

NHS SUMMER MESSAGING

CALDERDALE AND GREATER HUDDERSFIELD 2023

Introduction

Building on the success of Winter and Summer Messaging campaigns run during 2022 - 2023 across Calderdale and Kirklees and in light of continuing pressures on the NHS, Calderdale and Huddersfield Urgent and Emergency Care Board, Calderdale Cares Partnership and Kirklees Health and Care Partnership have 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.

By supporting the Together We Can Campaign, West Yorkshire Health and Care Partnership's 'choose well' campaign, the VCSE sector have developed ways of engaging with individuals/groups to encourage them to choose well and to opt for convenient self-care where safe to do so, with the aim of increasing their knowledge, promoting good health, and encouraging correct use of NHS services.

Key messages for summer 2023 focused on community pharmacies and NHS 111 online.

- Pharmacy teams play an important role in keeping our communities safe and healthy, but many people may not be aware of the range of services available.

- NHS 111 online is a fast and convenient alternative to the NHS 111 phone service and provides an option for people who want to access NHS 111 digitally. It is one of several digital NHS services that are empowering people to manage their own health and care.

The groups the VCSE sector were asked 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).
- All groups with protected characteristics, plus carers, asylum seekers and those experiencing health and economic deprivation.

Project Implementation

Stage 1: The opportunity was communicated to [Engagement Champions](#) (ECs) and [Community Voices](#) (CVs) in May 2023 explaining the scope and purpose of the Summer Messaging Campaign and asking them to submit an expression of interest in taking part in the project. All ECs and CVs that expressed an interest were invited to attend an online briefing session. The session took place on 25th May. The session included a presentation delivered by the Quality and Engagement Team Lead, VAC.

Two Community Voices attended the main briefing. A copy of the briefing presentation is included at [Appendix 1](#). Following the briefing, ECs and CVs were asked to submit their proposals by 9th June of the different methods and approaches that best meets the needs of their communities.

Stage 2: Interested ECs and CVs provided a proposal on the engagement vehicle(s) they planned to use, the target groups it was aimed at and the number of people this was likely to reach. In addition to those that attended the briefing, some organisations, who had participated in either the previous Summer or Winter Messaging campaigns, went straight to submitting a proposal. In view of the open brief, payment was agreed according to engagement methods suggested by ECs and CVs to be

made at the end of the project unless funding was required to pay for materials in advance.

Stage 3: In total 8 EC/CVs expressed their interest in being involved. VAC reviewed the proposals, talking through the detail with some organisations where clarity of the activity or a review of the funding requested was required and approved 8 initiatives covering a range of target groups across the CHFT footprint setting a completion date of 31st August 2023.

Organisation	Engagement Champion (Calderdale) Community Voice (Kirklees)
Advancement of Community Empowerment CIC	Engagement Champion & Community Voice
Healthy Living Partnership	Engagement Champion
LightupBAHC	Engagement Champion
Womens Activity Centre (WAC)	Engagement Champion
Locorum	Community Voice
Ready Steady Active	Community Voice
Shaping Care in Kirklees	Community Voice
Thornton Lodge Action Group	Community Voice

Stage 4: Between June 2023 and August 2023, ECs and CVs carried out a total of eight summer messaging initiatives. Details of the initiatives and their reach are described in [Appendix 2](#).

Stage 5: Mid-way, ECs and CVs taking part in summer messaging and those in training were asked to feedback on the messaging activity, in terms of how the messages were being communicated, received, and understood. A summary of the feedback is included in [Appendix 3](#).

Stage 6: ECs and CVs returned their feedback from each session to VAC in order that it could be used in this report.

Stage 7: Invoicing for initiatives run were requested and are being processed by VAC.

Community Voices and Engagement Champions Training Practical Task

During the summer period the new cohorts of Community Voices and Engagement Champions used Summer Messaging as their practical task. 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 summary report and surveys is included in [Appendix 4](#).

Supporting Materials

Along with a comprehensive range of digital and hard copy materials, VAC also provided a mix of Together We Can branded and unbranded giveaways to support the campaign.

Together We can

Printed and electronic Together We Can leaflets, and messaging via the 2023 Summer Messaging Campaign Resources site (password protected).

This includes:

- Communication Toolkit
- Social Media graphics and suggested posts
- Posters- A4 and A3 – distributed printed copies in English and Urdu.
- Folded leaflet – Distributed printed copies in English and Urdu.
Available in other languages online.
- Pharmacy A5 flyer - distributed printed copies in English and Urdu.
- Summer Messaging A4 flyer - distributed printed copies in English and Urdu.

Advice re health care via the Together We Can web page at [Together We Can](#)

Merchandise

Recipients of Together We Can **branded water bottles** welcomed the opportunity to show their support for ‘Together We Can – Stay Healthy’ and are able to spread awareness of this important health campaign and the importance of staying hydrated by simply using the bottles.

The **branded SPF lip balms** also offered an opportunity to spread awareness of this important health campaign by simply using the balm. In addition to reinforcing the importance of sunscreen, as lips are susceptible to sun damage which can lead to skin cancers, dark spots and early signs of aging like the rest of the body.

The **Pocket First Aid Kits** containing the basics that you might need to aid treatment of a minor injury are ideal for a day out over the summer, or to start assembling a more comprehensive kit for home use.

Provision of **Carex Hand Sanitiser** continues to support the ongoing messaging around Covid-19 and flu virus control.

Project Learning and Recommendations

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

Learning	Recommendation	Responsibility
Running the project across both localities simultaneously ensures a consistent approach and messages.	This approach continued 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
ECs and CVs shaped their own innovative responses to Winter messaging resulting	Continue to allow ECs and CVs to suggest and deliver different ways of communicating with their	VAC

Learning	Recommendation	Responsibility
in targeting appropriate to the audience.	groups, whilst also supplying merchandise and communication packs that strengthen their deliverables.	
Positive responses to having leaflets in key community languages.	Limited translations available through NHS. Build in budget for local translation services. Languages to be advised by EC's/CV's	NHS VAC VAC
NHS request for feedback on how the messages are being communicated, received and understood part way through campaign.	Develop a feedback form for EC's/CV's to complete at the end of seasonal messaging campaigns to capture how the messages are being communicated, received and understood.	VAC

Organisation Reports

The participating organisations have provided summaries or reports on their activities, often including photographs or videos and service user feedback and these can be found in the appendices below.

[Appendix 5](#) – Advancement of Community Empowerment (ACE)

[Appendix 6](#) – Light Up BACH

[Appendix 7](#) – Women's Activity Centre

[Appendix 8](#) – Locorum

[Appendix 9](#) – Ready Steady Active

[Appendix 10](#) – Shaping Care in Kirklees

[Appendix 11](#) - Thornton Lodge Action Group

[Appendix 12](#) – Healthy Living Partnership

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

[Click here](#) to play the Summer Messaging Video.

Hybrid Approach

Most organisations took a hybrid approach to their initiatives, using both digital media through social media applications like WhatsApp, Facebook and Twitter 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. Some groups involved their service users in the development and delivery of their messaging to other service users. Some groups involved other NHS services.

VAC Comms

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

APPENDIX 1

Summer Messaging Briefing



Summer Messaging - 2023

- 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, the NHS in Calderdale and Kirklees 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

The NHS in Calderdale and Kirklees 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 summer.

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

TOGETHER WE CAN
STAY HEALTHY

PLEASE CHOOSE THE RIGHT SERVICE FOR YOUR NEEDS

NHS

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](http://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. **This year there will be a particular focus on pharmacies and NHS 111 online.**

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.

Examples of Messaging....

- **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
- 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 school holiday period.
- **Shaping Care Kirklees** used their summer activities in Greenhead Park to promote summer messaging.
- 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.
- **Disability Partnership Calderdale** created and distributed a 'special' newsletter dedicated to Winter Messaging, including posting 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>
- **Invictus Wellbeing** worked with their young people to produce a series of radio adverts that's were aired throughout the summer on Phoenix FM. They also used their Try High holiday clubs to promote the messaging with young people.
- [Video - Community Voices Winter Messaging Initiatives Kirklees 2021/22](#)
- <https://video214.com/play/1DeLZCFRQGMuI03szUT0Lw/s/dark>

Timescales and how to get involved

We would like the work to commence in June 2023 and to have concluded by 31st August 2023.

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 2023.

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 2

Organisations involved, their proposed activities & estimated reach

* C = Calderdale, GH = Greater Huddersfield

Organisation	Loc*	Overview of Activities	Est Reach
Advancement of Community Empowerment CIC	C/ GH	Use strong community networks, links, partners and channels to engage including distribution of leaflets throughout community settings including Mosques and Madrassahs, community service providers, word of mouth, detached and outreach sessions, face-to-face focus groups, attendance at public events, Whatsapp groups, social media and email. All support will be through multilingual staff and volunteers who speak and understand South Asian community languages, and better able to relate to non-English speaking people.	+500
Healthy Living Partnership	C	Ongoing engagement at weekly scout sessions; Work with families during 4 weeks of healthy holidays programme and	120 60 (parents of young children)

Organisation	Loc*	Overview of Activities	Est Reach
		nutrition forms part of the programme, series of physical activities and planned walks with families (parents and children)	25
Lightup BAHC	C	Face to face/ online, social media and events	70
Women's Activity Centre (WAC)	C	Discussions with: Older South Asian women especially around using the appropriate service for any health issues and information on how to stay healthy during hot weather. Community college classes, younger South Asian women with families and support group for parent carers Social media posts & retweeting.	15-30 30-50 500 +
Locorum	GH	Radio Advert, community podcast distributed via social media (new website) and partners' channels. Information sharing sessions at existing events, e.g. Locorum People Helping People, Queens Jubilee Engagement, and	20 - 5000+

Organisation	Loc*	Overview of Activities	Est Reach
		<p>consultation events (x4) and meals, craft clubs, domino clubs, women's gym, Attendance at existing community events, Carnivals, community summer fetes etc Leaflet distributions to local businesses / community venues / the town centre; a short animation to be circulated on social media Attendance at church and faith-based buildings / events Messages incorporated into existing outreach activity and focused campaigns e.g. Diabetes awareness</p>	
Shaping Care in Kirklees	GH	<p>Adding to existing activities at Tolson Museum signposting engagement tables (Tea/coffee room plus social prescribing info table). Cake Club guess the baker/ table discussions/Mindful art class with Natasha at Grove Inn/Short survey,</p>	<p>70-100 40-60 30-60</p>

Organisation	Loc*	Overview of Activities	Est Reach
		<p>Flyers and posters and handouts.</p> <p>Adding to existing activities at Greenhead Park community room, open space focus group, wellbeing walks and talk. Greenhead cafe next door. New venue - Mission Theatre</p>	<p>30-60</p>
<p>Ready Steady Active</p>	<p>GH</p>	<p>Incorporating Summer messaging through specially designed physical activity games to inform participants and test knowledge on staying healthy, seeking advice early, awareness of services available to them and choosing the right service in:</p> <p>Childrens multi-sport sessions and holiday camps attended by young people. Leaflets provided to families and added to registration information</p> <p>Ready Steady Active Rounders league based in Dewsbury</p> <p>2 x Exercise Classes in Batley/Dewsbury</p> <p>2 x Womens Football Sessions</p>	<p>50 families</p> <p>120 players and their families</p> <p>50 – 60 women</p> <p>20 – 40 women</p>

Organisation	Loc*	Overview of Activities	Est Reach
		<p>3 x after-school Rounders sessions for Mums/Women and children. potential to request for messaging to be included in school letter</p> <p>Text and WhatsApp participants including a competition, with a prize, testing knowledge.</p> <p>Social media, followers sharing information.</p>	<p>60-75 families</p> <p>350-450</p> <p>2000+</p>
The Thornton Lodge Action Group (TAG)	GH	<p>Run a series of interactive Kahoot Quizzes in community centre with 5 different groups.</p> <p>Talk in our women's ESOL class</p>	<p>60</p> <p>24</p>
VAC	C / GH/ NK	<p>2 cohorts of new Community Voices used a Winter Messaging Survey as their practical task to complete the CV accreditation. The survey and Together We Can materials prompted conversations around the key Winter Messages.</p>	<p>Approx. 140</p>

Appendix 3

Summer messaging mid-way feedback

ECs and CVs taking part in summer messaging and those in training were asked to feedback on the messaging activity, in terms of how the messages were being communicated, received and understood. Below is a summary of the feedback from the ECs and CVs that responded to our request.

One of the materials you were given to support the task was a flyer about community pharmacies and what they can offer. Did you understand the messages being given in the flyer? Did you leave any out when talking to people and if so, why?

- I am fully aware about community pharmacy and what they can offer. I have worked in health and social care settings. I am a patient rep on a local patient participation group also. Fully understand the message given in the flyer having distributed to participants attending activities.
- Have been using flyers and posters to guide the conversations during activities like baking, sawing, crocheting and having a coffee morning. By displaying this information aiming to raise awareness of the lesser known services that the local pharmacy can offer eg. BP testing.
- I have encouraged the people I spoke with, to use their pharmacy as the first point of call for anything minor. Such as cough, cold, sore throat, rash, minor burn, stomach ache, headache, discussing medication, blood pressure checks etc. Hoping to alleviate pressure on GP's, utilise local services and alleviate some of the frustration over difficulty obtaining GP appointments. I have advised them that most pharmacies now have a private consulting room, where they can discuss any matter they don't wish to do on the shop floor. And that should their pharmacist think it necessary, they can signpost them as to the best other healthcare service they require.

Do you feel that people understood what they were being told about community pharmacies?

- I do think that in general people are unaware of what help they can get from their pharmacy. This was clear from our conversations.
- The flyers are a good talking point and have increased knowledge of pharmacy services.
- The leaflets are a good talking point, they supported the survey, cleared any confusion around the language being used and helped with building knowledge around where is the best place to turn to get help and what their pharmacy has to offer.
- In general people are unaware of what help they can get from their pharmacy.
- All were aware of what pharmacies offer to the community and understood the messages.
- Messages given to individuals and asked for their understanding.
- Simple messages have been easy for people to take on board.
- Repetition and keeping the message simple being key giving people knowledge to have awareness of their own health. 999 only life threatening and then explaining what the pharmacy, 111 and 111 online can do this is all helping to support people adapting to better ways of using services.
- Limited knowledge in these communities many women mothers not knowing where to turn and language often being a barrier for these women gaining knowledge about where to go to get help.
- Group made up of ex health social care and business staff. They are up to date on health issues. Via winter and summer messaging and information on notice boards participants are constantly being updated.

Did people ask you any questions about community pharmacies? or is there any further information you feel you needed to describe what community pharmacies offer?

- The use of words and language needs to be clear and consistent as the interchange words like 'Chemist and Pharmacist' in some messages (not the Summer message flyers supplied) causing confusions especially when English is not the first language.
- Further info: many people were not aware of what a pharmacy can do more material in Urdu would be useful.
- Some positives being that they have found help where the local pharmacy can speak the local language helping the women feel calm and confident when receiving help.

Other comments

- Prescription items - adding note when changing brand names keeping people in the loop about their own health to reduce anxiety and feeling of a lack of control.
- 111 promotion for services outside of hours health and wellbeing care things people might not know they can access eg. Emergency Dentist is something that needs to keep being pushed in order to share knowledge on who and where is the best person/place to help.
- The merchandise given has been useful in supporting the messages - suggested things like a Oxymetres to test pulse and oxygen levels and head sticker Thermometers can be beneficial in giving people equipment to know their health better and normalise checking up on your health.

Appendix 4

Community Voices and Engagement Champions Training Practical Task Summary Report

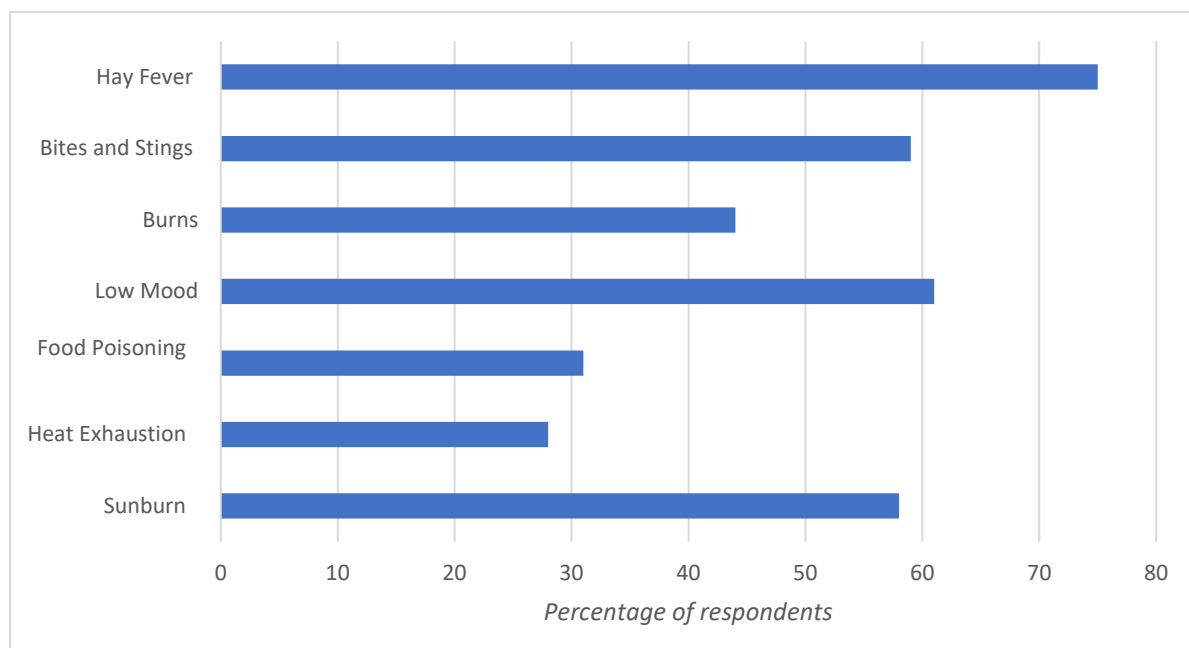
Over course of summer 2023, the practical task set for Engagement Champions (ECs) and Community Voices (CVs) training supported the summer messaging campaign.

ECs and CVs in training were given a short survey to find out more about what affects people’s health over summer months and which services they access and why. The survey supported the messaging campaign by providing the ECs and CVs with advice and information to pass on to respondents, in addition to giving out printed materials in the form of the Together We Can leaflet and a flyer promoting community pharmacy services. In total 64 surveys were completed. The survey was available online and in paper format.

Survey Responses

Question 1: Staying healthy over the summer months

Respondents were asked to tell us about what had had an impact theirs or their family’s health over recent summer months. *(Tick all that apply)*



Hayfever was the most common condition (75%) affecting people's health, followed by low mood (61%), bites and stings (59%) and sunburn (58%).

Respondents also noted the following as affected their health over the summer:

- Hot weather causing difficulty when sleeping.
- Dehydration.
- Increase of eczema symptoms.
- Boredom and not much to-do.
- Tiredness not sleeping at night.
- Achy legs.
- Polymorphic light eruption.
- Heat rash.

Question 2: Getting advice and help if you become unwell

Respondents were asked to consider a number of examples of conditions that can affect their health and tell us where they would go to seek advice and/or treatment. Respondents considered each condition and provide a response for each, ticking as many as apply for each condition.

		Where to seek advice and/or treatment				
		Pharmacy	GP	NHS 111 Online	A & E	999
Conditions affecting Peoples health	Sunburn	78%	16%	13%	2%	0%
	Heat exhaustion	41%	30%	48%	8%	6%
	Heat stroke	39%	27%	36%	9%	14%
	Food poisoning	48%	34%	28%	6%	2%
	Burns or scalds	42%	33%	38%	53%	6%
	Insect bites or stings	81%	22%	19%	3%	5%
	Rashes /skin complaints	63%	56%	30%	5%	0%
	Hayfever	83%	23%	5%	0%	0%

Overall, the majority of respondents were able to correctly identify the most appropriate services to seek advice and/or treatment from for – sunburn, heat exhaustion, food poisoning, insect bites or stings, hayfever.

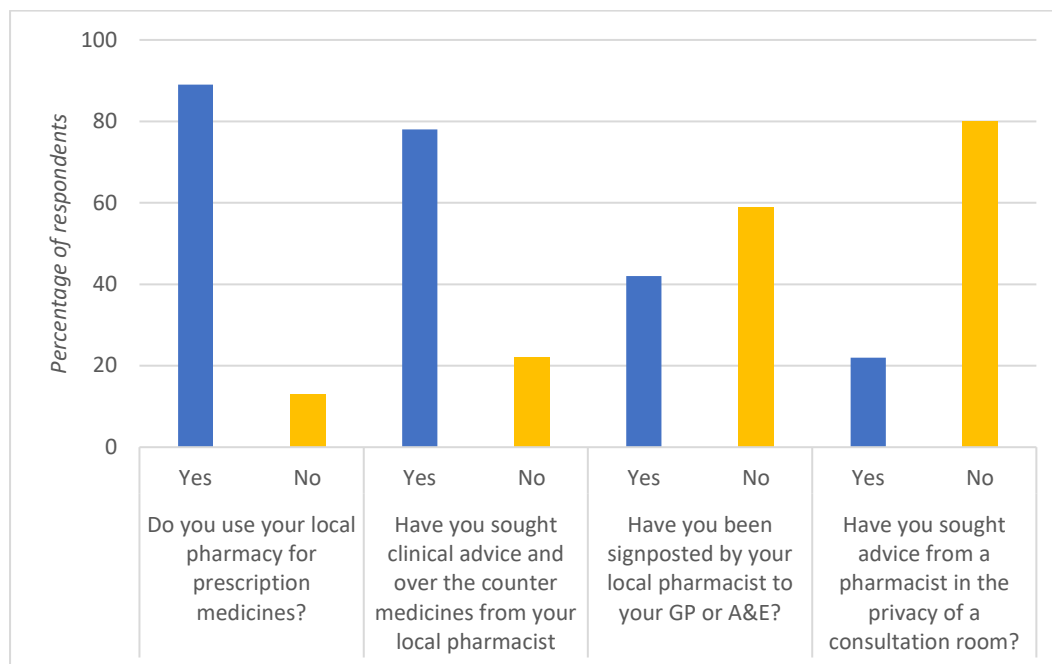
When asked about burns and scolds, responses were mixed spread across the places available to seek advice/treatment. It is possible that this mixed response could be down to respondents having different thoughts when answering this question in terms of severity.

When asked about heat stroke, responses were mixed and is noted that 39% of respondents identified pharmacy as where they would go to, to seek advice and/or treatment. The NHS advice for heat stroke is to dial 999 as it should be treated as a medical emergency. In conversations during the training session where ECs and CVs feedback about the

practical task, they feedback that this maybe because people are not aware of the seriousness of heat stroke and that heat stroke and heat exhaustion are not the same thing and these terms are often used interchangeably.

Question 3: Using your local pharmacy

Respondents were asked how they use their local pharmacy.

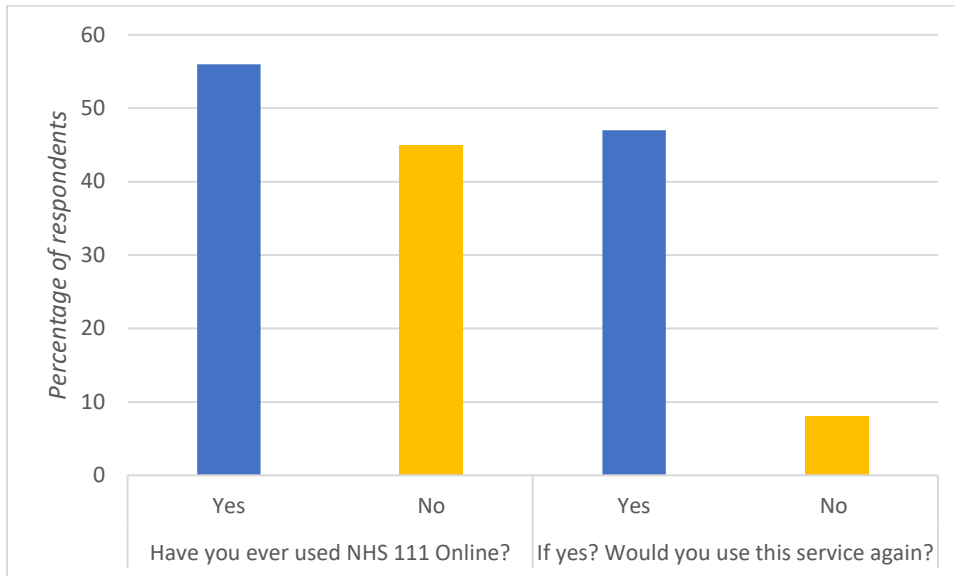


The majority of respondents (89%) had used their local pharmacy for prescription medicines and 78% had sought clinical advice and over the counter medicines. Signposting by the local pharmacist to a GP or A & E was something fewer respondents had experienced (41%), with fewer still ‘seeking advice form a pharmacist’ in a consultation room’ (22%).

Question 4: Using NHS 111 Online

Respondents were asked about their awareness and use of NHS 111 Online. It’s noted than when reading the comments left by respondents as to whether they would use this service again, a number of the comments make refer to ‘telephone calls’. As such the response to this question should be viewed with a degree of caution as it is possible some

respondents were thinking about NHS 111 the telephone service, when they were being asked about NHS 111 online.



Respondents who stated they would use NHS 111 Online again stated:

- I use 111 most at weekend if in unwell or my granddaughter/ grandson is unwell.
- It is too hard to get a GP appointment so is sometimes this is faster.
- Very useful to get medical advice, quick & very easy. Will point in the right direction.
- Helpful advice + support signposting.
- It was quick service and accessible.
- Assisted me when my mum was ill. Also used in a professional capacity
- Great information and reassuring service.
- 111 can offer out of hours appointments rather than going to A&E.
- Quick and easy advice.
- They can be helpful.
- Used for a friend who was then advised to go to A&E.
- Possibly be 'fast tracked' to hospital if necessary.

- Been assured if I should consult a GP or go to A&E + ring 111 for advice.
- My mum rang when I had concussion as I received further injury's due to dizziness and my symptoms worsened so they helped us decide what to do.
- Yes, because I have to, but I don't want to- over the phone advice is not as effective as a face-to-face consultation- misdiagnosis can easily happen.
- Excellent service.
- Found them helpful.
- Although I had to wait a long time for them to contact me, the advice given was good.
- They gave me some very useful advice.
- Felt unwell and was given advice.

Respondents who stated they wouldn't use this service again stated:

- Can't get through.
- Heard negative stories about long wait times and calls being cut after waiting.
- Because people say you have to wait ages.

Unique EC Code:

Summer Messaging



Engagement Champions Practical Task Survey

Introduction

This summer will be a busy time for the NHS in Calderdale. With sunny days, warm weather and more outdoor activities, summer brings some seasonal health issues. There are a huge range of services available in Calderdale 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](https://www.togetherwe-can.com)

The survey is also available online at:

<https://www.smartsurvey.co.uk/s/EC-SM-2023/>

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 impact people's health over summer but there are many actions you can take to stay healthy. We want to hear about your health, please tell us if you or your family's health has been affected in any of the following ways over recent summer months:

Please tick all that apply:

Key Messages: did you know

<input type="checkbox"/> Sunburn	<p>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:</p> <ul style="list-style-type: none"> • 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. <p>Did you know you can ask a pharmacist:</p> <ul style="list-style-type: none"> • about the best sunburn treatments • if you need to see a GP
<input type="checkbox"/> Heat Exhaustion	<p>There's a high risk of heat exhaustion or heatstroke during hot weather or exercise. The signs of heat exhaustion include:</p> <ul style="list-style-type: none"> • tiredness • dizziness • headache • feeling sick or being sick • excessive sweating and skin becoming pale and clammy or getting a heat rash, but a change in skin colour can be harder to see on brown and black skin • cramps in the arms, legs and stomach • fast breathing or heartbeat • a high temperature • being very thirsty • weakness <p>To help prevent heat exhaustion or heatstroke:</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • avoid excess alcohol • avoid extreme exercise <p>Heat exhaustion is not usually serious if you can cool down within 30 minutes. https://www.nhs.uk/conditions/heat-exhaustion-heatstroke/ -</p> <p>Contact 111 if you or someone else have symptoms of heat exhaustion that you're struggling to treat or you need advice about You can call 111 or get help from 111 online.</p> <p>Call 999 if: You or someone else have signs of heatstroke, including:</p> <ul style="list-style-type: none"> • still unwell after 30 minutes of resting in a cool place, being cooled and drinking fluids • a very high temperature • hot skin that's not sweating and might look red (this can be harder to see on brown and black skin) • a fast heartbeat • fast breathing or shortness of breath • confusion and lack of coordination • a seizure or fit • loss of consciousness <p>Put the person in the <u>recovery position</u> if they lose consciousness while you're waiting for help. Know the difference between Heat exhaustion and heat stroke by visiting Heat exhaustion and heatstroke - NHS (www.nhs.uk)</p>
<input type="checkbox"/> Food poisoning	<p>Picnics, barbecues and eating outdoors are just some of the perks of hot weather. However, these activities also increase the risk of food poisoning.</p> <p>Symptoms of food poisoning include:</p>

	<ul style="list-style-type: none"> • feeling sick (nausea) • diarrhoea • being sick (vomiting) • stomach cramps • a high temperature of 38C or above • feeling generally unwell – such as feeling tired or having aches and chills <p>The symptoms usually start within a few days of eating the food that caused the infection.</p> <p>By keeping these precautionary steps in mind, you can avoid getting food poisoning and can also prevent your loved ones from falling sick.</p> <ul style="list-style-type: none"> • Wash your hands and keep cooking areas clean. • Cooking food thoroughly. • Avoid Cross contamination. • Store leftovers properly. • Wash raw fruits and vegetables before eating. <p>You can usually treat yourself or your child at home and the symptoms usually pass within a week.</p> <p>The most important thing is to have lots of fluids, such as water or squash, to avoid dehydration.</p> <p>Ask your pharmacist for advice about tummy trouble.</p>
<input type="checkbox"/> Low mood	<p>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.</p>
<input type="checkbox"/> Burns	<p>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.</p>

	<p>Always exercise caution!</p> <p>Burns can be very painful and may cause:</p> <ul style="list-style-type: none"> • red or peeling skin • blisters • swelling • white or charred skin <p>The amount of pain you feel is not always related to how serious the burn is. Even a very serious burn may be relatively painless</p> <p>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.</p> <p>Advice on treating burns at home can be found on the NHS website: Burns and scalds - Treatment - NHS (www.nhs.uk)</p> <p>You should go to a hospital A&E department for more serious burns require professional medical attention.</p> <ul style="list-style-type: none"> • 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.
<p><input type="checkbox"/> Insect bites and stings</p>	<p>Insect bites and stings will usually cause a red, swollen lump to develop on the skin. This may be painful and in some cases can be very itchy.</p> <p>There are some simple precautions you can take to reduce your risk of being bitten or stung by insects. For example, you should:</p> <ul style="list-style-type: none"> • 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](https://www.nhs.uk) 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.

<input type="checkbox"/> Hay fever	<p>Symptoms of hay fever include:</p> <ul style="list-style-type: none"> • sneezing and coughing • a runny or blocked nose • itchy, red or watery eyes • itchy throat, mouth, nose and ears • loss of smell • pain around your temples and forehead • headache • earache • feeling tired <p>If you have asthma, you might also:</p> <ul style="list-style-type: none"> • have a tight feeling in your chest • be short of breath • wheeze and cough <p>It's sometimes possible to prevent the symptoms of hay fever by taking some basic precautions, such as:</p> <ul style="list-style-type: none"> • 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 <p>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.</p>
<input type="checkbox"/> Other	<p>Please tell us about anything else that affects your health over summer months:</p>

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 provide a response for each condition and tick as many as apply for each condition)

	Pharmacy	GP	NHS 111 Online	Accident & Emergency	999
Sunburn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heat exhaustion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heat stroke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food poisoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burns or scalds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insect bites or stings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rashes /skin complaints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hayfever	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 3: Using your local pharmacy

Most people live within easy reach of a pharmacy, there are over 50 locations in Calderdale. Please tell us about how you use your pharmacy.

	Yes	No	
Do you use your local pharmacy for prescription medicines?	<input type="checkbox"/>	<input type="checkbox"/>	Did you know that every pharmacist trains for 5 years in the use of medicines before they qualify and is also trained in managing minor illnesses and providing health and wellbeing advice to help people stay well.
Have you sought clinical advice and over the counter medicines from your local pharmacist?	<input type="checkbox"/>	<input type="checkbox"/>	Don't wait for minor health conditions to get worse, community pharmacists can support you to effectively and safely manage a range of health concerns such as bites and stings, hayfever, as well as general minor conditions likes coughs, colds, tummy trouble and earache.
Have you been signposted by your local pharmacist to your GP or A&E?	<input type="checkbox"/>	<input type="checkbox"/>	If symptoms suggest it's something more serious, pharmacists have the right clinical raining to make sure you get the help you need and can signpost patients to a GP or A&E where necessary.
Have you sought advice from a pharmacist in the privacy of a consultation room?	<input type="checkbox"/>	<input type="checkbox"/>	Community pharmacists offer a more convenient way to obtain clinical advice on minor health concerns and can speak to you in the privacy of a consultation room with no need for an appointment. Pharmacy technicians are also part of the pharmacy team and are also registered health professionals subject to the same fitness to practice framework as pharmacists.

Question 4: Using NHS 111 Online

	Yes	No	
Have you ever used NHS 111 Online?	<input type="checkbox"/>	<input type="checkbox"/>	111.nhs.uk can assess and direct you to the most appropriate local service, including your GP practice, local pharmacy, or nearest urgent treatment centre.
If yes? Would you use this service again?	<input type="checkbox"/>	<input type="checkbox"/>	111 online is available 24 hours a day, 7 days a week. It can assess and direct you to the most appropriate local service in as little as 90 seconds and, if needed, can arrange a call back from a nurse, doctor or paramedic.
Please give a reason:			

Together We Can 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**



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:

Jess Robinson (she/her)

Quality & Engagement Officer (Calderdale)

Phone 01422 348777

Mobile 07706363919

Email jess.robinson@cvac.org.uk

Unique CV Code:

Summer Messaging



Community Voices Practical Task Survey

Introduction

This summer will be a busy time for the NHS in Kirklees. With sunny days, warm weather and more outdoor activities, summer brings 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](https://www.togetherwe-can.com)

The survey is also available online at:

<https://www.smartsurvey.co.uk/s/CV-SummerMessaging23/>

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 impact people's health over summer but there are many actions you can take to stay healthy. We want to hear about your health, please tell us if you or your family's health has been affected in any of the following ways over recent summer months:

Please tick all that apply:	Key Messages: did you know
------------------------------------	-----------------------------------

<input type="checkbox"/> Sunburn	<p>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:</p> <ul style="list-style-type: none"> • 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. <p>Did you know you can ask a pharmacist:</p> <ul style="list-style-type: none"> • about the best sunburn treatments • if you need to see a GP
<input type="checkbox"/> Heat Exhaustion	<p>There's a high risk of heat exhaustion or heatstroke during hot weather or exercise. The signs of heat exhaustion include:</p> <ul style="list-style-type: none"> • tiredness • dizziness • headache • feeling sick or being sick • excessive sweating and skin becoming pale and clammy or getting a heat rash, but a change in skin colour can be harder to see on brown and black skin • cramps in the arms, legs and stomach • fast breathing or heartbeat • a high temperature • being very thirsty • weakness <p>To help prevent heat exhaustion or heatstroke:</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • avoid excess alcohol • avoid extreme exercise <p>Heat exhaustion is not usually serious if you can cool down within 30 minutes. https://www.nhs.uk/conditions/heat-exhaustion-heatstroke/ -</p> <p>Contact 111 if you or someone else have symptoms of heat exhaustion that you're struggling to treat or you need advice about You can call 111 or get help from 111 online.</p> <p>Call 999 if: You or someone else have signs of heatstroke, including:</p> <ul style="list-style-type: none"> • still unwell after 30 minutes of resting in a cool place, being cooled and drinking fluids • a very high temperature • hot skin that's not sweating and might look red (this can be harder to see on brown and black skin) • a fast heartbeat • fast breathing or shortness of breath • confusion and lack of coordination • a seizure or fit • loss of consciousness <p>Put the person in the recovery position if they lose consciousness while you're waiting for help. Know the difference between Heat exhaustion and heat stroke by visiting Heat exhaustion and heatstroke - NHS (www.nhs.uk)</p>
<input type="checkbox"/> Food poisoning	<p>Picnics, barbecues and eating outdoors are just some of the perks of hot weather. However, these activities also increase the risk of food poisoning.</p> <p>Symptoms of food poisoning include:</p>

	<ul style="list-style-type: none"> • feeling sick (nausea) • diarrhoea • being sick (vomiting) • stomach cramps • a high temperature of 38C or above • feeling generally unwell – such as feeling tired or having aches and chills <p>The symptoms usually start within a few days of eating the food that caused the infection.</p> <p>By keeping these precautionary steps in mind, you can avoid getting food poisoning and can also prevent your loved ones from falling sick.</p> <ul style="list-style-type: none"> • Wash your hands and keep cooking areas clean. • Cooking food thoroughly. • Avoid Cross contamination. • Store leftovers properly. • Wash raw fruits and vegetables before eating. <p>You can usually treat yourself or your child at home and the symptoms usually pass within a week.</p> <p>The most important thing is to have lots of fluids, such as water or squash, to avoid dehydration.</p> <p>Ask your pharmacist for advice about tummy trouble.</p>
<input type="checkbox"/> Low mood	<p>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.</p>
<input type="checkbox"/> Burns	<p>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.</p>

	<p>Always exercise caution!</p> <p>Burns can be very painful and may cause:</p> <ul style="list-style-type: none"> • red or peeling skin • blisters • swelling • white or charred skin <p>The amount of pain you feel is not always related to how serious the burn is. Even a very serious burn may be relatively painless</p> <p>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.</p> <p>Advice on treating burns at home can be found on the NHS website: Burns and scalds - Treatment - NHS (www.nhs.uk)</p> <p>You should go to a hospital A&E department for more serious burns require professional medical attention.</p> <ul style="list-style-type: none"> • 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.
<p><input type="checkbox"/> Insect bites and stings</p>	<p>Insect bites and stings will usually cause a red, swollen lump to develop on the skin. This may be painful and in some cases can be very itchy.</p> <p>There are some simple precautions you can take to reduce your risk of being bitten or stung by insects. For example, you should:</p> <ul style="list-style-type: none"> • 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.

<input type="checkbox"/> Hay fever	<p>Symptoms of hay fever include:</p> <ul style="list-style-type: none"> • sneezing and coughing • a runny or blocked nose • itchy, red or watery eyes • itchy throat, mouth, nose and ears • loss of smell • pain around your temples and forehead • headache • earache • feeling tired <p>If you have asthma, you might also:</p> <ul style="list-style-type: none"> • have a tight feeling in your chest • be short of breath • wheeze and cough <p>It's sometimes possible to prevent the symptoms of hay fever by taking some basic precautions, such as:</p> <ul style="list-style-type: none"> • 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 <p>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.</p>
<input type="checkbox"/> Other	<p>Please tell us about anything else that affects your health over summer months:</p>

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 provide a response for each condition and tick as many as apply for each condition)

	Pharmacy	GP	NHS 111 Online	Accident & Emergency	999
Sunburn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heat exhaustion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heat stroke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food poisoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burns or scalds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insect bites or stings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rashes /skin complaints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hayfever	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 3: Using your local pharmacy

Most people live within easy reach of a pharmacy. Please tell us about how you use your pharmacy.

	Yes	No	
Do you use your local pharmacy for prescription medicines?	<input type="checkbox"/>	<input type="checkbox"/>	Did you know that every pharmacist trains for 5 years in the use of medicines before they qualify and is also trained in managing minor illnesses and providing health and wellbeing advice to help people stay well.
Have you sought clinical advice and over the counter medicines from your local pharmacist?	<input type="checkbox"/>	<input type="checkbox"/>	Don't wait for minor health conditions to get worse, community pharmacists can support you to effectively and safely manage a range of health concerns such as bites and stings, hayfever, as well as general minor conditions likes coughs, colds, tummy trouble and earache.
Have you been signposted by your local pharmacist to your GP or A&E?	<input type="checkbox"/>	<input type="checkbox"/>	If symptoms suggest its something more serious, pharmacists have the right clinical raining to make sure you get the help you need and can signpost patients to a GP or A&E where necessary.
Have you sought advice from a pharmacist in the privacy of a consultation room?	<input type="checkbox"/>	<input type="checkbox"/>	Community pharmacists offer a more convenient way to obtain clinical advice on minor health concerns and can speak to you in the privacy of a consultation room with no need for an appointment. Pharmacy technicians are also part of the pharmacy team and are also registered health professionals subject to the same fitness to practice framework as pharmacists.

Question 4: Using NHS 111 Online

	Yes	No	
Have you ever used NHS 111 Online?	<input type="checkbox"/>	<input type="checkbox"/>	111.nhs.uk can assess and direct you to the most appropriate local service, including your GP practice, local pharmacy, or nearest urgent treatment centre.
If yes? Would you use this service again?	<input type="checkbox"/>	<input type="checkbox"/>	111 online is available 24 hours a day, 7 days a week. It can assess and direct you to the most appropriate local service in as little as 90 seconds and, if needed, can arrange a call back from a nurse, doctor or paramedic.
Please give a reason:			
Is there anything else that you would to tell us about the Summer Messaging campaign?			

Together We Can 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**

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

Quality & Engagement Officer (Kirklees)

Phone 01422 348777

Mobile 07495 049 432

Email tejinder.birk@cvac.org.uk

An 'Equality Monitoring Form' was Included at the end of EC and CV surveys

Appendix 5

ADVANCEMENT OF COMMUNITY EMPOWERMENT CIC (ACE)

NHS Summer Messaging 2023

Advancement of Community Empowerment CIC
moha20@hotmail.co.uk

ACECIC ran a NHS Summer Messaging Campaign starting on 1st July 2023 and ending on 5th August 2023

The Campaign focussed on the central Halifax area of Calderdale of postcodes HX1, HX2, HX3 & HX6.

The campaign targeted all socio-economic groups across all age groups.

ACECIC worked closely with Spring Hall Group of Practices, covering 5 GP practices across Calderdale.

We targeted local retail outlets

We also targeted local medical facilities like chemists and opticians amongst others.

We targeted local holiday
activities events.

Halifax Central Initiative
Football Summer
Programme.

We targeted individual
members of the Public

We delivered workshops to
asylum seekers and refugees
We distributed information
leaflets at events.
We distributed freebies at
Mosques & Madrassahs

We sent out weekly
information via:

Email

Enewsletters

Whatsapp

Social Media

Overall contact with:
300 people face to face
200 weekly emails
200 weekly whatsapp
messages
600 weekly social media
5 Community events.

Community Retail Outlets



Community Retail Outlets



Community Organisations events



Community Organisations events



Community events



Medical Outlets



Medical Outlets



Members of Public



Members of Public



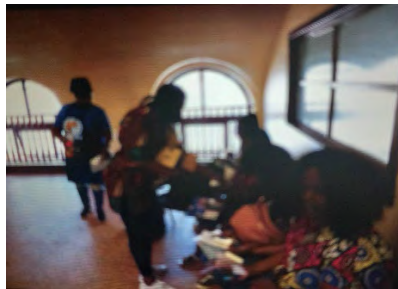
Members of Public



Appendix 6

LIGHT UP BAHC

Light Up BAHC had a cultural day and a fashion show which gave them the opportunity to share the information with 66 people including children



Feedback from the events included:

“Well appreciated, many time we have to call the GP and they say call 111 but with this information I know what and where to get support from. Thanks you.”

“Bring this information to us through organisation like lightupbahc show sense of belonging in the community.”

Appendix 7

WOMEN'S ACTIVITY CENTRE CIC (WACCIC)

We had some wonderful discussions with our ladies, as you can see from the pictures they were very relaxed! Once we get them talking the conversations flow, and often take wonderful tangents, some of them helpful, others not so much. Which is where the kits and leaflets are really useful. I do think that in general people are unaware of what help they can get from their pharmacy. This was clear from our conversations. The flyers are a good talking point and have increased knowledge of pharmacy services. I have encouraged the people I spoke with to use their pharmacy as the first point of call for anything minor, ranging from cold symptoms and rashes through to discussing medication and blood pressure checks etc.

Hopefully this will help alleviate pressure on GP's, utilise local services and alleviate some of the frustration over difficulty obtaining GP appointments. I have advised them that most pharmacies now have a private consulting room, where they can discuss any matter they don't wish to do on the shop floor. And that should their pharmacist think it necessary, they can signpost them as to the best other healthcare service they require.

We really find the kits very helpful, even if just to get conversations going. The water bottles are great reminders to stay hydrated in the warmer weather. The first aid kits are brilliant to begin engagement around pharmacies, what is available, what help they can get and who to turn to for different things. The lip salves are great for reminders about looking after your skin, staying safe and wearing sun protection. And the hand gels remind us that there are germs around all year round, and to be careful, and mindful of ourselves and others. We even put a little treat in, just to say thank you for their engagement with us. One good tip in the summer was; the winter thermal cups work just as well to keep drinks cooler in the hot weather, especially with ice in.

We engaged with 42 people directly, and our social media reach over that time was approximately 600.

Thank you again for the opportunity to engage with our ladies and other visitors.



Appendix 8

LOCORUM

As agreed, the community radio station Passion FM ran the previous year's radio advert for 10 weeks in the period up to 31st August 2023, which included the Huddersfield Carnival weekend, which produces an uptick in listenership. We are confident that the advert will have been heard by more than 15,000 people. We also met with a number of groups to share the summer health message, engaging with 114 people collectively including:

- Kirklees College students – attending Model Citizens workshop
- St John's Resource Centre Women's exercise group (new)
- St. Johns Resource Centre – Thursday Group
- CollaborArti – Queens Jubilee community workshops x 3
- Bradley Court – older people's gardening group
- Windrush Anniversary Garden Steering Group

In addition we attended the Ravensknowle Park Family Gala Event on 24th August. Lasting the whole day, it presented a fantastic opportunity to have great conversations with families and young people about staying safe and remaining well over the summer. Once again, the water bottles were a great hit, with a number of parents remarking that it was something they now didn't have to buy for their children for use at school.

Conservative estimate of footfall: 500

Our plans to deliver our own 4-day health and wellbeing festival stall over the duration of Huddersfield Food and Drink Festival were unfortunately scuppered when unseasonal weather caused the event to be cancelled with less than 24 hours notice.

Nevertheless, we are pleased to report that in conjunction with the radio coverage we will have reached over 15,000 people during the campaign period.



WhatsApp Video
2023-08-29 at 13.07.



Appendix 9

READY STEADY ACTIVE

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<p>PROJECT DESCRIPTION</p>	<p>Ready Steady Active was commissioned by Voluntary and Community (VAC) to support NHS Calderdale and NHS Greater Huddersfield CCGs to communicate important summer messages to target groups across Dewsbury and surrounding areas over spring/summer months.</p> <p>Objectives –</p> <ol style="list-style-type: none"> 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. <p>Our main aims are:</p> <ul style="list-style-type: none"> • 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 & 111 Online, 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 – with a particular focus on local pharmacies and 111 online. • Encourage appropriate use of the right health service at the right time.
<p>APPROACH</p>	<p>Ready Steady Active is a community-based Sports, Health, Physical Activity & Wellbeing provider with a strong reach in North Kirklees particularly Dewsbury and surrounding areas. We have a strong focus on South Asian communities particularly women/girls and families who are inactive and leading unhealthy lifestyles. We deliver a range of programmes including sports sessions, exercise and fitness classes, health and weight management programmes for those who are overweight or at high risk of diabetes, child obesity programmes, mentoring, social action programmes, mums mentoring programme and older age programmes and more.</p> <p>Ready Steady Active engaged a range of people and groups to share information on Summer Messages and using the right NHS service. Work was carried out via a range of mediums including -</p> <ul style="list-style-type: none"> • Incorporating messages within our Physical Activity Sessions. • Face-to-face conversation, • Providing leaflets/booklet/merchandise • Social media /Text & WhatsApp Messages <p>Groups & Individuals engaged –</p> <ul style="list-style-type: none"> • Live in or in close proximity to Dewsbury • Attend or have family members who attend our programmes. • From ethnically diverse communities particularly of South Asian and Muslim backgrounds. • Women & Girls. • Parents with children under 12years old. • From LSEG communities. • Families. • Women with health concerns including diabetes, obesity, high blood pressure. • Vulnerable adults and families <p>Engagement work was carried out between June – August 2023</p>

DETAILS

Engaging families with young children

Information on choosing the right health service and staying well over summers messages was incorporated into the Children's Multisport Holiday programmes delivered over the school summer holiday period. 4 sessions were delivered for girls between 8 – 17years which engaged over 42 children and 37 families. All sessions included an educational activity where young people were able to discuss issues affecting them, mental health and staying well in summer as well as information on choosing the right health service for medical issues. All children were provided with copies of the information leaflets/booklets and merchandise included in their packs to take home to their families.



READY STEADY ACTIVE



Engaging Women & Girls from diverse communities through our programmes

Summer messaging was incorporated into a number of our Womens Sports and Physical activity programmes delivered in Batley and Dewsbury. This included –

- 2 x Women's Community Exercise Class delivered on Tuesday evenings Exercise at Al-Hikmah Centre, Batley (65ppl)
- Womens Community Exercise Class delivered on Thursday afternoons at Al-Hikmah Centre, Batley (25ppl)
- Women and Girls Sunday morning Football Session delivered at Kick Off, Dewsbury (25ppl)
- Womens Weds evening Football session delivered at Al Hikmah Centre, Batley (20ppl)
- Womens Rounders league involving a diverse group of women playing competitive matches (100ppl)
- After-school family focused Rounders sessions at two schools, Batley (30ppl)

The exercise classes were attended by women predominantly from a South Asian background who reside in close proximity to the venue where the programmes are delivered. Most were of Indian or Pakistani origin with age range of 16 years old to mid 50's.

The Football and Rounders programmes engaged Women & Girls from a range of backgrounds from 12 years to over 50 years old and our family Rounders sessions based in schools engaged junior school children of ages 8 – 11 and their mums, aunts and grandparents.

Many of the participants were parents of children including those with younger children under 12 years.. Some were diagnosed with health conditions such as Asthma, Diabetes, High blood pressure, back pain, high BMI and joint pains. A significant of participants were previously inactive and many reside in areas deemed to be LSEG regions. Some of the participants were carers for older members in their family.

Summer Messages were incorporated into our physical activity sessions with a focus on keeping the activity fun and active as well as informative through discussions. A range of different methods were used across the different programmes where we incorporated the campaign. This included discussions and information provided verbally at the start or end of the session, quizzes carried out by putting people into teams to answer questions on using the right health services, facilitating discussions to allow participants to talk about experiences and what they have done in the past and how they will change and information cascaded through social media posts.

The participants who attend our sessions come from a range of backgrounds with some working in the NHS and health professions, it was helpful to involve these participants into the wider conversations where they were able to give their insight on why this area is critical in ensuring undue pressure is reduced from the health service so that focus can be on other areas.

Leaflets and merchandise including hand sanitisers, water bottles, lip balms and first aid kits were distributed to the participants which were very well received. The water bottles are used by many of our participants regularly which helps continue to promote the message. The first aid kits were popular and the feedback was they were useful to keep in the house, car or when travelling.

Information on the Summer Messages campaign was shared within our network via texts and social media messages and sent to over 250 people individually.









Appendix 10

SHAPING CARE IN KIRKLEES



Venue	Photos	No of people participate/ merchandize delivered
<p>Caribbean Carnival Greenhead park Carnival 3-6pm Greenhead park 8/7 33 conversations 20 bottles, 20 mini first aid kits, 32 Lip balm, 10 hand gel, plus range of flyers. 2x breakout to shelter rain. No info stall mainly food stalls.</p>		<p>Estimated to reach 100+ Thirty five (35) water bottles given out. Flyers/posters alongside discussions with Carnival participants.. Caribbean Carnival returns in July this year. We had hoped to join up with the Carnival info tent. Unfortunately there was only an area where people sheltered from the rain.</p>

Venue	Photos	No of people participate/ merchandise delivered
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Grove pub



Engagement activities at Grove Pub



Quiet Wed.



Poster at Grove Pub



Two cakes



Estimated to reach 40-60
Water bottles, Mini 1st Aids
given out. Posters on
display prior to the event.

Grove inn Tastiest Cake
12/7

£39 raised for Ukrainian
appeal inc £5 donation
17 participants 30
conversations 7:00pm to
9:30pm

Venue	Photos	No of people participate/ merchandise delivered
<p>Mondays at the Museum Tolson Museum</p> <p>Additionally Drumming sessions added during School Holidays</p>	 <p>Conversations after yoga</p> <p>Yoga</p> <p>At Tolson</p> <p>Big Drum session</p> <p>Carers event/Health checks</p> <p>Drumming sessions</p>	<p>Estimated up to 50 per week. This was ongoing especially when a special Carers event and Health checks took place. Discussions with partner organisations.</p> <p>Mondays at the Museum MATM 10/7 Carers event 7 south Asian contacts 20 participants photos 40 conversations Carers event at the museum 11:00-1;30 stall good conversations.</p> <p>Q difficulty getting cholesterol testing? Rolling programme of conversations and distribution of merchandise</p>

Venue	Photos	No of people participate/ merchandise delivered
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SCiK Greenhead Park 11&13 July
See photos attendance

Ongoing campaign and encouragement throughout Greenhead Park activities. See photos to generate timelines. All merchandise allocated Social media content not a much



SCiK Banner



mechandise



Yoga Pilates

Tuesdays and Thursdays
July to September.
24Yoga/Pilates plus Chair
Yoga.
12 Big Drum sing play
dance sessions.
12 Wellbeing walks
Discussions and socialising
Average 15 people attend
each session.

Rolling programme of
conversations and
distribution of the various
merchandise



Big Drum session



Drummers tuning up



Participants merchandise

Venue	Photos	No of people participate/ merchandize delivered
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Other places



Mission Theatre

Ten (10) water bottles, Mini 1st Aid kits, and Gels given **at Tims Barber** shop with flyers/posters for display..

Patient Participation Group 15/7

8 participants info to as well as Milnsbridge Netherton surgery also. Bottles, lip balm, mini 1st aid kits, posters/leaflets

Fridays at the Mission Theatre 20 conversations

Birkby Methodist Church MacMillan Coffee morning 10 conversations, 15 1st Aid kits, Gels, lip balm and flyers



At PPG New Street Surgery Milnsbridge



"Summer message"



Appendix 11

THORNTON LODGE ACTION GROUP

Table of **SUMMER MESSAGES CAMPAIGN** activities and attendee numbers delivered by Community Voice.

Month	Event	Number of Attendees
July	Kahoot Workshop	10
July	Summer Messages delivered at ESOL Class	5
July	Mount Pleasant School Summer Fair	10
August	Huddersfield Job Centre Fair and Sewing Class at TLCC	30
August	Make-up Class Workshop	10
August	Summer Holiday Club at Thornton Lodge Community Centre	10
FINAL TOTAL		85

Meeting Attended

Internally we had a Community Champion meeting between the champions and with the lead of the Project Samina Quaddus. We shared ideas of how we could deliver Summer Messages, this resulted in a joint effort of organising and delivering the above events.

The Community Champion lead also had regular meetings in ways of collaborating ways of delivering Summer Messages to the appropriate audience and venues so we could reach to a larger audience in one swoop!

The workshops were all delivered successfully, treats provided by Community Voices were given which the participants loved and were received with thanks and gratitude.

We devised a simple SM survey for all participants who filled the survey and gave feedback in order to receive a Summer pack provided by Community Voices.

Social Media Campaign and Pictures of venues where Summer Messages were delivered

Summer Messages Flyer which we promoted on social media platform



Bake Off Competition Event in July 2023



Promoting Summer messages at the Esol Class



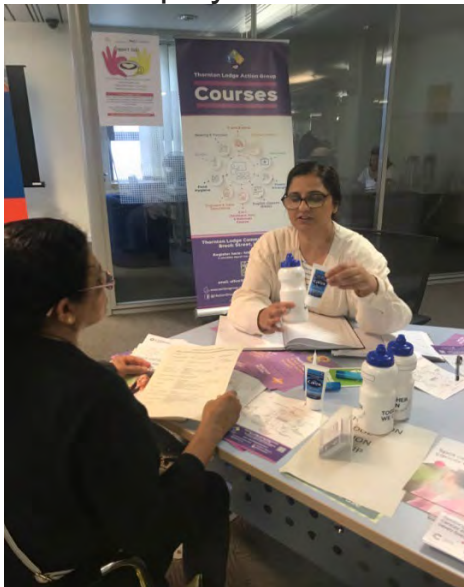
Education and Awareness session



JCP



Raising Awareness on Summer Messages at Job Centre Fair for the unemployed



JCP



Holiday Club- At Thornton Lodge Community centre



Case Study

A parent approached me and informed me her daughter got burnt whilst having a barbeque in the garden on a hot summers day. I advised her in accessing a variety of service instead of going to A &E. I gave her the option of going to a pharmacy where she could speak to the Pharmacist in her own community language. She was unaware she could access the pharmacy for a service like this. She said I always assumed I had to always to go or A&E if my child was poorly and sit for hours until I was seen by a Doctor. She was very grateful and happy that I informed her of this service which clearly saved her a lot of time. She had young children and did not have the time to attend A&E. The summer Messages were delivered in most community languages and huge awareness was raised on how to access 111 for emergency services and to walk into a Pharmacy and speak to a pharmacist who as well as giving her medical advice can also prescribe medication to an individual.

Kahoot Quiz which we incorporated in our Workshop

15 Kahoot Multiple choice Questions for Summer Messages Workshop 30/6/23

- 1) Who should we protect the most from excessive sun and why?
 - Children to avoid sunburn.
- 2) What are the two main things everyone should do during summer days-
 - Apply Sun Protection Factor cream and drink plenty of fluids.
- 3) What should children wear at all times when riding their bicycle in summer?
 - Helmet and protective elbow and knee pads.
- 4) Why should children wear light coloured clothing
 - To avoid insect bee stings!
- 5) What should you have near at all time when having a barbeque.
 - Water.
- 6) Who should always use lighter fluid at barbeques in summer
 - Adults.
- 7) Where should you NOT leave children in hot weather
 - Water or pools.

- 8) Where should you place equipment like swings, trampolines and slides
- Soft surfaces like GRASS not concrete or tarmac so children do not fall and end up in hospital!
- 9) What should children carry with them at all times
- Water
- 10) What should children take aged 2 and over for hay fever?
- Antihistamines. Non-drowsy, long-acting antihistamines like Claritin, Zyrtec, Allegra and Xyzal make sure you get the okay from your doctor.
- 11) Where is the first contact point you attend when an adult or child is suffering from Hay fever?
- Local community Pharmacy
- 12) Name a few things to treat sunburn?
- Get out of the sun, stay indoors, take frequent baths or showers to relieve the pain, pat yourself dry.
- 13) What should you apply to help soothe sunburned skin.
- Aloe vera or Benzocaine cream
- 14) What can you take to reduce redness, swelling or discomfort?
- Aspirin or Ibuprofen - get pharmacist advice with medication.
- 15) Why should you apply lip balm in summer?
- To keep them nourished and hydrated and avoid them getting chapped and dry.
- 16) Why do rates of food poisoning increase in summer?
- Bacteria grows faster in warmer weather.

Appendix 12

HEALTHY LIVING PARTNERSHIP

Working with the award winning 51st Pellon Scouts (King's Award 2023; Charity of the Year, Calderdale Community Spirit Awards) we ran our Summer Messaging campaign throughout the whole of the Summer, as we were involved in activities throughout. We had a presence at many community events such as the Charity Gala, where we had a stand. We gave out bottles and leaflets and spoke to many people who came to visit us.

We were involved with the Healthy Holidays Programme which ran from end of July to end of August. This was a very successful programme where we managed to engage with 200 families through the programme. Health and Nutrition sessions were delivered, which included signposting to other organisations and services, especially NHS Key Summer Messaging around accessing the right service and simple tips on staying well. All the key messages were delivered throughout the programme, and important information shared with parents at every opportunity.

The kids even came up with a slogan – "If you wanna be rated, stay hydrated!" which was a big hit, and reminded people to keep drinking water in hot weather.

We also ran the campaign with parents at meetings at the centre, with the usual walking groups (ladies and men). We had several other key events at the Community Centre, where people were engaged with, had leaflets given out, and some merchandise.

In summary:

- Number of BME engaged with at weekly sessions: 140
- Parents of YP engaged with during HAF programme - >120
- Under 40s with minor health issues - >60

