

Where to go for urgent care

Communicating with local people

Barking and Dagenham Health Scrutiny Committee
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Presentation overview

- ✓ To update the committee on work to engage local people and communicate urgent care services - follows the public consultation on community urgent care services in 2018
- ✓ To brief the committee on the winter communications campaign and how this is being delivered by partners across north east London, including Barking and Dagenham.




Communications approach: urgent care


- Three diverse boroughs – communications and engagement planned to meet local needs as best we can
- Engagement and research – ongoing and essential to shape and inform our approach, messages and strategy
- Use of different formats and a range of channels including:
 - Printed materials and digital channels e.g. posters, display screens in GP practices
 - Increasing use of online channels (social media, NHS App)
 - Use of partners channels e.g. Council e-newsletters, OneBoroughLive
 - Advocacy and signposting through community and voluntary sector colleagues
 - Through the media.




Communications approach: urgent care

- 'Click or call before you come in' – aligns with new model of urgent care
 - Focus is on signposting people to local urgent care services
 - NHS 111
 - Pharmacy
 - GPs
 - GP access hubs
 - Walk-in services (e.g. Barking Community Hospital) – but this will be changing
 - Urgent Treatment Centres
 - Key messages (year-round)
 - Talk to your pharmacist or GP for urgent same-day help
 - Call NHS 111 for advice or a booked appointment
 - Same-day appointments for urgent care – but you can walk in and wait
 - Keep A&E clear for emergency and life-threatening issues.
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Ongoing engagement

- Extensive public engagement and research on local urgent care over the last four years
 - Includes major research study in 2016 (4,000 people)
 - Engagement work in 2017 and 2018 – working with Healthwatch and our Patient Engagement Forums
 - East London Citizens' Panel – surveys
 - Feedback continually shapes and inform our urgent care strategy and our communications and engagement approach
 - Next phase of engagement planned for early 2019 – but will be ongoing.
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Changes to services

- 14-week consultation on proposals for local urgent care services in 2018
 - Decision to commission a new model of care to simplify local urgent care services and to meet national requirements
 - New model will see:
 - Four Urgent Treatment Centres (at Queen's and King George hospitals, Harold Wood Polyclinic and Barking Community Hospital)
 - A further eight locations across BHR where patients can book same-day urgent appointments. These are yet to be finalised but discussions are underway
 - Patients encouraged to “click or call before you come in” – NHS 111 as a gateway to integrated urgent care.
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Changes to services, cont.

- Following the 2018 consultation, the CCGs committed to continuing to work with Healthwatch to develop a robust communications and engagement plan to support the changes
- Earlier this year, we commissioned Healthwatch to undertake research to:
 - Test local people's knowledge of NHS 111
 - Explore how they currently find out information about urgent care services
 - Seek their views on how best we can share information on local services
- We also asked for feedback on a range of existing communications materials. The findings will help inform our plans for communications and engagement ahead of upcoming changes to local community urgent care services
- Reports shared in early October and published online at:
www.barkingdagenhamccg.nhs.uk/Get-involved/consultations-and-engagement.htm



Who did we talk to?

Based on previous engagement, local demographics and available data about usage of current urgent care services, we were particularly keen to hear from specific groups of local people in all three boroughs.


The following priority research groups were identified:

- People from newly-arrived communities or more transient communities
- Parents of young children (especially those aged 0 to 5)
- Older people (those aged 65+)
- Young adults (15 to 25)


Borough	1:1 interviews	Focus groups	Total
Barking and Dagenham	105	38	143
Havering	139	56	195
Redbridge	146	133	279
Total	390	227	617



What did local people tell us?

- The vast majority of people who had used NHS 111 were positive about the service they received when they used the service
 - People who had used NHS 111 were aware that they now speak to medical professionals (doctors and nurses) as well as the trained advisors
 - The evidence showed that we need to continue to explain the difference between 'urgent care' and 'emergency care' to help people make the most appropriate choices
 - The research provided a positive case study of the impact on an engagement session with young people and their increased awareness of NHS 111 and likelihood of using the service.
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What did local people tell us?

- The feedback supported the use of a multi-format communications strategy, using a mix of digital, print and increased face-to-face opportunities (including health professionals speaking to community groups)
 - Need to consider communications with people who are unable to speak English, including improving awareness of the translation offer made to people when they do call NHS 111.
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- Three thick, curved lines in red, yellow, and green, sweeping across the bottom of the slide from left to right.


Testing existing materials

Participants were asked to look at:

- An NHS 111 poster (national campaign material)
- A poster from a neighbouring borough explaining changes to a walk-in service
- An information leaflet that provides parents of young children with advice and signposting information
- Films promoting NHS 111




Key recommendations


1. Ensure we explain exactly what NHS 111 (and other urgent care services) can offer. Make sure the messages are simple and accurate
 2. GPs and other health professionals can play a significant role in our communications and engagement work
 3. When preparing for changes to urgent care services, it's important to share information well ahead of the change to make sure people are aware in advance
 4. Use NHS staff (nurses and doctors) in communications materials, whether print, digital or film format. Where possible, use local people
 5. Aim to reflect the diversity of our community in the communications materials.
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Summary

Useful but mixed feedback on existing communications materials which will inform our communications approach going forward, including:

- Need to simplify key messages e.g. focus on promoting NHS 111, refer to shorter waiting times
 - What information is seen as most important e.g. contact number, locations
 - Be clear on what services offer to help people understand when and how they can access them
 - GPs and other healthcare professionals are key to engaging with local people – whether through screens or notice boards at practices
 - Use of images of people (professionals or patients) is important, and using local people is viewed as likely to be more effective than generic images.
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Next steps


- Ongoing messages and communications shaped by feedback where possible
 - Operational focus on procurement work for the four Urgent Treatment Centres and on winter preparation
 - Plan being developed for engagement and communications work from January 2020 ahead of launch of new UTC services at end of June 2020
 - Timeline for changes to the urgent care services at Loxford Polyclinic and South Hornchurch Health Centre not yet confirmed
 - Plans for testing language and materials with Healthwatch, local people and stakeholders.
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Winter communications

All local health and social care partners in north east London (NEL), including local authority public health and social care teams, are supporting the national winter communications campaign.

Joint communications and engagement plan in place to deliver a set of key messages and materials across NEL. Follows national campaign timeline and uses wide range of channels and networks.

Key objectives

1. To extend the reach of national campaigns
 2. To support the flu vaccination programme
 3. To use appropriate national awareness days/weeks throughout the winter period
 4. To promote the steps taken locally to mitigate against a winter crisis.
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Winter campaigns



Barking and Dagenham,
Havering and Redbridge
Clinical Commissioning Groups

Flu

**HELP US
HELP YOU**

NHS 111

Winter Response

GP Access

Pharmacy

**HELP US
HELP YOU**
KNOW WHAT TO DO

**HELP US
HELP YOU**
BEFORE IT GETS WORSE

**HELP US
HELP YOU**
WHEN YOU NEED IT

**HELP US
HELP YOU**
GET IT SEEN TO



Key audiences

**HELP US
 HELP YOU**

KNOW WHAT TO DO

Contact NHS 111 when you have an urgent, but non-life-threatening medical need – either over the phone or online



All adults 16+

Adults 20 - 29

**HELP US
 HELP YOU**

BEFORE IT GETS WORSE

At the first signs of a 'winter illness', speak to your pharmacist and follow the actions from the NHS to stay well this winter



65+

16 – 64 with long-term health conditions

Care home residents and staff

**HELP US
 HELP YOU**

WHEN YOU NEED IT

There are appointments available with GPs, nurses and other health care professionals outside of working hours



All adults 16+ (esp. 20 – 40 working self-employed)

Flu



Over 65s and those with LTCs

Parents of children aged 2-11

Frontline staff

**HELP US
 HELP YOU**

GET IT SEEN TO

Visit your community pharmacy for clinical advice, support and self-care information



All adults 16+

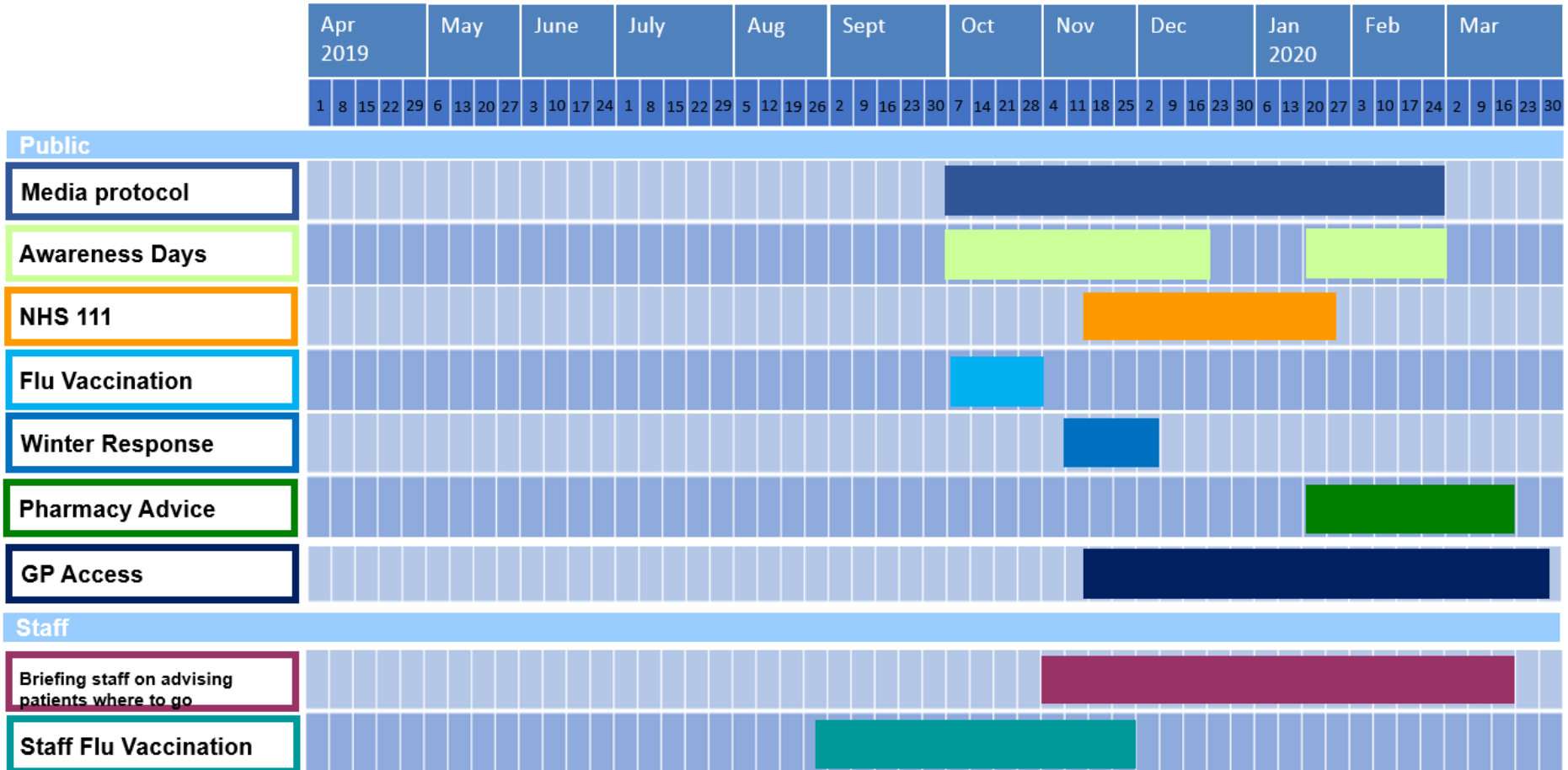
Parents of children aged 2-11




Campaign plan




Barking and Dagenham,
 Havering and Redbridge
 Clinical Commissioning Groups



Targeted work in BHR

- Public health lead on flu campaign, but being supported by all partners through a range of channels to encourage eligible patients (and staff) to get their free flu jab
 - Use of short films – being shared with all partners to use through social media and online sources (including display screens in GP practices)
 - Focus on children and young people due to current high attendances at A&E
 - NHS developing targeted messages and printed materials e.g. parent's guide to childhood illness
 - Working with Councils and community groups to cascade to parents
 - Use of targeted messages via social media (Facebook).
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Looking forward

- CCGs across NEL working more closely on patient engagement and exploring how best to involve Healthwatch and other community and voluntary sector organisations
 - NHS and Council partners in BHR looking at working together on engagement – sharing resources and learning, and coordinating activity
 - Work underway across NEL to explore what will drive changes in people's behavior in terms of urgent care and how we can use this learning to inform communications and engagement work
 - Will look at how we reach those who don't traditionally engage with the NHS or with Councils and what the barriers are e.g. language, online access, awareness and understanding.
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Any questions?

