## Update on Eye Care Scrutiny Recommendation

### Report of the Director of Public Health

<table>
<thead>
<tr>
<th>Open Report</th>
<th>For Information</th>
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<tr>
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<td><strong>Accountable Director:</strong> Matthew Cole, Director of Public Health</td>
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### Summary:

Health and social care marketing and communications for 2016-17 are being reviewed and rationalised, and the eye health communications plan will form part of that integrated strategy. The report outlines a proposal for a marketing and communications plan for eye health in 2016. The campaign could take place in September 2016 as National Eye Health Week runs from 19 – 25 September 2016. [http://www.visionmatters.org.uk/](http://www.visionmatters.org.uk/)

### Recommendation(s)

The HASSC is recommended to:

(i) Note the content of the communications report, and

(ii) Recommend, in line with the Eye Health scrutiny review, that eye health communications are put in place in the borough.

### Reason(s)

To support HASSC eye health scrutiny review recommendation 5 that the Health and Wellbeing Board oversees a local communication campaign undertaken by the Council’s Public Health Team emphasising the importance of having regular eye tests, whilst also delivering other important eye care messages as part of the future programme of public health campaigns.

### 1. Introduction and Background

1.1 The Health and Adult Services Select Committee (HASSC) undertook a scrutiny review on local eye care services in 2015, as members were concerned that the fear of having to pay a high cost for glasses was deterring local people from having regular eye tests, which could mean that many people were missing out on early diagnosis of eye diseases, such as diabetes and glaucoma.
As a result of the review, the HASSC made seven recommendations to make positive differences to the way eye care services are delivered and in turn, the eye health outcomes of local people, including a local eye health communication campaign

The Health and Wellbeing Board (HWB) agreed to these recommendations. This eye health campaign would be overseen by the HWB and undertaken by the Council’s Public Health team. It would emphasise the importance of having regular eye tests, whilst also delivering other important eye care messages as part of the future programme of public health campaigns.

2. Proposal and Issues

2.1 Aims & Objectives:
The aims and objectives of this campaign are to:
- Raise awareness of the importance of overall health to eye health,
- Raise awareness of the value of eye tests in detecting health issues, and
- Increase the number of residents attending regular eye tests.

2.2 Target Audience:
The key age group for targeted communications is 40 to 60 years of age, defined as ‘established adults’ within the borough’s Health and Wellbeing Strategy.

- Established adults
- Adults with learning disabilities
- LBBD and Elevate workforce – overall, 3,500 plus schools (number of LBBD residents within target group to be established)

Period of campaign
- Initial marketing could take place during the summer festivals, 2016
- The campaign could take place in September 2016 to tag on to National Eye Health Week which runs from 19 September – 25 September 2016
- Media from Monday 5 to Thurs 31 September 2016
- ‘Long shelf-life’ posters and social media linking to new web content throughout 2016.

3. Design Idea and Messaging:

3.1 Design:
- The artwork needs to be eye-catching, simple and fresh; an uncluttered design which is easy to read for maximum accessibility.
- The concept developed for a previous campaign aimed at adults with learning disabilities could be repurposed.

3.2 Key messages:
- Call to action: Take an eye test; it’s easy and free or low cost
• It’s not just about prescribing lenses; eye tests can help to identify health issues as well
• Healthy lifestyle choices are essential to maintaining healthy eyes

3.3 Events:
• Launch – photo call with lead councillors
• Have a presence at the Summer of festivals 2016
  Healthy Lifestyles team presence at events to include eye health campaign materials, signposting information and resources.

3.5 Partners and bodies:
Key partners who should be involved in any events and raising awareness across the borough:
• Health and Well Being Board
• Healthwatch
• CCG
• NE London Local Optometric Committee

3.4 Campaign (tools, activities & costs):
Costs will be met from the Public Health communications budget.

<table>
<thead>
<tr>
<th>Material and use</th>
<th>Quantity</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Photography (commissioned session)</td>
<td>1</td>
<td>300</td>
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<tr>
<td>Local media releases</td>
<td>2</td>
<td></td>
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<tr>
<td>One Borough newsletter content</td>
<td></td>
<td></td>
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<tr>
<td>Council poster sites - A2 posters (incl posting cost of £740)</td>
<td>110</td>
<td>950</td>
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<tr>
<td>A3 &amp; A4 posters – distributed throughout council, health partners and community Venues (with laminated copies for the council’s 2016 event programme)</td>
<td>300</td>
<td>200</td>
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<tr>
<td>A5 Flyers – as A3 and A4 posters (including supplies for the council’s 2016 events Programme)</td>
<td>20,000</td>
<td>TBC</td>
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<td>Pull-up banners - Reception areas BTH, CC, leisure centres, BLC &amp; Dagenham library</td>
<td>6</td>
<td>720</td>
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<td>Promotional merchandise (eg pens at 50p each, bags at £2.50 each, t-shirts at £6-15 each)</td>
<td>TBC</td>
<td>TBC</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>TBC</strong></td>
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4. Consultation

4.1 Evaluation

The main campaign evaluation will be done at the end of the campaign period, when any agreed measurements can be assessed.

However, figures need to be monitored on a regular basis, especially when an event or campaign push has taken place to see if this has had any real impact. If this can be monitored closely, it may be that some methods will be seen to be working better than others, and can then be repeated.

Evaluation can also be done in terms of overall awareness and understanding through the number of phone calls and visits encountered requesting more information.

Background Papers Used in the Preparation of the Report:

None.

List of appendices:

None.