RISK OF ILLNESS

By STAFF REPORTER

LOCAL health chiefs at West Leicestershire CCG are encouraging people to protect themselves from the flu by getting the flu jab as soon as possible.

It is free for those at increased risk from the effects of flu: people aged 65 and over, children aged two to three years, pregnant women, carers and those with long-term health conditions.

Dr Y B Shah, a Leicestershire GP, said: "Flu, on top of an existing long-term health condition, can easily develop into something very serious and could land you in hospital. If you have a condition like COPD, bronchitis, emphysema, diabetes, heart disease, kidney disease, liver disease or have suffered a stroke, you should get the flu jab without delay."

"Don't put it off. Ask your GP, pharmacist or midwife about the free flu vaccine now. If you are the main carer of an older or disabled person you may also be eligible for the free flu jab."

Some of the main symptoms of the flu include:

- Sudden fever - a temperature of 38°C or above.
- Aching body.

It's free because you need it, say health bosses.

Cold weather can be particularly harmful for older people as it weakens the immune system, increases blood pressure, thickens the blood and lowers body temperature, increasing risks of heart attacks, strokes and chest infections.

Flu can be horrible for little children and easily spreads around the whole family, so it's important to get them protected. For children, the flu vaccine is just a quick nasal spray - not an injection.

Pregnancy naturally lowers the immune system, so the flu jab is the safest way to help protect you and your baby against flu. You can have the vaccination at any stage of pregnancy.

Dr Y B Shah, GP clinical lead for West Leicestershire clinical commissioning group, said: "Flu, on top of an existing long-term health condition, can easily develop into something very serious and could land you in hospital. If you have a condition like COPD, bronchitis, emphysema, diabetes, heart disease, kidney disease, liver disease or have suffered a stroke, you should get the flu jab without delay."

"Don't put it off. Ask your GP, pharmacist or midwife about the free flu vaccine now. If you are the main carer of an older or disabled person you may also be eligible for the free flu jab."

Some of the main symptoms of the flu include:

- Feeling tired or exhausted.
- Dry, chesty cough.
- Sore throat.
- Headache.
- Difficulty sleeping.
- Loss of appetite.
- Diarrhoea or tummy pain.
- Nausea and being sick.

If you think you have the flu, it's best to care for yourself at home to prevent the further spread of germs. Get plenty of rest, keep warm, drink plenty of water and take paracetamol or ibuprofen if you have a high temperature or any aches and pains. If you need advice, you can call NHS 111 for free at any time, day or night.

To reduce the risk of spreading flu, use tissues to trap germs when you cough or sneeze, wash your hands often with warm water and soap, and bin used tissues as quickly as possible. You can find information on your local pharmacies along with opening hours at:

[www.nhs.uk/your-health-and-services](http://www.nhs.uk/your-health-and-services)



## Take necessary steps to control asthma this winter

PEOPLE with asthma are being urged to take the necessary steps to prevent their symptoms getting worse this winter.

The message comes from NHS organisations across Leicestershire who want people with respiratory problems like asthma to take extra care this winter.

Affecting people of all ages, the main symptoms of asthma are:

- Wheezing
- Breathlessness
- A tight chest, which may feel like a band is tightening around it
- Coughing

When these symptoms get worse, this is then known as an asthma attack.

Anna Murphy, consultant respiratory pharmacist, University Hospitals of Leicester NHS Trust, said: "Asthma and other respiratory symptoms can become worse and more prominent in winter because cold air causes your airway to spasm. It is important that people with asthma and other respiratory conditions are aware of this and are always prepared to deal with worse symptoms in cold conditions."

As part of their message, health advisors have given out a series of tips for people to avoid cold-related asthma attacks.

They are:

- Keep taking the preventer inhaler as prescribed by a GP
- Carry a reliever inhaler at all times
- Seek advice on how to use an inhaler correctly from a healthcare professional for those unsure how to use it
- Wear gloves, a scarf and a hat, and always take an umbrella
- When outside wrap a scarf loosely around the nose and mouth as this helps warm the air before it is breathed in
- Go for regular asthma reviews with the GP

For medical advice, call NHS

## CCGs tackle winter pressures with extra GP appointments and remote monitoring



# Flu Uptake Across LLR

Org Name (CCG= Clinical Commissioning Group)	Response Summary			65 and over			Under 65 (at-risk only)			Pregnant		
	No. of practices	No. of forms completed	% of practices responding	Patients registered	Number vaccinated	% Vaccine Uptake	Patients registered	Number vaccinated	% Vaccine Uptake	Patients registered	Number vaccinated	% Vaccine Uptake
NHS EAST LEICESTERSHIRE AND RUTLAND CCG	32	32	100.0	73,653	53,225	72.3	35,955	15,893	44.2	2,929	1,326	45.3
NHS LEICESTER CITY CCG	57	57	100.0	47,214	30,638	64.9	47,724	21,010	44.0	4,850	1,906	39.3
NHS WEST LEICESTERSHIRE CCG	48	48	100.0	77,307	54,804	70.9	44,071	19,825	45.0	3,743	1,799	48.1
Total England (National Average)	6,949	6,857	98.7	10,349,256	7,221,565	69.8	6,827,240	3,055,095	44.7	559,343	244,260	43.7

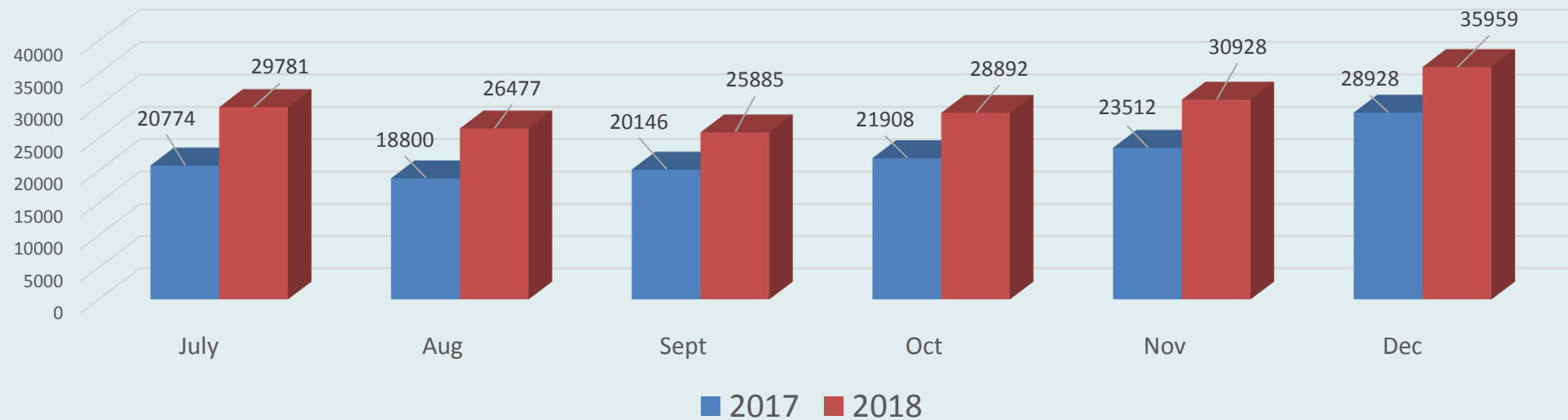
Provisional end of November 2018 cumulative uptake data for England on influenza vaccinations given from 1 September 2018 to 31 December 2018.





## NHS 111 calls in Leicester, Leicestershire and Rutland

### LLR NHS 111 - Actual calls offered



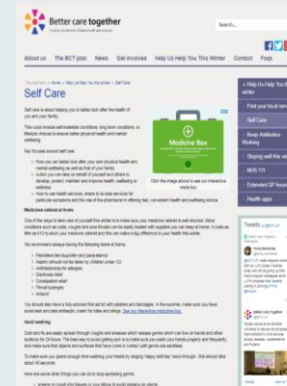
National and LLR NHS 111 Activities locally from  
**1<sup>st</sup> Oct – 31<sup>st</sup> Dec**





# Other activities across LLR

- Screens shown on repeat at Diwali lights switch on – approx. 40,000 people
- Screens shown on repeat at Abbey Park Firework Display – approx. 10,000 people
- NHS Leicestershire Partnership Trust school nurses cascading don't forget you flu jab messages across LLR
- Digital Flu, NHS11, LLR HUH Website, Self Care, Respiratory / Norovirus Tool kit (videos, leaflets, web banners, and social media content forwarded to all partners/stakeholders
- Attend Freshers Fairs at the 3 x LLR universities
- PPG encouraged to raise awareness of winter messages via three CCG's and primary care team
- Self care – hand washing video developed by UHL, interactive medicine box available for all to use on there website
- Presented at Leicestershire Pharmacy Committee to get local pharmacy to support and raise awareness of our campaigns
- Respiratory / Norovirus Q&A developed and supporting materials developed
- UHL Respiratory Health Professionals and Patient supporting campaign
- University of Leicester conducted NHS 111 awareness projects across campus and presented findings

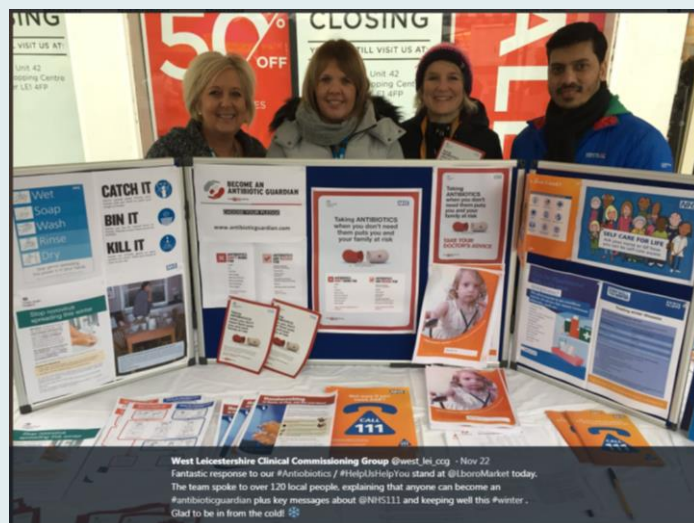






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# Outreach activities



The team spoke to over 120 local people, explaining that anyone can become an #antibioticguardian plus key messages about @NHS111 and keeping well this #winter



## Work Place Activities



Hastings Direct Staff Notice Board, Plasma Screens and information on staff intranet



Campaign packs were posted to :

- **Amazon fulfilment Centre**
- **Hastings Direct**
- **Samworth Brothers**
- **Tesco Distribution Centre**
- **Walkers**
- **Ashby and District Hospital**
- **Coalville community Hospital**
- **Hinckley and Bosworth Community Hospital**
- **Loughborough Hospital**
- **John Storer House**
- **Ashby Health Centre**





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## Work Place Activities



Presented and discussion with over 75 HastingsDirect Staff with average age of 21 on LLR Help Us Help campaign on flu, self care, using NHS 111, how pharmacies can help, GP extended access, where your local urgent care centre and staying well





# Presentation to Voluntary and Community Settings across LLR:



## Presentation delivered and packs were given out to voluntary and charity organisations :

- The Carers Centre
- Support for Carers
- Workpays
- Vistablind
- Give and take care
- Warm Homes
- Leicestershire Aging Together
- Housing and Support
- Evolve Health Solutions
- Age UK Leicestershire
- Voyage Care
- Adhd Solutions
- Mosaic
- Turning Point
- VASL
- Healthwatch Leicestershire
- PPI and PPG



Working in partnership with Healthwatch Leicestershire in raising awareness and scoping HYHU winter communications

[www.youtube.com/watch?v=\\_RYiyAExtx4](https://www.youtube.com/watch?v=_RYiyAExtx4)



New Leicester, Leicestershire and Rutland NHS winter website





## LLR Winter Campaign 2018-19 Social Media

### Overview

On behalf of the three Clinical Commissioning Groups (CCGs) covering Leicester, Leicestershire and Rutland (LLR), West Leicestershire CCG is leading on the promotion of winter health messages in support of the national NHS *Help Us Help You: Stay Well This Winter* campaign and the LLR *Help Us Help You* website: [www.bettercareleicester.nhs.uk/help-us-help-you](http://www.bettercareleicester.nhs.uk/help-us-help-you)

We are using social media (Twitter and Facebook) as well as video content produced by NHSE to highlight these winter messages, using the hashtag #HelpUsHelpYou.





## The approach

To achieve the strongest impact WLCCG will

- ✓ use CCG / Trust / VolCom websites, Twitter and Facebook to promote planned activities and key winter messages
- ✓ utilise existing NHS England and Public Health England winter messaging and campaigns, but localise these for LLR wherever possible
- ✓ produce comms toolkits on key winter health areas, including NHS 111, flu vaccination, self care, pharmacies, etc., and circulate to key partners and stakeholders





# Examples



**West Leicestershire Clinical Commissioning Group** @west\_lei\_ccg  
Urgent care centres treat a range of non life-threatening emergencies, including sprains and strains, minor burns/wounds, allergies, mild asthma, UTIs and more. Chances are you'll be seen quicker than at hospital. Find your local centre:  
[http://bit.ly/urgent\\_care\\_LLRC](http://bit.ly/urgent_care_LLRC)  
[#HelpUsHelpYou](#) [pic.twitter.com/yXjuvSakbW](#)

Impressions	2,913
Total engagements	108
Media engagements	81
Retweets	8
Detail expands	7
Link clicks	5
Profile clicks	4



**West Leicestershire Clinical Commissioning Group** @west\_lei\_ccg

Comms Team | 10 Dec 2018 | 10:05

We've launched new web pages covering key winter messages, including flu, NHS111 and self care. It's a great one-stop-shop for advice and resources to [#HelpUsHelpYou](#) [#StayWellThisWinter](#). Find out more: <http://sosi.in/jlxwb>  
[@NHSLeicester](#) [@NHSELRCG](#) [@EMASNHSTrust](#) [@Leic\\_hospital](#)



62.3K 12 6 0 77

Clear, useful messages with CTAs & relevant images / video

Messages will run across various platforms



# LLR Help Us Help You Social Media Activities:

Analytics show that from the combined Twitter and Facebook accounts, for the period of Oct 2018 to Jan 2019:

- ~400 tweets/posts sent
- 3,200 connections
- ~100,000 impressions
- 15,600 average reach per day\*
- ~1,000,000 total reach
- 484 shares/retweets and 165 likes
- 4795 links clicked\*



@west\_leic\_ccg



@WestLeicCCG

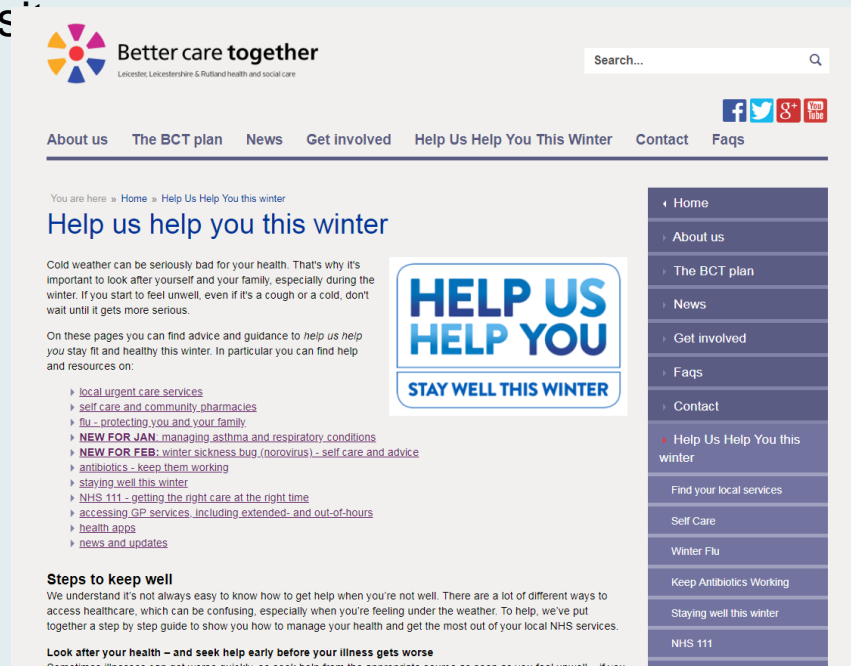


\*From scheduled tweets



# LLR Help Us Help You website launch

New website launched and is now hosted on the LLR Better Care Together and replaced the LLR Staywell website.



Google analytics: November 2018 – 8 February 2019

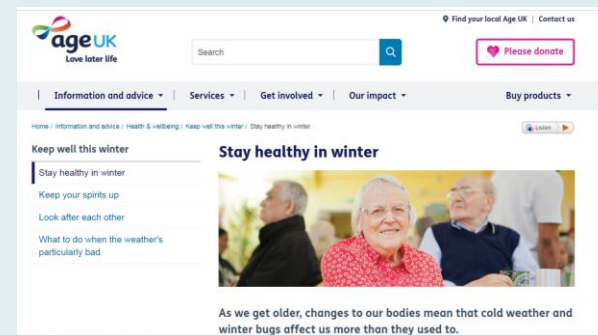
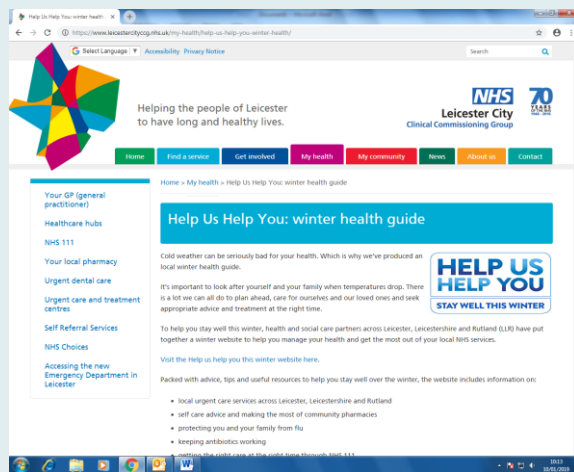
- Page views (all pages): 5,626 (% of BCT website)
- Unique visitors (all pages): 2,162

Page path level 2		Pageviews		Pageviews
		4,134		4,134
		% of Total: 38.84% (10,645)		% of Total: 38.84% (10,645)
1.	/	1,254	30.33%	
2.	/find-local-services/	470	11.37%	
3.	/news/	420	10.16%	
4.	/asthma-and-respiratory-problems/	362	8.76%	
5.	/self-care/	326	7.89%	
6.	/winter-flu/	285	6.89%	
7.	/staying-well-this-winter/	238	5.76%	
8.	/nhs-111/	229	5.54%	
9.	/extended-gp-hours/	201	4.86%	
10.	/keep-antibiotics-working/	145	3.51%	
11.	/health-apps/	119	2.88%	



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# Stakeholders supporting the campaign across LLR:





# Sharing Collaterals with other NHS organisations

Sharing our interactive 'Medicine Box' with other CCG's and Trusts across the country



[file:///C:/Users/jparekh\\_ml/Downloads/Self%20Care%20-%20Interactive%20Box\\_v5.pdf](file:///C:/Users/jparekh_ml/Downloads/Self%20Care%20-%20Interactive%20Box_v5.pdf)





# Resources developed for a range of settings



## Help us help you

User Guide



'Help us Help You' is a new overarching brand that brings together a family of campaigns incorporating messages about flu, staying well in winter, NHS 111, pharmacy and extended or hours. It aims to help people understand how to navigate the NHS and get the right help and advice they need in the most timely and appropriate way. It encourages people to take appropriate action – whether that's getting the flu vaccination or accessing the most appropriate service – to better enable the NHS to help them.

The campaign positions the NHS as a team of experts ready to give people the care and help they need.

### How you can get involved

The resources included in this pack have been created for you to use in your pharmacy to help communicate key winter messages to your customers. This includes the Stay Well This Winter and NHS 111. There is also information about the upcoming Keep Antibiotics Working campaign, and how you can help raise awareness of the issue of antibiotic resistance amongst your customers.

You can make the most of these resources by:

- Prominently displaying the materials in your pharmacy. In areas such as till points and counter tops.

- Telling vulnerable patients about the free NHS flu vaccine.
  - Where you suspect a self-limiting infection, use the customer guide to advise people on the most appropriate way to manage their condition, and help reduce their expectation for antibiotics.
- Additional resources are also available from the Campaign Resource Centre to help you make the most of other communication channels in your pharmacy.

## GP pack

Briefing, SWTW Flu (pregnancy, parents 2-3, LTHC) SWTW First Signs & NHS 111 posters.

Keep Antibiotics Working poster, leaflets (x25), and *Treating Your Infection* patient guides (x3 pads)

Will be delivered to every GP practice in England



## Pharmacy Pack

Briefing, SWTW Flu (pregnancy, LTHC) & SWTW First Signs posters. Window cling, counter card and 2 First Signs shelf wobblers.

HUHY *Treating your infection* guides.

Keep Antibiotics Working staff briefing

Will be delivered to every community pharmacy in England

## Community pack

Briefing, SWTW Flu (pregnancy, parents 2-3, LTHC) SWTW First signs & NHS 111 posters.

HUHY leaflets (x25)

Flu engagement cards (x50) and dispenser

To order from the Campaign Resource Centre

## NHS 111

### About the campaign

The NHS 111 campaign is designed to promote the nationwide NHS 111 service as an access point for urgent care. The service connects people with appropriate medical care when they urgently need it, 24 hours a day.

The campaign will launch on 1st October 2018 and will use targeted channels to promote the key messages to the audience.

Although we are targeting all members of the public over the age of 16, there is a deliberate focus on three groups most likely to attend A&E when they could be treated elsewhere:

- Parents with young children under the age of 5 years.
- Young adults aged 16-24 years.

### Resource included in your pack:

1 x A4 poster  
This poster is included to display by your opening hours.



### Additional resources

There are a range of additional free resources for these campaigns available to order or download. This includes a patient friendly version of the customer guide, digital version of stock posters, leaflets, and social media assets. To access these resources and register for regular updates on campaigns, visit the Campaign Resource Centre at: [campaignresources.phn.gov.uk](http://campaignresources.phn.gov.uk)

If you have any queries about the campaigns please contact: [partnerships@phn.gov.uk](mailto:partnerships@phn.gov.uk)

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# Pharmacy pack in detail

Four page staff briefing



NHS111 poster A4



HDA UK

This Pharmacy Pack

Will be delivered to every community pharmacy in England by the Healthcare Distribution Association UK (HDA UK)

Please ensure your pharmacy colleagues are expecting it and use it

Pack address label – easy to identify. Please alert your pharmacy networks to look out for it and use it.



Two sided window cling



Flu LTHC Posters A4



First Signs Poster A4



Flu Pregnancy Poster A4

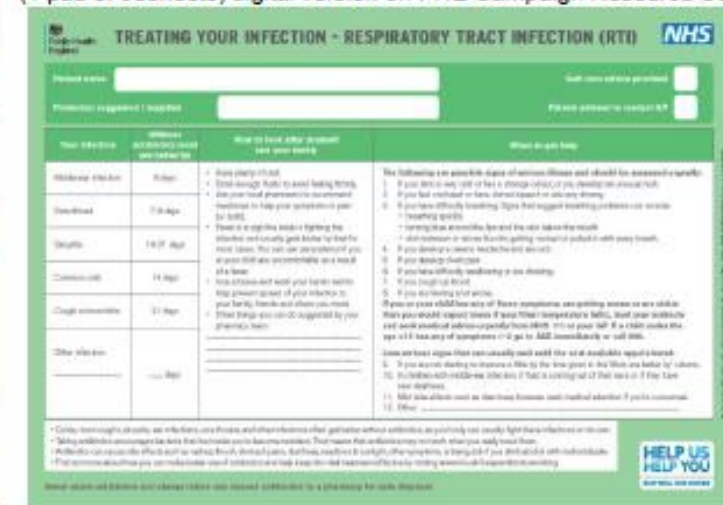


Shelf wobblers (x2)



Flu counter card A5

Help Us Help You Treating your infection customer consultation guide (1 pad of 30 sheets) digital version on PHE Campaign Resource Centre



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# Community Pack in detail

Pack address label – easy to identify.  
Please alert your networks to, order it or  
look out for it and use it →

Four page staff briefing



NHS111 poster A4

Leaflet A5 x25



Help your community get ready for winter



This Community pack

To order from the **PHE**  
Campaign Resource Centre

Or to order bulk for a network of  
facilities email:  
[partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk)

Free resources inside



First Signs Poster A4



Parents of children 2-3 Poster A4



Flu LTHC Posters A4



Flu Pregnancy Poster A4



Flu engagement card (credit card sized 4pp) x50 and dispenser

