

NHS WINTER MESSAGING CALDERDALE AND KIRKLEES

2022 – 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 and Kirklees Health and Care Partnership have sought support from the Voluntary, Community and Social Enterprise Sector (VCSE) to communicate important winter messages to target groups across the Calderdale and Huddersfield Foundation Trust (CHFT) hospital footprint and North Kirklees.

The NHS is always under considerable pressure over the winter period as demand for services tend to increase significantly with the onset of cold weather and subsequent increase in both flu and COVID-19 viruses. In recent years this pressure has been building not just at winter but throughout the year as well.

By supporting the Together We Can Campaign, West Yorkshire Health and Care Partnership's 'choose well' campaign, the VCSE sector have developed innovative 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.

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 October 2022 explaining the scope and purpose of the Winter 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. Sessions took place on 3 November, together with 1:1 sessions for groups that could not attend the main briefing. The session included a presentation delivered by the Quality and Engagement Team Lead, VAC.

Nine Community Voices/Engagement Champions attended the main briefing. A copy of the briefing presentation is included at [Appendix 16](#). Following the briefing, ECs and CVs were asked to submit their

proposals by 11 November 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 [Appendix 1](#). In addition to those that attended the briefing, or had a 1:1 session, 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, for example, Heartisan's printing inks.

Stage 3: In total 16 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 16 initiatives covering a range of target groups across the CHFT footprint and North Kirklees, setting a completion date of 31 March 2023.

Organisation	Engagement Champion (Calderdale) Community Voice (Kirklees)
Advancement of Community Empowerment CIC	Engagement Champion & Community Voice
Calderdale Dementia Hub	Engagement Champion
Disability Support Calderdale	Engagement Champion
Healthy Living Partnership	Engagement Champion
LightupBAHC	Engagement Champion
Womens Activity Centre (WAC)	Engagement Champion
Heartisan	Community Voice
Locorum	Community Voice
Oasiscare-ss	Community Voice
Shaping Care in Kirklees	Community Voice
BBEST	Community Voice
Focus Trust (Boothroyd Primary Academy)	Community Voice
Kumonyall	Community Voice
Loving Hands Outreach Team	Community Voice
Ravensthorpe Community Centre	Community Voice
Ready Steady Active	Community Voice

Stage 4: Between December 2022 and March 2023, ECs and CVs carried out a total of sixteen winter messaging initiatives. Details of the initiatives and their reach are described in [Appendix 1](#).

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 are being processed by VAC.

Community Voices Training Practical Task

2 new cohorts of Community Voices used Winter Messaging as their practical task in October 2022 and February 2023. A survey was developed for them to use to gather responses and prompt conversations around the key Winter Messages and Together We Can Materials. A copy of the survey is included in [Appendix 15](#).

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 [2022-23 Winter Messaging Campaign Resources](#) site

This includes:

- Social Media graphics and suggested posts
- A social media schedule describing the messages.
- 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.
- 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.

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 by simply using the bottles.

The **branded room temperature gauges** are a valuable tool to help people assess heating accommodation while balancing the health implications of reduced heating due to increased cost of living demands.

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
Branded Promotional materials need at least two weeks from ordering to delivery and a contingency period for failure to deliver	Build plans with 4 week 'order-to-delivery' window for merchandise to ensure contingency in place for	VAC

Learning	Recommendation	Responsibility
needs to be included in plans.	failure to deliver by suppliers.	
<p>There is a dependency on the NHS deciding which Together We Can strapline (eg 'stay healthy', 'choose well') they want to use in the 'logo' and this needs to be agreed before any orders can be placed.</p> <p>Eg Company supplying temperature gauges required 2 weeks delivery period and were very busy with Christmas. Due to having to wait for the approved 'logo' the production was delayed and delivery was not received until after winter messaging commenced.</p> <p>Missing items were sent out later, which was too late in some instances, due to activities like Christmas lunches having already taken place.</p>	<p>Together We Can strapline to be agreed in time to enable 4 week ordering window by VAC of promotional materials.</p>	<p>NHS</p>
Running the project across both localities simultaneously ensures a	This approach continued to build on the positive impacts of working within the same ICB to identify efficiencies gained by	NHS & VAC

Learning	Recommendation	Responsibility
consistent approach and messages.	working on same project across two localities	
ECs and CVs shaped their own innovative responses to Winter messaging resulting in targeting appropriate to the audience.	Continue to allow ECs and CVs 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
Production of a BSL video would ensure key messages reach this community.	The NHS have produced a BSL video. However, it is felt that the messaging may be more impactful if developed by local community members/organisations. VAC to investigate costs.	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. One organisation did not feel the need for any funding, so we have not requested a report from them.

However, 2 organisations were unable to progress with the project for different reasons and therefore have no report to provide.

[Appendix 2](#) – Shaping Care in Kirklees

[Appendix 3](#) – Ravensthorpe Community Centre

[Appendix 4](#) – Kumonyall

[Appendix 5](#) – ACE

[Appendix 6](#) – Heartisan

[Appendix 7](#) – LightupBAHC

[Appendix 8](#) – Loving Hands Outreach Team

[Appendix 9](#) – Healthy Living Partnership

[Appendix 10](#) – BBEST

[Appendix 11](#) – WACCIC

[Appendix 12](#) – Disability Support Calderdale

[Appendix 13](#) – Locorum

[Appendix 14](#) – Ready Steady Active

A couple of short videos have been produced showcasing just some of the work undertaken as part of this project.

Click on the link below to view:

[Winter messaging 2022-23.mp4](#)

<https://twitter.com/i/status/1661698835582779398>

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 winter messaging and re-tweeted posts from the ECs and CVs taking part.

APPENDIX 1

Organisations involved, their proposed activities & estimated reach

* C = Calderdale, GH = Greater Huddersfield, NK = North Kirklees

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
Calderdale Dementia Hub	C	Incorporate within existing service model particularly one-to-one contacts where Personal Plans are completed.	40–50/Qtr

Organisation	Loc*	Overview of Activities	Est Reach
		Engagement Officer Awareness Social Media Partnership activity (e.g. promotion at Choices Age UK)	256 115 10-20/day
Disability Support Calderdale	C	Group sessions and one-to-one meetings/ videos at our office/ Todmorden Health Centre/ Art Sessions/ Todmorden Food Bank	325
Healthy Living Partnership	C	Ongoing engagement at weekly scout sessions; weekly walks with mens' and womens' groups; Christmas Party and 10th Anniversary Celebration event	270
LightupBAHC	C	Face to face/ online and YouTube	70
Womens Activity Centre (WAC)	C	Discussions with: Older South Asian women especially around using the appropriate service for any health issues, keeping warm and well safely. Community college classes, younger South Asian women with families and support group for parent carers	15-30 30-50

Organisation	Loc*	Overview of Activities	Est Reach
		Social media posts & retweeting.	500 +
Heartisan	GH	Work with local groups and attend their events. Screen print bags with clients and students at Huddersfield University	180
Locorum	GH	Radio Advert; information sharing sessions at existing events; e.g. seniors Xmas meals, craft clubs, domino clubs, women's gym; Locorum Winter Warmer/Health event; Leaflet distributions to local businesses / community venues; a short animation to be circulated on social media.	20 - 5000+
Oasiscare-ss	GH	Leaflet via Hope Newsome Food bank and meal delivery service, briefing session Luncheon Club, video on face book and website.	230
Shaping Care in Kirklees	GH	Adding to existing activities at Tolson Museum signposting engagement tables (Tea/coffee room plus social prescribing info table).	70-100 40-60

Organisation	Loc*	Overview of Activities	Est Reach
		<p>Cake Club guest the baker/ table discussions/Mindful art class with Natasha at Grove Inn/Short survey, 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.</p>	<p>30-60</p> <p>30-60</p>
BBEST	NK	<p>Social media</p> <p>Website</p> <p>Newsletter</p> <p>School - direct to inboxes</p> <p>School – messaging platforms</p>	6,000 – 8,000
Focus Trust (Boothroyd Primary Academy)	NK	<p>Various promotional activities including</p> <p>Class Dojo</p> <p>Food bank</p> <p>Classroom sessions</p> <p>Twitter and Facebook</p>	<p>250</p> <p>> 40</p> <p>30 / class</p>
Kumonyall	NK	<p>Research done by young people and then make videos and share on social media.</p>	1000+
Loving Hands Outreach Team	NK	<p>Posts on social media with short 30 second videos for each of the categories in the</p>	<p>2800+</p> <p>183 Food parcels</p>

Organisation	Loc*	Overview of Activities	Est Reach
		'Together we can' website and leaflets in food parcel bags	
Ravensthorpe Community Centre	NK	Face to face conversations/workshops. Flyers with advice and information	100
Ready Steady Active	NK	Incorporating Winter messaging in: Holiday camps - young people. Leaflets to families; Exercise and Health programmes to inform, test knowledge and share leaflets; Social media, text and WhatsApp participants and followers sharing information and including a competition, with a prize, testing knowledge.	80–2000+
VAC	C / GH/ NK	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.	Approx. 140

Appendix 2

SHAPING CARE IN KIRKLESS



Shaping Care in Kirklees combined a number of separate activities into a cohesive approach to delivering the Winter Messaging to their community through a series of activities, including distribution of food vouchers together with Winter Messaging leaflets, distribution of leaflets and posters to the local area, conversations incorporated into weekly surgeries and community fitness activities such as yoga, traditional drum classes, walking groups and a Tastiest Cake competition. This was supported by a social media campaign.



Final report

Winter messaging



SHAPING CARE
IN KIRKLEES CIC

Project overall evaluation

What project did

Promoted the winter messaging campaign via Shaping Care Wellbeing activities and social media. Shaping Care is trusted by the community as we completed a successful summer campaign. Winter messaging was meaningful and accepted as the message was an integral part of our wellbeing activities.

learning worth sharing

Provide good practice wellbeing messages throughout the year to develop trust. Engagement made easier as we ran two giving projects side by side. One to one conversations gives participants a better understanding as they were able to ask further questions for clarification of any issues.

what project will do

Innovative methods of engagement meant no wastage. Distribution of merchandise had greater impact in spreading the message. We will tackling inequalities by getting the message across to communities, some of which are seen a hard to reach. We will be completing some other tasks as before the end of March 23.

What SCiK did

134 Envelopes with voucher and winter messaging information given out to households. The make up of the households were: Families, Pensioners and Others being without children and pensioners.

The envelopes contained merchandise on the winter messaging, surveys plus a food voucher.

Number of households with children (21) /No. of households with pensioners (58)/ Others (38)

In total (159) vouchers given out.

Approximately 130 conversations 1:1 held between Jan to March at surgeries Mondays at Tolson museum, Tuesdays and Thursdays at Greenhead Community meeting room.

Thirty eight (38) Surveys returned, more that normally because of the process.

Guess the Baker - Tastiast Cake 8 tables had a conversation on winter messaging, hand gel given. Thirty two (32) Tickets sold. £88.20 raised for the Ukrainian appeal. (Shaping Care designed the flyer/tickets and lead the coordination of the event)

Six bakers produced seven cakes. (Contribution made to the bakers for ingredients and a second prize gift. The Grove donated the first prize.

South Asian Community - Distributed posters and flyers amongst community, families and friends.

Photos

Merchandising giveaway

- Patient participation group New Street 10 bottles plus other poster for surgery see photos.
- Tim's Barber shop 10 bottles plus poster to put up in shop.
- MatM Bottles posters others hand sanitizers temperature guides, cards flyers general.



Photos

Merchandising giveaway

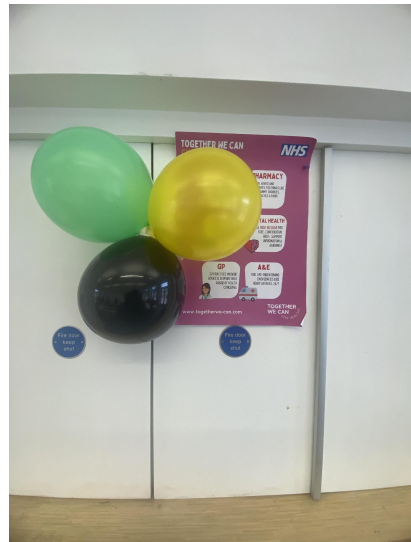
- Greenhead Park activities groups yoga, chair yoga, walking group and big drum traditional sessions. Bottles, focus discussions, celebrations, cost of living household fund food vouchers.
- Direct one to one session with recipients of the cost-of-living household fund food vouchers with discussion on the content, specifically winter messaging information. Participants sign to confirm receipt of voucher



Photos



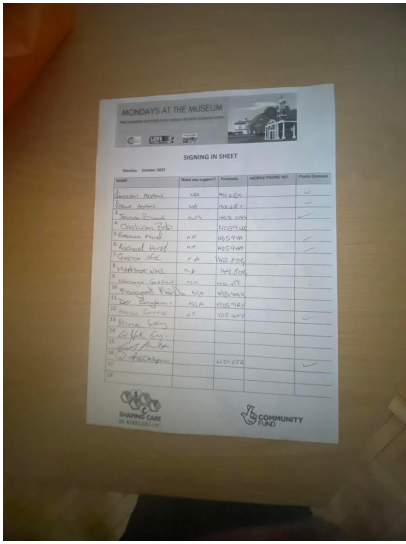
Photos



Name	Post code	Photo Consent	Feeling
Sharon Goodwin	H255	no	well
Sue	H263	yes	well
Raymond Mills	H214	yes	well
Colin	H211	no	well
Paula	H252	no	well
Shahida Ali	H254	no	OK
Shahida Yusuf	H211	no	OK
Samira Parveen	H255	no	OK
Deepa Gupta	H204	no	OK
Mehnaz Akhter	H242	no	OK
Deepa	H242	no	OK
Angeline	H255	no	OK
Sharon	H252	no	OK
Sharon	H255	no	OK
RAK	H242	no	OK
N.R. Walker	H212	no	

Photos

Merchandising and social engagement activities



Online facebook post



Album Winter messaging

Shaping Care in Kirklees CIC
12 Dec 2022 · 🌐

Support the NHS by making the right choice when you need health and care services this winter. A&E is for emergencies, serious injuries and... See more

Shaping Care in Kirklees CIC
10 Dec 2022 · 🌐

togetherwe-can.com has advice to help you choose the right service. ... See more

youtube.com
'Together We Can' YouTube advert with subtitles

Shaping Care in Kirklees CIC
12 Dec 2022 · 🌐

togetherwe-can.com is your local health and wellbeing guide this winter.

You'll find information on:

- Seasonal advice
- Family health
- Local & online services
- GP practice and pharmacy finder
- Mental health
- Cost of living

...and much more.

<https://togetherwe-can.com/>

With Shaping Care in Kirklees, creating safe and caring communities to improve quality of life.

15:25

Shaping Care in Kirklees CIC

Posts About Videos More

Album Winter messaging

Shaping Care in Kirklees CIC
18 Dec 2022 · 🌐

A well-stocked first aid kit can help you treat many minor injuries and conditions at home. Stock-up in your local pharmacy, shop or supermarket.

Find out more at: <https://togetherwe-can.com/stay-well/>

With Shaping Care in Kirklees, creating safe and caring communities to improve quality of life.
#ShapingcareinKirklees
#TogetherWeCan Choose Well.

Shaping Care in Kirklees CIC
1 Feb · 🌐

Winter is much warmer with Shaping Care?

Join our FREE activities! Connect to community, be healthy, improve your wellbeing and have fun!

YOGA CLASSES
Mondays at Tolson Museum, Ravensknowle Park -> 11:30am -12:30pm
Tuesdays at Greenhead Park (Community meeting room) -> 11am - 12pm
Thursdays at Greenhead Park (opposite tennis court) -> 11:45am-12:15pm

TRADITIONAL BIG DRUM – Drumming, Dancing, Singing
Mondays at Tolson museum -> 2:00pm – 3:00pm
Thursdays at Greenhead Park -> 12:30pm – 2:00pm

More information, email:
info@shapingcareinKirklees.org
Or Tel: 07595122074

With Shaping Care in Kirklees, creating safe and caring communities to improve quality of life.

Shaping Care in Kirklees CIC

Posts About Videos More

Shaping Care in Kirklees CIC
18 Dec 2022 · 🌐

If you're a parent or carer you can find local online information and advice to help keep your family safe and healthy... See more

Photos

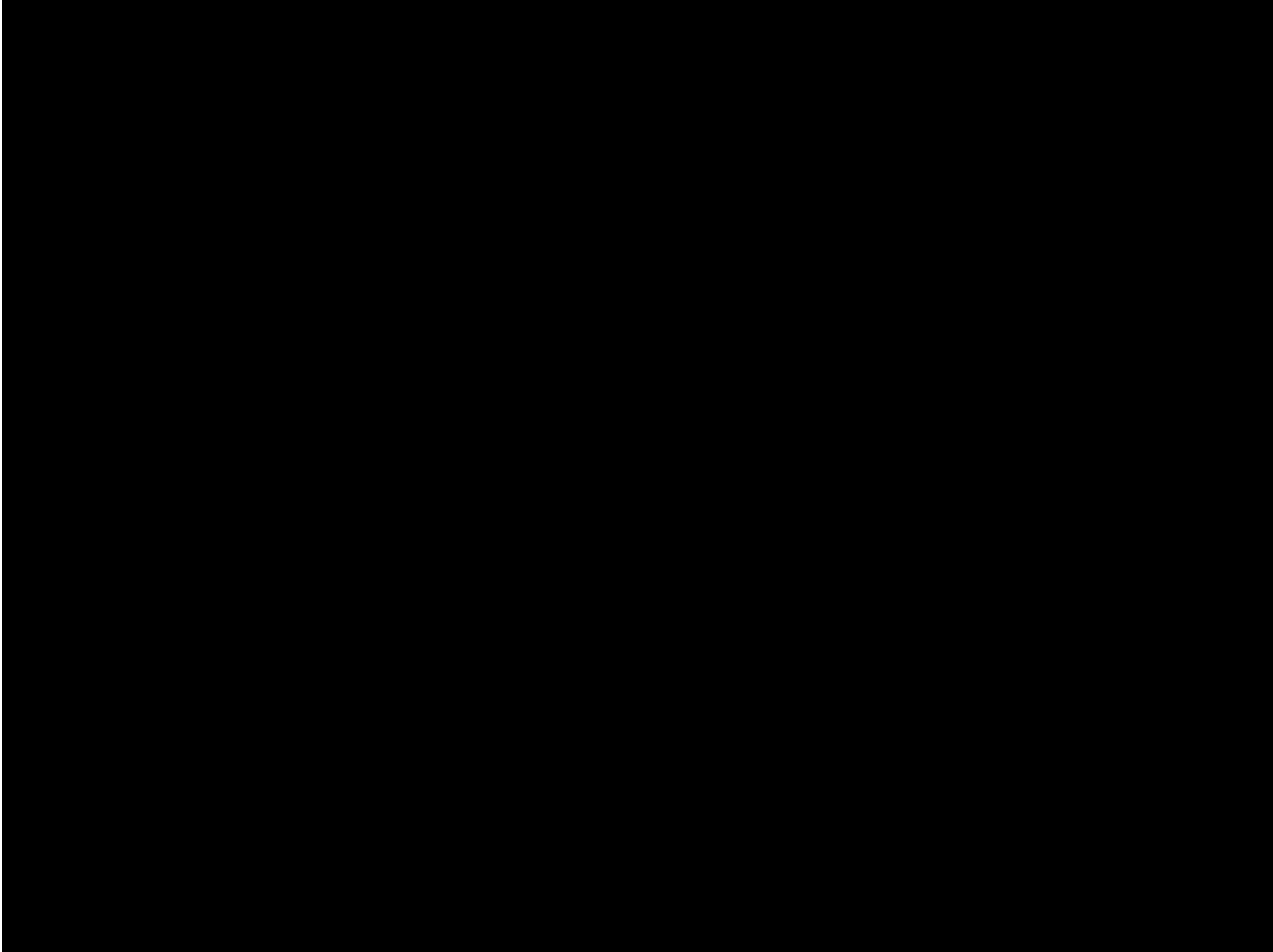


Video 1



link:https://drive.google.com/file/d/1z2sSDaNh0BJNb237q9DmzB_0K5B4QJlc/view?usp=sharing

Video 2



link: <https://drive.google.com/file/d/1Y9Y9la3K5ejsH13Oy-yXbeTOWanYLMGZ/view?usp=sharing>

Video 3



link: <https://drive.google.com/file/d/1v18ZwpE9yj30VaTOD7lQV64fMKYuAA3m/view?usp=sharing>

Winter messaging - survey

Envelopes containing SCiK info winter messages flyers cards survey.

38 Surveys returned. Overall people liked and found the posters useful.

Postcodes were: HD1,2,3,4,5,7,8 & 9.
WF13 & HX2



Winter messaging - Survey

1. Overall, do you like the poster? Yes No
2. Is the poster useful to you? Yes No

3. Among 6 items below, which one is relevant to you?



4. Will you follow the advice in the poster?

Yes No Maybe

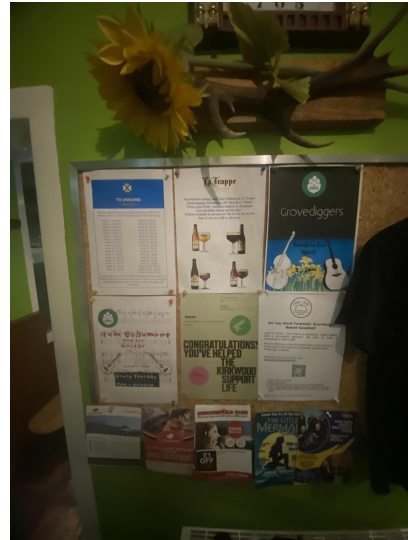
5. After seeing the card, merchandise of winter message. Would you like to access to the link <https://togetherwe-can.com/> for more

information? Yes No Maybe

Please confirm your Postcode here



Mini contest “The tastiest cake”



Appendix 3

RAVENSTHORPE COMMUNITY CENTRE

Ravensthorpe combined a number of separate activities into a cohesive approach to delivering the Winter Messaging to their community through a series of activities and included references to Winter Care Pack merchandise and food banks.

RCC deliver Adult Learning classes in the community, to approx. 140 learners. They incorporated the messages from NHS Digital into the classes, to show people how to access NHS digital. Most of the learners first language is not English, so they struggled with this. As a result, RCC have prepared a course called “NHS digital and Me” and are hoping to deliver it to the community. This course enables communities to become more digitally inclusive and increases access to the Together We Can, GP and NHS digital platforms.

The report also contains specific feedback and case studies where users experience of NHS services were not as expected and concerns that they raised.



Winter Messaging Final Evaluation 14/04/2023 Ravensthorpe Community Centre

Community Champions targeted the following groups, via face to face conversations, during the Age Well groups, Hope Café, during HAF delivered. There were also workshops held at Ravensthorpe Community Centre for Asthma Support, and Healthy Families projects.

- **Parents and families with children under 12 years: 50**
- **People under age 40 years: 42**
- **Vulnerable adults/carers: 32**
- **Disabled community members: 11**
- **Elderly community: 60**
- **Asylum seekers: 19**

Total number of people reached by ethnicity:

- **Pakistani: 91**
- **Indian: 22**
- **White British: 22**
- **Roma & Other EU: 7**
- **Others (Kurdish/Syrian/Afghani): 19**

Ravensthorpe Community Centre have taken part in the Winter Messaging group. Our five Community Champions, have been working hard on both the Covid Booster and Winter Messaging projects.

The community champions have been working on outreach work in the community and ensuring people are aware of where to go for help and advice. They have distributed messages, photos and videos on social media such as Facebook, TickTock, Snapchat and Instagram and WhatsApp.

The champions also shared the information in Urdu for those who are unable to read and speak English in the following groups on Facebook:

- West Yorkshire community
- Dewsbury Freebies
- Dewsbury Local Community
- Dewsbury matters
- Ravensthorpe Matters

Over 200 blankets, water bottles and thermoses were distributed throughout Ravensthorpe, Dewsbury, Batley and Heckmondwike. Food parcels and food vouchers were also distributed.

We carried out 2 workshops at RCC in partnership with the Hope Café, and the Age Well Group. We deliver Adult Learning classes in the community, to approx. 140

learners. We incorporated the messages from NHS Digital into the classes, to show people how to access NHS digital. The majority of the learners first language isn't English, so they struggled with this. For this reason, we have prepared a course called "NHS digital and Me", and are hoping to deliver it to the community. This course enables communities to become more digitally inclusive. The majority of the feedback from the communities, consisted of being unable to make appointments with their GP due to the waiting times. Most families state they do not have access to a dentist and are unable to afford private treatment. They state the prices are extortionate for non NHS patients, and they feel unheard, ignored and have a lack of trust in the government.

Due to this, many people are struggling, and are unable to access help from other sources. We have taken this feedback into consideration and are in the process of setting up a Health & Wellbeing Centre where we will give members of the community an opportunity to obtain further accredited skills and training, so that people in the community can access the centre for help, advice and support, in collaboration with their GP surgeries, Dr Wajid Khan a Clinical Psychologist and his Research team and Durham University and Huddersfield University.

Case Studies

A lady in her late 60's who suffers from various health problems refused to take the booster vaccination. Her husband was against the flu vaccinations and covid vaccinations despite having Asthma, diabetes, and blood pressure. The champion discussed her fears with her, and the misinformation from online and the opinions being shared by her neighbours and other locals on WhatsApp groups. The champion shared a few reputable links with the lady and discussed seeking advice from her GP, and Pharmacist as due to her underlying health conditions she was very vulnerable and susceptible to getting covid. The above lady contacted the champion after a few days and thanked her for her advice and guidance and that as a result she had her covid vaccine and had booked for a booster vaccine as well. "Thank you for helping me see the truth about the vaccinations, all this time I thought it would harm us. "In conclusion we felt that the majority of the people prefer to speak to the champions directly, and get the correct information, rather than be influenced by negativity via social media. Furthermore, some people are afraid to speak in a group setting or online in case of reprisals from the majority of sceptics.

Amongst one of the weekly drop in sessions through the "Hope Cafe", a champion had a conversation with an elderly lady. The lady in question suffered from Diabetes and Crohn's disease, but despite this she was concerned about the side effects of the vaccination, especially the booster as she had come across some videos online one by an Orthopaedic Surgeon who is calling for a complete suspension on vaccinations, and states serious adverse effects of vaccinations. This lady claimed that her brother had experienced horrible side effects after taking the covid vaccination and booster.

The advantages of taking the vaccination were explained to her and she was advised to speak to her GP. The NHS links were shown to her with the correct information and leaflets were also given to her. The lady spoke about her nephew who held very strong views about the boosters leading to heart conditions and death, "My nephew has told me and our family not to take the covid booster but I am concerned about myself due to my health conditions, after listening to you and reading all the information, I feel if I do not get the booster I will, be seriously ill. After 1 week she came back with the following feedback

"I have discussed the booster with my husband and we have decided it would be better for me to take the booster in light of my conditions."

We went to see a lady at her home, to drop of blankets and food vouchers. She informed us, that she had been diagnosed with a brain tumour, and that she was referred to LGI for treatment. At the LGI she was advised by her consultant that there was nothing they could do to treat her, and that she would have a maximum 6 months to live. She told us, that with the help of her family she decided to book a private consultation with a Neurologist in Birmingham. When she went to see him, and after having tests and MRI scans, the neurologist advised her, that the tumour was operable and he could operate it but it would cost a lot of money, He kindly offered to telephone Leeds General Infirmary and speak to the Consultant to inform them that the tumour was operable and that they should attempt surgery to save her life. This lady came back to Leeds, and underwent successfully surgery. She is now undergoing chemotherapy.



Champions Evidence.zip



Photographs.zip

Appendix 4

KUMONYALL

Kumon Y'All work with young people (14-17 years old) who researched the winter messaging and NHS health updates to produce both voice and video messages reiterating the winter messages and sending these out via local What's App Groups, Twitter, Instagram and Facebook with a reach of 1000+ South Asian people throughout North Kirklees. An example of a face-to-face session with a group of young people and a local Doctor is below.

<https://twitter.com/kumonyall/status/1629205407980716033?s=48&t=-OK4Plubi1I4LW4VlqWXHQ>

They produced videos and did presentations aimed at children on eating healthily, exercise and tiredness – subjects determined by the group to be useful to their peers.

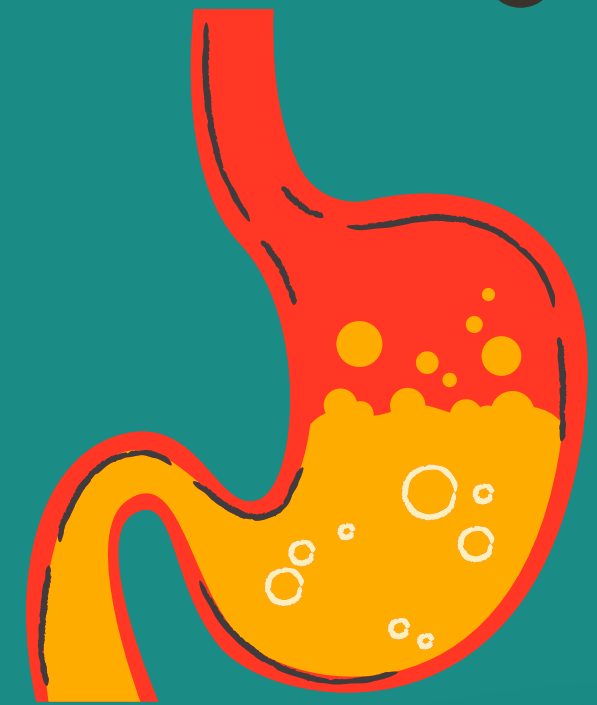
<https://youtu.be/NBv0DySdjw>

They had hoped to present a live cooking demonstration in the Mosque but unfortunately this could not go ahead due to complications.

Together We Can literature and logos were used to highlight the focus of winter messaging.

Healthy Lifestyle and Well-being





Why should we eat healthy?

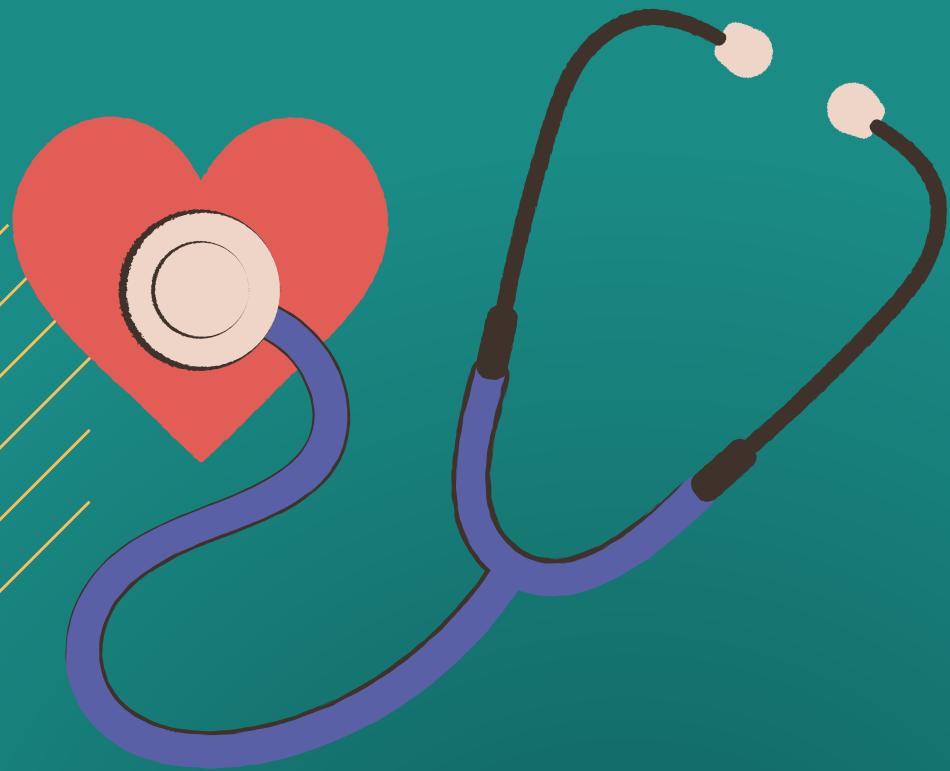


PREVENT
CHRONIC
ILLNESS





Consequences of an unhealthy lifestyle:





Changes to make:



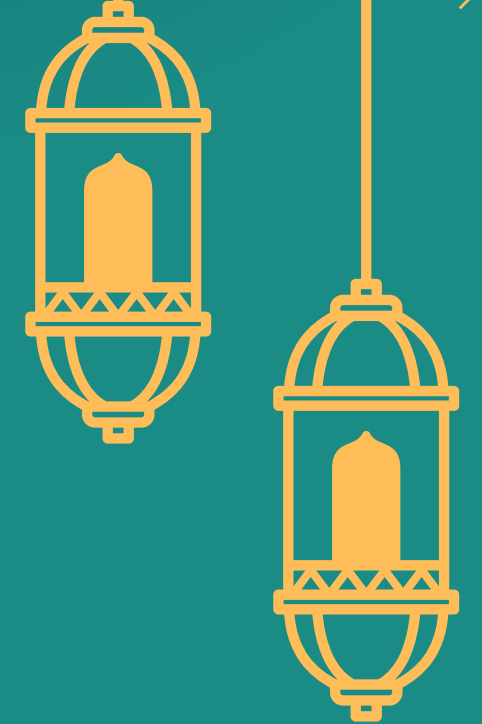
"And He enforced the balance. That you exceed not the bounds; but observe the balance strictly, and fall not short thereof."



The Islamic Perspective

"And eat and drink, but waste not in extravagance, certainly He (Allah) likes not those who waste in extravagance."

"Eat, Drink and do not excess"

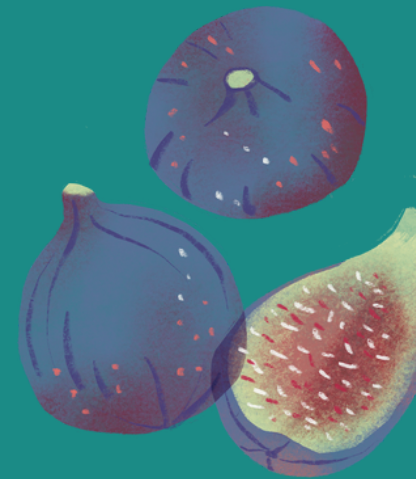


"A human being fills no worse vessel than his stomach. It is sufficient for a human being to eat a few mouthfuls to keep his spine straight. But if he must (fill it), then 1/3 of food, 1/3 for drink and 1/3 for air"

Sunnah Foods

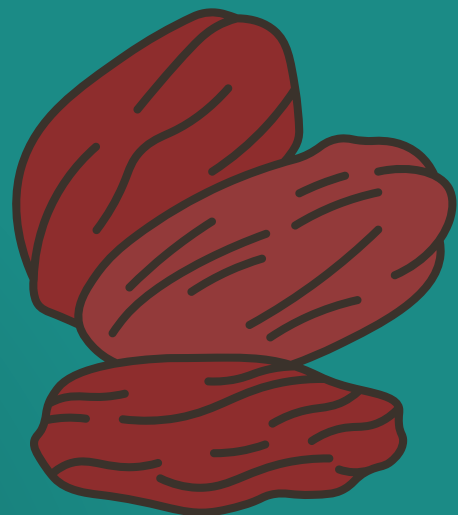


Prophet Muhammed (SAW) said
*"Honey is the cure for every
stomach disease"*
It's the food of foods, drink of
drinks and drug of drugs



The Prophet said "Eat it as it cures
various diseases"

The Prophet once said *"People in a
house without dates are in a state of
hunger."*



The Prophet said "Eat the olive oil and
apply it (locally), since there is a cure
for seventy diseases in it, one of them is
Leprosy"





The Prophet was very fond of grapes



The Prophet (PBUH) once stated "*The black seed can heal every disease, except death*"

It has been said by Muhammed (SAW) "Eat pomegranate because its grain cleanse your heart and removes the devil from the body for 40 days"



The Prophet warned his followers against constant meat consumption as it could become addictive



KEY MESSAGES

Implement good habits now so you can lead by example for the future

Small changes that have a long-term effect and big impact

Eat to live, don't live to eat





Any Questions?

thank you for
listening

Appendix 5

ADVANCEMENT OF COMMUNITY EMPOWERMENT CIC (across Calderdale and Kirklees)

ACECIC found the winter messaging resources very useful on terms of connecting with different audiences. They work with people of many ethnic backgrounds and having a variety of audio-visual materials and images helps explain things much better. For example, the Urdu materials help their work with south Asian people of Pakistani, Kashmiri, and Indian people. Also having everything in one place saves time in not having to look for materials and helps people when directing them for further information that it's all in one place.

Some examples of activities undertaken:

Dr Steven Cleasby, of the Calderdale Bahai community, and Mohammed Hanif from Advancement of Community Empowerment CIC, delivering a Winter Messaging workshop to the local communities of Calderdale on Asthma, Eczema and Diabetes.



Volunteers preparing food and care packs for distribution to clients and the display at Spring Hall Surgery



Appendix 6

HEARTISAN

Heartisan is a social enterprise established when the founder Jennie-lee Jack won 1 of 20 places with the School for Social entrepreneurs 19/20. With their assistance, Heartisan have funded and built a social screen-printing enterprise.

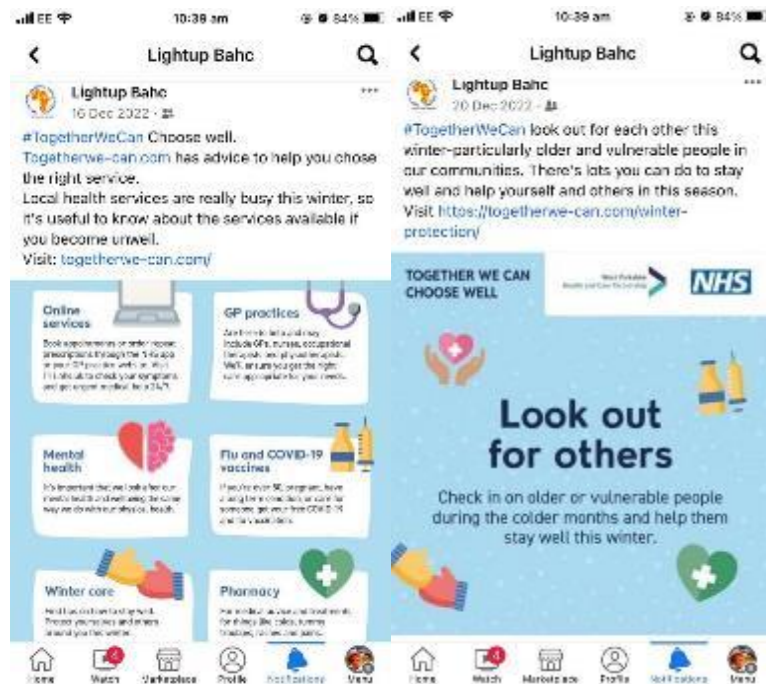
Using these skills, Heartisan worked with local groups, attending their events, and engaging clients in screen-printing bespoke bags with the NHS logo incorporated into the design and at the same time, sharing the winter messages, leaflets, and other merchandise.



Appendix 7

LIGHTUPBAHC

Light Up Black and African Heritage Calderdale welcomes all people, especially Africans, Black, African Caribbean's and minorities who are currently resident in Calderdale. Their aim is to provide advice and support to enable people to better settle into the local community and welcomed more than 100 people including children to the program face to face, as well as advertising on their social media.



Appendix 8

LOVING HANDS OUTREACH TEAM

Loving Hands Outreach Team aims to prevent or relieve poverty, through the provision of essential foods and household goods to individuals/households in need and/or other organisations working to relieve poverty.

Using their distribution channels, they shared leaflets and handgels to low income and vulnerable households directly reaching 116 low-income family households. The team took the opportunity to have discussions with Mums on the doorstep and at their cookery school coffee mornings, as well as producing six short informative videos, created by one of their volunteers, posted on their facebook page on a weekly rolling basis between January and March. The posts included links to further information via the Together We Can website, thereby allowing the target groups to access the links within each health topic in greater detail, for example what to do if your child is unwell etc. Number of people reached through this activity - 2486.

<https://youtube.com/shorts/NwdOK3LNg1w?feature=share>



Appendix 9

HEALTHY LIVING PARTNERSHIP

HLP delivers services and activities aimed at reducing health risks to a population mainly of South Asian origin, and this campaign was aimed at children and their parents through weekly scouting sessions; weekly walks with mens' and womens' groups; Christmas Party and 10th Anniversary Celebration event and also at charity events they have been to.



Appendix 10

BBEST

BBEST are a group of 18 schools in Batley and Birstall who have created collaborative, constructive links within the schools' network and between different agencies to share resources, information and expertise in an effective, efficient and targeted way for the benefit of the families of the children in their care.

BBEST focused on regularly sharing the Winter Messages via their social media, website, newsletter and directly into school inboxes, and on the schools messaging platforms.



Appendix 11

WOMEN'S ACTIVITY CENTRE CIC (WACCIC)

WACCIC held 4 specific sessions on Winter Messaging and various other events over the course of the winter, including the distribution of winter care packages. These and the merchandise from the Winter Messaging provided the way into having open discussions with their ladies about managing health over winter, where to go for the best and most relevant care, what to keep at home, and how to try and stay healthy.

Thermometers kept in WAC to ensure that their rooms were kept warm enough, were also shared with their service users and used to instigate further discussion about how the ladies were getting on at home, how they were managing heating bills etc.

WAC also spoke with other groups hosted in the WAC building including college classes, ladies from the Homes for Ukraine scheme, female refugees from the Wool Merchant hotel, and the parent carers support group.

The face-to-face discussions were supported by creating and sharing the Winter Message themes on social media.



Appendix 12

DISABILITY SUPPORT CALDERDALE

From December 2022 - March 2023, DSC had 1,259 interactions with their service-users and this included 'Winter Messaging' information.

This was done in a variety of ways by phone and face-to-face and video meetings. DSC have observed that the number of vulnerable people that they support has increased significantly since the cost of living crisis started.

In the four winter months all contact with their service-users included benefit, housing and 'Winter Messaging' discussions and reminders.

They also met service-users at their drop-in meetings at Todmorden Health Centre, Todmorden Food Drop-In and at Hope Baptist Church and at their Hebden Bridge office from December 2022 - March 2023. The people met were from across Calderdale but most people were from the Upper Valley. Sessions and winter messaging were also advertised on Facebook and Twitter.



Appendix 13

LOCORUM

Locorum undertook a number of activities including creation of an online animation and radio advert, leaflet distribution and discussions at community events.

Social Media and Radio

Animation posted on Youtube

<https://www.youtube.com/watch?v=tFLa5gt1wkw&pp=ygUeZnJhbmtsaW4gY2FzdGxllHdpbnRlciBtZXNzYWdl>

Radio Advert aired on Passion FM over 10 weeks

<https://animoto.com/play/1KwVs9ZoOI71bmoAe8dHGw>

Leaflet Distribution

Handed out to visitors to Queensgate Market (CollaborArti Units) & Huddersfield Piazza – including people on the street / local green spaces/parks and local town centre businesses (e.g. MacKinleys, Roystik) and Birkby, Bradford Road and Fartown.

Community Events

- Oasis Xmas Meal, CollaborArti Christmas Gathering, Jamaica Nationals Seniors Christmas Meal, Cutes – Windrush Pioneers Event, Hadwadi Community Centre - The Windrush Journey and Stories - <https://youtu.be/OzH68hA7NDg>
- Warm Spaces: CollaborArti and Locorum Sessions (12) - 119 attendees receiving winter message leaflet and pack containing winter warm kit, in addition to other resources from TSL and One Community Foundation. Information about additional support available.

- Empower Gym – 6 packs distributed, and information displayed / leaflets available for members during the period.
- Winter messaging leaflets, thermometers and handgel were also included in the 368 Household Support Fund Winter Warm packages distributed by Locorum. This is reported as it also provided opportunities to have conversations with people about winter health.

Appendix 14

READY STEADY ACTIVE

Ready Steady Active is an award-winning community-based Sports, Health, Physical Activity & Wellbeing provider with a strong reach in North Kirklees particularly Dewsbury and surrounding areas. They have a strong focus on South Asian communities particularly women/girls and families who are inactive and leading unhealthy lifestyles.

Ready Steady Active engaged a range of people and groups to share information on Winter Messages and using the right NHS service. Work was carried out via a range of mediums including –

- Incorporating messages within our Physical Activity Sessions.
- Face-to-face conversation,
- Providing leaflets/booklet
- Social media /Text & WhatsApp Messages

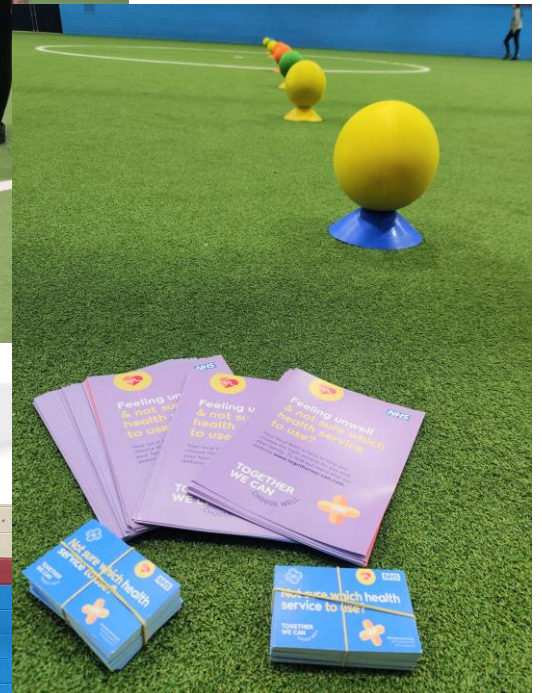


<p>PROJECT DESCRIPTION</p>	<p>Ready Steady Active was commissioned by Voluntary and Community to support NHS North Kirklees and NHS Greater Huddersfield CCGs to communicate important winter messages to target groups across Dewsbury and surrounding areas (in close proximity to Dewsbury Hospital).</p> <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>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, or their GP. • Raise awareness of the range of local health services available across Calderdale/ Kirklees and the different ways to access them. • 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 Winter 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 • Social media /Text & WhatsApp Messages <p>Groups & Individuals engaged –</p> <ul style="list-style-type: none"> • Live in close proximity to Dewsbury Hospital. • 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 December 2022 and February 2023.</p>

DETAILS

Engaging families with young children

Information on choosing the right health service and staying well over winter messages was incorporated into the Children's Multisport Holiday programmes delivered over the Christmas school holiday period. Two x 4hr sessions were delivered on December 21st, 2022 for children between 7 – 12years old and girls 13 – 17years which engaged over 45 children and 35 families. All sessions included a 1hr educational activity where young people were able to discuss issues affecting them, mental health and staying well in winter 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.



Engaging Women & Girls from diverse communities through our programmes

A total of four sessions were delivered which incorporated the Winter Messages information. This included –

- 2 x Women's Community Exercise Class delivered on Tuesday evenings Exercise at Al-Hikmah Centre, Batley
- Women's Community Exercise Class delivered on Tuesday afternoons at Kick Off, Dewsbury
- Women and Girls Sunday morning Football Session delivered at Kick Off, Dewsbury

These sessions are attended by women & girls 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.

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.

Winter Messages were incorporated into our physical activity sessions with a focus on keeping the activity fun and active as well as informative through discussions. Two games and resources were developed to share the messages with the group which had been successful when delivered in previous years.

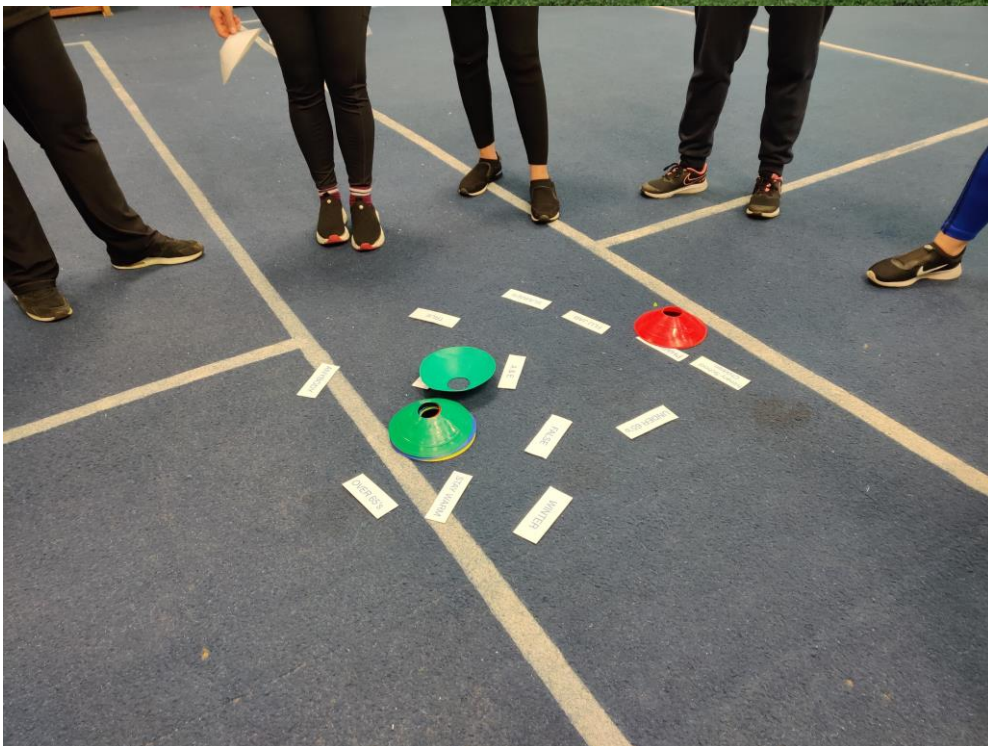
We started off with giving the groups an introduction to the piece of work and the importance of why it was needed. The group were engaged and felt it was an important subject given many people are not making the right choices and taking appropriate action in this area. Some participants agreed they may have made the wrong choice in previous occasions.

Two games were played testing the participants current knowledge around flu and colds –

- Activity 1 - Participants have to answer questions by placing cones on the correct answer whilst competing with other members of the groups. Questions were asked about the seasonality of Flu's & Colds, where to get help, Flu Jabs, who can get free flu jabs and how to protect oneself. Each question was followed up with a short discussion with participants giving their opinion or experience of the subject.
- Activity 2 – Participants took part in a relay race where teams competed against each other to complete shuttle runs whilst picking up correct statements from the floor related to three main themes. Half of the statements were correct whilst the other half were incorrect. The three main themes were related to 1) Protecting oneself and staying healthy, b) Flu-Jabs and c) Actions to take and where to seek help if unwell. At the end of the game participants went through all the statements and discussed those they got right and those they got wrong which allowed us to have conversations to ensure participants understood the messages.

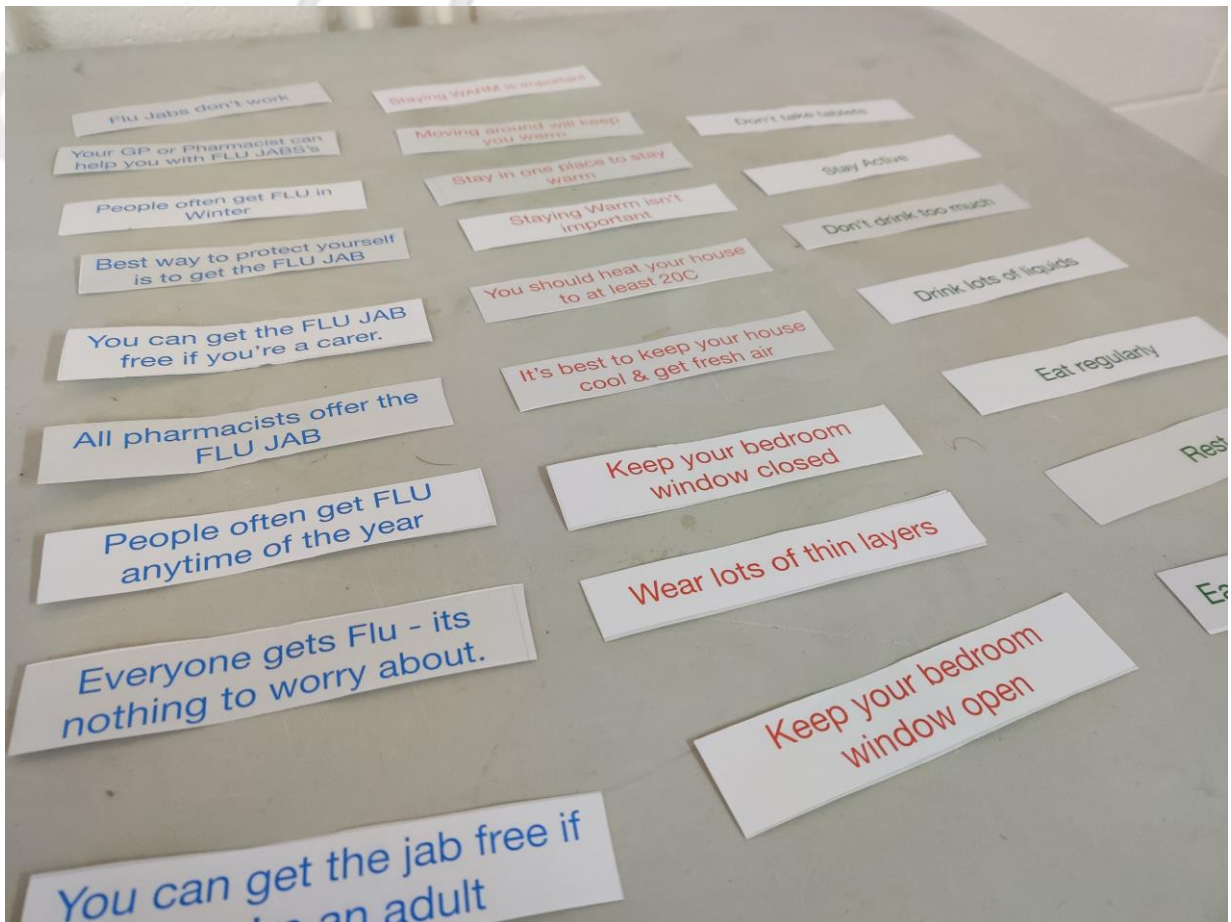
The activities were concluded with a group conversation and realisation from participants in the group that were not taking appropriate actions previously and would make changes. Two of the groups included participants who worked in the health service who were able to offer their insight on the scale of the issue particularly related to people choosing the wrong health service. Leaflets and merchandise including hand sanitiser, room thermometers and water bottles were provided to the participants which were well received.





READ





Engaging Women & families across our programmes

Information on the Winter Messages campaign was shared within our network via texts and social media messages and sent to over 350 people individually and also promoted on social media channels which included a link to the information.

❄️ Winter Safety Messages ❄️

Over the last few months we have worked with [VAC - Improving Local Lives](#) to share important health messages within the community through our programmes.

It is important during the winter months we take care of ourselves to avoid getting ill with colds and flu and when we do need medical help we choose the right service to ensure we keep ourselves and everyone around us safe.

Check out the details below to remind yourself 🙌🙌🙌

NHS North Kirklees CCG
VAC - Improving Local Lives



Choosing the Right NHS Service

Staying Well in Winter



READY ACTIVE

Support the NHS: Make the Right Choice

Where to go for the right medical care



999 For life threatening emergencies only

Walk-in Centre A walk-in centre is based in the Emergency Department at Dewsbury and District Hospital offering diagnosis and treatment of minor illnesses and injuries.

Call 111 If you need medical help fast but it's not a 999 emergency, call NHS 111 for clinical advice, assessment and for direction to the most appropriate services for treatment.

GP Pharmacy For less urgent health needs, contact your GP or local pharmacist. You can also access NHS advice at www.nhs.uk

For more information and advice visit www.nhs.uk/staywell





READY STEADY ACTIVE

Appendix 15

Community Voices Training Practical Task

Survey

Results

Colds and Low Moods were identified by the greatest number of respondents as affecting their health over winter months.

Breaking this down by gender shows that these are identified by both male and female respondents as the things most affecting their health.

Overall, the majority of respondents were able to correctly identify the most appropriate services to seek advice and/or treatment from for – Colds & Sore Throat, Flu, Ear-ache, and Stroke.

Nearly all respondents identified 999 or A & E as the place to go when experiencing chest pain.

When asked about condition such as rashes/skin complaints, sprains and burns/scalds, responses were mixed spread across the places available to seek advice/treatment. **Why a mixed response?** Could it be due to respondents having different thoughts when answering this question in terms of severity?

Winter Messaging – Community Voices Practical Task – Feb 2023



Introduction

Winter is a busy time for the NHS in Kirklees and there are a huge range of services available, so 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://togetherwe-can.com)

The survey is also available online at: <https://www.smartsurvey.co.uk/s/Winter-EC/>

Thank you for taking the time to complete this survey, your views are important to us.

Enter your unique CV Code: *

Question 1: Staying healthy over the winter months

Different things can affect people's health over winter, 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 winter months:

Please tick all that apply:

Colds

To help you get better more quickly:

- rest and sleep
- keep warm
- drink plenty of water avoid dehydration
- gargle salt water to soothe a sore throat (not suitable for children)
- A pharmacist can help with cold remedies

Flu

The flu vaccine is offered free on the NHS to everyone over the age of 50 as well as people who are pregnant, have certain health conditions or live with someone who is more likely to get infections.

Cold weather and keeping warm

Stay warm might sound obvious but staying warm during cold winter spells can help prevent colds, flu or more serious health conditions such as heart attacks, strokes and pneumonia.

More information is available on the Council website: [Stay Winter Wise!](#)

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

[Money & Wellbeing in Calderdale](#) has things you can do to feel more in control, as well as lots of free support and information if you need it.

Trouble sleeping

Good-quality sleep makes a big difference to how we feel, mentally and physically, so it's important to get enough.

Covid 19

The NHS COVID-19 vaccination programme has saved thousands of lives and helped us get back to a normal way of life again.

The fight against the virus is far from over and we are continuing to provide vaccinations for anyone who has not yet had their full course, as well as offering Autumn boosters to those at greatest risk.

Those eligible for a seasonal booster (autumn booster) are:

- aged 50 or over
- pregnant
- aged 5 and over and at high risk due to a health condition
- aged 5 and over and at high risk because of a weakened immune system
- aged 16 and over and lives with someone who has a weakened immune system
- aged 16 and over and is a carer, either paid or unpaid
- a frontline health and social care worker

The West Yorkshire Integrated Care Board have 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.

Eat Well

Try to avoid unhealthy comfort food, healthy food is a great source of energy which will help you keep warm and help you get the nutrients and vitamins needed to stay well.

None

Other (Please tell us about anything else that affects your health over winter 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 consider each condition and tick as many as apply for seeking advice and support

	Pharmacy	GP	NHS 111	Accident & Emergency	999	not sure
Breathing Difficulties	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
Ear-ache	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colds and sore throat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Joint sprains or strain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chest Pain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cold	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
Stroke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 Calderdale.

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.

	Online	Telephone	Visit in Person	I haven't used this service.	Tick below if you would access this service in this away again.
NHS Website	<input type="checkbox"/>	N/A	N/A	<input type="checkbox"/>	<input type="checkbox"/>
Together We Can - Website	<input type="checkbox"/>	N/A	N/A	<input type="checkbox"/>	<input type="checkbox"/>
NHS 111	<input type="checkbox"/>	<input type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>
Adult mental health 24/7 helpline - 0800 183 0558	<input type="checkbox"/>	N/A	N/A	<input type="checkbox"/>	<input type="checkbox"/>
NightOwls (children and young people mental health support line)	<input type="checkbox"/>	<input type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>
GP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accident & Emergency	N/A	N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please provide 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:

General Practice is open for your healthcare needs and offers choice in how and when you can access services. This could be in person, by phone or online.

By working together, the team of health professionals will get you the help you need, when and how you need it.

Appointments: General Practice offers same day and pre-bookable appointments at a surgery near you.

Appointments are available Monday – Friday 8am - 8pm, Saturdays 9am-5pm.

Appointments are available with people working in a number of different roles alongside GPs that can help with your needs. They're skilled health professionals who can assess, diagnose, treat, prescribe, and refer.

More information

Find out more about how to get the help you need from General Practice. Pick up a leaflet from your surgery or visit their website.

If you are not registered with a GP surgery get more information from the [NHS website](#).

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 Calderdale, and covers...

- When to visit your **pharmacy**
- **Mental health** support is available
- When to use **NHS 111**
- When to visit your **doctor**
- When to visit **A&E**

The *Together We Can* Leaflet and website www.Togetherwe-can.com will provide you with more information about keeping you and your family happy, healthy and feeling your best this winter. It will also 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:

Lynn Honour (she/her)
Calderdale Quality & Engagement Officer - VAC

Tel: 01422 438723

Email: Lynn.Honour@cvac.org.uk

6. 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.

Who is this form about?

- Me
- Someone else – using their information

What is the first part of your postcode?

- Prefer not to say
- First part of your postcode? (eg HX7)

What is your gender?

- Male
- Female
- Prefer not to say
- I describe my gender in another way:

How old are you?

- Prefer not to say
- Your age (eg. 42)

Which country were you born in?

- United Kingdom
- Prefer not to say
- Other (please specify):

Do you belong to any religion?

- Christianity (all denominations)
- Buddhism
- Hinduism
- Islam
- Sikhism
- No religion
- Prefer not to say
- Other (please specify):

What is your ethnic group?

Asian or Asian British

- Bangladeshi
- Chinese
- Indian
- Pakistani
- Other Asian background (please specify):

Black or Black British

- African
- Caribbean
- Other Black background (please specify):

Mixed or multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Other Mixed background (please specify):

White

- English / Welsh / Scottish / Northern Irish / British
- Gypsy or Irish Traveller
- Irish
- Other White background (please specify):

Other ethnic groups

- Arab
- Any other ethnic background (please specify):

Are you disabled?

- Yes
- No
- Prefer not to say

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)
- Prefer not to say
- Other (please specify):

**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

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 specify):

Do you consider yourself to be a Trans* person?

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

- Yes
- No
- Prefer not to say

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

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

- Yes
- No
- Prefer not to say

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

- Yes
- No
- Prefer not to say

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

- 0 - 4 years
- 5 - 9 years
- 10 - 14 years
- 15 - 19 years
- Prefer not to say
- Does Not Apply



Appendix 16

Winter Messaging Briefing



Winter Messaging – 2022/23

- Tamsin Woodhead – Quality & Engagement Team Lead, VAC

Why Winter Messaging?

Winter can be challenging for the NHS, 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 both the summer and winter months.

Locally, the West Yorkshire Integrated Care Board in Kirklees and Calderdale want to ensure that these important messages continue to reach everyone successfully over the winter months

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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 and the different ways to access them.

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

Support from the VCS

WYH&CB Calderdale and Kirklees Places know that these important messages do not reach everyone in Calderdale & Kirklees successfully.

Our Voluntary and Community Sector (VCS) organisations can play a vital role in ensuring our communities have access to the right information this winter.

As a member of the VCS in Calderdale and Kirklees:

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

Together We Can

Winter 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

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



Online services ▶



GP practices ▶



Pharmacy finder ▶



Urgent Treatment ▶



Family health ▶



Seasonal advice ▶



Mental health ▶



Looking after each other ▶



Stay well ▶



When to visit A&E ▶



Local services ▶



Health and wellbeing ▶



Poorly child ▶



Young people ▶



**TOGETHER
WE CAN**

[Accessibility statement](#)

[Privacy notice](#)

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 November 2022 and to have concluded by 31st March 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.



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 Winter Messaging 2022-2023.

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

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