

Guide to healthcare

Campaign development and pilot

Engagement Assurance Committee
22 January 2025

Context

- The NHS is a highly complex organisation, and it can be difficult for the public to know how to engage with it when they need help.
- If the public followed the pathways designed by the NHS, many issues facing the service would be eased, and patients would get the care they need more quickly.
- “There is a need for increased publicity, information and signposting on different urgent care and out of hours services and where to access them” (SEL Joint Forward Plan 2023).
- There have been many campaigns around this, with general themes of ‘use the right service’ or ‘help us to help you.’ While these have plenty of merit, they do generally start from the NHS’s point of view (‘this is what we provide’), and not the user’s (‘this is my problem, how do I solve it?’).



Self Care	Care for yourself at home
Pharmacy	Expert advice and medicines
GP	Medical attention and advice
NHS 111 online	If you can't contact your GP
UTCs	Minor injuries
A&E or 999	For life-threatening emergency

Objectives

For the public, to:

- Increase knowledge of what route to take for particular conditions or symptoms.
- Raise awareness of the range of sources of care, including NHS services.

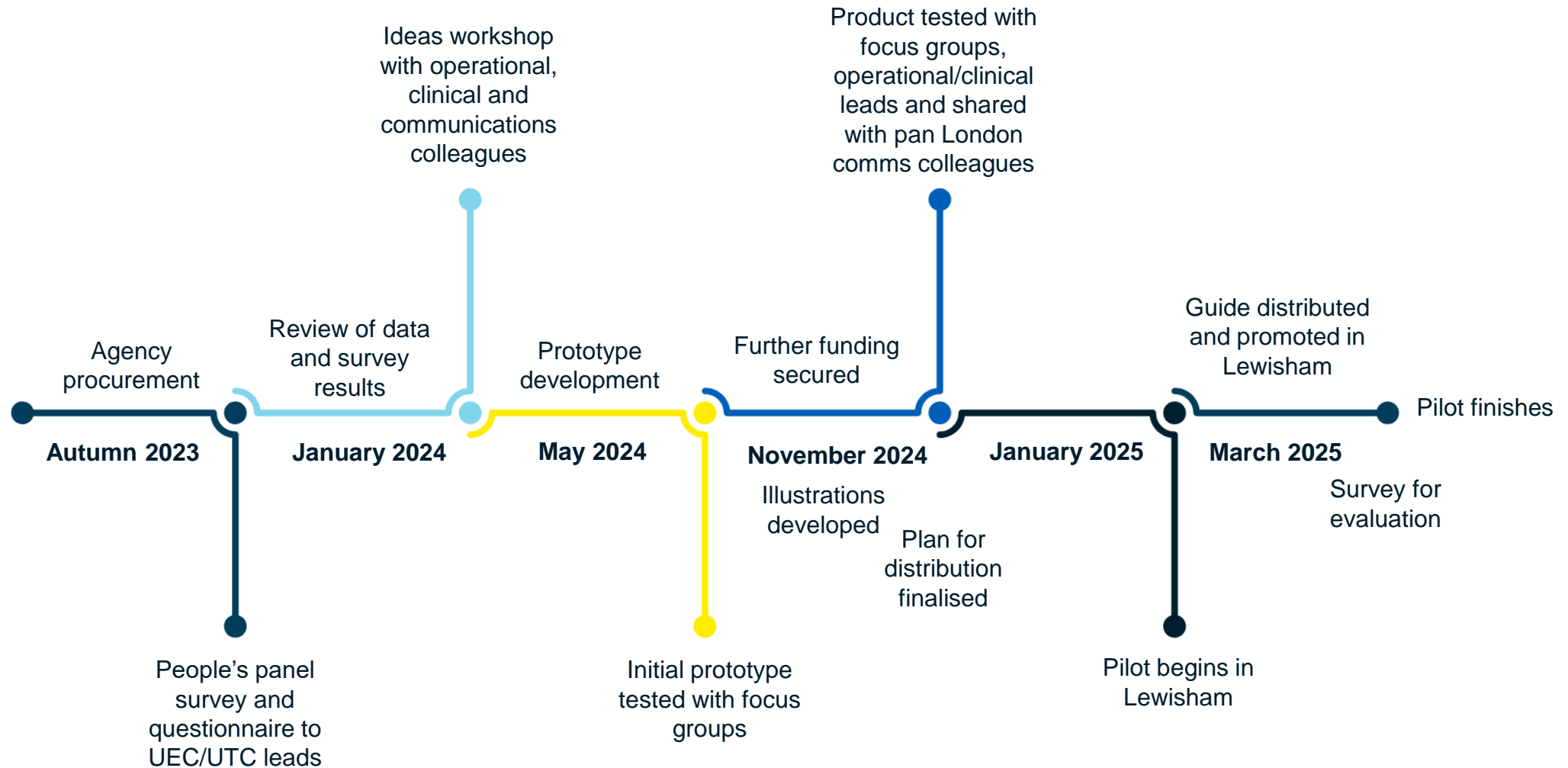
Operationally:

- Reduce inappropriate attendances to ED.

With the overarching principles:

- User-centred
- Clear and simple, relatable
- Illustration-led (minimal text)

Timeline

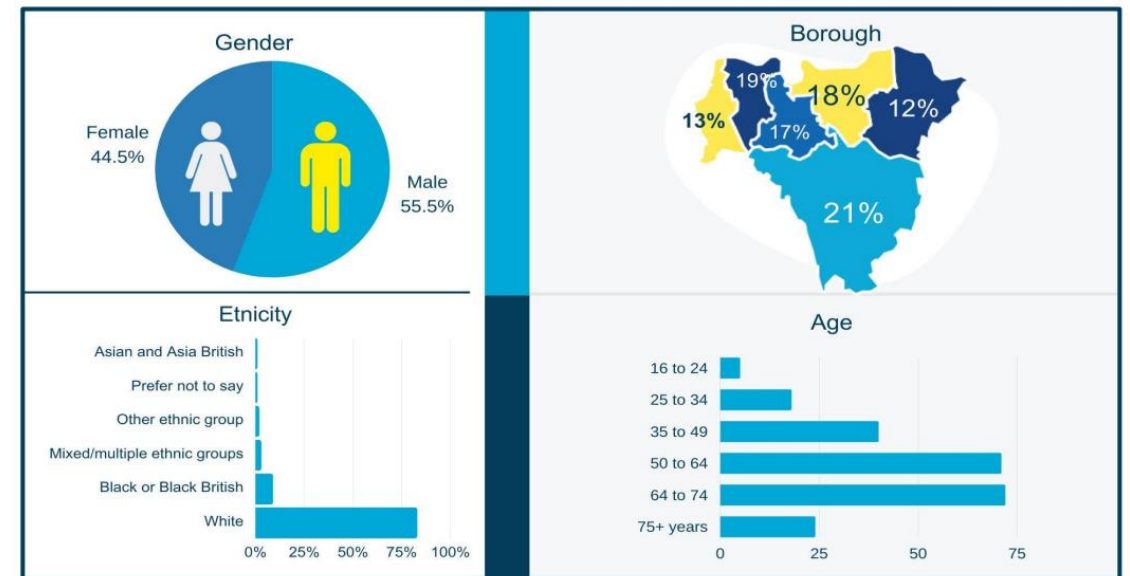


Initial survey

Initial survey – we received 233 responses from our People’s Panel (23% response rate).

While the sample was not largely representative of our population in SEL it did give us some useful insight:

- 89% of survey respondents said they had used A&E and in 70% of these cases it was not for a life-threatening emergency.
- 68% said they had never used NHS 111 online, with 10% of respondents not knowing about this option.
- 7% of respondents said they did not know about Urgent Treatment Centres (UTC)/Minor Injuries Units (MIU).
- Preferred places to get information about health and care were from local pharmacies (80%) as well as other places in the community local libraries (50%), supermarkets (43%).



Initial survey

In addition to responses gathered via SEL People's panel we also promoted the survey across our channels to reach more people:

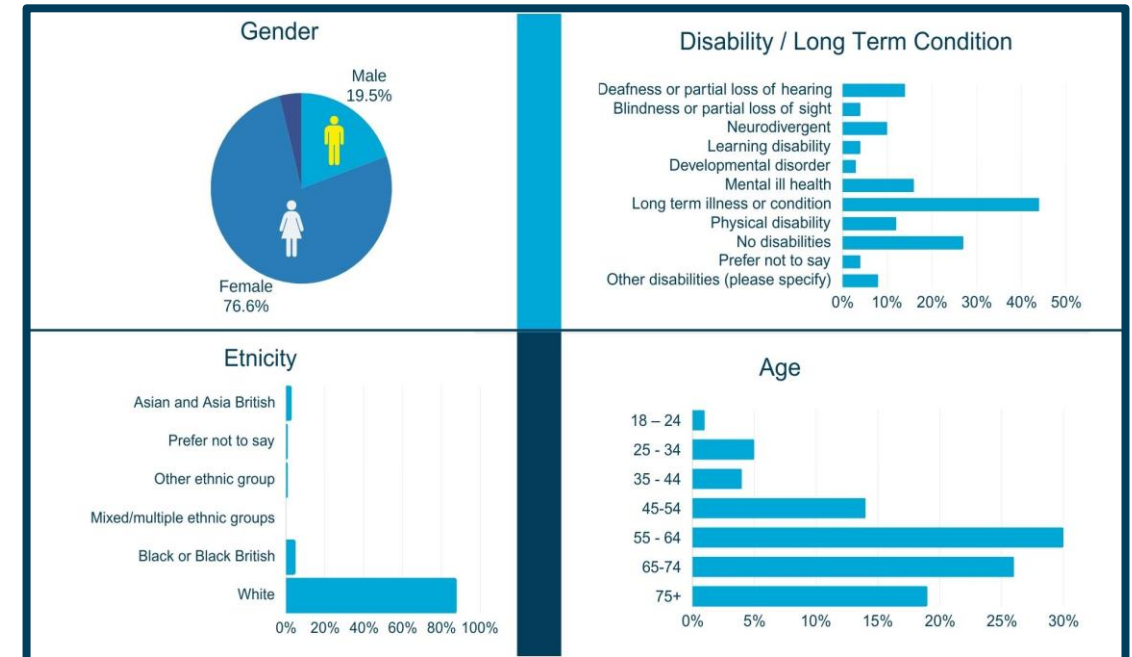
- Let's talk health and care online community
- #GetInvolved newsletter
- South east London Voluntary, Community and Social Enterprise (VCSE) organisations
- Community champions
- Social Media
- Integrated Care System (ICS) newsletter
- ICS partner channels

We received an additional 77 responses.



Initial survey

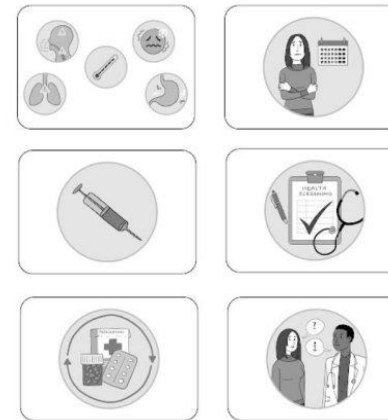
- Responses largely supported the insight gathered from the SEL People’s panel.
- A small number of people reported being unaware of some services: NHS 111 online (6%), Urgent Treatment Centre/Minor Injuries Unit (5%) and walk- in centre (4%).
- 97% said they had used A&E and in 55% of cases it was not for a life-threatening emergency.
- The preferred place to get information about health and care was from local pharmacies (82%).



- Questionnaire sent to 21 urgent and emergency care leads across south east London.
- 9 respondents shared barriers patients face in accessing the right care:
 - Patients unable to see their GP will attend UTC/ED
 - Patients choose most convenient option
 - Language barriers
 - High poverty index locally – costs of appointments and medication
 - Lack of knowledge of services available
- Barriers aligned with NHS data which also showed that people living in the most deprived areas make disproportionate use of ED.
- They said our communications should be:
 - Clear and concise
 - Consider local population (reading age, language)
- Ideas workshop with ICB colleagues developed the idea of having a highly illustrative guide to help people use NHS services – that is simple, easy to understand, and most importantly from the user's perspective.

Testing the prototype

- Attendees came from the People’s Panel and a Somali community group. Recruitment was aimed at panel members from economically deprived neighbourhoods.
- A total of 20 people took part, half of which identified as not having English as their first language.
- We tested if we could communicate the message with no text or if it would be clearer with some text. Focus groups went with option 2.
- Some other feedback included:
 - Illustrations should be detailed, very literal and in colour.
 - Education is needed - should include a brief explanation of what services are – particularly UTC.



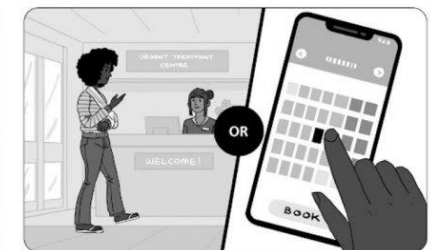
Option 1 – no text



Step 1: Call 111 for advice if your symptoms are severe enough



Step 2: Locate your nearest Urgent Treatment Centre



Step 3: Walk-in or call ahead to book an appointment

Option 2 – some text

Testing the guide

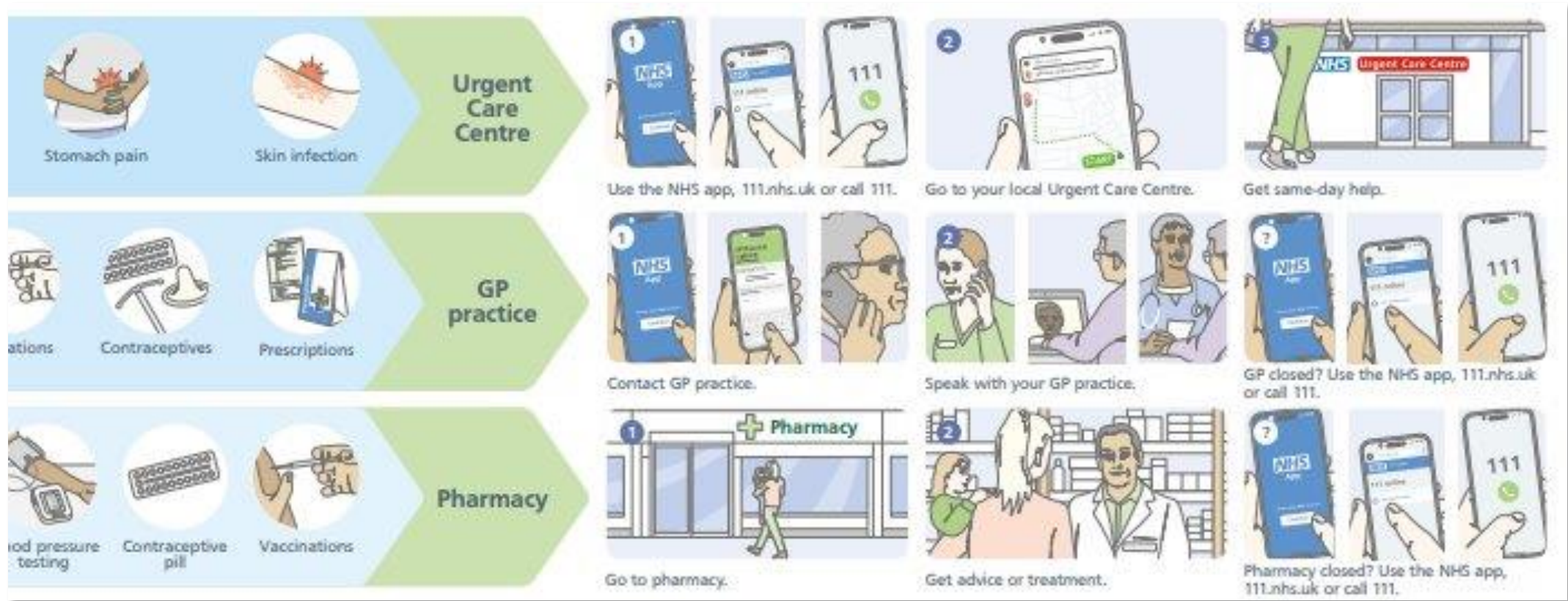
- Lewisham residents were invited, via VCSE groups, to take part in the next round of user testing.
- We had a total of 67 people taking part:
 - Aged 19 to 84
 - A mix of ethnicities and first languages spoken
 - A split of males and females – but lacked diversity in terms of non-binary, gender fluid, and transgender individuals.
- The guide was positively received with some areas for improvement around clarity of some illustrations and use of the NHS app.
- We also got feedback from clinical colleagues to ensure accuracy.



The final product



Detail



Our website



A guide to healthcare
How to get the care you need

→ Do you live in Lewisham? Get the Guide as a printed leaflet

What do you need help with?



A painful injury



A cut that bleeds
10+ mins



Eye problems



High fever



Stomach pain

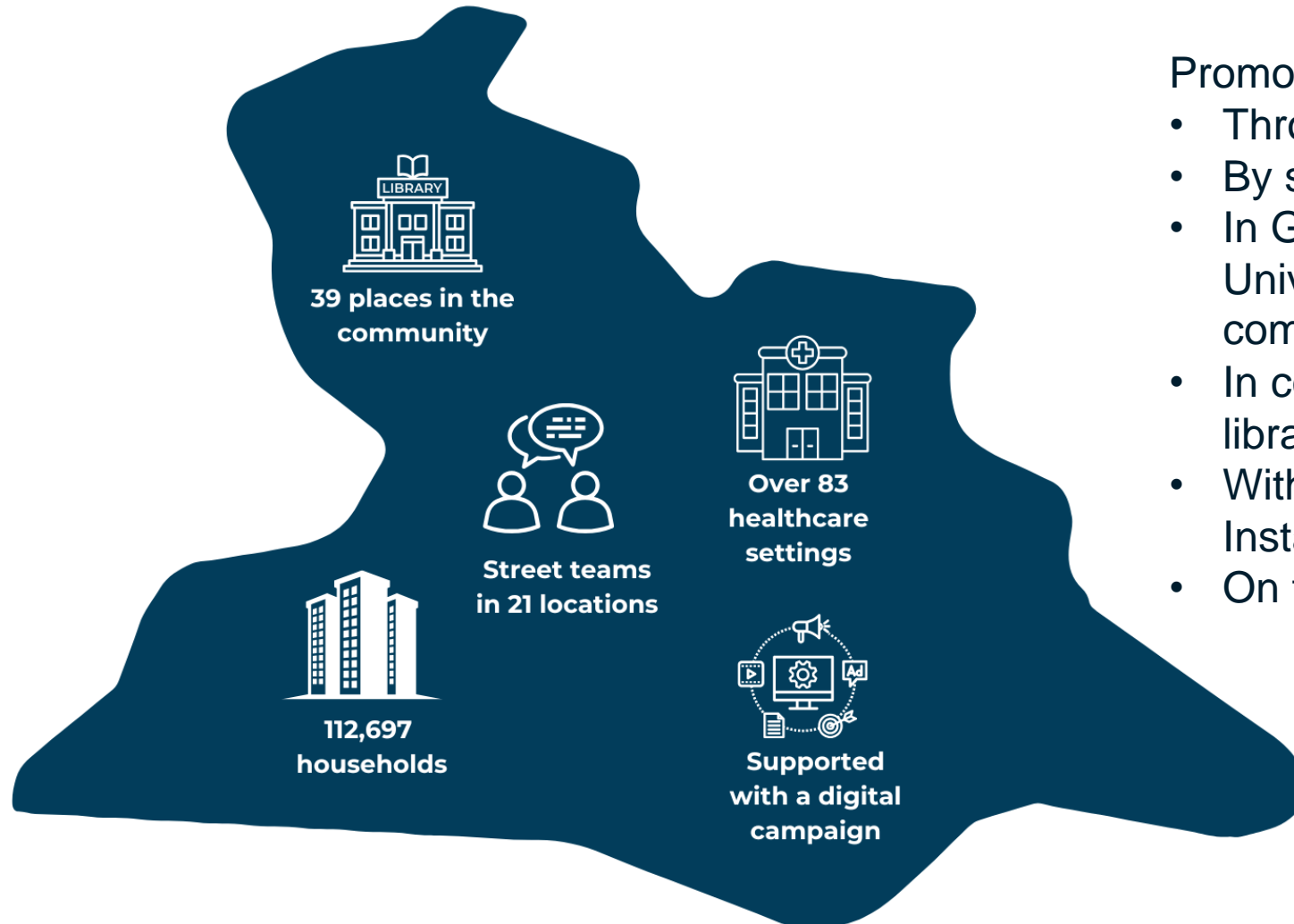


Skin infection

→ Urgent Treatment Centre, or Urgent Care Centre

www.selondonics.org/our-residents/your-health/guide/

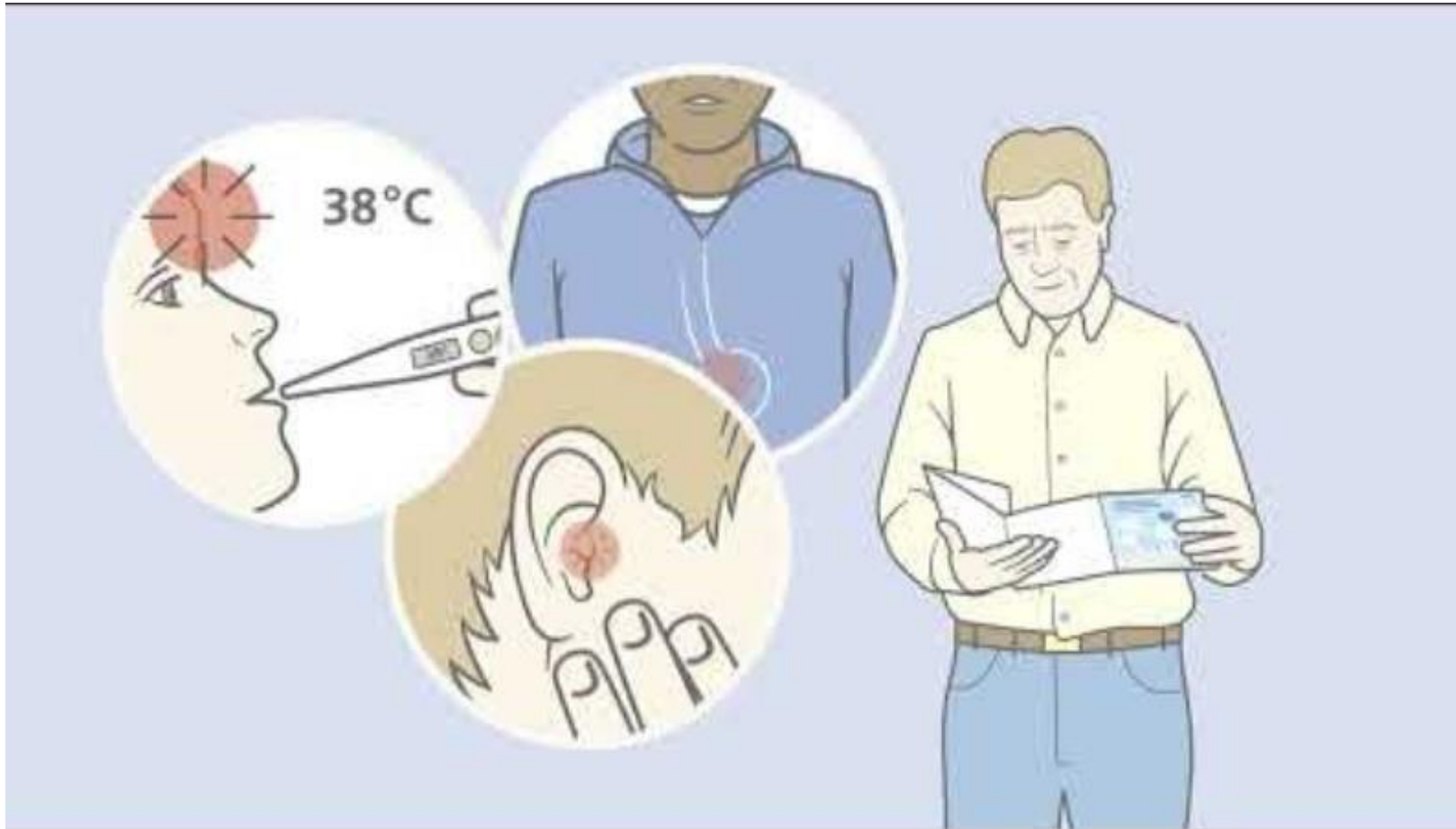
The pilot - Lewisham



Promoted to CORE 20 population:

- Through their letterbox
- By street teams at multiple locations
- In GP practices, pharmacies and University Hospital Lewisham (and community sites)
- In community settings including libraries, food banks and family hubs
- With a digital campaign on Facebook, Instagram and Spotify
- On the South East London ICS website

Digital campaign (pre door drop)



Evaluation

We'll look at...

- No. of people who receive a guide, see/listen to our ads and visit our webpage.
- No. of people engaged with the content by scanning QR codes and on social media.
- An in-person survey to measure awareness, perception, understanding, recall and intention measures.
- Operational data to understand organisational impact.



Reach



Awareness



Perception,
understanding,
recall and intention



Operational data

Next steps

- Evaluation

If results are positive:

- Securing funding for further roll-out across south east London
- Taking on any feedback to improve the guide
- Localising the guide and wider campaign for our other boroughs
- Sharing for other health systems to use

Thank you.