



Be Ready for Winter 2014/15

Communications Plan



‘Be Ready for Winter’ communications plan combines a number of key campaigns into one creating overarching support for greater engagement.

- Timeline for all key messages
- Visuals to accompany these messages
- Methods of communication to key target audiences
- Investment in paid for communication methods to provide a greater engagement should in turn relieve pressure on the hospital system over the winter period.

Key messages



- Norovirus
October 2014 to June
2015

- ‘Don’t forget it’s a bank
holiday’

Agreed messaging for all local
public holidays throughout
2014/15

Norovirus: the winter vomiting bug

If you catch it, stay at home for at least
48 hours after the symptoms stop.

If you develop gastrointestinal symptoms
you must go home without delay and
contact the Occupational Health Service

You must stay away from work until you
have had 48 hours clear of all
gastrointestinal symptoms, including
abdominal pain or nausea, and contact the
OHS before returning to work.



- Be aware of e-mail updates on
Norovirus
- Consider actions you can take in your
area to support affected areas
elsewhere
- Comply with Standard Infection
Control Precautions.
- Comply with Dress Code/Uniform
Policy
- Be extra vigilant for early signs of
staff or patients with symptoms and
take rapid action to isolate/quarantine
and communicate with the infection
control team.



Key messages to be included in the Be ready for Winter Plan 2014/15



- Seasonal flu
October to December
- Childhood Flu
programme
September to December
- Staff Flu programme
October to December



HELP SAVE A LIFE!
 **Staff Flu Programme 2014**

Don't Put Yourself & Patients at Risk...

Local Flu Vaccinators are available this year in Clinical Areas

Click here for Clinic Times, Locations and further information

Key messages

• Know Where to turn to when you are ill

**CUTS AND
MINOR BURNS?
SPRAINS?
NOT SURE IF
YOU HAVE A
BROKEN BONE?**



TURN TO YOUR MINOR INJURIES UNIT

**SUSPECTED STROKE
OR HEART ATTACK
SERIOUS ILLNESS OR
INJURY?**



**TURN TO 999 OR YOUR
NEAREST ACCIDENT &
EMERGENCY DEPARTMENT**

**TOO ILL TO
WAIT UNTIL
YOUR GP
SURGERY
IS OPEN?**



TURN TO YOUR NHS OUT OF HOURS SERVICE

**HANGOVER?
GRAZED KNEE?
SORE THROAT?
COUGHS AND
COLDS?**



TURN TO SELF CARE

**COUGHS AND COLDS?
INDIGESTION?
CONSTIPATION?
ACHES AND PAINS?**



TURN TO YOUR PHARMACIST

**VOMITING?
EAR PAIN?
SORE BELLY?
BACKACHE?**



TURN TO YOUR GP

National Messages from NHS 24

Be Health wise this winter (*awaiting toolkit*)

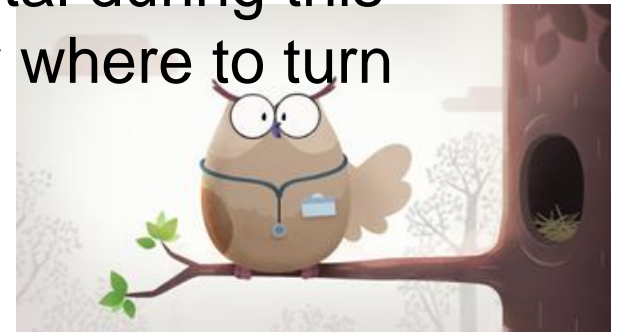


- Restock
- Repeat prescriptions
- Check opening times for GP and Pharmacy

Here is our opportunity to localise these national messages our own messages.



- Restock- what you might need.
- Repeat prescriptions- order what you need. Review your repeat prescriptions in plenty time. (link to medicine waste)
- Check opening times for GP and Pharmacy- Likely to be closed for 4 days over Xmas and 4 days at New year. (challenging pressures on the hospital during this period, more important than ever to know where to turn to when you are ill)



Methods of communications for public audience



- Plasma screens in BGH
- Public website
- Facebook/Twitter – 'share' 'retweet'
- Press releases
- Radio Action week- Know where to turn to
- Radio Ad campaign- Be ready for winter from NHS Borders
- SB Connect magazine



Methods of Communication for NHS Borders and SBC staff



NHS Borders Staff

Plasma screens in BGH

Staff Update

Corporate and Team Brief

Staff intranet



SBC Staff

Share messages with SBC communications to disseminate to all their staff.

Radio campaign



Last year we ran 2 radio scripts,
one pre xmas and one post xmas. Both 40 seconds.

Recommendation for 2014/15 is again 2 messages: but only a
30 second advert directly from NHS Borders.

- 117 commercials over 13 weeks.
- It will reach approximately 73,200 adults who will each hear the commercial on average 8.4 times.
- Investment to run Radio Borders Adverts from 1st December for 13 weeks. (end of February 2015) will be £1335 plus VAT = £1740



Radio scripts



Radio Action Week



Know where to turn to when ill

- Recommend this is run w/c 24 November
- Presenter led interview
- 5 spokespeople from NHS Borders
- 1 key message per day
- Investment for this action week would be £300 plus VAT =£360



Know where to turn to Radio Action Week scripts



Day 1 – The Emergency Department (Dr Jacques Kerr)

Question 1: When should someone dial 999 or turn up at their Emergency Department?

- *People with serious injury or illness such as suspected heart attacks, strokes or broken bones should dial 999 immediately or be brought along to ED.*

Question 2: Why is it so important that only people with serious illness or injury turn up at ED?

- *If the emergency Department is seeing a lot of patients whose treatment can be more appropriately provided elsewhere then the patients who really need the treatment provided by the department can end up waiting longer.*

Question 3: Where else can patients turn to for treatment?

- There are a number of options depending on what you think is wrong with you, if you're ill during the day time and have an illness or injury that just won't go away then you should go to your GP, out of hours you should contact NHS 24 on 111. If you have a minor ailment such as a cold then your local Pharmacist can provide expert advice on what you can do.
- For further information visit www.nhsborders.scot.nhs.uk or www.nhsinform.co.uk

Question 4: Any final advice for this winter?

- *Keep Safe This Winter. Keep yourself warm, take good care of you and your family. Keep a well stocked medicine cabinet. Be extra mindful for children and frail people.*
- *Ask your pharmacist for expert advice. See your GP if you need to – open except for the two days at Christmas and new year.*
- *And please save our emergency department at the BGH for only emergencies only.*

Know where to turn to Radio Action Week scripts



Day 2 – Your GP Practice (Dr Jonathan Kirk or Dr Sheena MacDonald)

Question 1: When should I go to my GP Practice

- *If you have an illness or injury that just won't go away such as ear pain, sore belly or backache then you should contact your local GP.*

Question 2: What should I do if my local GP Practice is closed?

- *If your local Practice is closed then you should contact NHS 24 by calling 111 and they will advise you what to do.*

Question 3: When is my GP Practice open?

- *Your local practice will be open Monday to Friday 8am – 6pm throughout the Winter except for December the 25th and 26th and January the 1st and 2nd.*

Question 4: Any final advice for this winter?

- *Keep Safe This Winter. Keep yourself warm, take good care of you and your family. Keep a well stocked medicine cabinet. Be extra mindful for children and frail people.*
- *Ask your pharmacist for expert advice. See your GP if you need to – open except for the two days at Christmas and new year.*
- *And please save our emergency department at the BGH for only emergencies only*

Know where to turn to Radio Action Week scripts



Day 3 – Your Local Pharmacist (Alison Wilson)

Question 1: If I have a cough or cold or other winter illness should I go to my GP?

- *If your cough or cold is persistent and won't go away then you should make an appointment with your GP, if not then you can get expert advice and help with your medicines from your local pharmacist who sells a range of over the counter medicines to treat minor ailments such as cold, coughs, aches and pains. Your Pharmacist will assess you and you may be eligible to get this medicine free of charge under the minor ailment service.*

Question 2: If my GP is closed or I can't get there, what should I do?

- *If you run out of your regular medicines and can't obtain a prescription from your GP, your pharmacist may be able to dispense an urgent repeat prescription. Ask your Pharmacist about this the next time you are in.*

Question 3: When will my Pharmacy be open?

- *Pharmacies are generally open Monday to Saturday and if you have questions about medication (prescribed or purchased) the pharmacist can answer them either in the Pharmacy or over the phone. Check www.nhsborders.scot.nhs.uk or information on when your Pharmacy will be open over the festive period.*

Question 4: Any final advice for this winter?

- *Keep Safe This Winter. Keep yourself warm, take good care of you and your family. Keep a well stocked medicine cabinet. Be extra mindful for children and frail people.*
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Know where to turn to Radio Action Week scripts



Day 4 – Protecting Yourself from the Flu (Chris Faldon or Dr Tim Patterson)

Question 1 – How do I know if I have the Flu?

- *Flu is a virus which is much worse than a heavy cold, Symptoms of the flu include headaches, high fever and shivers, coughs, sore throats and aching muscles and joints.*

Question 2 – How can I protect myself from getting the Flu?

- *Getting vaccinated against the Flu is the best protection you can get, vaccines are free to a number of groups of people classified as at-risk. These include; people over 65 years, people with conditions such as chronic heart or chest complaints, diabetes or any serious medical condition, pregnant woman and Healthcare workers.*

Question 3 – What is the best thing to do if I have the Flu?

- *There is no cure for the Flu, all you can do is treat your symptoms while your body fights off the virus. You should:*
- *Stay at home and rest especially while you have a fever*
- *Stop smoking and avoid smoke from others*
- *Drink plenty of fluids like water, fruit juices and clear soups*
- *Don't drink alcohol*
- *If you have a flu or diarrhoea like illness please try to stay away from the hospital and other Health Board premises and remember regular, simple hand washing is the best way to protect yourself and family from infectious diseases. If your symptoms persist or you are worried then please phone your GP or NHS 24 on 111.*
- *If you live alone tell a friend or neighbour you are ill so they can check on you, bring you food and do any essential food shopping.*

Question 4: Any final advice for this winter?

- *Keep Safe This Winter. Keep yourself warm, take good care of you and your family. Keep a well stocked medicine cabinet. Be extra mindful for children and frail people.*
- *Ask your pharmacist for expert advice. See your GP if you need to – open except for the two days at Christmas and new year.*
- *And please save our emergency department at the BGH for only emergencies only*

Know where to turn to Radio Action Week scripts



Day 5 – Summary (Dr Sheena MacDonald)

Question 1: Where can I get advice on the best place to go for treatment?

- *If you are unsure where you should go you should contact NHS 24 by calling 111, alternatively you can go to www.nhsborders.scot.nhs.u.or or www.nhsinform.co.uk*

Question 2: What can I do to better prepare myself for the winter period.

- Check the content of your medicine cabinet, and restock with remedies that can be used to treat common winter illnesses.
- If you take regular medication make sure you order what you need to cover the festive holiday period and weekends and make sure you don't run out. Please don't stock pile.

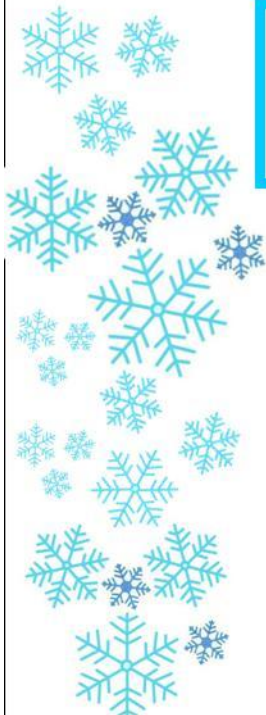
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Additional tools for redirection in time for winter



Pharmacy leaflet- Investment would be approx £300



NHS Borders asks you to be ready this winter



Don't forget your GP Practice and Local Pharmacy are likely to be closed over Christmas and New Year.

Make sure you have the repeat prescriptions that you need.

Use your Pharmacy when your GP surgery is closed, when possible.

Restock your winter medicine cabinet.

And remember to keep A&E for emergencies only.

Investment for 2014/15 Winter Planning Communications



Pharmacy leaflets	£300
Radio 13 week ad campaign (particularly heavy over Christmas and New year)	£1740 inc VAT
Radio Action Week	£360 inc VAT
Total Investment	<u>£2400</u>