


Lincolnshire West CCG Comms. Plan

Summary		Key		<div></div>							
Social Media		SM									
Leaflets / Posters		L									
Media		M									
Internal Comms.		IC									
Website		W									
Subject		Target Group		Nov-17				Dec-17			
Alternative Provisions				6th Nov	13th Nov	20th Nov	27th Nov	04th Dec	11th Dec	18th Dec	25th Dec
Patients reminded of the role of Pharmacy		Pharmacy			SM	SM, W	SM	SM, W	SM, W, M	SM	SM, W
Pharmacy drop-in service and private consultation room in pharmacies		Pharmacy			SM, W	SM	SM, W	SM, W	SM, W, M	SM, W	SM
Choose Well		Alternative Provisions			SM	SM	SM, L, M	SM, L	SM, L	SM, L	SM, L
Awareness of 111 and how to use it		Alternative Provisions			SM, W, M	SM	SM, W	SM, W	SM	SM, W	SM
Clinical Assessment Service and the benefits to Lincolnshire		Alternative Provisions			SM	SM, W	SM, L, M	SM, W	SM, W	SM	SM
Student Self-care		Self-care			SM	SM	SM, L	SM, L	SM, L	SM, L	SM, L
Promote flu jabs to older adults		Self-care			SM	SM, W	SM, W	SM	SM, W	SM, W	SM
First aid kits and what to stock your cupboard with		Self-care			SM, W	SM	SM, W	SM, W, L	SM	SM, W	SM
Promotion of out of hours service		Alternative Provisions			SM, W	SM	SM	SM	SM	SM	SM
Same day access for Urgent Care		Alternative Provisions			SM	SM	SM	SM, L	SM, L	SM, L	SM, L
Which practices have extended hours and when they are?		Alternative Provisions			--	--	--	--	SM, W, M	SM, W, M	SM, W, M
Patient who do not Attend appointments (DNA's)		Alternative Provisions			--	--	--	--	SM, W, M		
Your Child will be seen - if Urgent		Alternative Provisions			SM, W	SM, W	SM, W	SM, L, W	SM, L, W	SM, L, W	SM, L, W
Only attend A&E if its an emergency		Alternative Provisions			SM	SM	SM	SM	SM	SM	SM
Public Consultations											
Cliff House Practice Provision		General Public			IC	IC	IC	IC	IC	IC	IC
Brant Road and Springcliffe		General Public			IC, W	IC, W	IC, W	IC, W	IC, W	IC, W	IC, W
National Campaigns with Local Angle											
Self-care week		Self-care			L, M, W, SM	N/A	N/A	N/A	N/A	N/A	N/A
Use antibiotics wisely		Wellbeing		SM	SM	SM	SM	SM	SM	SM	SM
Promote flu jabs to older adults		Older Adults		SM	SM	SM, W	SM, W	SM	SM, W	SM, W	SM
Eating disorders awareness		Wellbeing			--	SM	--	SM	--	SM	--
Winter Planning											
While you are Christmas shopping stock up your medicine cabinet		Self-care			SM, W	SM	SM, W	SM, W, L	SM	SM, W	SM
Order your holiday prescriptions early		Self-care			SM	W, M, SM	SM, W	SM	SM	SM	SM
How to have healthy Christmas		Self-care			SM	SM	SM, L	SM, L	SM,L, W	SM, L, W	SM, L, W
Reduce the spread of Norovirus		Self-care			SM	SM	SM	SM	SM	SM	SM
Stay Well this Winter		Self-care			SM	SM, W	SM,L, W	SM,L, W	SM,L, W	SM,L, W	SM,L, W
Reduce slips, trips and falls		Self-care			SM	SM	SM	SM	SM	SM	SM
Healthy Lifestyles - New Year's Resolutions		Self-care			--	--	--	--	--	SM	SM
Keep Warm This Winter		Elderly/Self-care			SM	SM	W, M, SM	SM, W	SM, W	SM, W	SM, W
Look out for your elderly neighbour		Elderly/Self-Care			SM	SM	W, M, SM	SM, W	SM, W	SM, W	SM, W
Vulnerable Groups get the Flu Jab		Winter Plans		SM, W, M	SM	SM, W	SM	SM, W	SM, W	SM	SM, W
Stay active and hydrated at all times		Self-care			SM	SM	SM	SM	SM	SM	SM
Use antibiotics wisely		Alternative Provisions			SM	SM	SM	SM	SM	SM	SM
Promote flu jabs to older adults		Self-care		SM, W, M	SM	SM, W	SM, W	SM	SM, W	SM, W	SM
Dry January		Self-care			--	--	--	--	--	--	SM
Routine											
What's Hot		Staff		IC	IC	IC	IC	IC	IC	IC	IC
Monthly column		General Public			--	--	M	--	--	--	M
Your Health Magazine		General Public			In Production		Printing	Distribution			
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