

HEALTH AND WELLBEING BOARD: 20 JULY 2017

REPORT OF THE DIRECTOR OF HEALTH AND CARE INTEGRATION

HEALTH AND WELLBEING BOARD COMMUNICATIONS UPDATE

Purpose of report

1. The purpose of this report is to update the Health and Wellbeing Board on progress with the self-care communications campaign identified at the Board Development Session, in December 2016.

Link to the local Health and Care System

2. The self-care campaign will build on the existing work taking place across Leicestershire, including that of Leicestershire County Council's Public Health Department, Leicestershire Partnership Trust, Leicestershire and Rutland Sport and the Urgent Care and Prevention work streams of the Sustainability and Transformation Plan (STP).
3. The Leicestershire Health and Wellbeing Strategy for 2017-2022 outlines a vision to "improve health outcomes for the local population, manage future demand on services and create a strong and sustainable health and care system by making the best use of the available resources".
4. Furthermore, the outcomes identified by the Board relating to the promotion of self-care outline that:
 - The people of Leicestershire are enabled to take control of their own health and wellbeing
 - People plan ahead to stay healthy and age well, and older people feel they have a good quality of life
 - People give equal priority to their mental health and wellbeing and can access the right support throughout their life course
5. In addition to supporting the wellbeing of individuals and communities, self-care helps to reduce the demand on healthcare resources across Leicestershire.

Recommendation

6. The Health and Wellbeing Board is recommended:-
 - (a) To note the progress that has been made with the Leicestershire self-care communications campaign;
 - (b) To approve that the Leicestershire self-care campaign becomes a work stream of the Unified Prevention Board;

(c) To approve the proposed approach and strategy of the campaign.

Background

7. The Health and Wellbeing Board has a statutory duty to communicate and engage with the public, particularly in respect to the outcomes prioritised within the local Joint Health and Wellbeing Strategy.
8. In delivering the Joint Health and Wellbeing Strategy, one of the communications objectives is to inform and engage with local people about taking responsibility for their own health and wellbeing and achieve the best possible quality of life.
9. At the December 2016 Development Session, the Board identified the need for a more focused communications and engagement campaign relating to self-care.
10. Self-care covers many areas, but overall it is about an individual looking after themselves in a healthy way. It can include getting people to live healthier lives by quitting smoking, drinking sensibly or exercising more. The term is also used to cover taking medications, treating minor ailments and knowing when and how best to seek help.
11. Since the Board Development Session work has been completed to draft a communications campaign strategy, and identify options to build on existing areas of work.

Proposals/Options

12. The proposed objectives for the Leicestershire self-care communications campaign are:
 - To re-enforce national and local messages that focus on self-care themes throughout the calendar year.
 - To drive support and participation in self-care and self-care promotion amongst target audiences, as well as partners and stakeholders.
 - To encourage behaviour change through self-care actions, and increase awareness and understanding of healthcare navigation – reducing the impact on resources at a local and regional level.
13. The communications strategy will focus on three key areas:
 - Healthy living – including staying active, healthy eating, stopping smoking
 - Self-care options – awareness of local healthcare services – pharmacy, GP, walk-in centres, NHS choices and First Contact Plus.
 - Long term conditions – managing health conditions such as asthma and diabetes
14. Communications activity will be based around seasonal themes linked to NHS messages and planned national campaigns allowing flexibility to generate bespoke, responsive activity at a local level.

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| <p>Summer 2017 July / August</p> | <p>Outdoor activities - sprains, strains - treat your child at home or ask your pharmacist. Staying active over the summer – local leisure centre activities Worried about child illness? Check NHS Choices for instant advice. Where to go if you get ill this summer (pharmacy, GP, walk-in centre, NHS Choices, etc.) Barbecue and garden safety</p> |
| <p>Autumn 2017 Sept / Oct / Nov</p> | <p>Flu jab guidance Avoiding slips, trips and falls Reducing isolation and loneliness Staying active / Autumn walks Fireworks, bonfire safety</p> <p>Self-Care Week (13 – 19 Nov 2017)</p> |
| <p>Winter 2017-18 Dec / Jan / Feb</p> | <p>Treating coughs and colds – how your pharmacist can help Staying warm – Warm Homes Hygiene tips – food preparation, handwashing and advice on Noro Virus Beating the winter blues</p> |
| <p>Spring 2018 March / April / May</p> | <p>Spring clean? Treating allergies Lighter nights longer days - get active Gardening hazards Healthy eating</p> |

15. Key spokespeople for this campaign will be Mr Ernie White, Chairman of the Health and Wellbeing Board and Dr Andy Ker, Chairman of the Integration Executive. Other 'subject matter experts' will be fielded as appropriate from the Board's membership.

16. A range of communications tools will be used to deliver messages in a timely way. Audiences will be reached via established networks where possible, and communications messages will be mapped and planned as much as possible to avoid duplication or inconsistency of messages with other areas.

Resource Implications

17. Staffing resource will be required to design and deliver the communications. This will be managed and delivered from existing resource through the Unified Prevention Board.

Partners also working to support and share the promotion of self-care locally include:

- East Leicestershire & Rutland CCG

- West Leicestershire CCG
- District and Borough Councils
- Leicestershire Partnership NHS Trust (LPT)
- East Midlands Ambulances Services (EMAS)
- University Hospitals of Leicester (UHL)

Officer to Contact

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Relevant Impact Assessments

Equality and Human Rights Implications

18. An assessment of target audiences has been undertaken as part of this campaign, and our planned activity will ensure that groups and individuals are reached through communications.