

Case Study: Winter Self Care Patient Campaign - Keep Calm

NECS Communications & Engagement Team developed, managed and delivered a major multi-channel patient care publicity campaign to reduce the winter pressures on GPs and hospitals.



The challenge

North Tyneside CCG realised that many people might not know about how to deal with the common winter ailments, and thought there was a need to inform patients about how they could help themselves. This resulted in an idea for a winter campaign focusing on how people could look after themselves when dealing with minor winter ailments. The focus of the concept was to communicate common sense advice that would help patients both proactively and actively manage common winter ailments.

The CCG recognised that a self-help campaign would both support patients and potentially ease the winter pressures on GP surgeries. However, the members of the Patient Forum and the CCG recognised the need for professional support and engaged NECS Communications and Engagement Team.

The tasks

The NECS Communications and Engagement Team were required to work alongside the Patient Forum and the CCG to scope the requirements of the project and subsequently manage its development and delivery.

To reach a large proportion of the regional population with a 6 week Self Care campaign designed to minimise the need for GP appointments for minor illness. In doing so free up capacity to deal with patients with more complex health issues within the whole of the NHS health system.

The execution

The NECS communications and engagement specialists worked with the Patient Forum and the GPs to shape the key messages, design and delivery of a fully integrated marketing campaign.

The team then followed through with the development design and delivery across multiple channels. These included advertising, printed literature, PR, social media and events, with a 'Pop-Up Pharmacy' in the biggest shopping centre in the region.

Members of the Patients Form also supported the regional campaign launch by taking part in interview and publicity photographs while actively supporting the campaign across the whole of North Tyneside.

The results

Dedicated market research with 3,000 respondents was used to evaluate the campaign. Highlights from this research include:

- 48% of those surveyed recalled the campaign
- From the people who recalled the campaign 9/10 understood the campaign and 24% would change their behaviour
- Of the people who were surveyed who didn't recall the campaign, once prompted 97% understood the campaign and 41% said that it could change their behaviour

Independent research identified the reach of the campaign to be over 760,000 though local press and 617,000 through social media.

The leader of the CCG Patient Forum self-care group, **Liz Brittlebank, Practice Manager at Wellspring Medical Practice** in Killingworth expressed her satisfaction with the result:



The group is really delighted with how the campaign has turned out – we've had such fantastic support from the NECS communications staff who have helped us make our ideas work in such a professional manner. We are all really proud to see the campaign on the TV and everywhere across the region.

We know that a campaign developed for patients by patients will really help GP practices as well as A&E and ambulance services. We are urging people to take the time to Keep Calm – and think about what they can do to help themselves first.



For further details of how our Communications & Engagement Team can help you, please contact: Mary Bewley Email: mary.bewley1@nhs.net Tel: 0191 3744171

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