

HEALTH SCRUTINY COMMITTEE FOR LINCOLNSHIRE 16 MAY 2018

APPENDIX 1C TO ITEM 8

Lincoln Walk-In Centre Consultation 2017

ALTERNATIVE PROVISIONS COMMS REVIEW – JAN-MAR 2018

Since the launch of the consultation on proposals to close the Lincoln Walk-in Centre, extensive work has been implemented 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 magazine, leaflets, posters and other communication channels.

The information below specifically focuses on the activity between January and March 2018 – on top of the previous comms report sent which covered data for November and December.

Since the start of the consultation, on social media alone, the CCG's posts, the majority of which are related to alternative provisions, have been seen more than one million times across Facebook and Twitter.

We are pleased to add that the CCG has now launched its own Instagram account – in a bid to better engage with younger patients around key messages and information. This is in its infancy but has already proved popular with local Instagram users.

The website currently averages around 6,000 page views a month - with many of those on the news channel which contains prominently our press releases and key messages.

The CCG is committed to continuing its proactive and busy approach to spreading messages far and wide through our communication and engagement strategies.

WEBSITE:

Since January, a number of articles have been published on the news section of the Lincolnshire West Clinical Commissioning Group website.

These include extended access to primary care appointments (seven days a week access); general fitness and self-care articles; Type 2 Diabetes awareness; options available for urgent care needs; cancer awareness; heart disease awareness and the impact of patients not attending booked appointments at their GP practice.

The website has received the following monthly hits:

- January: 6,033
- February: 4,876
- March: 5,029

SOCIAL MEDIA:

Social media continues to be a hugely powerful tool for Lincolnshire West CCG. It has a large audience base to communicate key messages.

Audiences on its main platforms – Facebook and Twitter – continues to grow on a monthly basis and interaction with patients is becoming more frequent.

Since November, a sustained social media plan has been put into action and continued unabated since our last report was submitted at the end of February. The messages continue to be centred around alternative provisions – walk-in pharmacies, NHS 111 and the Clinical Assessment Service, self-care tips, GP Out of Hours' Service, and same-day GP access for children and adults. Moreover, it includes extended hours to GP access, a 'Find Your Pharmacy' campaign, primary care access for young children on the same day and what to stock your medicine cabinet with.

The CCG is committed to continuing this moving forward and has seen many positive comments from patients, especially on social media, about alternative provisions such as NHS 111, walk-in pharmacies and the Out of Hours GP Service.

We are pleased to say we have now launched an Instagram account – in a bid to better engage with younger patients.

Our social media platforms have received the following monthly audience reaches:

Facebook –

- January: 41,086
- February: 37,882
- March: 38,013

Overall Facebook followers today: 1,356

Twitter –

- January: 33,236
- February: 29,934
- March: 31,119

Overall Twitter followers today: 2,427

PRESS AND MEDIA:

The local press has continued to play a vital role in getting crucial key messages out to patients. LWCCG understands fully the influence and impact local radio stations, newspapers, news websites and TV can have on the population.

Most recently the CCG appeared on BBC Radio Lincolnshire to talk about extended hours and seven day provision via patients' primary care services. The important subject has also been covered by the Lincolnshire Echo, The Lincolnite and Lincs FM.

The CCG has also had multiple reports played and published about alternative provisions and self-care health advice.

The latest Your Health magazine is due out shortly and this again has a wide range of health messages for patients – including self-care in the summer months/pharmacies/NHS 111 and OOH GP Service.

LEAFLETS/Z-CARDS/POSTERS:

LWCCG has distributed two rounds of eye-catching A5 leaflets through doors in Lincoln – 30,000 in total on each occasion.

The updated version explains the closure of the centre and alternative services available to the service. Since the last time LWCCG attended HOSC, the CCG has delivered more Z-cards – which proved really popular with stakeholders and patients.

These are pocket sized information cards and provide information on what health service to use and when.