



CIPR PRIDE AWARDS 2019 GOLD WINNER

Category: Best Use of Social Media

Company: NHS Devon Clinical Commissioning Group

Entry title: #ThumbsUpForCoby

Brief and objectives:

Every year thousands of people in the UK get influenza and are hospitalised, for many it can be fatal. It is most prevalent in the young, the old, those with long-term conditions and carers. It can be avoided by receiving the flu vaccination.

Public Health England (PHE) and NHS England (NHSE) require local health and care systems to drive up the vaccination rates each winter, to:

- Avoid unnecessary pressures on the most urgent NHS services
- To minimise the spread of infection and protect the vulnerable.

Our objective is to increase vaccination rates with at-risk groups above the ambition targets set by PHE. These are outlined below:

1. Older people, particularly the frail and over 65
2. People with long-term conditions, such as diabetes or respiratory diseases
3. Children aged 2 to 3 years old
4. School children
5. Pregnant women
6. Carers.

The priority group in 2018/19 was children aged 2 to 3 years old, as performance the previous winter for this group was low nationally. The ambition target was set nationally at 48%.

The idea, research and planning:

On January 24, 2018 Coby Simons died from flu. He lived in Exeter with his Mum and Dad, Louise and Jamie. He was only nine years old.

During 2018/19 the NHS in Devon worked with Coby's parents to develop a flu vaccination campaign, #ThumbsUpForCoby. The hashtag campaign was derived from a photo of Coby in his school uniform with his thumbs up, wearing his trade mark flat cap.

To design the campaign the CCG communications team worked closely with Louise and Jamie. It was sensitively handled, and their views were paramount to the design.

The team had many conversations with them about photos to use, videos for social media and things Coby liked to help personalise the campaign. It was important to capture his cheekiness, so that it would appeal to the hearts and minds of parents. The target group was parents of 2 to 3 year olds.

The hashtag was the 'golden thread' of the campaign. The photo of Coby and the caption lent itself to a social media campaign. Research from MOSAIC and online told us that parents of 2 to 3 year olds were most present online, so it became the focus.

We also knew the power of parent voice online – so engaging local people and their own networks was important for sharing the materials.

Strategy, tactics, creativity and innovation:

The strategy was to run a viral campaign and support it from the outside with some direct marketing materials. It was effectively a pull strategy that we adopted, #ThumbsUpForCoby had a strong message and naturally drew people in.

We used one simple postcard with a picture of Coby on one side with his thumbs up, encouraging parents to get their children vaccinated. The message on the back drew out Coby's personality but also landed some powerful messages from his parents.

The postcard was created to be used digitally, we made jpegs, videos and short flash clips that could be used on multiple channels i.e. social media, websites, newsletters, blogs, TV screens. There was also a print run of the postcard so that copies could be sent to harder to reach.

The innovation in the campaign was through the co-creation with the family, their shocking story and bravery resonated with other parents. Which ultimately drove up vaccination rates.

Delivery:

We launched the campaign in October 2018, alongside the launch of flu vaccinations in GP surgeries. There were three key objectives to delivering the campaign:

Media briefing – we worked closely with ITV and BBC to undertake a series of interviews with Louise and Jamie, to launch the postcard and online tools. This kicked off the start of the campaign locally.

Social media and Facebook advertising – we launched the campaign on social media, sharing the video footage of Louise and Jamie and the digital postcard. This was backed up with targeted advertising through Facebook to specific demographic groups.

Activity online was ongoing between Oct 18 and March 19.

Engaging partners and key stakeholders – we launched #ThumbsUpForCoby with NHS organisations, Local Authorities, charities, Healthwatch etc – to generate their support.

Two media releases to generate conversations online.

Measurement and evaluation:

This is by far the most successful campaign we have ever delivered. The latest stats issued by PHE and NHSE show that the South West performance is almost 15% above the national average and 10% over the ambition target for 2 to 3 year olds. Our GP Chair, Dr Tim Burke, said; ‘this has probably done more to influence the health of our local population than anything else currently underway’. We are the best performing region in the UK and now sharing our campaign approach nationally.

Some of the specific outputs are as follows:

- 50,000 A5 postcards delivered across Devon to: GPs, hospitals, schools, libraries, community and leisure centres, pharmacies and pre-schools
- A4 posters used on 35 buses (negotiated for free) across Exeter and surrounding areas -reaching up to 500,000 people. Also shared by Veg in a Box on social media
- Social media graphics and animated videos – resulting in 60,000 video views, 100,000 people reached, 1,700 shares/comments/likes on Facebook and Twitter
- Two media releases resulting in coverage on ITV and BBC throughout October 2018, follow-up pieces planned for May 2019. Radio coverage on Heart FM, Radio Exe and BBC radio Devon.

The campaign is being adopted by other regions, including: Portsmouth, Cornwall, Lancashire, Buckinghamshire and the national NHS team.

This performance is also against a back drop of a national decline in childhood immunisations (MMR), fuelled by anti-vaccination campaigns. The Health and Social Care Secretary, Matt Hancock, has warned that ‘vaccination deniers’ have been gaining traction on social media, leading to the spread of misleading information.

Budget and campaign impact:

We spent approx. £2000 on the campaign, this was on printing the postcard and advertising on Facebook.

This year we have vaccinated 1500 more 2 to 3 year olds than the year before, if you take what we have spent on the campaign that works out to be approx. £1.30 to reach each extra child.