

Excellence Awards - 2021 Entry  
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Entry ID: 9323

### Third Party Authorization

*Are you entering on behalf of, or in association with, any third party?:* No

### Basic Information

*Category:* 08. Healthcare Campaign

### Entry Information

*Entrant company name:*

North East and North Cumbria Integrated Care System

*Entry title:*

#DoYourBit campaign  
North East and North Cumbria

### Entry

*Brief, objectives and budget:*

In anticipation of a tough winter and in light of COVID-19, NHS and partner organisations across the North East and North Cumbria agreed to deliver a campaign to urge the public to help protect each other and their communities.

Experience in our region has shown us that a consistent and joined-up approach gives us the opportunity to drive behavioural change and directive communications when it is needed most. Working at scale allowed us to amplify our messages, pool our budgets to produce collateral and buy advertising which would be more difficult to do individually.

The overarching approach of the campaign was to ask people to take personal responsibility; to 'Do Your Bit'.

It focused on the key aspects of where the NHS needed public support the most - hand washing, social distancing and mask wearing, as well as using services sensibly and asking people to get their flu vaccine.

The overall budget was £80,000. This covered costs such as media-buy/ advertising, design and production.

The campaign's objectives were to:

- Create a #DoYourBit movement supported with high quality adaptable content which could be amplified by organisations across multiple platforms and channels.
  - Increase the uptake of the flu vaccine (to 75% for the public) helping to protect our communities and workforce, and protecting the NHS.
  - Raise awareness and build confidence amongst the public that it is safe to have the vaccine. As well as educating the public about the new groups eligible for a vaccine.
  - Raise awareness of alternative services (e.g. 111) and support longer term behaviour change about the appropriate use of services.
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#### *The idea, research and planning:*

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We used data from previous years' flu vaccine uptake to shape and prioritise the targeting of demographic groups and geographical areas.

We used insights available about the reasons why people didn't take up the offer of a flu vaccine to inform our messaging and content creation; these included concerns about safety, flu not being serious, it's spread to others, and the fact the vaccine doesn't give you flu.

Throughout the campaign we had weekly calls with public health colleagues to review data on uptake rates and adapted our content and advertising plans in response to specific groups and postcodes.

We tested our visual concepts with key audiences. 155 people contributed to the testing of the campaign visuals and messaging for flu including patient reference groups, pregnant women, parents and BAME communities.

For the pharmacy, GP and 111 first campaign we targeted our approach when we were aware of significant increases in activity at certain NHS sites and worked with clinicians to adapt our visuals to counteract the most common reasons people were inappropriately attending A&E with, including to request a COVID-19 test.

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#### *Strategy, creativity and innovation:*

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Early on we had sign up from senior NHS leaders and our communications network across the region.

Our creative approach was clear and concise, focusing on a core #DoYourBit message coupled with a simple visual colour-coded concept across the campaign themes.

This meant we could easily adapt the creatives as the campaign evolved; introducing new elements to quickly respond to insight and new ideas such as targeting certain groups eligible for the flu vaccine and our #NHSBrothersinArms film.

Key to the campaign's success was the creation of a comprehensive (and very visual) toolkit for communication professionals hosted on our campaign website [www.doyourbit-nenc.co.uk/toolkit](http://www.doyourbit-nenc.co.uk/toolkit)

The campaign was adaptable at local level which gave each organisation increased

ownership (#DoYourBitSunderland).

Where alternative versions were needed colleagues could request this centrally and because of the simple nature of the creative approach, solutions could be developed rapidly and cost-effectively.

This approach removed almost all the barriers for communications colleagues to take part and it was incredibly easy for them to engage with the campaign. Our toolkit was seen as integral to the campaign's successful implementation.

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#### *Delivery/implementation of tactics:*

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- We delivered a communications guide with narratives, messages and calls to action and produced 135 assets all hosted on our toolkit which could be easily accessed by NHS organisations and our partners.
  - We commissioned and delivered a region-wide 'media buy' across TV, radio, and digital/social media platforms.
  - We developed influencer-led content and ambassadors to promote our messages from front-line NHS staff to nursery children.
  - We adapted content to link with specific 'events' such as asking people to stay safe at Christmas. This included our #NHSBrothersInArms film (with permission from Mark Knopfler) which thanked teams for their support and asked the public to keep 'doing their bit'.
  - We made the best use of our stakeholder networks to ensure campaign messages were amplified. Working with the voluntary sector, learning disability networks and faith groups enabled us to adapt content and make it relevant to them. Specific materials were created for special educational needs schools and information was translated. We also joined-up with the learning disability network 'keeping well this winter' campaign.
  - We were part of local resilience forum meetings with communication leads across local authorities, police, ambulance and universities who also shared our messages and content on their channels.
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#### *Measurement, evaluation and impact:*

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- Flu vaccine uptake increased (around 10%) across most key groups (see supporting information).
- Earned media coverage across the campaign with a potential reach of around 216m. This includes direct coverage from the campaign but also wider adoption of #DoYourBit by partners.
- A reach of 835,642 via partner and stakeholder channels (e.g. council resident magazines).

For TV and radio advertising we achieved

- 3m impressions across ITV hub, Sky and All 4
- A reach of 3.2m and impact of 31m across radio

Social media – organic/paid

- 11,050,055 impressions
- 338,315 engagements
- 1,645,982 film/animation views
- 24,993 link clicks

The campaign's success was also a result of strong working relationships across our region which were further strengthened during the pandemic. We continue to work together to gain further insights to adapt our campaign as we move to 'recovery' and tackle the issues important to the NHS now, and for our next winter.

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## Supporting Information

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*Additional supporting information (images, artwork, clippings and other media):*

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Provided

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*Campaign image (if entering individual/team awards, upload headshot/team photo here):*

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Provided

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*Company logo:*

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Provided

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*Please write a 30 word entry summary in the third person:*

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With a tough winter ahead and a pandemic, the NHS and partners in the North East and North Cumbria joined forces in a successful integrated campaign asking the public #DoYourBit

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