

REPORT ON NHS SUMMER MESSAGING

CALDERDALE AND KIRKLEES

2022

Introduction

Building on the success of Winter Messaging 2021/22 across Calderdale and Kirklees, Calderdale and Huddersfield Urgent and Emergency Care Board sought support from the Voluntary, Community and Social Enterprise Sector (VCSE) to communicate important summer messages to target groups across the Calderdale and Huddersfield Foundation Trust (CHFT) hospital footprint .

The NHS frontline is always under considerable pressure over the winter period as demand for services tends to increase significantly with the onset of cold weather and flu. However, in recent years this pressure has been building not just at winter but throughout the year. With the arrival of sunny days, warm weather, and more outdoor activities, the risk of heat exhaustion, sunburn, allergies, and other seasonal health risks that may affect our health increases.

Through the Together We Can Campaign and advising people of simple precautions, we can minimise or prevent a number of health risks, making summer safer and more enjoyable. The promotion of self-care and preventative actions will support people to make the best decisions about their own health and safety and support those providing health services to them.

The target groups they wanted the VCSE sector to engage with were:

- Parents of children under 12 years, particularly those aged 0 – 5 years
- People aged under 40 with minor health conditions
- More vulnerable adults and their families/carers/friends. Particularly those with long-term conditions or underlying health problems such as COPD (Chronic Obstructive Pulmonary Disease).

Following the success of Winter Messaging, the VCSE sector was asked to develop innovative ways of engaging with individuals and/or groups with the aim of increasing their knowledge, promoting good health, and encouraging correct use of NHS services.

Along with a comprehensive range of digital and hard copy Together We Can materials, VAC developed a Summer Messaging flyer to support the campaign.

The opportunity was communicated to [Engagement Champions](#) (ECs) and [Community Voices](#) (CVs) in May 2022 and concluded at the end of August

2022. ECs and CVs received a payment for each initiative and provided a briefing on the engagement vehicle to be used, the target groups it was aimed at and the number of people this was likely to reach. In view of the open brief, payment was agreed according to engagement methods suggested by ECs and CVs.

Supporting Materials

Together We can

Printed and electronic Together We Can leaflets, and messaging were available.

[Together We Can - NHS Kirklees Clinical Commissioning Group \(kirkleesccg.nhs.uk\)](https://www.kirkleesccg.nhs.uk/)
[Together We Can Resources - NHS Calderdale Clinical Commissioning Group \(CCG\) \(calderdaleccg.nhs.uk\)](https://www.calderdaleccg.nhs.uk/)

These included:

- A toolkit for partners describing the materials
- A PowerPoint slide deck template partners can customise
- Social graphics and suggested posts
- Poster- A4 and A3. Printed copies available.
- Folded leaflet- available in English, Urdu and Gujarati.
- Additional online materials are available to support the campaign and can be accessed through the West Yorkshire Health and Care Partnership website:

<https://www.wypartnership.co.uk/our-priorities/urgent-and-emergency-care/help-us-help-you-get-right-place-first-time/together-we-can>

This includes videos from health and care professionals and members of the public. It also contains fliers, a BSL (British Sign Language) video, an audio description version and posters in Arabic and Polish.

Summer Messaging

A summer specific flyer/leaflet was produced by VAC setting out the key summer messages along with tips and advice for staying healthy this summer. This flyer was also available in Urdu and Gujarati.

A number of resources for social media were also be developed for use by ECs & CVs to support delivering the messages to their communities.

The summer messaging campaign was also supported by branded awareness giveaways. Recipients of Together We Can **branded water bottles** welcomed the opportunity to show their support for 'Together We Can – Stay Healthy' and were able to spread awareness of this important health campaign by simply using the bottles.

Copies of the core materials can be found at Appendix 1.

Project Implementation

- Stage 1: A communication was sent out to all ECs and CVs in May explaining the scope and purpose of the project and inviting them to attend an online briefing session. Sessions took place on 31st May and 7th June and included a presentation delivered by Tamsin Woodhead (Quality and Engagement Team Lead, VAC) and Jayne O'Connell (Partnerships & Programmes Manager, VAC).

Seven Community Voices/Engagement Champions attended. A copy of the briefing presentation is included at Appendix 2. Following the briefing, ECs and CVs were asked to submit their proposals by 17th June.

Stage 2: ECs and CVs who expressed an interest, gave VAC details of groups and numbers they could reach. Following initial submissions, a series of 1:1 meetings were held with ECs and CVs who were interested in taking part in the project, to talk through their proposals and agree the scope of work. VAC was successful in gaining the commitment of ECs and CVs across the CHFT footprint and range of target groups.

Stage 3: VAC approved six initiatives across Kirklees and Calderdale and set timescales for the completion of each piece of work.

Advancement of Community Empowerment (ACE)	Engagement Champion/Community Voice
Disability Partnership Calderdale	Engagement Champion
Healthy Living Partnership Calderdale	Engagement Champion
Locorum	Community Voice
Invictus Wellbeing	Engagement Champion
Shaping Care in Kirklees	Community Voice

Stage 4: Between July and August 2022, ECs and CVs carried out a total of six summer messaging initiatives. Full details of the initiatives and their reach are described in Appendix 3.

Stage 5: ECs and CVs returned their feedback from each session to VAC in order that it could be used in this report.

Stage 6: Invoicing for initiatives run were requested and processed by VAC.

Community Voices Training Practical Task

A new cohort of Community Voices used Summer Messaging as their practical task in July 2022. A survey was developed for them to use to gather responses and prompt conversations around the key Summer Messages and Together We Can Materials. A copy of the survey is included in Appendix 4.

VAC Comms

During the campaign period VAC's Communications Team regularly tweeted summer messaging and re-tweeted posts from the ECs and CVs taking part.

Healthy Holidays Calderdale

During the school summer holidays, children and young people who are on free school meals can access free holiday club places through our Healthy Holidays Calderdale programme. Healthy Holidays Calderdale were able to support summer messaging by incorporating the key messages into their booking emails that go out to families once the request to book their child onto a holiday club place has been confirmed.

Hybrid Approach

There was a hybrid approach taken to initiatives, using both digital media through WhatsApp and Facebook and more traditional face to face conversations and hard copy materials. This allowed Individual ECs and CVs to communicate the messaging to the groups they interact with in a way that works for that group.

Project Learning and Recommendations

The following recommendations would ensure the effectiveness of the project when repeated in future:

Learning	Recommendation	Responsibility
Promotional materials need at least two weeks from ordering to delivery and a contingency period for failure to deliver needs to be included in plans. Eg Company supplying first water bottle order failed to deliver therefore merchandise was not available for commencement of messaging period.	Build plans with 4 week 'order-to-delivery' window for merchandise to ensure contingency in place for failure to deliver by suppliers.	VAC

Running the project across both localities simultaneously ensures a consistent approach and messages.	Continue to build on the positive impacts of working within the same ICB to identify efficiencies gained by working on same project across two localities	NHS & VAC
EC's and CV's shaped their own innovative responses to Summer and Winter messaging resulting in targeting appropriate to the audience.	Continue to allow EC's and CV's to suggest and deliver different ways of communicating with their groups, whilst also supplying merchandise and communication packs that strengthen their deliverables.	VAC
Positive responses to having leaflets in key community languages.	Continue to have a wide range of languages available in poster and leaflet form. For less well known languages translation services can be utilised.	NHS VAC
DASH (Destitute Asylum Seekers in Huddersfield) now has a CV who will inform considerations for bespoke messaging for asylum seekers and refugees	Encourage an EC in a similar organisation in Calderdale to take part in future messaging or utilise the knowledge DASH have to also support Calderdale residents in similar circumstances.	VAC
Production of a BSL video would ensure key messages reach this community.	The NHS have now produced a BSL video. However, it is felt that the messaging may be more impactful if developed by local community members/organisations.	VAC
Communities and individuals feel they have more understanding of where to go and how to contact the NHS. However, there were requests for further support and more information around the cost of living and its impacts.	Consider a year-round messaging service working with other providers around cost of living as it impacts on mental health and wellbeing.	C&HUEC Board

Shaping Care in Kirklees Feedback:

As part of their work delivering summer messaging Shaping Care In Kirklees asked people they were talking to, to complete a short survey about the campaign to prompt discussions around the topic. It asked people to consider whether they liked the materials, found them useful, and if they would follow the advice.

Overall, the materials received very positive feedback, people liked them and found them useful. Most people said that they would go on to look up the 'Together We Can' webpage and they would follow the advice on the materials. Along with suggestions for hats and sunglasses as promotional materials if the project was run again, it was noted that people originating from hot countries like the Caribbean felt they knew the good practice advice, but still found it useful as a reminder.

A short video has been produced showcasing just some of the work undertaken as part of this project.

Click on the link below to view:

<https://video214.com/play/1DeLZCFRQGMul03szUT0Lw/s/dark>

Appendix 1: Core Materials



Hello! Calderdale

Brought to you by your local NHS, Together We Can is here to help you choose the right service when you need medical help or advice.

We are here to help keep you and your family happy, healthy and feeling your best.

TOGETHER WE CAN
CHOOSE WELL

Your Local Pharmacy

Your community pharmacist is a highly trained healthcare professional.

Pharmacists can give you health advice quickly. They will give you treatment and advice about a range of common conditions, and tell you if you need to speak to a GP.

- ✓ Cold ✓ Earache ✓ Sore Throat
- ✓ Athletes Foot ✓ Thrush ✓ Hay Fever
- ✓ Blocked Nose ✓ Sprains and Strains
- ✓ Morning After Pill ✓ Rash/Skin Complaints

At your local pharmacy, you can...

- Buy paracetamol, cough mixture, flu relief, sore throat tablets
- Get your free NHS flu jab
- Get general health advice
- Ask a question about prescription and over-the-counter medicines

Have you stocked your medicine box and ordered your prescriptions well before they run out?

Your Doctor's Surgery

How are practices working now?

All appointments are being triaged. This helps keep you safe and makes sure the people with the greatest need are seen first. We will see everyone in person who needs to be seen that way.

Avoid waiting
Use online services through your GP practice's website or using an app, like the NHS App, to request prescription medicines and more!

I wanted to see my GP, so why am I seeing someone else?
Many GP practices now include a range of professionals (e.g. advanced nurse practitioners) who can diagnose and treat health conditions. This ensures that you see the right person at the right time more quickly.

This is your guide to healthcare services in Calderdale, and covers...

- When to visit your **pharmacy** and the services they offer
- When to use **NHS 111**
- When to visit your **doctor**
- When to visit **A&E**

togetherwe-can.com



NHS 111 is a free service open 24 hrs a day, 7 days a week.

If you need medical help, but it's not an emergency, you can visit www.111.nhs.uk or ring 111, for help and advice.

TOGETHER WE CAN
CHOOSE WELL

Your A&E Department

Accident and Emergency (A&E) is for serious and life threatening emergencies or injuries.

- Loss of consciousness
- Chest pain
- Breathing difficulties
- Severe bleeding
- Severe allergic reactions
- Severe burns or scalds
- Stroke symptoms

Serious injuries, including broken bones

If you're unsure, use the NHS 111 service. It's free, and they can give you urgent medical advice, 24 hours a day, 7 days a week.

For local health support services available visit togetherwe-can.com

If you need this document in another language or another format such as large print or audio, please call 01422 307400



Feeling unwell & not sure which local health service to use?

For information on local health services visit togetherwe-can.com

TOGETHER WE CAN
CHOOSE WELL



Hello! Kirklees

Brought to you by your local NHS, **Together We Can** is here to help you choose the right service when you need medical help or advice.

We are here to help keep you and your family happy, healthy and feeling your best.

TOGETHER WE CAN
CHOOSE WELL



Your Local Pharmacy

Your community pharmacist is a highly trained healthcare professional.

Pharmacists can give you health advice quickly. They will give you treatment and advice about a range of common conditions, and tell you if you need to speak to a GP.

- ✓ Cold ✓ Earache ✓ Sore Throat
- ✓ Athletes Foot ✓ Thrush ✓ Hay Fever
- ✓ Blocked Nose ✓ Sprains and Strains
- ✓ Morning After Pill ✓ Rash/Skin Complaints

At your local pharmacy, you can...

- Buy paracetamol, cough mixture, flu relief, sore throat tablets • Get your free NHS flu jab
- Get general health advice • Ask a question about prescription and over-the-counter medicines

Have you stocked your medicine box and ordered your prescriptions well before they run out?

Your Doctor's Surgery

How are practices working now?

All appointments are being triaged. This helps keep you safe and makes sure the people with the greatest need are seen first. We will see everyone in person who needs to be seen that way.

Avoid waiting
Use online services through your GP practice's website or using an app, like the NHS App, to request prescription medicines and more!

I wanted to see my GP, so why am I seeing someone else?
Many GP practices now include a range of professionals (e.g. advanced nurse practitioners) who can diagnose and treat health conditions. This ensures that you see the right person at the right time more quickly.

This is your guide to healthcare services in Kirklees, and covers...

- ✓ When to visit your **pharmacy** and the services they offer
- ✓ When to use **NHS 111**
- ✓ When to visit your **doctor**
- ✓ When to visit **A&E**

togetherwe-can.com





NHS 111 is a free service open 24 hrs a day, 7 days a week.

If you need medical help, but it's not an emergency, you can visit www.111.nhs.uk or ring 111, for help and advice.

TOGETHER WE CAN
CHOOSE WELL



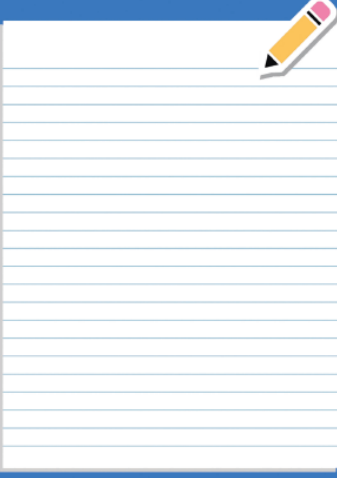
Your A&E Department

Accident and Emergency (A&E) is for serious and life threatening emergencies or injuries.

- Loss of consciousness
- Chest pain
- Breathing difficulties
- Severe bleeding
- Severe allergic reactions
- Severe burns or scalds
- Stroke symptoms
- Serious injuries, including broken bones

If you're unsure, use the NHS 111 service. It's free, and they can give you urgent medical advice, 24 hours a day, 7 days a week.

For local health support services available visit togetherwe-can.com

If you need this document in another language or another format such as large print or audio, please call **01422 307400**



Feeling unwell & not sure which local health service to use?

For information on local health services visit togetherwe-can.com

TOGETHER WE CAN
CHOOSE WELL

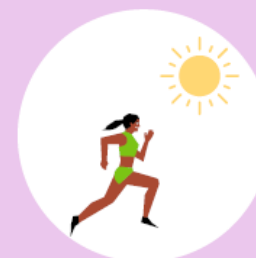


TOGETHER WE CAN STAY HEALTHY

This Summer!

Follow these simple tips to help you and your family stay healthy and enjoy your summer.

Keep Well



Keep Cool Drink plenty of fluids and avoid excess alcohol

Use insect repellent and sun cream to protect your skin

Use over the counter remedies for hayfever and allergies

Slow down when it is hot



Keep Safe

Know how to keep your home cool

Dress appropriately for the weather

Go indoors or outdoors whichever feels cooler

Cars get hot, avoid closed spaces



Be on the lookout for signs of heat related illness



Use caution when BBQing or around naked flames



Wash food thoroughly, cook it well and keep it chilled

**Feeling unwell this summer
& not sure which local
health service to use?**

For more information and advice on summer health issues and local health services visit

togetherwe-can.com

Appendix 2: Community Voices Briefing Presentation



Summer Messaging - 2022

- Jayne O'Connell – Partnerships & Programmes Manager, VAC
- Tamsin Woodhead – Quality & Engagement Team Lead, VAC

Why Summer Messaging?

Summer can be equally challenging for the NHS as winter, especially for urgent and emergency services.

The Together We Can awareness campaign ensures people across West Yorkshire have access to the right information, support and guidance to keep well over the summer and winter months.

Locally, NHS Calderdale and Kirklees CCGs want to ensure that these important messages continue to reach everyone in Calderdale and the Huddersfield Foundation Trust footprint (Calderdale and Greater Huddersfield) successfully over the summer months .

Aims & Objectives

1. To support those most at risk of preventable emergency admission to take action to avoid this situation.
2. To make sure people use the right NHS service for their needs.

Our main aims are:

Educate target groups about the actions they can take to stay healthy.

Encourage people to seek early advice if they feel unwell - from pharmacists, NHS 111, or their GP.

Raise awareness of the range of local health services available across the Calderdale and Huddersfield Foundation Trust footprint and the different ways to access them.

Encourage appropriate use of the right health service at the right time.

Support from the VCSE

NHS Calderdale and Kirklees CCGs know that these important messages do not reach everyone in Calderdale & Greater Huddersfield successfully.

Our Voluntary, Community & Social Enterprise sector (VCSE) organisations can play a vital role in ensuring our communities have access to the right information this winter.

As a member of the VCSE sector in Calderdale and Greater Huddersfield:

- You understand the local area and target populations
- Have strong community networks
- Are able to engage with your communities.

Together We Can

Summer Messaging will be supported by the '**Together We Can**' messages to ensure people have the right advice they need to make sure they're getting the right medical help at the right time.

www.togetherwe-can.com



PLEASE CHOOSE THE RIGHT SERVICE FOR YOUR NEEDS



SELF CARE

MANY MINOR ISSUES LIKE
COUGHS, GRAZES AND
SORE THROATS CAN BE
TREATED AT HOME



PHARMACY

MEDICAL ADVICE AND
TREATMENTS FOR THINGS LIKE
COLDS, TUMMY TROUBLES,
RASHES, ACHES & PAINS



NHS 111

VISIT [111.NHS.UK](https://111.nhs.uk) OR CALL
111 IF YOU NEED MEDICAL
HELP QUICKLY. 24/7



MENTAL HEALTH

CALL **0800 183 0558** FOR
FREE ,CONFIDENTIAL
HELP, SUPPORT
INFORMATION &
GUIDANCE



GP

GP PRACTICES PROVIDE
ADVICE & SUPPORT ON A
RANGE OF HEALTH
CONCERNS- SEVEN
DAYS A WEEK



A&E

FOR LIFE-THREATENING
EMERGENCIES LIKE
HEART ATTACKS. 24/7



TOGETHER
WE CAN
CHOOSE WELL



Focus of Summer Messaging

- The NHS frontline is always under considerable pressure over the winter period as demand for services tends to increase significantly with the onset of cold weather and flu. However, in recent years this pressure has been building not just at winter but throughout the year. Sunny days, warm weather, and more outdoor activities, summer ushers in some seasonal health risks:
 - Sunburn
 - Allergies
 - Sprains and strains
 - Heat exhaustion and dehydration
 - Bites and stings
 - Food poisoning
 - Excessive alcohol consumption
 - Domestic violence
 - and other potential problems that may affect our health.

Support from Engagement Champions & Community Voices

We are looking for our Engagement Champions and Community Voices to come up with innovative ways of engaging with individuals and/or groups with the aim of increasing their knowledge, promoting good health and encouraging correct use of NHS services.

A range of materials in different formats and talking points will be made available to help you do this.

Key Target Audiences

- Parents of children under 12 years, particularly those aged 0 – 5 years
- People aged under 40 with minor health conditions
- More vulnerable adults and their families/carers/friends.
Particularly those with long-term conditions or underlying health problems such as COPD.
- All groups with protected characteristics, plus carers, asylum seekers and those experiencing social and economic deprivation.

Example of Winter Messaging from Kirklees

- **20:20 Foundation** produced a series of short videos featuring a local Imam supporting the importance of different elements of the winter messages which then went out to all connected What's App Groups
- Winter messaging leaflets went out with 700 food parcels from Scout Hill Community Hub and will be repeated in 2022.
- Young people from **Kumon Y'All** conducted a socially distanced video interview with the pharmacy near to Dewsbury Hospital to talk about the services that pharmacies offer and when to use them.
- **Ready Steady Active engaged with families with young children** incorporating the messages into the Children's Multisport Holiday programmes delivered over the Christmas school holiday period.
- Representatives of **Locorum** held community information sessions to disseminate the Together We Can Messages, attending groups that they already engage with in the area around Huddersfield Royal Infirmary.
- An advert was produced to disseminate the Together We Can messages through a local community radio station in Kirklees.
- [Video - Community Voices Winter Messaging Initiatives Kirklees 2021/22](#)

Example of Winter Messaging from Calderdale

Disability Partnership Calderdale

- DPC created and distributed a 'special' newsletter dedicated to Winter Messaging, including posting hardcopies to their digitally excluded members, as well as partner organisations across the Borough.
- DPC developed a social media campaign focusing on general promotion of Winter Messaging via their online presence, with boosted posts on social media, regular Tweets, and a newly created dedicated page situated at the head of their Website Homepage.
- DPCs most innovative communication channel was the delivery of a presentation at their face to face, Public 'Open Meeting'. It was an interactive experience in the form of a presentation and a quiz based on the 'Who Wants to be a Millionaire' format. The session was videoed, turned into a film, and uploaded to their public YouTube Channel as a resource & promoted via social media & in the DPC newsletters/website. <https://youtu.be/IEZ2AQmzrvC>

Timescales and how to get involved

We would like the work to commence in June 2022 and to have concluded by 31st August 2022.

We will need you to provide:

- a briefing on the engagement vehicle to be used
- the target groups it is aimed at, and
- the number of people this is likely to reach.

Engagement Champions and Community Voices will receive payment for each initiative.

In view of the open brief, payment will be agreed according to engagement methods suggested by Engagement Champions and Community Voices.



Any questions?



Thank you for your time today and continued commitment to the Engagement Champions and Community Voices Programmes.

We look forward to hearing how you can support Summer Messaging 2022.

Please do not hesitate to get in touch for further conversations:

- Tamsin Woodhead – Quality & Engagement Team Lead, VAC
- Lynn Honour – Quality & Engagement Officer, VAC

Appendix 3: Together We Can - Summer Messaging Initiatives

Engagement Champions and Community Voices were asked to propose creative ways of ensuring the 'Together We Can' summer messages reach communities across the CHFT footprint with a focus on specific target groups. Six Community Voices/ Engagement Champions have been undertaking some excellent work which is outlined below:

Group	Activity
Advancement of Community Empowerment CIC (ACE)	• ACE engaged with around 1500 members of the South Asian Pakistani, Indian, Kashmiri, Bangladeshi and wider communities across Calderdale. This included a variety of methods including f2f, email, social media, Whatsapp, attending local community activities and events. We did a number of community presentations in multilingual settings in English, Urdu, Mirpuri and Bangladeshi to small groups in community settings including people's homes and in Mosques and community centres. • ACE attended a number of sports activities and talked to parents, young people and wider members of the community. Social media included people with disabilities and special needs, sending them information weekly. They also took a number of enquiries and signposted people to appropriate interventions like local Pharmacy, 111 and GP services. ACE distributed 1000 leaflets, 500 booklets, 540 water bottles and 50 free SIM cards to those most in need. This covered the period from July to end of August. • A successful campaign, managing to distribute all the resources, and linking in with some events and activities not known to us previously. For example, with the Mayor of Hebden Bridge and Lord Lieutenant of West Yorkshire, at Calderdale Disability Partnership Award ceremony, who were very keen to know about what they were doing. ACE also attended a number of Holiday Activities Fund provider events, for example, football coaching every Wednesday at Calderdale College, and working with UC3 children's charity. Their close working with local Mosques and Madrassahs

	allowed them access to all age groups over the holiday period, and also to promote other health and wellbeing activities which they hope to progress soon. • ACE accessed local shops, takeaways, Pharmacies, GP practices, other health services, Mosques, Madrassahs and local community facilities where there was large public footfall and small group activities which we were able to do presentations to.
Disability Partnership Calderdale	• Creation & Distribution of 'special newsletter', dedicated to Summer Messaging. Hard 'postal' copy to included NHS leaflet. E-Copy (via Mailchimp) contained hyperlinks to NHS online messages. • Presentation delivered at Open Meeting and recorded and saved as an information video. Uploaded to DPC YouTube Channel as a public resource & promoted via Social Media & in DPC newsletters/website. • General promotion of Summer Messaging via online presence, boosted posts on Social Media, Regular Tweets etc
Healthy Living Partnership	• The Healthy Living Partnership held discussions with members of the BME community at their end of year celebrations held at Pellon Community Centre. Including the messages in the various sessions with an Engagement Champions speaking to small groups as activities took place. • Discussions took place with parents of under 12s during Scouts induction for new members and volunteers; an engagement champion led discussions with the group. • Healthy Living Partnership held discussions with members of their local community through events at Scout Centre; leaflets and conversations reinforcing the Together We Can summer messages.

Invictus Wellbeing	• Engagement through presentation, Q & A & information stand at Healthy Holiday Clubs (40 kids on each, during the closing ceremony at end of each week a 5-10 min presentation was delivered and stand was set up where parents could access information & literature). Overall, Invictus delivered this conversation to 200-250 parents/carers of 7-11 year olds. It was generally well received, and each family had a poster and booklet to take away, as well as the children getting a water bottle. • Series of radio adverts (6) on Phoenix Radio on Summer Messaging, by young people for young people but also by a wider audience of parents and general public. The adverts project was massively successful. Phoenix Radio were very welcoming to the young people and a total of 8 young people recorded 6 different adverts which were approved by our staff team. These adverts started to go out on the waves in August and are currently still playing on the radio station.
Locorum	• Representatives of Locorum held community information sessions to disseminate the Together We Can summer messages, attending groups that they already engage with in addition to attending the Keeping the Vibe Alive event in Greenhead Park on 16th July. • An advert was produced to disseminate the Together We Can summer messages though a local community radio station in Kirklees. • A video was produced to disseminate the Together We Can summer messages though social media platforms. https://youtu.be/IE2yaammKBc • Together We Can leaflets given to families and water bottles given to children on a trip to the seaside in partnership with Naija Connection Huddersfield.

Shaping Care in Kirklees

Venue	Photos	No of people participate/ merchandise delivered
Tolson Museum	  Staff at car park Drinking the water bottle	Estimated 50-70. This was ongoing. On one occasion over 200 people came through the doors at the museum. Could have given out much more water bottles. Forty-one (41) water bottles given out. Flyers/posters on tables and on display throughout the museum.. Short survey carried out alongside discussions sessions. Discussions with partner organisation who make up the key activities taking place at the museum.

Venue	Photos			No of people participate/ merchandise delivered
Tolson Museum				Estimated 50-70. This was ongoing. On one occasion over 200 people came through the doors at the museum. Could have given out much more water bottles. Forty-one (41) water bottles given out. Flyers/posters on tables and on display throughout the museum.. Short survey carried out alongside discussions sessions. Discussions with partner organisation who make up the key activities taking place at the museum.
	Light bite			
				
	Yoga outside	Yoga inside		

Venue	Photos	No of people participate/ merchandize delivered
Tolson Museum	   Big Drum session     Signing form & Survey	Estimated 50-70. This was ongoing. On one occasion over 200 people came through the doors at the museum. Could have given out much more water bottles. Forty-one (41) water bottles given out. Flyers/posters on tables and on display throughout the museum.. Short survey carried out alongside discussions sessions. Discussions with partner organisation who make up the key activities taking place at the museum.

Venue	Photos	No of people participate/ merchandise delivered
Grove pub	 Engagement activities at Grove Pub  Grove staff promoting at event  Poster at Grove Pub   Light bite 	Estimated to reach 40-60 Twenty (20) water bottles given out. Flyers/posters on tables for 3 weeks. Short survey carried out

Venue	Photos	No of people participate/ merchandize delivered
Greenhead park	  Yoga    Light bites	Estimated to reach 30-60 Thirty five (35) water bottles given out. Flyers/posters on tables. Short survey carried out alongside discussions sessions. Greenhead café – estimated 30-60. Twenty(20) water bottles given out. Tables and umbrella dining outside took place. Flyers and posters displayed and discussions with diners.

Venue	Photos	No of people participate/ merchandize delivered
Greenhead park	 Greenhead park walkers    Big drum session 	Estimated to reach 30-60 Thirty five (35) water bottles given out. Flyers/posters on tables. Short survey carried out alongside discussions sessions. Greenhead café – estimated 30-60. Twenty(20) water bottles given out. Tables and umbrella dining outside took place. Flyers and posters displayed and discussions with diners.

Appendix

“Summer message” survey

Keep Cool this Summer

TOGETHER WE CAN STAY HEALTHY

Know how to keep your home cool

Dress appropriately for the weather

Go indoors or outdoors whichever feels cooler

Care get hot, avoid closed spaces

Feeling unwell this summer? Not sure which local health service to use? togetherwe-can.com

Quick survey

1. Overall, do you like the poster? ☐ Yes ☐ No

2. Is the poster useful to you? ☐ Yes ☐ No

3. Among 4 items below, which one is relevant to you?

☐ Know how to keep your home cool

☐ Dress appropriately for the weather

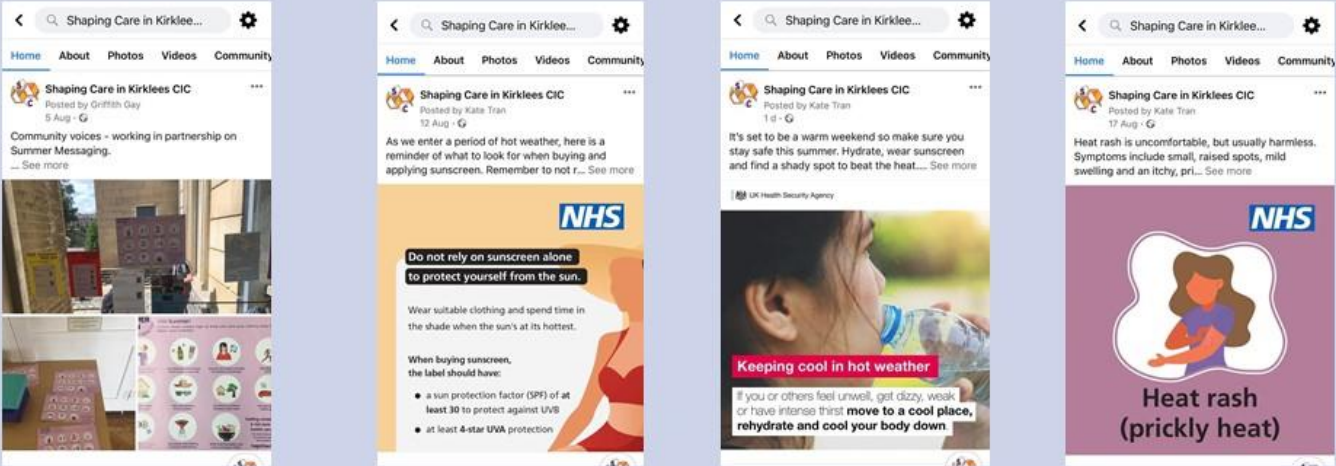
☐ Go indoors or outdoors whichever feels cooler

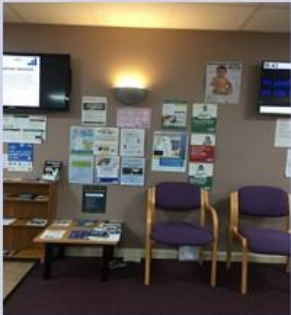
☐ Care get hot, avoid closed spaces

4. Will you follow the advice in the poster?
☐ Yes ☐ No ☐ Maybe

5. Here is the link for more information..... Would you like to access to? ☐ Yes ☐ No ☐ Maybe



Venue	Photos
Facebook advertising	 The four screenshots show the following content: Post 1 (5 Aug): "Community voices - working in partnership on Summer Messaging." Includes a photo of a community meeting. Post 2 (12 Aug): NHS graphic titled "Do not rely on sunscreen alone to protect yourself from the sun." It lists advice: wear suitable clothing, spend time in shade, and when buying sunscreen, look for SPF 30+ and 4-star UVA protection. Post 3 (14 Aug): UK Health Security Agency graphic titled "Keeping cool in hot weather." It advises: "If you or others feel unwell, got dizzy, weak or have intense thirst move to a cool place, rehydrate and cool your body down." Includes a photo of a person drinking water. Post 4 (17 Aug): NHS graphic titled "Heat rash (prickly heat)." It states: "Heat rash is uncomfortable, but usually harmless. Symptoms include small, raised spots, mild swelling and an itchy, prickly skin." Includes an illustration of a person with a heat rash.

Venue	Photos	No of people participate/ merchandize delivered
Other places	  At Café Society Shop   At PPG New Street Surgery Milnsbridge	Ten (10) water bottles given out at the patient participation group of which I'm a member. Posters on display at Milnsbridge surgery and Netherton. Ten (10) water bottles given at café society with flyers/posters for display.. Ten (10) bottles given out at the Hart Bar in the town centre with flyers/posters

Venue	Photos			No of people participate/ merchandise delivered
Tolson Museum				Estimated 50-70. This was ongoing. On one occasion over 200 people came through the doors at the museum. Could have given out much more water bottles. Forty-one (41) water bottles given out. Flyers/posters on tables and on display throughout the museum.. Short survey carried out alongside discussions sessions. Discussions with partner organisation who make up the key activities taking place at the museum.
			 	

Yoga outside

Yoga inside

Light bite

Big Drum session

Staff at car park

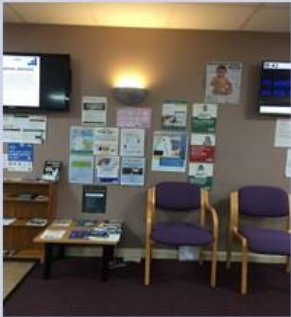
Drinking the water bottle

Venue	Photos	No of people participate/ merchandise delivered
Grove pub	 Engagement activities at Grove Pub  Grove staff promoting at event  Poster at Grove Pub   Light bite 	Estimated to reach 40-60 Twenty (20) water bottles given out. Flyers/posters on tables for 3 weeks. Short survey carried out

Venue	Photos	No of people participate/ merchandise delivered
Greenhead park	 Greenhead park walkers  Big drum session  Yoga   Light bites 	Estimated to reach 30-60 Thirty five (35) water bottles given out. Flyers/posters on tables. Short survey carried out alongside discussions sessions. Greenhead café – estimated 30-60. Twenty(20) water bottles given out. Tables and umbrella dining outside took place. Flyers and posters displayed and discussions with diners.

SUMMER MESSAGE ENGAGING ACTIVITY

Shaping Care in Kirklees CIC

Venue	Photos	No of people participate/ merchandize delivered
Other places	  At Café Society Shop   At PPG New Street Surgery Milnsbridge	Ten (10) water bottles given out at the patient participation group of which I'm a member. Posters on display at Milnsbridge surgery and Netherton. Ten (10) water bottles given at café society with flyers/posters for display.. Ten (10) bottles given out at the Hart Bar in the town centre with flyers/posters

Appendix 4: Community Voices Training Practical Task Survey





Unique CV Code:

Summer Messaging

Community Voices Practical Task – June 2022

Introduction

This summer will be a busy time for the NHS in Kirklees. With sunny days, warm weather and more outdoor activities, summer ushers in some seasonal health issues. There are a huge range of services available in Kirklees and knowing the best place to go to get the right help is important. Using the right health services is not only good for individuals but helps the NHS by making sure resources are used in the right way.

Why we are asking you these questions

The purpose of this short survey is to find out more about which services people access and why. Together We Can is there to give you the right advice you need to make sure you're getting the right medical help at the right time. For further information please visit: togetherwe-can.com

The survey is also available online at: <https://www.smartsurvey.co.uk/s/Q47D27/>
Thank you for taking the time to complete this survey, your views are important to us.

Question 1: Staying healthy over the summer months

Different things can affect people's health over summer but there are many actions you can take to stay healthy. We want to hear about what affects your health, please tell us what has affected your health in the last two years over the summer months:

Please tick all that apply:	Key Messages:
☐ Sunburn	Staying out of the sun is the best way to avoid sun damage, but most of us go outdoors regularly. So when you go outside, take these precautions: - Always wear sunscreen with an SPF of at least 30. - Avoid sun in the middle of the day, from about 10 a.m. to 3 p.m. - When outdoors cover up with lightweight, light-coloured, loose-fitting clothing, and a wide-brimmed hat. - Wear sunglasses that filter UV light. You can ask a pharmacist: - about the best sunburn treatments - if you need to see a GP

1

☐ Heat Exhaustion	There's a high risk of heat exhaustion or heatstroke during hot weather or exercise. To help prevent heat exhaustion or heatstroke: - drink plenty of cold drinks, especially when exercising - take cool baths or showers - wear light-coloured, loose clothing - sprinkle water over skin or clothes - avoid the sun between 11am and 3pm - avoid excess alcohol - avoid extreme exercise Heat exhaustion is not usually serious if you can cool down within 30 minutes. If it turns into heatstroke, it needs to be treated as an emergency and calling 999. Know the difference between Heat exhaustion and heat stroke by visiting Heat exhaustion and heatstroke - NHS (www.nhs.uk).
☐ Food Poisoning	Picnics, barbecues and eating outdoors are just some of the perks of hot weather. However, these activities also increase the risk of food poisoning. By keeping these precautionary steps in mind, you can avoid getting food poisoning and can also prevent your loved ones from falling sick. - Wash your hands and keep cooking areas clean. - Cooking food thoroughly. - Avoid Cross contamination. - Store leftovers properly. - Wash raw fruits and vegetables before eating. You can usually treat yourself or your child at home and the symptoms usually pass within a week. The most important thing is to have lots of fluids, such as water or squash, to avoid dehydration.
☐ Low mood	Physical and mental health go hand in hand. Loads of the things you do for your body, like getting active or eating better, will boost your mental wellbeing too – and Better Health has the tools, advice and support to help you.
☐ Financial and/or employment worries	Together We Can has things you can do to feel more in control, as well as lots of free support and information if you need it.

2

☐ Trouble sleeping	Good-quality sleep makes a big difference to how we feel, mentally and physically, so it's important to get enough. Together We Can has links to information that can help you to fall asleep faster and sleep better.
☐ Covid 19	The COVID-19 vaccination programme has progressed rapidly in Kirklees. Everyone aged 5 and over can now be vaccinated and some people are eligible for a third 'booster' dose. We've put together a range of frequently asked questions which provides more information about the vaccination, and explains how, when and where you can get your jab. If you would like more information about COVID-19 including access to testing, local restrictions and community response, please visit the Kirklees Council website.
☐ Burns	Burn injuries increase in the summer months, as more people are grilling outside, sitting around fire pits, and setting off fireworks. Parents should also be aware of hazards such as hot playground equipment and seat belt buckles. Always exercise caution! Depending on how serious a burn is, it may be possible to treat it at home. For minor burns, keep the burn clean and do not burst any blisters that form. Advice on treating burns at home can be found on the NHS website: Error! Hyperlink reference not valid. You should go to a hospital A&E department for more serious burns require professional medical attention. - all chemical and electrical burns - large or deep burns – any burn bigger than the injured person's hand - burns that cause white or charred skin – any size - burns on the face, hands, arms, feet, legs or genitals that cause blisters.
☐ Bites and Stings	There are some simple precautions you can take to reduce your risk of being bitten or stung by insects. For example, you should: - remain calm and move away slowly if you encounter wasps, hornets or bees – don't wave your arms around or swat at them - cover exposed skin by wearing long sleeves and trousers - wear shoes when outdoors - apply insect repellent to exposed skin - avoid using products with strong perfumes, such as soaps, shampoos and deodorants – these can attract insects

	Most insect bites and stings are not serious and will get better within a few hours or days. Ask your pharmacist about medicines that can help, such as painkillers, creams for itching and antihistamines. Contact your GP or call NHS 111 for advice if: - you're worried about a bite or sting - your symptoms do not start to improve within a few days or are getting worse Dial 999 for an ambulance immediately if you or someone else has symptoms of a severe reaction.
☐ Hay fever	It's sometimes possible to prevent the symptoms of hay fever by taking some basic precautions, such as: - wearing wraparound sunglasses to stop pollen getting in your eyes when you're outdoors - taking a shower and changing your clothes after being outdoors to remove the pollen on your body - staying indoors when the pollen count is high (over 50 grains per cubic metre of air) - applying a small amount of Vaseline (petroleum gel) to the nasal openings to trap pollen grains A pharmacist can help with hay fever. If you have suffered before take preventative action early. They can give advice and suggest the best treatments, like antihistamine drops, tablets or nasal sprays.
☐ Other	Please tell us about anything else that affects your health over summer months:

Question 2: Getting advice and help if you become unwell

When you become unwell, the sooner you get advice, the better. Below are a number of examples of conditions that can affect your health. Please tell us where you would go to seek advice and/or treatment.

(Please tick as many as apply for each condition)

	Pharmacy	GP	NHS 111	Walk-in Centre/Minor Injuries	Accident & Emergency	999
Breathing difficulties	☐	☐	☐	☐	☐	☐
Burns or scalds	☐	☐	☐	☐	☐	☐
Sunburn	☐	☐	☐	☐	☐	☐
Heat Exhaustion	☐	☐	☐	☐	☐	☐
Food poisoning	☐	☐	☐	☐	☐	☐
Joint sprains or strain	☐	☐	☐	☐	☐	☐
Chest Pain	☐	☐	☐	☐	☐	☐
Stroke	☐	☐	☐	☐	☐	☐
Rashes /skin complaints	☐	☐	☐	☐	☐	☐
Hayfever	☐	☐	☐	☐	☐	☐
Heat Stroke	☐	☐	☐	☐	☐	☐

5

Question 3: The services/support you use and how you access them

There are a wide range of health and wellbeing services available to the residents of Kirklees. Over the past 18 months a number of new ways to access these services has become available.

Please tell us about the different services you have used in the past 18 months. We are keen to find out how you have accessed these services/support and if you would access them in this way again (tick all that apply)

	Online	Telephone	Visit in person	Would you access this support/service in this way again?
NHS Website	☐	☐	☐	
NHS 111	☐	☐	☐	
Walk-in Centre	☐	☐	☐	
GP	☐	☐	☐	
Pharmacy	☐	☐	☐	
Accident & Emergency	☐	☐	☐	
Other (please detail)	☐	☐	☐	

Your local pharmacy: Pharmacists can give you health advice quickly. They will give you treatment advice about a range of common conditions and tell you if you need to speak to a GP.

Your GP Practice: To keep everyone safe during the coronavirus pandemic, your initial appointment may be over the telephone or by video call. If your GP needs to see you face-to-face, you will be invited to a surgery. Avoid waiting - Use online services through your GP practice's website or using an app, like the NHS App, request prescription medicines and more!

Walk - in Minor Injuries Clinic: provides assessment, advice and treatment of minor illnesses and a selection of minor injuries.

6

NHS 111: If you're unsure about any health concern, use the NHS 111 service. It's free, and they can give you urgent medical advice, 24 hours a day, 7 days a week. www.111.nhs.uk or ring 111.

Life threatening and medical emergencies -

Your A & E Department: Your A&E department is very busy at the moment. Please only visit with life-threatening emergencies.

Call 999: in a medical emergency. This is when someone is seriously ill or injured and their life is at risk.

Together We Can is your guide to healthcare services in Kirklees, and covers...

- Coronavirus guidance
- When to visit your pharmacy
- and the services they offer
- When to use NHS 111
- When to visit your doctor
- When to visit A&E



The Together We Can Leaflet and website Togetherwe-can.com will provide you with more information about keeping you and your family happy, healthy and feeling your best this summer. and. Help you choose the right service when you need medical help or advice.

If you would like help to complete this form or would like a form in a different format (such as large print) please contact:

Tej Birk (he/him) Kirklees Quality & Engagement Officer

Telephone: 07495 049 432

Email: Tejinder.Birk@cvac.org.uk

Equality Monitoring Form

In order to make sure we provide the right services and avoid discriminating against any groups, it is important to collect and analyse the following information. When we write reports no personal information will be shared. Your information will be protected and stored securely in line with data protection rules. If you would like to know how we use this data please visit our [privacy notice/s](#).

1. Who is this form about? ☐ Me ☐ Someone else – using their information 2. What is the first part of your postcode? <table border="1"> <tr> <td>Example</td> <td>W</td> <td>F</td> <td>1</td> <td>1</td> </tr> <tr> <td>Yours</td> <td></td> <td></td> <td></td> <td></td> </tr> </table> ☐ Prefer not to say 3. What is your gender? ☐ Male ☐ Female I describe my gender in another way (please write in) ☐ Prefer not to say 4. How old are you? <table border="1"> <tr> <td>Example</td> <td>42</td> </tr> <tr> <td>Yours</td> <td></td> </tr> </table> ☐ Prefer not to say 5. Which country were you born in? ☐ United Kingdom ☐ Prefer not to say Other (please write in): 6. Do you belong to any religion? ☐ Buddhism ☐ Islam ☐ Hinduism ☐ Christianity ☐ Judaism (all denominations) ☐ Sikhism ☐ No religion ☐ Prefer not to say Other (Please write in)	Example	W	F	1	1	Yours					Example	42	Yours		7. What is your ethnic group? ☐ Prefer not to say Asian or Asian British ☐ Indian ☐ Pakistani ☐ Bangladeshi ☐ Chinese ☐ Other Asian background (please write in) Black or Black British ☐ African ☐ Caribbean ☐ Other Black background (please write in) Mixed or multiple ethnic groups ☐ White and Black Caribbean ☐ White and Black African ☐ White and Asian ☐ Other Mixed background (please write in) White ☐ English/Welsh/Scottish/Northern Irish/ British ☐ Gypsy or Irish Traveller ☐ Irish ☐ Other White background (please write in) Other ethnic groups ☐ Arab ☐ Any other ethnic background (please write in)
Example	W	F	1	1											
Yours															
Example	42														
Yours															

8. Are you disabled?

☐ Yes ☐ No ☐ Prefer not to say

9. Do you have any long term conditions, impairments or illness? (please tick any that apply)

- ☐ **Physical or mobility impairment**
(such as using a wheelchair to get around and / or difficulty using your arms)
- ☐ **Sensory impairment**
(such as being blind / partially sighted or deaf / hard of hearing)
- ☐ **Mental health condition**
(such as having depression or schizophrenia)
- ☐ **Learning, understanding, concentrating or memory**
(such as Down's Syndrome, stroke or head injury)
- ☐ **Neuro diverse conditions**
(such as autism, ADHD and/or dyslexia)
- ☐ **Long term condition**
(such as cancer, HIV, diabetes, chronic heart disease, or epilepsy)
- ☐ **Other** (please write in)
- ☐ **Prefer not to say**

10. Are you a carer?

(Do you provide unpaid care/support to someone who is older, disabled or has a long term condition)

☐ Yes ☐ No ☐ Prefer not to say

11. Please select the option that best describes your sexual orientation

- ☐ Bi/Bisexual
- ☐ Gay
- ☐ Lesbian
- ☐ Heterosexual/Straight
- ☐ Prefer not to say
- ☐ I prefer to use another term (please write in)

12. Do you consider yourself to be a Trans* person?

☐ Yes ☐ No ☐ Prefer not to say

*Trans is an umbrella term used to describe people whose gender is not the same as the sex they were assigned at birth.

13. Do you/or anyone you live with get any of these types of benefits? **

Universal Credit, Housing Benefit, Income Support, Pension Credit – Guarantee Credit Element, Child Tax Credit, Incapacity Benefit/Employment Support Allowance, Free School Meals, Working Tax Credit, Council Tax Benefit

☐ Yes ☐ No ☐ Prefer not to say

**We are asking this question to help us understand if being on a lower income affects experiences of services or health.

14. Are you pregnant or have you given birth in the last 6 months?

☐ Yes ☐ No ☐ Prefer not to say

15. Are you a parent/primary carer of a child or children, if yes, how old are they?

☐ 0-4 ☐ 5-9 ☐ 10-14 ☐ 15-19

☐ Prefer not to say

Thank you for taking the time to complete this form.
Please return this form by Friday 15th July 2022