



**Integrated
Care System**
Shropshire, Telford and Wrekin



**Shropshire, Telford
and Wrekin**

Think Which Service?

Campaign Overview

February 2023

Introduction

- This overview has been designed for both internal and external use within all partners and organisations across the Shropshire, Telford and Wrekin Integrated Care System.
- A full package of all visual and audio assets is available on our website, hosted at <https://www.shropshiretelfordandwrekin.nhs.uk/get-involved/campaigns-and-toolkits/>
- Partners and local organisations are invited to support NHS Shropshire, Telford and Wrekin with this campaign by utilising the assets, and consulting this guide to ensure messaging is consistent.



Campaign Aims & Objectives



The aim of the ‘Think which service?’ campaign will be to empower the citizens of Shropshire, Telford and Wrekin to keep well this year and choose the right part of the health and care system to receive quicker treatment for urgent medical concerns.



This campaign will aim to change behaviour across multiple audiences, taking an insight led approach. This means we cannot do a “one size fits all” approach, and will focus on delivering targeted messaging to specific geographies, based on Primary Care patient data insight.



The campaign sits across four key pillars

Pillar 1

Improve awareness and usage of Pharmacists (informed by recent insight research)

Drive awareness of the wide range of advice and treatment offered by Pharmacists, whilst highlighting the speed in which you can be seen

Pillar 2

Reduce demand for A&E (informed by insight)

Drive awareness of when to use A&E, alternatives to A&E (NHS 111 and MIU) and highlight everyone's part in making our system run well this winter

Pillar 3

Reducing the spread of infectious respiratory disease (e.g. covid and flu)

Drive awareness and need of minimising the spread of respiratory disease and actions they can take to minimise the risk (e.g. get vaccinated, wear a mask in public places)

Pillar 4

Self Care

Drive awareness of how to keep yourself, your family, and neighbours healthy this winter by doing all you can to stay healthier

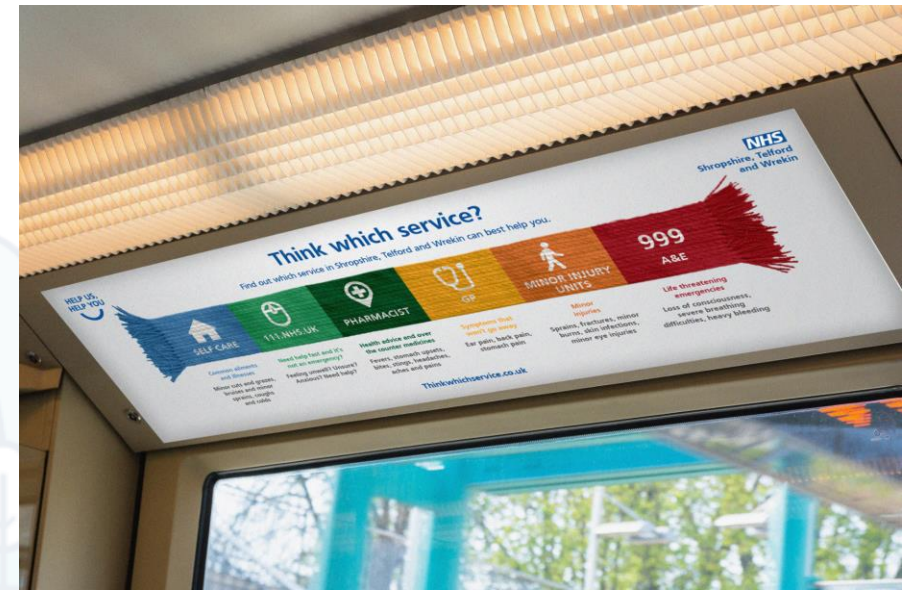
Key messages

Pillar	Purpose	Key Headline Messages	Key Benefits for the individual	Key Benefits for the NHS
Improve awareness and usage of Pharmacists	Drive awareness of the expertise and wide range of advice and treatment offered by Pharmacists, whilst highlighting the speed in which you can be seen	<ul style="list-style-type: none"> - Community pharmacists are highly qualified healthcare professionals who are able to offer clinical advice or over the counter medicines to treat minor health problems - Pharmacies are often in local neighbourhood locations, close to the people when they need it, with extended opening hours - Significantly quicker to be seen than at A&E or your GP Practice 	<ul style="list-style-type: none"> - Get seen quicker, at a more convenient location for you without the need for an appointment 	<ul style="list-style-type: none"> - Reduced pressure on A&E - Enables A&E to prioritise more serious emergencies, and save lives - Frees up GP time by reducing the need for them to deal with minor ailments
Reduce demand for A&E	Drive awareness of when to use A&E, alternatives to A&E (NHS 111 online, pharmacy and MIUs) and highlight everyone's part in making our system run well this winter	<ul style="list-style-type: none"> - Consult NHS 111 online before deciding where to attend for urgent but non-life threatening healthcare needs - Urgent healthcare problems do not always need to be seen by A&E - Think NHS online, MIUs and pharmacies before visiting you're A&E if it is not a medical emergency. 	<ul style="list-style-type: none"> - Save your time, we can tell you the best place for you to go - No waiting time for NHS111 online 	<ul style="list-style-type: none"> - Get clinical needs seen to be the right person at the right time in the first place - Deflect A&E pressures, by avoiding A&E being the default place to go - 111 telephone wait times are stretched, deflect demand to online services
Reducing the spread of infectious respiratory disease (e.g. covid and flu)	Drive awareness and need of minimising the spread of respiratory disease this winter and actions they can take to minimise the risk (e.g. get vaccinated, wear a mask in public places)	<ul style="list-style-type: none"> - Getting your flu and COVID vaccines are two of the most important things you can do to keep yourself and others around you safe this winter - COVID-19 is still with us and people can still become very ill. Having your booster will ensure you continue to have the best protection against Coronavirus through the winter months - While flu is unpleasant for most people it can be very dangerous and even life threatening for some, particularly people with certain health conditions 	<ul style="list-style-type: none"> - The COVID-19 and flu vaccines are safe and effective - The COVID-19 vaccines provide strong protection against COVID-19 and reduce the change of serious illness, hospitalisation or death during the winter months - It's more important than ever to get the flu vaccine as fewer people will have built up natural immunity to it during the COVID-19 pandemic. 	<ul style="list-style-type: none"> - Help protect the NHS from being overwhelmed. - Reduced demand on acute hospital bed space from COVID-19 patients - Help ensure care homes have less outbreaks and can accept patients discharging from hospital - Reduced demand on other parts of the healthcare system from more mild respiratory diseases
Self Care	Drive awareness of how to keep yourself, your family, and neighbours healthy this winter by doing all you can to stay healthier	<ul style="list-style-type: none"> - Engage and empower people to better look after their own health - Look after yourself, your family and your neighbours - Stock up on self-care essentials (OTC medicines, at pharmacies and supermarkets, help relieve many common symptoms of illness) 	<ul style="list-style-type: none"> - Taking small proactive steps to improve health now can avoid longer term conditions - A well stocked medicine cabinet means you have the medication you need when you need it 	<ul style="list-style-type: none"> - Reduced future need to treat longer term conditions and increased co-morbidities. Keeps people out of the healthcare system. - Enhanced community support lowers demand on other parts of the healthcare system, particularly for vulnerable residents.



Paid for activity

- Paid for activity runs between the 30th January and the end of March 2023. Full schedule is available at the end of this pack.
- This includes:
 - **Out of Home Advertising** – 140 locations across Shropshire, Telford and Wrekin, including 100 bus interior panels, 15 bus rear panels, and 25 ‘digital 6 sheets’ (aka shopping centre rotating displays etc)
 - **Digital Audio** – 100,000 impressions through DAX Audio Streaming, across a range of popular digital radio and podcast channels
 - **Targeted social media** – activity live targeted at the demographics and geographies that we know drive a disproportionate amount of activity within our urgent and emergency care facilities.
 - **Podcast** – details **TBC**



Campaign materials

- All campaign materials are available on our Campaigns and Toolkits webpage. Click [here](#) to access these resources



Campaign Timeline

Tasks	30/01	06/02	13/02	20/02	27/02	06/03	13/03	20/03	27/03	03/04	10/04	17/04
Social Media - Targeted social media activity, with relevant and relatable messaging geographically boosted using primary care data sources												
Digital Audio - DAX digital audio, with a commitment of 100,000 impressions over the campaign period												
Out of Home Media - Prominent advertising space procured across high footfall and visible sites across STW												
Targeted Mail Drop - Campaign Messaging distributed directly to households identified as key demographics												
Podcast - A four part podcast series, using a notable host and local figureheads to have a broader discussion around the campaign pillars												
PR & Media Engagement - Ongoing engagement with key local stakeholders to maximise reach of the messaging												
Evaluation - Full programme evaluation, utilising quant and qual data sources to understand reach and impact												

