

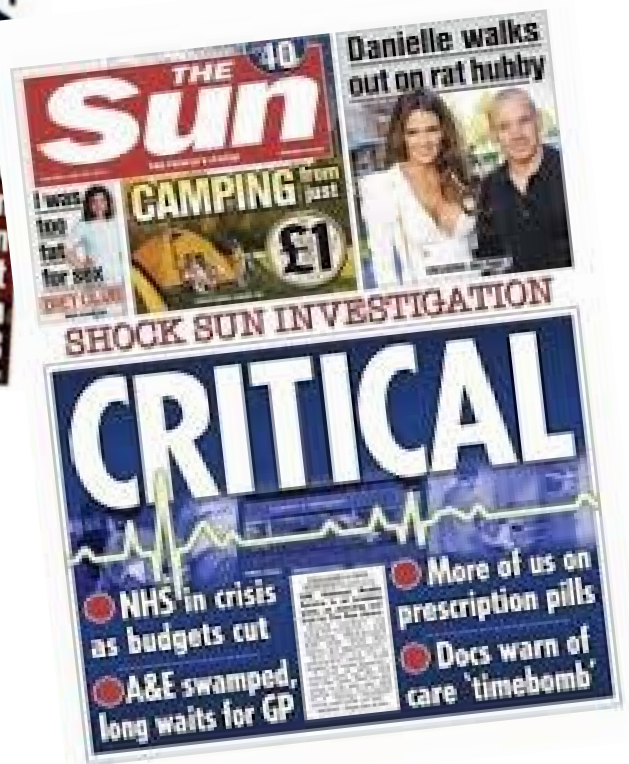


Basildon and Brentwood
Clinical Commissioning Group

Developing the CCG's winter communications plan

Patient workshop

NHS winter pressures....



Local winter pressures

Some of the issues at Basildon Hospital last winter:

- parents of under 5's bringing them to hospital to seek reassurance, high levels of paediatric traffic
- cold weather had an impact on respiratory conditions and the number of injuries from falls
- a big increase in people attending with mental health issues
- exacerbations in long-term conditions - people were, on the whole, very unwell by the time they got to hospital – could some of these visits have been prevented by seeking help earlier?
- ambulance service under extreme pressure - people not always calling appropriately
- a small number of people seeing A&E as a “one stop shop” for their health issue

What other factors could be driving people to A&E?

How can communications and engagement help with winter pressures?

- **Information about services** - produce and distribute information to help people to make good choices on which NHS services to use and when to use them
- **Supporting self-care** - help to ensure people are well informed about how to prevent and manage common health issues that can arise over winter
- **Support patient education** – work with health professionals to arm patients with knowledge on looking after their long-term conditions to prevent flare-ups or crises that end up with a hospital admission
- **Gathering feedback** - information from patients and the public can help the NHS respond better to the needs of patients and manage demand on services (**A&E survey this winter?**)

Discussion activity

What information do you think would be helpful for patients, and help to reduce pressure on services?

- Flu vaccinations?
- Information on different services?
- Patient education leaflets/booklets/events?

How best do we reach people?

- Leaflets and posters? In which locations?
- Videos/digital? Eg sound doctor
- Media?
- Paid advertising?
- Face to face activities?

Discussion activity

Where should we focus our resources?

- Where can we make the biggest impact to reduce pressure on services?

What role can health professionals and patient reps play to help inform and educate local people and patients over winter?

Budget? How much is reasonable?

- Examples of costs:
- Leaflet design c£200 - £400
- Printing c£500 for 10,000 copies
- Bus advertising c£1500 – 2500
- Newspaper ad, quarter page, c£500 – 800
- Newspaper wrap, £1500 - 3000
- Door to door leaflet distribution, c£20 per 1000
- Social media advertising £?
- Radio advertising £2 - 5000