

**APPENDIX 2**

**Lincoln Walk-In Centre Consultation 2017**  
**ALTERNATIVE PROVISIONS COMMS REVIEW**

Since the launch of the consultation on proposals to close the Lincoln Walk-in Centre, extensive work has been carried out to raise awareness of all the alternative provisions that are in place. Much of this work has been done using the CCG's website, local media, social media, Your Health magazines, leaflets, posters and other communications materials.

While the table below specifically focuses on the activity since November (when the last meeting of the Governing Body took place) it would be useful to note some of the key numbers and statistics since the launch of the consultation.

On social media, the CCG's posts, the majority of which are related to alternative provisions, have been seen more than 975,000 times across Twitter and Facebook. The audience on Facebook has increased by more than 450, with an extra 248 followers on Twitter.

Our website is averaging more than 6,500 page views a month, with many of those on the news channel which contains our press releases on the key messages.

We have also had numerous pieces of coverage in the local media. This includes online, print, radio and television.

48,000 posters, leaflets and printed products have been published conveying important and key messages regarding alternative provisions and services, of which 30,000 leaflets have been delivered to Lincoln households with a potential to be seen by approximately 90,000 people.

<b>A review of communications activity in November and December 2017 in relation to alternative provisions to the Lincoln Walk-in Centre</b>	
<b>Website</b>	
<p>Since November, a number of articles have been published on the news section of the Lincolnshire West Clinical Commissioning Group website. These have covered a number of topics including self-care, new ways of working within surgeries to improve efficiency and free up appointments and winter communications.</p> <p>Given the time of year, many of these articles were published with a</p>	<p><b>KEY DETAIL</b></p> <hr/> <p><b>PAGE VIEWS</b></p> 

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focus on winter pressures. These included pieces about self-care and the role it can play in improving and maintaining good health, a reminder to keep warm over the winter to prevent falling ill and another educational piece about all the services provided by pharmacists, including their confidential consultation rooms and their ability to offer medical advice and treatment for minor ailments.

Two of our surgeries also introduced new ways of working during November and December in an attempt to improve efficiency and free up the time of GPs and other clinical staff.

Articles announcing the new walk-in clinic at Glebe Practice in Saxilby and a new appointment processing scheme at Nettleham Medical Practice were published on the website.

The walk-in clinic at Saxilby offers appointment free clinics for patients with acute problems which require immediate medical attention. They will be seen by the on-call GP that day.

Meanwhile, Nettleham Surgery has trained and renamed it's reception staff as Patient Care Advisors who now ask patients more questions at the point of booking appointments so they can be signposted to the most appropriate and time efficient treatment pathway for their needs. It is hoped this will free up GPs' time, making more appointments available for those who genuinely need them.

Finally, a big campaign has been around missed appointments and did not attend (DNAs). This resulted in more than three years of wasted time for a single GP across the county in a 12 month period. The article on the website formed part of the campaign, alongside media coverage, social media promotion and other communications activity. It is hoped that by raising awareness of the impact of missed appointments, more patients who do not need booked appointments will cancel them, making them available for other patients.

**November – 5,933**

**December – 4,222**

**Average – 5,077**

**USERS**



**November – 2,075**

**December – 1,336**

**Average – 1,705**

**ARTICLES PUBLISHED**



**November – 5**

**December – 3**

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Social Media	
<p>Social media continues to be a powerful tool for the CCG to communicate key messages to its patient population. Audiences on its main platforms – Facebook and Twitter – continue to grow on a monthly basis and interaction with patients is becoming more frequent.</p> <p>Since November, a sustained social media plan has been put into action, covering all the alternative provisions outlined when the proposal was first put out to consultation as well as additional measures put in place following the consultation period.</p> <p>These include the GP Out of Hours service, NHS 111 and the Clinical Assessment Service, self-care, the role of pharmacists and their confidential consultation rooms, first aid kits and what to stock in medicine cupboards at home, do not attends, access for young children on the same day and only attending Accident &amp; Emergency if it is a genuine emergency.</p> <p>These key messages have been posted on both the CCG’s Twitter and Facebook accounts, often containing links to articles on either the CCG website or NHS Choices website offering more information and explanation.</p>	<p style="text-align: center;"><b>KEY DETAIL</b></p> <hr/> <p><b>REACH</b></p> <div style="display: flex; align-items: center;"> <p><b>November – 23,971</b> <b>December – 372,615</b> <b>Average – 198,293</b></p> </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <p><b>November – 66,100</b> <b>December – 44,600</b> <b>Average – 55,350</b></p> </div> <p style="text-align: center; margin-top: 20px;"><b>Total monthly average – 253,643</b></p> <p><b>NEW LIKES/FOLLOWS</b></p> <div style="display: flex; align-items: center;"> <p><b>November – 14</b> <b>December – 113</b> <b>Average – 63</b></p> </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <p><b>November – 13</b> <b>December – 40</b> <b>Average – 26</b></p> </div> <p style="text-align: center; margin-top: 20px;"><b>TOTAL LIKES/FOLLOWS</b></p>

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November – 1,023  
December – 1,136



November – 2,255  
December – 2,295

**In the press (print, online, radio)**

The local media has also played an important part in getting key messages out to the patient population. We have targeted a range of media platforms including online media, printed products and radio broadcasts.

We have been successful in getting a number of articles/stories published across these media, as well as having a monthly column in the local newspaper which has previously focused on alternative provisions.

**Online media**

Online publications are where we have seen most of our key messages published. A number of outlets have featured our articles covering topics including new ways of working at two of our practices, self-care features and the story about the number of do not attends across the county.

The audience of the main online media outlets in Lincoln/Lincolnshire is growing continuously and ensures our messages are seen by as many patients as is possible.

**Printed media**

A number of articles have also appeared in the printed press across the county. These have once again covered several of our key messages, including self-care, do not attends and the role of pharmacies, especially over winter.

**KEY DETAIL**

**IN THE PRESS  
ONLINE MEDIA**



November – 4  
December – 2

**PRINTED MEDIA**



November – 1  
December – 2  
**RADIO**

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These articles have appeared in both the Lincolnshire Echo and the Gainsborough Standard newspapers.

Following the decision made at the September Governing Body meeting, the CCG's monthly column in the Lincolnshire Echo also focused on all the alternative provisions to the Walk-in Centre and was written by Dr Sunil Hindocha, chief clinical officer.

**Radio**

We have also had many of our stories and key messages featured on a number of different radio stations.

BBC Radio Lincolnshire covered the stories about Nettleham Medical Practice introducing the active signposting of patients as well as interviewing one of our GPs as part of a wider piece on do not attends across the county.

Meanwhile, Siren FM, who we also have a monthly slot with, covered the do not attends story and interviewed deputy chief nurse Terry Vine as part of their coverage.



**November – 0  
December – 3**

**Leaflets/Z-cards/Posters**

The CCG has designed, printed and is in the process of having 30,000 double sided A5 leaflets distributed to households across Lincoln and surrounding areas.

These leaflets explain the alternative services available to the walk-in centre. These include pharmacies, NHS 111, out of hours, self-care and GPs themselves. These leaflets are being distributed by a professional company and many have already been sent out.

In addition to this, the CCG had 5,000 credit card sized Z-Cards printed which have been distributed via a number of routes including GP surgeries and childrens' centres. These again outline all the alternative

**KEY DETAIL**



**Leaflets delivered to 30,000 households – potential to be seen by approximately 90,000 people**

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<p>services on offer in Lincolnshire. An additional 10,000 larger Z-Cards have also been given to the CCG as part of the wider Lincolnshire winter communications plan to distribute across our region again outlining alternative provisions and ways to keep away from Accident &amp; Emergency.</p> <p>All GP practices have also been provided with posters outlining alternative provisions or explaining protocols such as children under 5 being seen the same day if clinically appropriate for display in waiting areas.</p>	 <p><b>15,000 Z-Cards to be distributed through various channels across our region</b></p>
<p><b>Other communications</b></p>	
<p>Since the consultation was launched, the CCG has published two editions of its Your Health magazine. The summer edition focused on all the alternative provisions previously mentioned and was distributed in hospitals, GP surgeries, gyms, childrens' centres, libraries, council offices, pharmacies and many more outlets.</p> <p>The winter edition also looked at many of the alternative provisions, but with a winter angle. Again, these were distributed across the CCG region at many different places.</p> <p>The CCG also has weekly internal communications updates which have regularly focused on the alternative provisions and how the CCG has gone about promoting them and also raising the awareness of them internally.</p>	<p><b>KEY DETAIL</b></p>  <p><b>3,000 copies of Your Health magazine distributed across CCG region</b></p>