

NHS Winter Pressures Programme CALDERDALE 2024/25



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Exec Summary

The 2024/25 Winter Pressures Programme, delivered by VAC in partnership with local NHS partners, successfully delivered targeted initiatives to ease winter pressures for urgent and emergency care services and ensure our diverse Calderdale communities have access to the right information and support.

Building on the previous four years of delivery, the VCSE sector played a vital role in the success of the programme, which focuses on three main initiatives:

- Winter messaging Campaign: Targeted young adults and families in North and Central Halifax with key messages about accessing local community pharmacy services, talking therapies through VITA Minds, and practicing self-care, using innovative engagement methods such as TikTok, podcasts, and family events.
- Winter Care Packs: **3,125** care packs containing essential winter items, VCSE Directory, and self-care advice were distributed to Calderdale residents that are frail and vulnerable, have limited resources or difficult personal circumstances, helping people stay well and warm.
- VCSE Directory: An expanded, year-round resource, listing over **100** local services, was distributed in print and online to connect people in Calderdale with vital community support.

Strong volunteer involvement, collaboration with local pharmacists and mental health providers, and active social media engagement strengthened the programme's reach.

Feedback showed increased community awareness of healthcare options, people more likely to engage with services like community pharmacies and talking therapies, and significant appreciation for the Winter Care Packs. Overall impact ratings averaged 3.5 out of 4, indicating the programme made a real difference in helping people stay well and get the right support through the winter months.

Continuous improvement of processes informed programme developments for 2024/25, including streamlined communication, greater use of data, increased volunteer engagement, and strengthened links between VCSE organisations and NHS services.

The Winter Pressures Programme continues to support NHS priorities and help people to access health and care services at the right time and place.

Introduction

Winter can be a challenging time for the NHS, particularly for urgent and emergency services, as demand increases with the onset of cold weather and flu. The Voluntary, Community & Social Enterprise Sector in Calderdale is a critical health and care partner, playing a vital role in ensuring our communities have access to the right information and support.

For the past 4 years VAC, with the support of the sector and VSI Alliance Partners, has successfully delivered a Winter Pressures Programme on behalf of the Calderdale and Huddersfield Urgent and Emergency Care Board, to contribute to the delivery of their key priorities; reducing attendance and waiting times at emergency departments and freeing up capacity in GP surgeries.

At the heart of the programme is the 'Together We Can' campaign. The West Yorkshire wide campaign helps people access health and care services at the right time and place. It also encourages people to choose well and to opt for convenient self-care, where safe to do so, during the winter months, reducing demand on GP practices and emergency departments for minor health concerns.

Our VCSE sector organisations in Calderdale play a vital role in the success of the Winter Pressures Programme, with their understanding of the local area and target populations and how to engage with them effectively. These strong, trusted community links can reach our diverse communities, including those who are seldom heard.

In December 2024, VAC was invited to present at the West Yorkshire Health and Care Partnerships Regional Communications and Engagement Meeting. The presentation showcased the partnership approach to winter messaging that the NHS locally and the VCSE sector in Calderdale have taken over the past 4 years, to ensure important key messages are reaching all our communities.

VAC deliver three core initiatives:

- **Targeted Winter Messaging**
- **Winter Care Packs**
- **The VCSE Directory**

Winter Messaging

Continuing to build on the success of Summer and Winter Messaging campaigns run over the past 4 years in Calderdale, Calderdale Cares Partnership and Calderdale and Huddersfield Urgent and Emergency Care Board have sought support from the VCSE sector to communicate important winter messages to target groups across Calderdale as part of the Winter Pressures Programme.

Target groups and key messages were agreed in partnership with Calderdale Cares Partnership.



Target Groups

Results from a recent Calderdale and Huddersfield Foundation Trust Emergency Department Attendance Review highlighted that during the period 2021–2023:

- Attendances for minor health concerns accounted for approximately 16% of all Emergency Department attendances.
- An estimated average of 70 low acuity attendances per day.

The following groups were identified as having disproportionately high emergency attendances for minor health concerns:

Young Adults (17–25) and families with children (0 – 16 years) in Central and North Halifax PCN areas.

Key Messages

Key messages were agreed in partnership with Calderdale Cares Partnership. The focus of the messaging was to raise awareness amongst the target groups of the advice and services offered by local community pharmacies, alongside promoting access to talking therapies provided by VITA Minds on behalf of the NHS in Calderdale, encouraging their use and in turn moving demand away from GP practices and emergency departments for minor health concerns.

Community Pharmacies

VAC produced an information leaflet promoting the services available at Community Pharmacies.

There is good [evidence](#) that advice provided by community pharmacists about minor illness results in the same outcome as if the patient went to see their GP or attended an emergency department.

Talking Therapies

Primary care services are often the first point of contact for people experiencing mental health problems. Talking therapies help to improve patients' health outcomes so they become less reliant on primary and emergency care.

VITA Minds provide talking therapies on behalf of the NHS in Calderdale. VAC was provided with a flyer for use in winter messaging, giving people information about the service and how to access it.

Staying Well

All our communities can play a part to protect ourselves and those around us during the Winter. Supporting the Together We Can Campaign, West Yorkshire Health and Care Partnership's 'choose well' campaign, the messages encourage people 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 flyer produced offered self-care tips, information on local services and signposted to togetherwe-can.com for further information.

Copies of the key messaging materials can be found at Appendix 1.

Communicate opportunity to the VCSE

The opportunity was communicated through:

- Newsflash to VSI Alliance mailing list
- VSI Alliance bulletin
- [VSI alliance Website](#)
- 1:1 meetings with [Engagement Champions \(ECs\)](#)

VAC outlined the scope (target groups/geographical area) and purpose of the Winter Messaging Campaign and asked interested organisations to book onto the online briefing session through [Eventbrite](#).

To maximise engagement with Winter Messaging target groups, the opportunity to take part was made available to all VCSE sector organisations that support/work with the target groups in the Central and North Halifax Neighbourhood areas. Of the five organisations that took part, three were Engagement Champions, all of whom had previously supported seasonal messaging.

Briefing Session

To ensure the targeted ask was communicated and understood by the VCSE sector groups expressing an interest to take part, they were asked to attend an online briefing session which was recorded and sent to all organisations should they need to refer back to it at any point.

The briefing gave further information about the target groups and examples of the types of minor health conditions that people in these groups present with.

Groups that support these target groups, have lots of experience, knowledge and ideas about the most appropriate and effective methods and activities to engage with their communities around these key messages. The briefing session was an opportunity to discuss these methods and approaches, ideas and support

needed from VAC and health partners.

Following the briefing, organisations were asked to submit their proposals, setting out the different methods and approaches that best meet the needs of their communities, along with associated costs.

The briefing session slides are included at [Appendix 2](#).

Proposals

VCSE organisations expressing an interest in the opportunity provided a proposal on the engagement methods(s) they planned to use, the target groups it was aimed at and the number of people this was likely to reach. In view of the open brief, payment was agreed according to engagement methods suggested by organisations to be made at the end of the project.

In total, 5 organisations 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. 5 initiatives were approved with a completion date of end of February 2025.

Organisations

Advancement of Community Empowerment CIC -Engagement Champion
Everybody Arts
Healthy Living Partnerships - Engagement Champion
Invictus Wellbeing - Engagement Champion
Youth Social

Delivering Messaging

Between November 2024 and February 2025, a total of five winter messaging initiatives were delivered with the target groups in Central and North Halifax.

Messaging Materials

Printed and electronic versions of the key messaging materials were available to groups and were available in different community languages if requested.

Merchandise

Leveraging the bulk purchase capabilities of the Winter Care Pack Campaign, we were able to provide the groups taking part in Winter Messaging with Thermal Hats, First Aid Kits, Together We Can branded biscuit.

Support from NHS Partners

This year winter messaging was directly supported by Community Pharmacy and Vita Minds. Colleagues kindly gave up their time to take part in a number of the winter messaging activities being delivered by groups. This enabled members of our diverse Calderdale communities to speak to and seek advice and information directly from those delivering NHS health and wellbeing services.

Messaging Activities

This year, to deliver the winter messaging, groups and organisations taking part used a variety of methods to ensure that the messages were delivered in the most impactful way for the target group. Methods included family fun days, attendance at youth groups and family sessions and the use of social media broadcasting media. This year the program saw the first use of TikTok and podcasts.

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

[Appendix 3](#) – A.C.E (Advancement of Community Empowerment)

[Appendix 4](#) – Everybody Arts

[Appendix 5](#) – Healthy Living Partnership

[Appendix 6](#) – Invictus Wellbeing

[Appendix 7](#) – Youth Social

VAC Comms

During the campaign period, VAC's Communications Team regularly tweeted the Winter messaging and re-tweeted posts from the organisations taking part and key messages posted by Calderdale Cares Partnership.

VSI Alliance's Health Heroes

VSI Alliances Health Heroes were once again asked to share key messages further broaden the reach of the Winter Messaging campaign

Feedback

VCSE organisations delivering Winter Messaging complete and return a feedback form at the end of the campaign. This feedback supports VAC and the NHS locally to continually improve the process, understand how key messages are received and gather insight to inform future campaigns.

Organisations fed back that they understood the key messages and the majority then went on to say that they felt confident promoting and raising awareness of these with their communities. They felt that their activities had increased awareness and that people were more likely to engage with those services after receiving the winter messaging.

Members of the community asked a number of questions during conversations, that may not fit directly with winter messaging, however organisations were able to sign-post many of these to the FAQs section of The Directory.

When asked to give examples of how the campaign has benefited their communities, organisations told us that people have a better understanding of where and how to access advice and support. One noted that as part of the messaging campaign they (and a local GP) combined the messaging with blood pressure and blood sugar monitoring. Demonstrating partnership working and a holistic approach to improving health and wellbeing.

When asked to rate the overall impact of the campaign, based on their experience of delivery, organisations scored the impact at 3.5 (scale: 1 being no impact to 4 being significant).

The full feedback is included at [Appendix 8](#).

Winter Care Packs

With the support of the VCSE sector, VAC produced and distributed, 3125 winter care packs to Calderdale residents, identified as needing extra support during the winter months. The care packs provide items and information to help people that are frail and vulnerable, have limited resources or difficult personal circumstances to stay well and warm, making a meaningful difference to local lives.

“After returning home from a long hospital stay, I received a care pack from the group Reach Out and am deeply grateful. I wanted to share how much it meant to me and to express my appreciation for everyone who helps to make the packs possible”

- Winter Care Pack Recipient



Winter Care Pack Contents

Packs contained the following items:

- Covering letter explaining pack contents, purpose and funder.
- Winter messaging branded Jute Bag
- 2025 VCSE Directory
- Room Thermometer
- Thermal mug
- Thermal Hat
- Fleece blanket
- First aid kit
- Sachets of Cup-a-soup and Hot Chocolate
- "Together We Can" branded festive biscuit.
- Key messaging flyer/information leaflets

To ensure that key messages would reach all our diverse Calderdale communities, groups were able to request flyers/information leaflets in community languages.



Communicating to the VCSE Sector

Communications went out at the end of October to the VCSE in Calderdale, inviting them to complete a request form to express their interest in supporting the distribution of packs. The online request form was introduced this year as a result of last year's project learning to streamline the process and enable a greater collection of data on groups distributing the packs and recipients.

Image: TOP RIGHT: Winter Care Pack illustration with items including a fleece, thermal mug, first aid kit, hat, cup-a-soup

Volunteer Involvement

As part of the effort to prepare Winter Care Packs, a volunteering opportunity was extended to businesses and hub volunteers for support in assembling the packs. VAC received welcomed volunteer assistance from BAM Nuttall employees, students from Rishworth School and individual volunteers, who dedicated their time and effort to supporting this project.

During the first week of November, the volunteers fulfilled each care pack with the printed materials. Their commitment and teamwork enabled a quick turnaround, ensuring that the packs were ready for distribution on time.

The involvement of both corporate and student volunteers was instrumental in the success of this project. Their willingness to support the community highlights the impact of collaboration in delivering essential resources to communities in Calderdale.



TOGETHER
WE CAN
choose well

Thank
you!



Volunteers stood in front of care packs, volunteers helping pack care packs

[BAM Supports VAC's Winter Care Pack Initiative in Calderdale - VSI Alliance](#)

Distribution of Packs and Communication Toolkit

[Voluntary Sector Infrastructure Alliance](#) [on X: "Winter Care Packs are ready!"](#)

On completion of the fulfilment process, care packs were allocated, and groups used the online form to book a time slot to collect their packs from the VAC offices in Halifax.

Building on lessons learned from previous years, VAC found that storing and transporting the contents of the packs was more efficient when kept in boxes. As a result, most organisations collected their packs in bulk format and assembled them themselves. When placing their requests, organisations had the option to receive pre-packed packs or ask for volunteer assistance for packing, which was available through the booking form.

Additionally, in response to previous feedback, discussions around the key winter messages took place when groups collected their merchandise. VAC reception staff were prepared to facilitate these conversations, ensuring that organisations had a clear understanding of the campaign's purpose.

A list of the groups and organisations that distributed Winter Care Packs and the communities they support is included at [Appendix 9](#).

Communication/Social Media Toolkit

All groups participating in Winter Care Packs, received a media toolkit to help them promote the key winter messages within their networks. Sent via email, the toolkit provided guidance on social media accounts to follow and re-post and links to the 'Together We Can' and NHS Winter Messaging media resources. Organisations were also encouraged to capture and share pictures of care pack activity via email, WhatsApp, by tagging VAC on Facebook, X.com, and LinkedIn. This approach led to greater engagement and visibility across various platforms.

Results- Organisations' Socials

From December 2024 and February 2025, the majority of organisations that received Winter Care Packs actively shared content on their social media pages, websites, and newsletters. Many posts showcased high-quality content, demonstrating increased engagement from previous years, thanks to the simpler ask and guidance provided. While it is not possible to include all examples in this report, the campaign has generated significant online engagement, with more posts continuing to appear.

The structured approach to communication and social media engagement has enabled many more organisations to post quality content that has effective outreach as they capture the key messages while promoting the care packs.

Gathering Feedback

To ensure continuous improvement of the programme, VAC actively sought feedback from organisations and community members regarding the content of the Winter Care Packs and engagement methods. The form also asked for feedback on the key messages being communicated and the issues facing people receiving the packs. This process is crucial, as it helps VAC to continue to develop and improve the programme.

All respondents completing the feedback form said that they understood why it was important to share the key messages and felt confident to raise awareness of the range of local health services available and the different ways to access them. The majority of people were confident that those receiving Winter Care Packs understood the key messages being disseminated. Organisations distributing packs overall felt that after people had received a pack and the key winter messages that they would be more likely to engage with talking therapies and local community pharmacies.

Conversations during the distribution of packs created an opportunity to sign-post people to information in the Directory and also find out from people about the other issues they are currently facing. High on the list of issues was cost of living, loneliness and isolation along with mental health, poor housing and access to healthcare.

It was noted that a challenge when distributing Winter Care Packs was that Calderdale people are proud and this can be a sensitive issue.

Respondents rated the importance of the Winter Care Packs to people receiving them as 3.5 (scale: 1 being no impact to 4 being significant).

They were able to feedback that recipients were:

“Impressed with the contents”

“Found the useful guide about services and helpful information”

“Contained items they did not have the budget to buy”.

“Very much appreciative of the packs”

“Possibly the nicest feedback was from a 96 year old who was bowled over with her pack and said the blanket was beautiful and she was grateful for someone thinking about her! I explained how and why and who and she asked me to pass thanks on”

Respondents felt that in addition to supporting people to choose well and stay healthy over the winter months, distribution of the care packs offered an opportunity to 'get conversations going', 'get people engaged and excited', 'all helping to build trust and attendance'.

The full feedback results are included in [Appendix 10](#).

Community Journalist

This year, participation from VCSE groups and volunteers increased significantly and their insights have been invaluable in shaping our work. With our Community Journalist, VAC was able to further enhance engagement, enabling VCSE groups, volunteers, and community members to share their experiences and perspectives. VAC created a short video where recipients were able to share their experiences firsthand and provide viewers with a more in-depth understanding of the Winter Care Packs, Directory and Winter Messaging.

[Calderdale Winter Care Packs 2024-25](#)



VSCE Directory 2024/25

The Directory is a resource for Calderdale residents to find information about VCSE organisations providing support, services and activities. Many of whom provide services that support/work alongside the NHS.

The directory is a valuable way for local service providers to raise awareness about what they do; a way to showcase groups and activities in Calderdale and increase awareness about the choices available.

The directory also provides an easy-to-use reference tool for the NHS locally and the VCSE to signpost to organisations.

First produced in 2021, the VSI Alliance VCSE Directory has grown year on year. In response to the positive feedback received over the past 3 years, the decision was made to change the VCSE Winter Directory into a year-round resource. The 2024/25 VCSE Directory was the biggest edition to date with 72 pages of local information and support.



Image - VSI Alliance VCSE Directory 2025

Contents

VAC worked with VSI Alliance partners to determine and agree the contents of the directory. The opportunity to include information was communicated to Calderdale Communications, Involvement, Equality and Experience Collaborative and the VCSE sector. VAC collated the submissions, and the directory included:

- FAQs - in response to the most frequently asked questions (FAQs) during last year's winter pressures campaign.
- Key Winter Messages.
- Health and Wellbeing Messages.
- Details of 105 services categorised to specialist Support, Social Groups, Cost of Living, Food Support, Physical Health, Mental Health and Arts & Culture.

Distribution

3,125 directories were distributed through the winter care packs, **400** distributed by organisations taking part in winter messaging, with over **500** also distributed to community hubs, libraries and GPs. The directory is also available for those who request copies throughout 2025.

The following organisations made requests for and received directories for distribution to the communities they support:

- **Inspire motivate transform forever**
- **Women Centre**
- **North Halifax Partnership**
- **Open Gallery**
- **St Augustine's**
- **Blosm**
- **Talitha Rise-up**
- **RASAC**
- **Unique Ways**
- **Todmorden Learning Hub**
- **Memory Lane**

This year, the directory was made available online, where it has had **471** views and been downloaded **92** times.

[VCSE Directory 2025 - VSI Alliance](#)

Feedback

The feedback on the Directory was positive. It was clear, easy to use, and relevant, with many people appreciating the paper format. The content was considered useful, and it was found to be relevant not only for winter but throughout the year. People appreciated that most of the literature was printed in one document. As suggested in winter care pack feedback last year, the amount of paper information should be kept to a minimum to make key messages clear.

Programme Development - Learning and Recommendations

As a result of feedback and learning from 2023/24 and the insight and experience of the VAC team, a number of developments were made to the Winter Pressure Programme for 2024/25. Once again, areas for learning and development have also been identified from this year's programme to ensure its continuous improvement and development.

Planning			
Development/ Learning	Recommendation	Responsibility	Initiative
Meeting focus for 24/25 data led and agreed in partnership with Calderdale Care Partnership	Adopt this approach going forward to ensure that the messaging contributes to the UECB key priorities.	VAC Calderdale Cares Partnership	Winter Messaging
Key messaging printed alongside partner logos on the Winter Care Pack bags for greater visibility, understanding of what the purpose of the packs were, where they had come from and who had funded them.	Continue with this approach, changing the key message each year as appropriate.	VAC	Winter Care Packs

<p>Opportunity to take part in Winter Messaging opened up to wider VCSE. All groups were required to attend the briefing to ensure the targeted approach to messaging was understood - briefing was recorded to enable groups to re-visit.</p>	<p>Continue this approach if VAC does not have Engagement Champions that can engage with a particular target group. Again require all to attend briefing and record.</p> <p>Recruit non-Engagement Champions that supported this year's Winter Messaging to the Engagement Champion programme.</p>	<p>VAC</p>	<p>Winter Messaging</p>
<p>In response to 23/24 feedback the number of printed materials in the winter care packs was reduced - focusing on the key messages on leaflets/flyers for greater impact and increasing the pages in the directory.</p>	<p>Keep the number of printed materials to a minimum going forward, to ensure the focus of the key messages is not lost. Leaflets need to be easy to understand - consistent messages is key.</p>	<p>VAC</p>	<p>Winter Care Packs</p>

In response to feedback/questions raised during the winter pressure programme 23/24, an FAQs section was introduced to the Directory	Review feedback from 24/25 to inform FAQ section in the next edition of the Directory.	VAC	The VCSE Directory
VAC reviewed the VCSE Directory and the decision was taken to produce a bigger year-round resource, providing a useful information source for communities and NHS colleagues.	Review content and produce the VCSE Directory annually as a year-round resource.	VAC	The VCSE Directory

Delivery

Development/ Learning	Recommendation	Responsibility	Initiative
The creation of online request and collections forms not only streamlined the process but enabled a greater level of data collection on the reach of the care packs.	Review form as part of programme planning to ensure it continues to meet requirements and update as needed.	VAC	Winter Care Packs

<p>Translated leaflet needs were communicated as part of the care pack request process to ensure the materials were available at the time of care pack distribution.</p>	<p>Translated materials were not only ready when needed but this approach resulted in leaflets only being translated into the community languages that were needed and printed at the numbers requested. This information should continue to be captured at point of request,</p>	<p>VAC</p>	<p>Winter Care Packs</p>
<p>Volunteer support was increased in 24/25 to support care pack fulfilment. Groups feedback that leaflet in packs on collection support their own packing and VAC was able to offer groups volunteer support with packing at the groups premises. It also enabled more packs of the delivered in bulk to groups freeing up space at VAC aiding the collation and distribution.</p>	<p>Continue to encourage volunteer support of the programme to aid packing and distribution process for VAC and groups.</p> <p>Encourage further involvement from local business which is mutually beneficial; supporting their corporate social responsibility goals and the winter pressures programme.</p>	<p>VAC</p>	<p>Winter Care Packs</p>

<p>To increase the dissemination and reach of the key messages VAC staff briefed groups collecting.</p>	<p>This development aided groups understanding of the purpose of the care packs and reinforced the links between all the elements of the Winter Pressures Programme and should continue going forward,</p>	<p>VAC</p>	<p>Winter Care Packs</p>
<p>Colleagues from pharmacy and Vita Minds supported Winter Messaging, enabling communities to speak to and seek advice and information directly from 'key messaging' services.</p>	<p>A number of groups took up the offer of this support and if capacity allows this offer should once again be offered in programme delivery going forward.</p> <p>Who is asked to support would be dependent on the key messages identified and agreed for the 25/26 programme.</p>	<p>VAC Colleagues in the NHS locally</p>	<p>Winter Messaging</p>

Feedback

Development/ Learning	Recommendation	Responsibility	Initiative
<p>Feedback from 23/24 was that the ask of groups distributing care packs to support messaging was too great. Groups were provided with a simpler ask and comms toolkit in 24/25 which resulted in greater engagement and visibility across various platforms.</p>	<p>The 'ask' of groups in 24/25 should be repeated to support messaging and promotion of the impact and reach of the Winter Pressures Programme.</p>	<p>VAC</p>	<p>Winter Care Packs</p>
<p>Feedback forms were reviewed and updated and an online version created. The forms were straightforward to complete and developed to gather feedback and insight from groups about the process and the delivery and understanding of the key messages.</p>	<p>VAC to review this form each year to ensure it continues to meet need - gathering useful feedback and insight, to inform programme development, it's impact and future messaging campaigns.</p>	<p>VAC</p>	<p>Winter Messaging Winter Care Packs</p>

Development/ Learning	Recommendation	Responsibility	Initiative
Winter Care Pack contents were informed by feedback from 23/24.	Review feedback from 24/25 when planning 25/26.	VAC	Winter Care Packs
To increase awareness and impact of the Winter Pressures Programme VACs Community Journalist produced a video - highlighting the stories of individuals and groups involved.	Community Journalist to produce a video as part of the Winter Pressures Programme every year.	VAC	Winter Pressures Programme

Appendix

Appendix 1

Key Messaging Materials Page 8



Image - Together We Can 'Calderdale, stay well this winter' NHS flyer



Pharmacy
Don't wait for minor health concerns to get worse – think pharmacy first and get seen by your local pharmacy team.



Online services
Book appointments or order NHS prescriptions through the NHS app or your GP practice website. Visit 111.nhs.uk to check your symptoms and get urgent medical help 24/7 or call 111 if you don't have access to the internet.



Mental health
Feelings of stress, low mood, worry, anxiety and depression can affect us all. NHS Talking Therapies can help people aged over 18 with common mental health problems. Support is available in person, by video, over the phone or online. To refer yourself to NHS Talking Therapies, visit: <https://nhs.uk/talk>



Flu and COVID-19 vaccine
As we head into the colder months, remember that COVID-19 and flu can be especially dangerous for those at higher risk of severe illness. Find out if you're eligible and book your vaccination via the NHS App or website www.nhs.uk/wintervaccinations or speak to your GP practice, community pharmacist or midwife.



Winter care
Find tips on how to stay well and protect yourselves and others this winter, Visit togetherwe-can.com



GP practices
Are here to help and may include doctors, nurses, social prescribers, nurse practitioner. We'll make sure you get the right help for your needs.



**Are you feeling low,
worried or stressed?**
We are here to help you

At NHS Calderdale Talking Therapies, we provide a range of support to thousands of people to help them to improve their mood and find ways to manage.

If you are 18 years and older and live in Calderdale we can support you by providing the tools you need to get life back on track.

Contact us today - it is a FREE and confidential service.

- vitahealthgroup.co.uk
- 0333 0153 494
- Text 'YOU' to 88802

Scan to self refer



Image - NHS Calderdale Talking Therapies flyer

Are you experiencing:



Excessive worry



Low mood



Depression



Anxiety



Lack of motivation

We provide a range of evidence based talking therapies and new ways of coping to help you better manage your mood.

Our therapies are available via secure video, text-based therapy, webinar, phone or face to face (one to one or group).



Our easy 3 step approach

- 01** Self-refer using our website, or by scanning the QR code on this leaflet or by giving us a call.
- 02** You will be assessed by a friendly member of our team. Together, we will agree the best support for you.
- 03** A fully qualified therapist will support you throughout your treatment.



Contact us today - it is a FREE and confidential service.

- vitahealthgroup.co.uk
- 0333 0153 494
- Text 'YOU' to 88802

Scan to self refer



Making People Better in Calderdale

Don't Wait

For minor health concerns to get worse

Think pharmacy First

and get seen by your local
Pharmacy Team

Conditions they can offer prescription medicine for are:

- Impetigo (aged 1 year and over)
- Infected insect bites (aged 1 year and over)
- Earache (aged 1 to 17 years)
- Sore throat (aged 5 years and over)
- Sinusitis (aged 12 years and over)
- Urinary Tract Infections (UTIs) (women aged 16 to 64 years)
- Shingles (aged 18 years and over)

Most pharmacies in Calderdale can also offer prescription medicine for some conditions, without you needing to see a GP or make an appointment.

**TOGETHER
WE CAN**
choose well

Advice

Pharmacists can offer advice on a range of illnesses, such as coughs, colds, sore throats, ear infections and aches and pains. They can also give advice about medicines.

Treatment from a pharmacist

Pharmacists can suggest treatments that do not need a prescription for a range of conditions. Most local pharmacies can also offer prescription medicine (for the conditions listed overleaf), without you needing to see a GP or make an appointment.

Help with new medicines

If you're prescribed a medicine to treat a long-term condition for the first time, you may be able to get help and advice about your medicine from a local pharmacist

Get a free blood pressure check

Some pharmacies offer a free blood pressure check.

How pharmacies can help

Ask your local pharmacy team to find out what services they offer.

Disposing of old medicines

If your medicine is out of date or unwanted, take it to your local pharmacy to be disposed of safely.

Getting the contraceptive pill without a prescription

Some pharmacies may offer the contraceptive pill for free without a prescription. If you are aged 18 years or older, you can also buy the progesterone-only pill from most pharmacies.

Emergency contraception

Some pharmacies offer the emergency contraceptive pill for free. If you're aged 16 or over, you can also buy it from most pharmacies.

More services

Other services that may be available at a local pharmacy include:

- ★ Advice from a pharmacist after contacting NHS 111 or a GP
- ★ Chlamydia screening and treatment
- ★ Advice and help on how to stop smoking
- ★ Cholesterol and blood sugar testing
- ★ The substance misuse service, including needle and syringe exchange schemes
- ★ Advice and help on how to manage your weight

If you are not within these age ranges, a pharmacist can still offer advice and support decisions about self-care treatment with over-the-counter medicines, but you may need to see a GP for treatment.

Image – Together We Can NHS Pharmacy flyer with information about how they can help in winter

Appendix 2

Winter Messaging Briefing Slides Page 10



Why Winter Messaging?

Winter can be challenging for the NHS, especially for urgent and emergency services.

The NHS locally continue to encourage people to 'choose well' especially as health and care services continue to be under enormous pressure.

If people do become unwell and have a medical problem, it is important they get the care that is most appropriate for their needs.

TOGETHER WE CAN choose well

Equipping people to 'choose well' is very important as it reduces the need for those with low acuity* cases, such as a minor complaint that is non-urgent, and instances where people could see their community pharmacist to then undertake appropriate self-care at home rather than attending primary or acute care settings.

Emergency departments are there to treat those with life-threatening and critical illnesses and injuries.

**acuity is a measure of the urgency and severity of the condition with which the patient has presented to emergency care.*

Aims & Objectives

To support the communities identified, to access the right advice and services this winter to support them to stay well and make sure they are getting the right help at the right time.

Our main aims are:

Raise awareness amongst these target groups of the advice and services offered by local community pharmacies.

Promote access to talking therapies provided by VITA Minds on behalf of the NHS in Calderdale.

Encouraging their use and in turn demand away from GP practices and A&E for minor health concerns.



Target Groups

Results from a recent Calderdale and Huddersfield Foundation Trust Emergency Department Attendance Review highlighted that during the period 2021-2023:

- attendances for minor health concerns accounted for approximately 16% of all Emergency Department attendances.
- an estimated average of 70 low acuity attendances per day.

The following groups as having disproportionately high emergency attendances for minor health concerns:

Young Adults (17-25) and families with children (0 – 16 years) in Central and North Halifax PCN areas.



Target Groups continued...

Young adults (17-25 yrs)

The highest group for several conditions such as chest pain, abdominal pain, generalised weakness, pain passing urine and female conditions.

About half of attendances for head and neck, skin and eye conditions qualify as minor health concerns.

0-16-year-olds

Several conditions show proportionately higher increases, including breathing difficulties, environmental, gastroenterological and fever.

Many of the conditions in these categories are suitable for community pharmacy treatment.

Support from the VCSE

Locally the NHS know that these important 'choose well' messages do not always reach these target groups successfully.

Our Voluntary, Community & Social Enterprise Sector (VCSE) organisations can play a vital role in ensuring these communities have access to the right information this winter and in turn demand away from GP practices and A&E for minor health concerns.

As a member of the VCSE in Calderdale:

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



The ask

We are looking for Voluntary, Community and Social Enterprise sector organisations that work with and support these target groups in the Central and North Halifax areas 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.



To get you thinking



- **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
- Young people from **Kumon Y'All** conducted a socially distanced video interview with the pharmacy near to the 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.
- An advert was produced to disseminate the key messages through a local community radio station.



- **Disability Partnership Calderdale** delivered an interactive experience in the form of a presentation and a quiz based on the 'Who Wants to be a Millionaire' format at their open meeting. The session was videoed, turned into a film, and uploaded to their public YouTube Channel as a resource & promoted via social media.
- **Advancement of Community Empowerment (A.C.E)** undertook a range of activities including: running a series of workshops, targeted local holiday activities events at UC3 children's charity and targeted worshippers at local Mosques.

<https://animoto.com/play/QUAJ0Lks3TMrqjzADJqBSQ>

Timescales and how to get involved

We would like the work to take place during November 2024 and February 2025.

We will need you to:

- tell us about the engagement method you are going to use
- the target group it is aimed at and which local area
- the number of people this is likely to reach.

You will receive payment for each initiative.

In view of the open brief, payment will be agreed according to engagement methods suggested.

Any questions



As a group that supports these target groups, we know that you will have lots of experience, knowledge and ideas about the most appropriate and effective methods and activities to engage with them around these key messages.



Vita Health Group and pharmacy are keen to get involved.



TOGETHER
WE CAN
choose wisely



NHS
NHS West Yorkshire
Integrated Care Board

We look forward to hearing how you can support Winter Messaging 2024-2025.

An email will be sent out to you after the briefing with all the information you need about how to get involved.

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

- Tamsin Woodhead – Quality & Engagement Team Lead, VAC
- Jess Robinson - Quality & Engagement Officer, VAC

Images – Winter Messaging Briefing Calderdale 2024/25 : 14 slides containing information about winter messaging

Appendix 3

A.C.E (Advancement of Community Empowerment Page 13

Start Date: November 2024. End Date: February 2025.

A series of health awareness sessions and community engagement events were held across various locations in Calderdale. The activities targeted diverse groups, including asylum seekers, refugees, young people, parents, carers, and South Asian communities. We had Strong attendance across all sessions, with interactive Q&A segments with support from specialist attendees.

Day/date.	Time/Locati on	Num bers	Background	Specialist Attendee	Comments
1. Saturday 23rd November 2024	1pm to 2pm. Outback Centre, Lightowler Road, HX1.	30	Mixed socio- economic background. Asylum Seekers/ Refugees/New Arrivals/Children & Young People/ Parents/ Carers/Families	Dr Steven Cleasby & Pharmacist from Spring Hall Group of Practices	Good attendance. Also gave out information, advice and guidance on long term health conditions, with referrals to local pharmacies for progress. Handed out NHS Bags.
2. Saturday 23 rd November 2024	Madni Mosque Boys Group 1. 11am to 1pm	20	South Asian males aged 13 to 21.	Hassan Riaz, Pharmacist.	Good session, good q&a around diabetes and Asthma, use of 111. Handed out NHS bags.

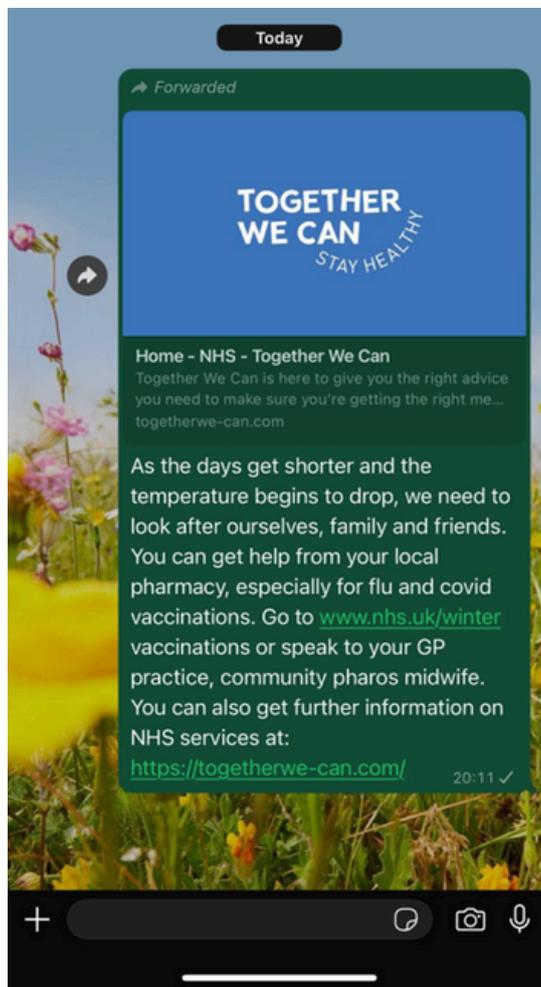
3. Friday 29th November 2024.	Madni Women's Group1. 2pm to 3pm	20	South Asian females, aged 21 to 65, parents/carers.	S Rashid, mental health advocate.	Good turnout. Good q&a around how to book appts, online services. Handed out NHS bag.
4. Saturday 7th December 2024	Outback Group. 1pm to 3pm. Outback Centre, Lightowler Road, HX1	34	Mixed socio-economic backgrounds. Asylum Seekers/ Refugees/New Arrivals/Children & Young People/ Parents/ Carers/Families	Dr Steven Cleasby & Pharmacist from Spring Hall Group of Practices. Community Development Worker from Forget Me Not Trust	Good attendance. Also gave out information, advice and guidance on long term health conditions, with referrals to local pharmacies for progress. Also, work of Forget Me Not Trust for families. NHS bags handed out.
5. Monday 9th December 2024	Madni Women's Group2. 1.30pm to 3pm.	20	South Asian females, aged 21 to 65, parents/carers.	S Rashid, mental health advocate.	Good turnout. Good q&a on I11 and other online services. Handed out NHS bags.
6. Wednesday 11 th December	Women's Group3. Hanson Lane Madrassah.1.30 pm to 3pm.	11	South Asian females, aged 21 to 65, parents/carers.	S Rashid, mental health advocate.	Good turnout. Good q&a on I11 and other online services. How to contact mental health services via phone. Handed out NHS bags.

7. Monday 16th December	Women's Group 4. Rhodes St Mosque. 1.30pm to 3pm	16	South Asian females, aged 21 to 65, parents/carers.	S Rashid, mental health advocate.	Good turnout. Q&A on dental services, how to register with a dentist and mental health services via phone. Handed out NHS bags.
8. Sunday 22nd December 2024.	Gaza Cup. Holdsworth Mill, Halifax.	100+ Male only.	Mixed ethnicities, male only, aged 14 to 35. Young people/parents/carers.	Mohammed Hanif.	Good event; over 100 attendees. Group and 121 discussions around health. Agreed that more such events (winter messaging) should happen regularly. Handed out NHS bags.
9. Saturday 4th January 2025	Madni Mosque Boys Group 2	20	South Asian male only, aged 14 to 35. Young people/parents/carers.	Hassan Riaz, Pharmacist.	Good session. Some good questions around engaging more widely with young people and holding surgeries in Mosques.

<p>10. Email various dates from 25th November 2024 to 6th January 2025.</p>	<p>Sent emails to 70+ individuals, families, parents, carers, grandparents, organisations every week.</p>	<p>70+ every week</p>	<p>All socio-economic groups across Calderdale, including Surestarts; Halifax Opportunities Trust; Calderdale Council of Mosques; UC3 Children's Charity; Youth Concern Action Group; Youth of Tomorrow; 3 local Ward Councillors; GP Practices; Health Professionals; Voluntary & Community Sector.</p>	<p>ACECIC Media team.</p>	<p>Sent brief write up with each email highlighting pharmacy services; Ili; mental health services; also sent out Winter Messaging Directory.</p>
<p>11. Social Media presence.</p>	<p>Sent social media messages to 90+ individuals, families, parents, carers, grandparents, organisations every week.</p>	<p>90+</p>	<p>All socio-economic groups across Calderdale, including Surestarts; Halifax Opportunities Trust; Calderdale Council of Mosques; UC3 Children's Charity; Youth Concern Action Group; Youth of Tomorrow; 3 local Ward Councillors; GP Practices; Health Professionals; Voluntary & Community Sector.</p>	<p>ACECIC Media team.</p>	<p>Sent brief write up with each email highlighting pharmacy services; Ili; mental health services; also sent out Winter Messaging Directory.</p>



Image - People receiving their care packs



Hello,

I hope you are well and wrapped up warm in the cold weather!

As Xmas and new year approaches, life will be very busy buying presents and shopping. But it is equally as important to look after ourselves, and may be check our medicine cupboards to see if we are stocked up well for minor ailments. Your local pharmacy can help, offering advice on a range of minor ailments and advice about medicines, to help you stock up with the right medication. Don't wait for a minor health concern to become something more serious - get seen by your local pharmacy team quickly.

And with children being off school, there is the added worry of them becoming ill or not feeling well. Your pharmacy can help, offering prescription medicines for the following:

- Impetigo (aged 1 year and over);
- Infected insect bites (aged 1 year and over);
- Earache (aged 1 to 17 years);
- Sore throat (aged 5 years and over);
- Sinusitis (aged 12 years and over);
- Urinary Tract Infections (UTIs) (women aged 16 to 64 years);
- Shingles (aged 18 years and over).

Also, check if any of your medicines are out of date. If your medicine is out of date or unwanted, take it to your local pharmacy to be disposed of safely.

Further information on NHS services can be found by clicking any of the links below:

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

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

<https://togetherwe-can.com/find-a-pharmacy/>

Regards

Mohammed Hanif

Image - Top: 'Together We Can' WhatsApp message for help from pharmacies in winter. Bottom: Email offering advice for health in winter and links to further NHS information services

Appendix 4

Everybody Arts
Page

Summary Report Winter Messaging Campaign Winter 2024/25



Image - Everybody Arts : Various people doing activities and workshops

Thank you for providing the funding, giving us the opportunity at Everybody Arts to deliver successful creative engagement and informative activities to our community and those further afield.

Total number of direct engagements: 400+

Estimated number of those reached indirectly: 1500+

Poster competition

We set up a poster design competition for young people to directly engage with the message of this project. We set out instructions on our website and advertised across our social media platforms.

“We’re looking for young artists to design an eye-catching, fun, and visual poster that will help our local community stay healthy this winter! Your poster could be displayed in shops, schools, businesses, and more across Calderdale – and you’ll help spread the word about how to choose the right care for your health needs!”

The Prize: The winning design will score an awesome £30 shop voucher for Craft & Canvas Art Supplies – perfect for picking up new art supplies to fuel your next project! 🎨📺

You can take a look at the blog post here which includes more information:

<https://www.everybodyarts.org.uk/news/sqwofak20usliid9oliv8n49w2d0nb-al96k>

We received submissions from 7 young people and the winner of the competition was 9 year old Aldous from Hebden Bridge.



19/12/2024

WINTER WELLBEING - POSTER
DESIGN CHALLENGE

[Read More](#)

Image - Everybody Arts ‘Winter Wellbeing - Poster Design Challenge’ flyer



STAY WELL THIS WINTER

Discover helpful tips and advice to keep you feeling your best this season. Visit togetherwe-can.com for resources and support.



JOIN US FOR CREATIVE WEEKEND WELLBEING ACTIVITIES

Drop in at Everybody Arts for artist-led sessions to support your well-being this winter. Open to all ages — everyone is welcome!

DATES: SATURDAY 18TH JANUARY & SATURDAY 22ND FEBRUARY 2025

TIME: 10:00 AM - 1:00 PM

FREE

WWW.EVERYBODYARTS.ORG.UK

The posters were printed and distributed throughout the borough to over 50 local community hubs, shops, businesses and organisations where they were displayed to be seen by local people.



Image - TOP OF PAGE: Winner of the poster design competition 'Stay well this winter'
 BOTTOM OF PAGE: Posters being distributed in various places

These were also displayed in our own community areas at Everybody Arts where on average, 200 people come through our doors each week. These were also shared across our social media platforms.

Winter Wellbeing sessions

January and February can be some of the darkest and most miserable months of the year for many people which is why we decided to run two all age drop in activity mornings in our Gallery Space.

Each session included the following:

- A variety of artist led activities for all ages and abilities including, drawing, collage, embroidery, dance
- A wellbeing station with signposting information and winter care packages to be taken home.
- Stations for young children including games, toys and tuff trays.
- Snacks and refreshments
- A warm and friendly environment



Image – Everybody Arts: Children doing various activities at workshops

Take a look at some of the social media posts that we put on Facebook:

- <https://www.facebook.com/share/r/12JH78RVeUq/>
- <https://www.facebook.com/share/r/15QocKvXmC/>
- <https://www.facebook.com/share/p/1MatJ3Ma5Q/>
- <https://www.facebook.com/share/p/19zXYrs8kj/>

Case Study:

A family of four that attended the February Winter Wellbeing Session heard about the activity as they were already a part of our community. They had a great time and gave us some lovely feedback about how they found the event.

"I came down to the Winter Wellbeing event with my two kids and my partner - we all had a fantastic time. We are always looking for affordable days out with something for all of us, so this event was perfect. My son got stuck in with the drawing activities and loved seeing the artwork up on the walls. It was nice to go to a space where there was something for both kids aged 5 and 2 as well for us too! The staff were really welcoming and friendly and we had a great conversation about local services, particularly the community pharmacy and accessing emergency care in the local area as both of our kids have struggled with Bronchillitus flare ups throughout winter. We made sure to take some flyers and the emergency first aid kits too, always handy with the kids!"

Appendix 5

Healthy Living Partnership Page

Introduction The Winter Messaging Programme was recently concluded and proved to be a great success. This initiative aimed to enhance awareness around healthcare services and ensure the community, particularly vulnerable groups, had the necessary knowledge to access appropriate healthcare support during the winter period. Below are the key observations and outcomes from the programme.

Key Observations and Learnings

1 Impact of Branded Merchandise

Branded merchandise that is frequently used, had a greater impact and visibility within the community. Items that integrate into daily life effectively reinforce messaging over time. We used quizzes themed around health and wellbeing with the merchandise as prizes which was well received and helped make the process engaging and fun.

GP Accessibility Issues

2 Frustration over difficulties in accessing GP services was a major factor leading to unnecessary A&E visits. Many individuals, unable to secure timely GP appointments, resorted to A&E as an alternative.

3 Reinforcement from A&E Management

During one of the programme's meetings, an A&E manager provided crucial insights into the importance of using the correct healthcare service based on needs. The manager also highlighted the financial burden unnecessary A&E visits place on the NHS. This helped reinforce messaging around accessing the right service.

Community Engagement Outcomes

- Young Families

Engaged with over 400 individuals through various events, including collaborations with local scout groups.

- 17-25 Age Group

Conducted workshops targeting the 17-24 cohort within the local network, including participants in the Active Calderdale Programme. Over 80 individuals were engaged through these sessions.

- 6-16 Age Group

Reached over 200 children through the Holiday Activities and Food (HAF) programme, the largest programme of its kind in Calderdale. Sessions included Health and Nutrition, First Aid, Physical Activity, and Careers Advice, with Winter Messaging incorporated throughout.



Image - Gathering of people at different meetings

Appendix 6

Invictus Wellbeing
Page

As part of the winter messaging campaign we engaged our youth leaders.

Youth Leaders are aged 14-19 from Calderdale who are passionate about mental health and wants to help others. By supporting fundraising, spreading awareness, social action, codesign projects and a lot more.

The youth leaders visited to several local pharmacies to familiarize young people with their local pharmacies and boost their confidence in visiting. The goal was to demonstrate that pharmacists are friendly, open, and knowledgeable, always ready to offer support and advice to anyone in need.

The following pharmacies were visited during the campaign:

- Boothtown
- Lister Lane HX1
- Queens Road Pharmacy
- Brook Pharmacy (Queens Road)
- Asda
- King Cross
- Ovenden Beechwood
- Horne Street Hanson Lane
- Spring Hall Pharmacy (Pellon)

Additionally, youth leaders conducted role-playing interviews at Boothtown and Spring Hall, where they approached the pharmacy counters to ask about common illnesses identified in the briefing as common reasons young people seek help. This exercise demonstrated to young people how they will be welcomed and treated within a pharmacy setting.

The visits took place over two full days, with three youth leaders engaging directly with pharmacists and the public. The objective was to emphasize to young people that it's perfectly okay to talk to pharmacists. The campaign successfully conveyed that pharmacists are not only approachable but are also eager to offer guidance and support.

[Watch here](#)

Interviews and pictures shared on our TikTok, X (formerly Twitter), and Facebook to further promote the importance of visiting local pharmacies.



Image – Youth Leaders standing outside pharmacies, engaging with pharmacists to learn about available health services

Appendix 7

Youth Social Page



The episode is available on all the main podcast platforms including Apple podcasts, Spotify and YouTube.

The episode can be listened to here:

Apple: <http://tiny.cc/flhzzz>

Spotify: <http://tiny.cc/jlhzzz>

YouTube: [Episode 11: 'Choose Well' - Looking after your health this winter](#)

For our winter messaging project we created a special 'Choose well – Looking after your health this winter' episode for our What The Friday Youth Podcast. This was published as Episode 11 and sits alongside another twelve episodes from Season 1 that inform teens and young adults about subjects that affect their lives. These have included sexual health, tips on getting work experience and what to do if you are at risk of being homeless.

Between the initial meeting with CVAC at the end of October, and the submission of an outline podcast script on the 13 November, we worked with our youth editorial panel to create the structure of the podcast episode and agree the themes that needed to be covered.

It was decided to split the podcast episode into two parts. The first part would explain 'the reasons to visit a pharmacist rather than A&E or a GP' and the second part would look at 'what to do if you have a mental health crisis'.

The format of the podcasts start with introductions from our young hosts and lead into interviews with expert guests (trusted adults) who provide factual information that listeners might not be able to find elsewhere.

Image - Left : 'What The Friday' podcast banner advertisement. Right: Phone displaying 'What The Friday' podcast playing

For the mental health interview we used our contacts with Vita Health who run the Talking Therapies service in Calderdale. Unfortunately, we didn't have a pharmacy contact but working with CVAC we were soon able to remedy this. By Mid-November we had an outline script agreed and two guests confirmed – Amanda Smith, Community Pharmacy West Yorkshire and India Bradley, Psychological Wellbeing Practitioner at Vita Health.

Both interviews and the hosting were recorded in the boardroom at C+K in Huddersfield.

The interviews were subsequently edited and signed off by the editorial panel and CVAC before being published on Friday 5th December. In addition to the audio production, an episode description was also written that featured a number of links to appropriate health services.

On the day of the launch we sent out a weekly email promoting the episode to 300 professionals who work with teens and young adults across West Yorkshire and to our database of over 100 young people who have expressed an interest in the podcast and working with us.

This complimented our promotion on Instagram, TikTok, and Twitter/X where we produced a specially created reel with snippets from the interviews.

As of Tuesday 28th January (54 days after publication)

- Total downloads of the podcast episode – 73 (the fifth most listened to episode of Season 1)*
- 41 downloads via podcast apps and 32 downloads via YouTube
- TikTok promotional reel viewed 689 times
- Twitter/X post viewed 697 times with 5 retweets
- Instagram promotional reel viewed 42 times
- Stakeholder (local youth professionals) email viewed 304 times and opened by 43.7% of recipients
- Teen mailing viewed 63 times and opened by 46.2% of recipients

*In addition to this we understand that the podcast is played in some college tutorials at Brooksbank Sixth Form in Elland, and Greenhead College & Kirklees College in Huddersfield.

All branding for the episode featured the logos of the Calderdale Cares Partnership, Calderdale VAC, NHS West Yorkshire Integrated Care Board and the 'Together we can choose well' strapline.

The podcast was advertised on West Yorkshire Health and Care Partnership on 'this week's leadership messages.

[Click here to read full update](#)

Appendix 8

Winter Messaging Feedback Page

1. For each of the key messages below, did you feel confident explaining this to recipients?

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

Response:

I felt confident = 4

I did not feel confident = 0

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

Response:

I felt confident = 4

I did not feel confident = 0

Raise awareness amongst these target groups of the advice and services offered by local community pharmacies.

Response:

I felt confident = 4

I did not feel confident = 0

Promote access to talking therapies provided by VITA Minds on behalf of the NHS in Calderdale.

Response:

I felt confident = 3

I did not feel confident = 1

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

Response:

I felt confident = 4

I did not feel confident = 0

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

Response:

I felt confident = 4

I did not feel confident = 0

● I felt confident ● I did not feel confident

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

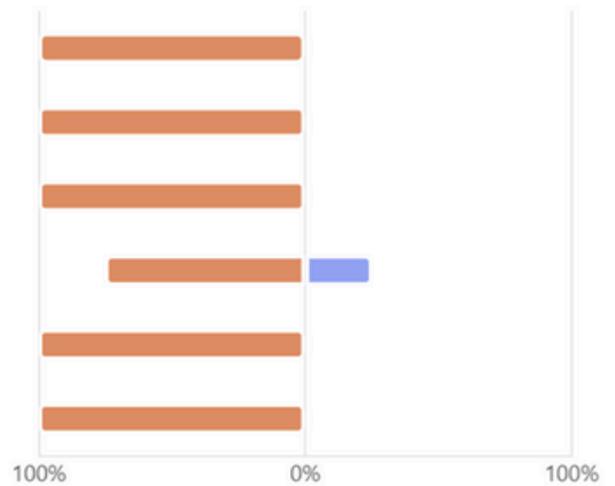
Encourage people to seek early advice if they feel unwell. (from pharmacists, NHS 111 online, or their GP)

Raise awareness amongst these target groups of the advice and services offered by local community pharmacies.

Promote access to talking therapies provided by VITA Minds on behalf of the NHS in Calderdale.

Raise awareness of the range of local health services available across Calderdale and the different ways to access them

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



2. Did you understand why it was important to share these messages?

Response:

Yes = 4

No = 0

3. If you answered 'no', what additional information or support would have helped you feel more confident in sharing these messages?

0 Responses

4. Did you feel the people you spoke to understood the key messages?

Response:

Yes = 4

No = 0

5. What questions if any, did people ask you?

Response:

- Is Ill free? Is it 24/7? Do they speak different languages? Can they send to hospital? Can they book urgent appts? How do I get registered with a dentist? Why do some opticians charge?
- Many of the families we spoke to (esp refugee families) were unaware of the ways of accessing healthcare services depending on need. The backgrounds they come from, visiting the hospital is a default option when they need to see a doctor. So, we need to do a lot of work with them in this regard. Many people were complaining how it is difficult to get through to GP surgeries so out of frustration they attend A&E. Most understood the need to be accessing the right service.

6. Do you have any feedback on the Directory? (Was it clear, easy to use, relevant? Any suggestions for improvement?)

Response:

- Yes
- Many people took these as they were interested in the content and having all the information in paper form I think was important to them.
- People thought it was a useful resource.
- Very relevant- not just for winter but all year around

7. Do you have any feedback on the leaflets? (Did they resonate with your audience? Were they visually engaging? Any improvements?)

Response:

- Yes
- I think there were potentially too many posters and non in a format that made it easy to take away, they were all size a4 and would have been better as an a5 leaflet so that people could take it away easily in their pocket. I think the information on there was concise and clear but the posters didn't really stand out against others.
- Leaflets were good, and easy to understand. The less text there is the better. Short, concise and consistent messages is key.
- Yes - easy to understand and some double sided better for environment.

8. Were there any additional materials that would have helped your community engage with the campaign better?

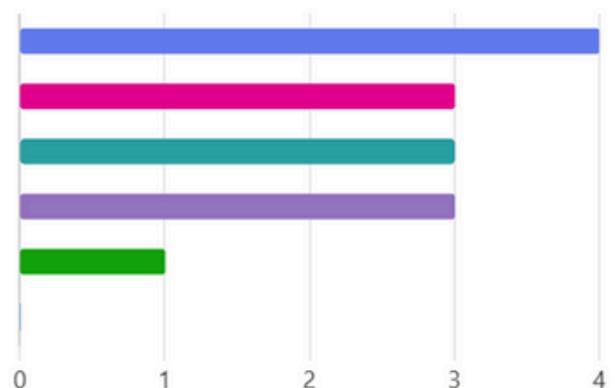
Response:

- Should have had more merchandise - ran out very quickly. Although the winter hats and first aid kits were useful, having branded items works better I think.

9. Thinking about your interactions with people, what do you feel is the issue or issues most affecting people's health and wellbeing this winter? (Check all that apply)

Response:

● Cost of living	4
● Access to healthcare	3
● Loneliness and isolation	3
● Mental health	3
● Poor housing (e.g., heating issues)	1
● Other	0

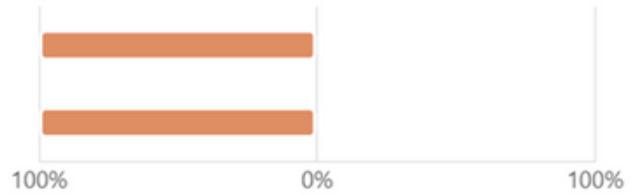


10. Do you think you have increased the awareness of available services, such as:
Response:

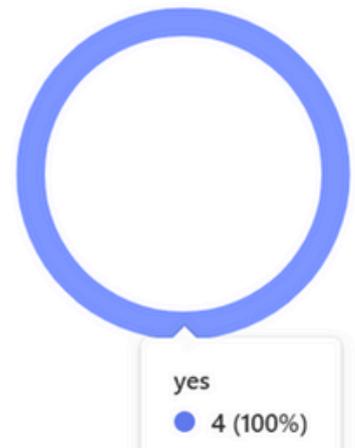
● yes ● no / unsure

Mental health support (e.g., Vita Minds Talking Therapies)?

Advice and services from local community pharmacies?



11. Do you think recipients were more likely to engage with these services after receiving your winter messaging?
Response:



12. Can you share any examples of how the campaign has benefited your community? Eg. specific stories or testimonials from community members.
Response:

- Yes, we worked closely with local GP surgeries and Pharmacists, and did blood pressure checks and blood sugar monitoring, and this helped people understand where and how to access support out of hours.
- The refugee families were very interested in listening to what we had to say, especially those that have been here a short while. In fact, they were more receptive to the messages than any others that we work with.

13. Are there any other key services you think should be included in the future? Response:

- Out of hours dental treatment; substance misuse services

14. Was it beneficial having access to Community Pharmacist and Vita minds expertise? Response:

- Yes
- Yes
- Yes they were really friendly at the pharmacy's and hope people start heading there first

15. What challenges did you face when delivering winter messaging to your community? (eg. barriers like language, digital access, misinformation, etc.)

Response:

- None, we planned our delivery and allowed for multiple languages
-
- Some of our staff team that were due to be working on the events were ill with winter colds and flu during this time which presented us with challenges as we were short staffed.
- Some language issues especially with the new migrant communities.
- Availability of young people due to various reasons was a barrier to completion date. Some pharmacies had to get permission from head office to film and take photos while caused delays but all in all they were really helpful.

16. What lessons did you learn from participating in this campaign that could help in future community engagement efforts?

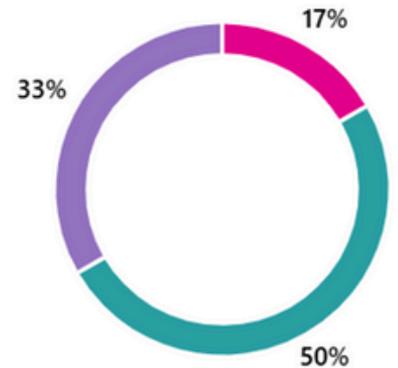
Response:

- Plan early, always have a plan B, don't take any questions personally.
- We learnt that the family approach was successful including different activities that worked well to engage a larger audience.
- Keeping messaging simple and consistent.
- Next time we will ask for a stall within a pharmacy or gp practice and promote that way as well.

17. What additional resources or support would have helped your organisation in delivering winter messages?

Response:

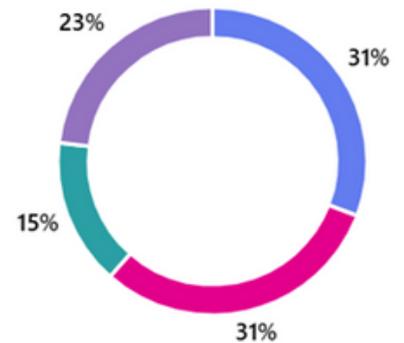
● More printed materials	0
● More digital content	1
● More Merchandise	3
● Training/workshops	2
● Other	0



18. How else did you help promote the NHS Winter Pressures Campaign? (Select all that apply)

Response:

● Through conversations	4
● Social media: X (previously Twitter), Facebook, Whatsapp	4
● Newsletters	2
● Other	3



19. Based on your experience, how would you rate the overall impact of this initiative? (Scale: 1: No impact <-----> 4: Significant impact)

Response:

3.50

Average Rating



20. Do you have any additional suggestions for improving this initiative?

Response:

- Yes, cut down on leaflets and posters, put all into the booklet. Save time and money and weight!
- I think they are a very good initiative. We should target younger people/ families more, as they are more likely to change. Older people slightly less receptive - they know better!

21. Is there anything else you would like to tell us, any final comments or reflections on your experience?

Response:

- Good overall experience.
- More lead time helps us plan delivery ahead.
- Enjoyed it - really worthwhile would love to be involved again

Appendix 9

Groups and Organisations distributing Winter Care Packs

Page

Name of your group / organisation:	Who are the main ethnic groups you will be distributing packs to:	Who are the main age groups you will be distributing packs to:	Where will you be distributing the packs:
Accessible Calderdale	Mixed or multiple ethnic groups.	26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years,	Illingworth and Mixenden, Ovenden.
Advancement of Community Empowerment CIC	Asian or British Asian, Black African/Caribbean or Black British, White, Mixed or multiple ethnic groups, Asylum seekers and refugees.	7 - 11 years, 12 - 16 years, 17 - 25 years, 26 - 35 years.	Park, Skircoat, Sowerby Bridge, Town, Warley.
Age Concern Todmorden	White.	66 - 75 years, 76 - 85 years, 86 +,	Calder, Todmorden, Town,
Age UK Calderdale & Kirklees	Mixed or multiple ethnic groups.	66 - 75 years, 76 - 85 years, 86 +	Brighouse, Calder, Elland, Greetland and Stainland, Hipperholme and Lightcliffe, Illingworth and Mixenden, Luddendenfoot, Northowram and Shelf, Ovenden, Park, Rastrick, Ryburn, Skircoat, Sowerby Bridge, Todmorden, Town, Warley.

Age UK Calderdale & Kirklees	Mixed or multiple ethnic groups.	66 - 75 years, 76 - 85 years, 86 +	Brighouse, Calder, Elland, Greetland and Stainland, Hipperholme and Lightcliffe, Illingworth and Mixenden, Luddendenfoot, Northowram and Shelf, Ovenden, Park, Rastrick, Ryburn, Skircoat, Sowerby Bridge, Todmorden, Town, Warley.
Alpha House Calderdale/SWAP-Safe Welcome After Prison	Mixed or multiple ethnic groups.	36 - 45 years, 46 - 55 years, 56 - 65 years.	Calder.
Calderdale Academy	Mixed or multiple ethnic groups.		
Calderdale Community Coaching Trust	White.	56 - 65 years, 66 - 75 years, 76 - 85 years.	Town, Warley, Todmorden, Sowerby Bridge, Skircoat, Rastrick, Park, Ryburn, Ovenden, Northowram and Shelf, Luddendenfoot, Illingworth and Mixenden, Hipperholme and Lightcliffe, Elland, Calder, Brighouse.
Calderdale Council (Public Health)	White.	36 - 45 years, 46 - 55 years, 56 - 65 years, 0 - 6 years, 7 - 11 years, 12 - 16 years, 17 - 25 years, 26 - 35 years, 66 - 75 years.	Todmorden, Town, Rastrick, Calder, Luddendenfoot, Park, Ovenden, Illingworth and Mixenden.

Calderdale Dementia Hub	White, Asian or British Asian.	46 - 55 years, 56 - 65 years, 66 - 75 years, 76 - 85 years, 86 +.	.
Calder Food Support			
Cartwheel youth and Community centre t/as Elland community hub	White.	36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years, 76 - 85 years, 86 +.	Elland.
Citizens Advice Calderdale	Mixed or multiple ethnic groups.	56 - 65 years, 66 - 75 years, 46 - 55 years.	Elland, Town, Calder.
Cloverleaf Advocacy - Lead the Way	White, Asian or British Asian.	26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years, 76 - 85 years.	Brighouse, Calder, Elland, Greetland and Stainland, Hipperholme and Lightcliffe, Illingworth and Mixenden, Luddendenfoot, Northowram and Shelf, Ovenden, Park, Rastrick, Ryburn, Skircoat, Sowerby Bridge, Todmorden, Town, Warley.
Dementia Friendly Todmorden	Mixed or multiple ethnic groups.	66 - 75 years.	Todmorden.

Disability Partnership Calderdale	White, Mixed or multiple ethnic groups.	36 - 45 years, 56 - 65 years, 46 - 55 years, 26 - 35 years	Park, Brighouse, Elland.
Elland and District Foodbank	Mixed or multiple ethnic groups,	0 - 6 , 7 - 11 years, 12 - 16 years, 17 - 25 years, 26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years,	Elland, Greetland and Stainland.
Elland school	Mixed or multiple ethnic groups, White.	0 - 6 years, 7 - 11 years.	Elland.
Focus4Hope	Mixed or multiple ethnic groups.	66 - 75 years, 76 - 85 years, 86 +, 36 - 45 years, 46 - 55 years, 56 - 65 years.	Brighouse, Hipperholme and Lightcliffe , Northowram and Shelf, Rastrick.
Friends of Crow Wood Park	White.	66 - 75 years.	Sowerby Bridge.
Grassroots CIC	White.	86 +, 76 - 85 years, 66 - 75 years, 56 - 65 years.	Sowerby Bridge.

Halifax Opportunities Trust	Asian or British Asian, Mixed or multiple ethnic groups, Black African/Caribbean or Black British, White.	26 - 35 years, 17 - 25 years, 36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years, 76 - 85 years, 86 + .	Sowerby Bridge, Town, Skircoat, Park.
Halifax Opportunities Trust	Mixed or multiple ethnic groups.	26 - 35 years, 46 - 55 years, 56 - 65 years.	Park, Skircoat, Hipperholme and Lightcliffe, Warley.
Halifax Society for the Blind	White.	66 - 75 years, 76 - 85 years, 56 - 65 years.	Brighouse, Illingworth and Mixenden, Town, Ovenden, Northowram and Shelf.
Healthy Living Partnership	Mixed or multiple ethnic groups.		
Hebden Bridge Community Association Staying well team	White.	66 - 75 years, 56 - 65 years, 76 - 85 years.	Calder, Luddendenfoot, Todmorden.
Horton Housing			

Invictus Wellbeing	White, Mixed or multiple ethnic groups.	12 - 16 years, 17 - 25 years.	Town.
JAH Light Community Project	Black African/Caribbean or Black British, Mixed or multiple ethnic groups.	56 - 65 years, 46 - 55 years, 66 - 75 years, 76 - 85 years, 36 - 45 years.	Calder, Illingworth and Mixenden, Ovenden, Town.
Light Up Black and Africa Heritage Calderdale	Black African/Caribbean or Black British.	0 - 6 years, 7 - 11 years, 12 - 16 years, 17 - 25 years, 26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years.	Park.
North Halifax Partnership	Mixed or multiple ethnic groups, White.	36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years, 76 - 85 years, 86 +.	Brighouse, Elland, Greetland and Stainland, Hipperholme and Lightcliffe, Illingworth and Mixenden, Northowram and Shelf, Ovenden, Rastrick, Warley.
Open Gallery CIC	Who is in need.	26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years, 76 - 85 years	Town.

Our Place	White.	17 - 25 years, 26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years, 76 - 85 years, 86 +,	Brighouse, Elland, Hipperholme and Lightcliffe, Illingworth and Mixenden, Northowram and Shelf, Ovenden, Park, Rastrick, Skircoat, Sowerby Bridge, Town,
Overgate Hospice	White,	66 - 75 years.	Brighouse, Calder, Elland, Greetland and Stainland, Hipperholme and Lightcliffe, Illingworth and Mixenden, Luddendenfoot, Northowram and Shelf, Park, Ovenden, Rastrick, Ryburn, Skircoat, Sowerby Bridge, Todmorden, Town, Warley.
Pennine GP Alliance covering Todmorden Group Practice and Hebden Group Practices	Mixed or multiple ethnic groups.	56 - 65 years, 66 - 75 years, 76 - 85 years, 86 +.	Todmorden, Luddendenfoot.
Project Colt	Black African/Caribbean or Black British.	36 - 45 years.	Calder.
Rastrick community volunteers	White, Mixed or multiple ethnic groups.	36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years, 17 - 25 years, 26 - 35 years, 76 - 85 years.	Rastrick, Brighouse.

ReachOut	Mixed or multiple ethnic groups.	56 - 65 years, 66 - 75 years, 46 - 55 years.	Sowerby Bridge.
ReachOut	Homeless and vulnerable in the area.	26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years, 66 - 75 years.	Sowerby Bridge.
Sunday Get-Together / Sowerby Bridge Together	White.	66 - 75 years, 56 - 65 years, 46 - 55 years, 36 - 45 years.	Sowerby Bridge.
Spot Light Faith Group	Asian British Asian, Black African/Caribbean or Black		
The Brunswick Centre	Black African/Caribbean or Black British, White.	17 - 25 years, 26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years.	Brighouse, Calder, Elland, Town.
The Homeless Pastor			

Todmorden foodshare	White, Mixed or multiple ethnic groups.	86 +, 76 - 85 years, 66 - 75 years, 56 - 65 years, 46 - 55 years, 36 - 45 years, 26 - 35 years, 17 - 25 years, 12 -16 years, 7 - 11 years, 0 - 6 years.	Todmorden.
Tuesday 2 o'clock club	White.	66 - 75 years, 76 - 85 years.	Ryburn.
Unique Ways	Asian or British Asian, Black African/Caribbean or Black British, White, Mixed or multiple ethnic groups.	26 - 35 years, 36 - 45 years, 46 - 55 years, 56 - 65 years.	Brighouse, Calder, Elland, Greetland and Stainland, Hipperholme and Lightcliffe, Illingworth and Mixenden, Luddendenfoot, Northowram and Shelf, Ovenden, Park, Rastrick, Ryburn, Skircoat, Sowerby Bridge, Todmorden, Town, Warley.
Upper Stoodley Residents Association	White.	66 - 75 years, 76 - 85 years, 86 +.	Todmorden.
WomenCentre	Mixed or multiple ethnic groups.	17 - 25 years, 66 - 75 years, 56 - 65 years, 46 - 55 years, 36 - 45 years, 26 - 35 years, 76 - 85 years.	Calder.

Women's Activity Centre (WAC)	Asian or British Asian.	56 - 65 years, 66 - 75 years, 76 - 85 years, 86 +.	Park.
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Appendix 10

Winter Care Pack Feedback Page

Winter Care Pack Feedback Form

Thirty of the groups that received and distributed Winter Care Packs completed the feedback form.

1. For each of the key messages below, did you feel confident explaining this to recipients?

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

Responses - I felt confident = 29 I did not feel confident = 1

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

Responses - I felt confident = 29 I did not feel confident = 1

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

Responses - I felt confident = 30 I did not feel confident = 0

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

Responses - I felt confident = 30 I did not feel confident = 0

2. Did you understand why it was important to share these messages?

Responses- Yes = 30 No = 0

3. Did you feel the people you spoke to understood the key messages?

Responses- Yes = 29 No = 1

4. What questions if any, did people ask you when you handed out the packs?

- Pharmacy and GP need to communicate more on short medication.
- Need more information on how to register with dentist.

- I mean question has been why and how much does it cost.
- Just very grateful for the items and also to receive a detailed handout of where to access services if needed
- Just discussed what services are available to people.
- People really valued the health information on the leaflets
- Discussions around healthy eating and staying warm
- Nothing specific – they were grateful for the information and bag contents
- Just about why them? Quite sensitive in terms of why some of us are considered vulnerable – not related to financial vulnerability.
- They already understand the significance of the packs and are fully aware of their importance.
- Are they free
- As we distributed them to people rough sleeping and caught up in addiction they wanted signposting to other relevant organisations that could offer support.
- They asked where they came from? Which opened up the opportunity to discuss about the collaboration and why it was important to have these conversations every year.
- Mainly about who was eligible to receive them; more details about the contents and where did they come from!
- Questions and discussions about the difficulties getting to see doctors.

5. From your observations, how important do you think the winter care packs were for recipients?

(Scale: 1: Not important <----->. 4: Extremely important)



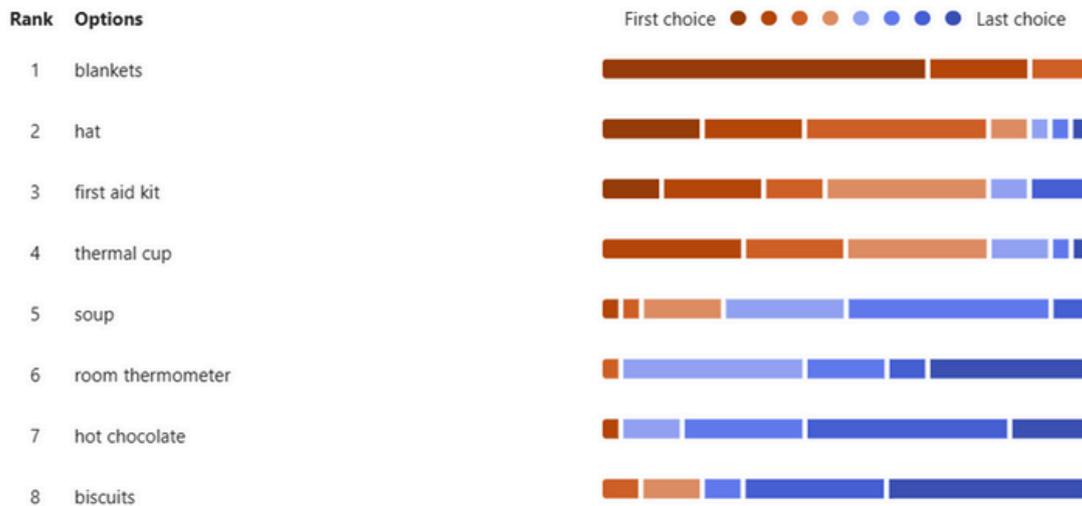
6. Did you receive any direct feedback from recipients about the packs?

- Well received.
- The first aid kits are great – especially for the car!
- These are nice blankets!
- I received generic feedback for several recipients again grateful to you for these handy and useful packs.
- They liked what they contained and were happy to receive them.
- Just a lot of thank yous.
- Very appreciative of the packs liked the warm blanket and the variety of goods.
- Helpful information.
- Very grateful for the items in the packs.
- Value of the blanket, hat and the thermal mug.
- Just a lot of thank you.
- A really useful guide about services, and the extra bits were a bonus.
- They appreciate the packs and recognise their efficiency, especially during the winter months. Items like hats and blankets are crucial in keeping the most vulnerable warm.
- General thanks. Appreciative of practical items such as blankets. Overall less interested in literature and messages.
- They happy and grateful.
- Perhaps too many information leaflets.
- Yes, hats, scarfs and gloves.
- Yes, people were very appreciative of the packages and didn't know how useful the items were until they tried them. Some people didn't have the budget to buy these items.
- They were happy with the contents.
- They were all very grateful for what they received.
- Service users and young people were really pleased, lots spoke about how much it would help them and how useful the blanket in particular would be.
- They were very impressed this year, with things like the soup and hot chocolate and biscuit, as well as the very practical items such as hats, cups, blankets.
- Some winter packs were handed out to homeless individuals and were very well received. The blankets and hats were great addition.
- Overall joy at snowman biscuit! Lots of appreciation and delight at the bags.
- Possibly the nicest feedback was from a 96 year old who was bowled over with her pack and said the blanket was beautiful and she was grateful for someone thinking about her! I explained how and why and who and she asked me to pass thanks on.
- Lots of positive comments about the travel mug & blanket – these were very well received
- They were very grateful for it.
- Just general comments about what they found most useful and vice versa.
- Really handy useful items, blankets and mugs were most appreciated

7. Which items in the packs seemed most valuable to recipients?

Re-order the items below so that the most important is at the top and the least important is at the bottom.

Response –

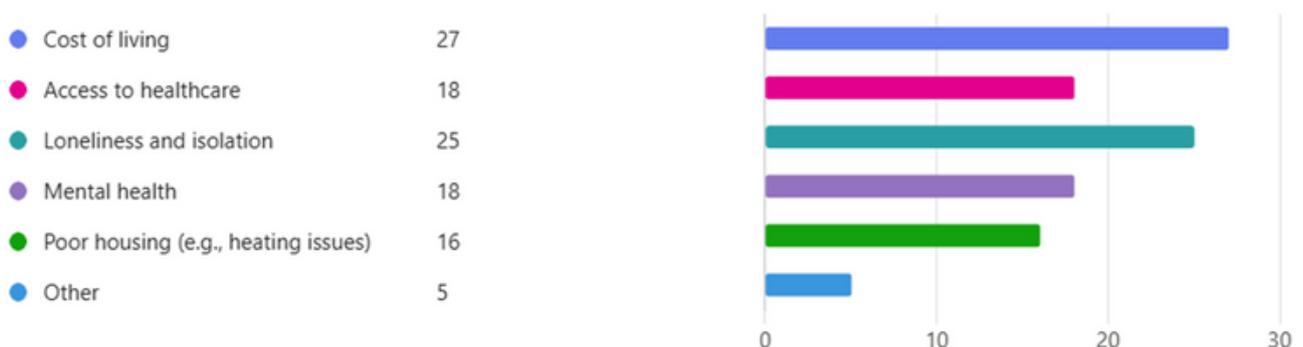


8. Did you notice any gaps in the packs – items or support that could have been included but weren't?

- Gloves
- Diary
- Fingerless gloves
- Hot water bottles
- Scarf
- Hand warmers
- Teabags or coffee sachets
- Small food packs are good

“We added in some gloves as we had some donated – the general consensus with our attendees was very positive and when taking more about staying warm, most said it was hands and feet that suffered the most. Socks maybe next year? :0) I'll get knitting!”

9. Thinking about your interactions with people, what do you feel is the issue or issues most affecting people's health and wellbeing this winter? (Check all that apply)

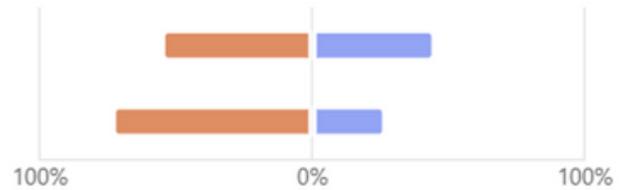


10. Did the winter care packs help increase awareness of available services?

● yes ● no / unsure

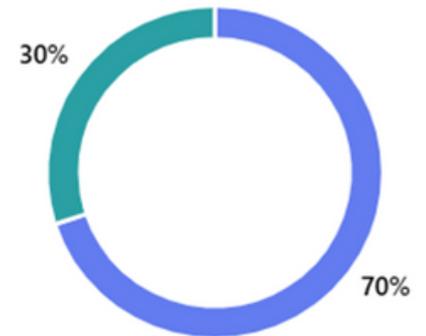
Mental health support (e.g., Vita Minds Talking Therapies)?

Advice and services from local community pharmacies?



11. Do you think recipients were more likely to engage with these services after receiving the packs?

● yes 21
● no 0
● unsure 9



12. Are there any other key services you think should be included in future winter care packs?

- Food banks
- Calderdale Dementia Hub
- Staying Well
- Immediate shelter and access to hot water
- The directory is a brilliant addition
- We were able to get a physio in to talk about fall prevention - this rounded the winter care pack scheme out nicely
- I notice that although our group was included in last year's VSI Alliance Directory we were not in the 2025 edition. Probably my fault if I missed the opportunity to update so I don't know whether it would be possible to check these details before printing?
- Warm welcome spaces

13. Was the ordering process easy to use?

Response – Yes = 30 No = 0

14. What were the main challenges, if any, in distributing the packs?

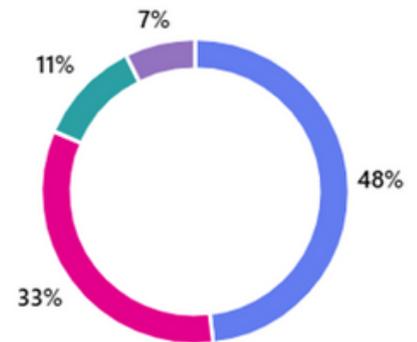
- Pack all the bags takes long but worth it.
- None - we ran out earlier than expected!
- We only ordered 20 packs to be realistic.
- Just getting these into my car, it was a squeeze!
- No challenges.
- I am only able to collect pre-packed packs. Thankfully ours were as we don't have the people power to pack them ourselves.
- None - it went very smoothly.
- Identifying the target group of vulnerable individuals- people are proud and this is sensitive.
- Approaching people.
- None are residents are with us daily.
- Finding the people who really needed them.
- Gathering evidence / data / photos.
- Convincing some of the 80/90 year old seniors that they could have one. Other than that, none. I was really pleased to see that younger folk were happy to pop one to neighbours they had concerns about.
- None really for us as we have many coffee mornings/meetings at which we are able to hand them out.

15. What improvements could be made to the distribution process in future initiatives?

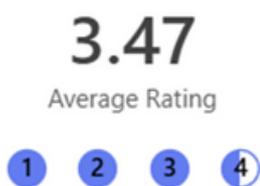
- Earlier the packs are ready the better.
- I think it works well.
- Great initiative and not sure of any improvements.
- Nothing - the communication was good with instructions on how to pick up. We had a local business supply some volunteers to make up the bags for us.
- It had improved this year as leaflets had already been placed in the tote bag. Involve as many services as possible in the hope of reaching a more people.
- I think the current plan works.
- Possibly share them out not first come first served.
- We got snowed in which disrupted things, but actually VAC were super accommodating and we were able to collect things a different day.
- None, it was like a well oiled machine!
- Not too sure. We have managed to distribute our allocation for the last couple of years but of course there is always a need to continue to look at how things are done.

16. How else did you help promote the NHS Winter Pressures Campaign? (Select all that apply)

● Through conversations	26
● Social media: X (previously Twitter), Facebook, Whatsapp	18
● Newsletters	6
● Other	4



17. Based on your experience, how would you rate the overall impact of this initiative? (Scale: 1: No impact <-----> 4: Significant impact)



18. Do you have any additional suggestions for improving this initiative?

- Add cooking ideas.
- No, I think in times of austerity these were very well received
- What specific resources or support do you think would enhance the impact of this initiative, particularly in reaching and supporting the most vulnerable groups?
- It would be great to have time to run winter care workshops to cover everything available - I think we'll try that next year. Maybe some speakers from different services, give out packs etc.

19. Is there anything else you would like to tell us, any final comments or reflections on your experience?

- Good initiative.
- Great project, Good people.
- Great idea.
- Thank you to you and your team for supplying these packs.
- Thank you for this opportunity and for all the hard work
- Thank you for all the hard work that goes into organising the project.
- We recommend incorporating diverse perspectives and consulting our charity, given our extensive experience in mental health. Our holistic approaches have successfully reached many vulnerable individuals.
- We enjoyed being a part of the project and would happily support of any future initiative.

- They are always a brilliant way of getting conversations going, as they get people engaged and excited.
- Thank you! I support a team of 67 volunteers, all from diverse backgrounds, some living in very poor households and these winter packages were very helpful.
- Much smoother than last year. I also found that it was a brilliant opportunity to get our volunteers more engaged in conversation and that all helps build trust and attendance.
- We really appreciate the work that went into this behind the scenes - thank you all x
- Thank you for doing it.
- Nothing other than thanks for the opportunity to be involved in this initiative and to be able to help the community.

Additional feedback received

“A significant gap in understanding how the NHS operates was observed among newly arrived refugee families. Many see A&E as their first point of contact due to limited knowledge of other healthcare options. Given the large number of refugee families in the area, focused efforts are required to educate and guide them toward appropriate healthcare services.”