



Category: Integrated Campaign

Company: Devon Sustainability and Transformation Partnership

Entry title: Stay Well This Winter

Brief and objectives:

To ensure that people who are most at-risk of preventable emergency admission to hospital are aware of and, wherever possible, are motivated to take, those actions that may avoid admission to hospital during winter.

The campaign had two phases;

Phase 1 - increasing flu vaccinations with at-risk groups

Phase 2 - appropriate signposting of NHS and social care services

The at-risk groups are categorised as;

1. Older people, particularly those who are frail or who are over 65
2. People with long-term conditions, such as diabetes or respiratory diseases
3. Parents of children who are 2 to 3 years old
4. Informal carers
5. Pregnant women

There is a social gradient across all audiences, people from the most deprived 10% of the population are twice as likely to use A&E as people in the least deprived 10%.

Our local data also tells us that people who live within one mile catchment area from the A&E departments are more likely to present.

Rationale behind campaign, including research and planning:

Previous research by the Royal College of Medicine has shown that 15% of patients presenting in A&E can be safely seen in the community. Joint research by the Patient Association and Royal College of Emergency Medicine (2014-15) concluded that, 'the A&E brand is immensely powerful. It is futile to discourage attendance as those most likely to need the advice may well be those whose need is greatest or appropriate.'

Our campaign was entirely focused on preventing people from needing to access emergency services, by being better prepared, better informed and better equipped. This starts from receiving a flu jab if you are at-risk, right through to ensuring your medicine cabinet is stocked and you know what NHS services are available.

London's behavioural insights project also identified that 40% of the people they interviewed had sought advice from other health professionals before they attended A&E. Therefore we heavily promoted local pharmacies and NHS 111 and featured local, trusted clinicians and health professionals in campaign materials.

Strategy and tactics, including creativity and innovation:

The Devon Sustainability and Transformation Partnership took a system-wide

approach, to minimise duplication and maximise effectiveness. It included three local authorities, five NHS trusts, a community provider and two clinical commissioning groups. The approach was strategic and systematic with synchronised implementation - with everyone uplifting and targeting at the same time, at the same groups.

To make it simple we created a campaign spine, based on 'themed weeks' - each week focused on either (a) an at-risk group (phase 1), (b) a key NHS service or winter priority (i.e. repeat prescription reminders before christmas).

The campaign ran for 12 weeks, starting 9 October 17 and finishing week commencing 25 December 17.

The campaign took an integrated marketing communications approach, consisting of; public relations, digital marketing, social media, outdoor advertising (buses), broadcast (radio), pharmacy bags, big screens in city centres, direct mail (to homes in one mile radius of Derriford hospital), weekly human stories issued to local media.

The campaign launched with a media conference, where we invited all of the local media from across Devon to attend, including BBC, ITV news stations. Four clinicians from primary care, secondary care, local pharmaceutical committee were on hand to give one-to-one interviews and undertake Q&As. An approach that proved highly effective in terms of ensuring the correct messages were delivered to the public. To shift the focus away from A&E performance and on to prevention.

Implementation of tactics:

Increasing uptake of flu - highlights

By focusing on at-risk groups weekly we were able to adapt our approaches. Social media proved to have significant reach for parents of 2 to 3 year olds.

We created a video with the parents of a three year old boy (Sam Morrish, from Torbay), who sadly lost his life to Sepsis, but the underlying condition that he started with was influenza. His parents are positive that had he been given the flu vaccination the outcome

may have been different. They worked with us on a human interest piece that obtained significant coverage on Facebook, TV and printed/online newspapers.

A video featuring some of our midwives talking about the importance of pregnant

women being vaccinated was also produced. The videos have been recognised as a model of best practice by Public Health England and are being shared across hospitals and GP surgeries, as well as direct to mothers to be.

In addition to this we also ran a series of newspaper advertorials and radio adverts across all of Devon, targeting people with long-term conditions, pregnant women and children aged 2 to 3.

Appropriate signposting of services - highlights

Promoting the hundreds of pharmacies we have across Devon was a key tactic, as well as our minor injuries units and NHS 111. All of these services are equipped to provide people with the help and information they need, and awareness is low.

We undertook advertising on pharmacy bags, in newspapers and on radio. In our most challenged health system in Plymouth we mailed out to 70,000 households with a local health and care services z-card and provided a telephone script for GP surgeries to help them advise people on accessing local services. We promoted the Plymouth MIU in a 12 week bus advertising campaign.

Measurement and evaluation:

Digital reach to 196,852 people through Devon Live advertising.

Half a million people reached through printed newspaper adverts.

130,000+ views of the Sam Morrish flu film, featured on BBC and ITV news.

65,509 Facebook impressions.

178,962 Twitter impressions.

One million people reached through Plymouth bus advertising.

90% local media winter coverage was planned, 98% of which was positive - launch coverage on BBC and ITV news

Flu vaccination stats up in all at-risk groups across Devon - the South West had the best performance nationally for 2 to 3 year old vaccinations.

96,500 pharmacy bags distributed

357,000 people reached through radio advertising

70,000 health and care guides distributed to Plymouth homes - early evidence shows an increase in attendance to the MIU and slight reduction to A&E.

Budget and cost effectiveness:

£47,252 across a population of 1.2m where one admission to A&E costs approx £250 per person.