

Winter Communications 2019 – Phase 2

Introduction

Presentation at our Accident and Emergency department continues to fluctuate. This year has seen record breaking attendances, resulting in increased pressure on our urgent care services.

Whilst communications supporting our primary care offer are ongoing, and have taken an 'always on/drip feed' approach, *considered* longer term planning is a key component to support 2019 communications.

With our A&E being busier than ever in 2019 it has been critical to understand the motivation and characteristics of attendances with low-level problems and the reasons why A&E has been chosen over any over any community provision.

Insight to enable us to develop and underpin our communications has been sought, and continues to inform our strategy in a fluid and reactive response (in some cases). Analysis of recent data was presented to the Urgent and Emergency Care (UEC) board, with key findings and suggested recommendations.

This brief Winter Communications implementation plan is owned by the UEC Communications Delivery Team and has been developed to inform our imminent approach to the second phase of Winter 2019 communication planning.

Insight in brief

Sample size of 227:

Duration: 2 week period over identified high footfall times.

Pre Autumn engagement

Attendance:

40% deemed A&E to be the most appropriate place to be, presenting with a fall, sprain or suspected break/fracture.

Demographics:

32% of those attending A&E were aged 25-44yrs

25% of attendance was from out of area (Leigh, Atherton, Walkden and Tyldesley)

BL1 and **BL3** were areas identified as having the most attendances

NHS Provision

70% were aware that a pharmacy could help with advice for self-care and minor ailments

60% were unsure of the same day assessment for Under 12s

26% acknowledged the GP Out-of-hours service as an alternative urgent NHS service that could have been accessed.

0 % referenced 'Extended Hours' offer.

From the evaluation of the above data, previous targeted research and a very recent deep dive (w/c 4.10.19) - following a continued influx in paediatric urgent care - it is evident that people are still unsure of what alternative NHS options are available and still default to our Accident and Emergency department even when they could be treated more quickly elsewhere.

2019 approach

Our 2019 communication plan will implement an integrated approach, using traditional and digital media to target and inform our patients and public. At the same time, we will engage our key partners and stakeholders with communications for sharing on social media.

Our campaign creative will be underpinned by our 'A&E – Know when to go' brand and target 2 specific messages as our primary objective, namely:

- **The promotion of the extended hours offer**
- **The promotion of U12s same day assessment**

Secondary objective

Promotion and continued narrative of 'Where to go, when to go'.

A large focus of our Winter campaign phase 2 roll-out is to raise awareness where we have perceived communication gaps. In addition, we will be supporting with supplementary information around; GP/Pharmacy opening times and Mental Health provision available over the Christmas break.

Our overall approach to phase 2 will utilise multiple channels, including:

- Boosted social posts to targeted profiles – BL1, BL3 and BL4 (6 week campaign)
- Printed media in Bolton News and Asian Image (adverts to advertise Xmas opening times and Mental Health provision)
- Outdoor media – Large digital 6 sheet on main arterial route (Bridgeman Place/Manchester Road) into Bolton for 6 weeks
- Targeted engagement on the appointment of our Engagement Specialist (mid Dec)

In addition to the above:

- Social Media toolkit for partners to utilise

To date all information had been gathered with assistance from The Primary Care and Urgent Care Team.



Bolton

Clinical Commissioning Group