



**Integrated
Care System**
Shropshire, Telford and Wrekin



**Shropshire, Telford
and Wrekin**

Shropshire, Telford and Wrekin: 'Think Which Service'

April 2024

Organisational Objectives

- Rising COVID-19 numbers, high demand for services, lack of capacity in the community
- Urgent and Emergency Care, community and GP services were all under considerable pressure
- Around half of people who visited A&E could have been treated at another service e.g. a Minor Injury Unit (MIU) or Urgent Treatment Centre (UTC)
- Unprecedented pressure resulted in lengthy ambulance handover delays and poor patient care



Communication objectives

We needed to create a campaign which empowered our population to stay well during winter and use services appropriately.

- **Ensure our health and care system ran as smoothly as possible**
- **Reduce ambulance handover delays**
- **Improve patient care and potentially save lives.**

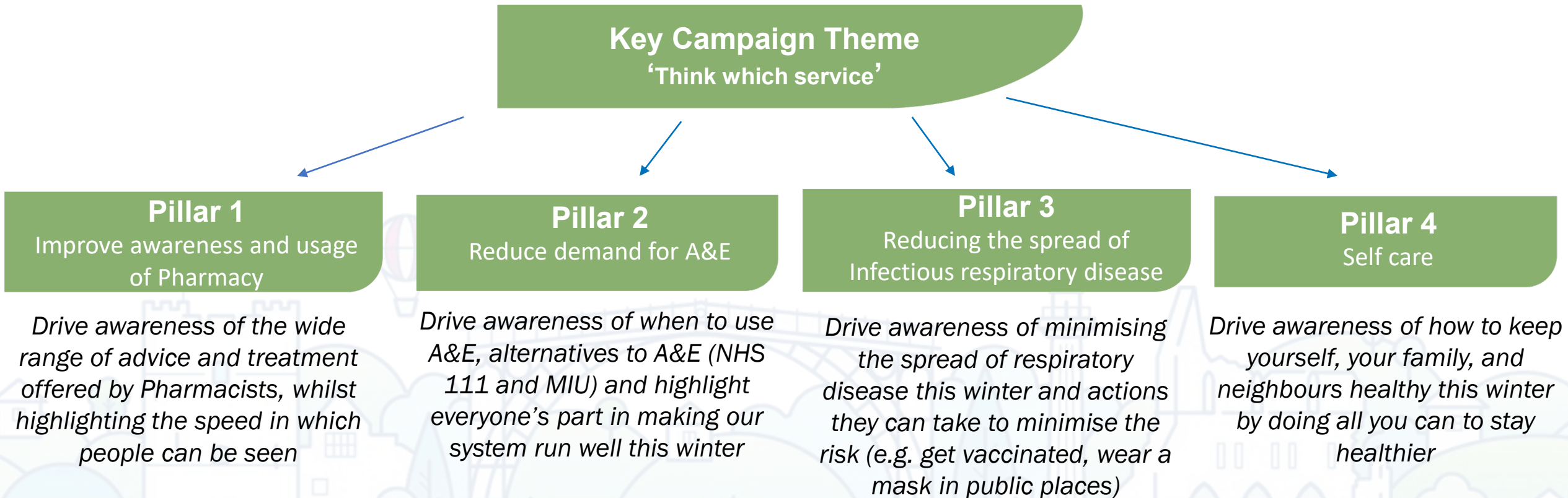


Our Approach



Approach - Reaching our four Audience Pillars

We developed one overarching key campaign brand, building on national existing messaging. This has then been drilled down into four individual campaign messages, using data intelligence, targeting the right audience and using channels most appropriate for that audience.



Pillar 1: Improve awareness and usage of Pharmacists

Primary Care have been under significant pressure, and we know that this is important for the populations that we serve. We also know that pharmacists are under-utilised in our area, and we wanted to understand people’.

Across July 2022 we conducted 421 interviews and surveys (with residence, pharmacist and GPs) within the STW system to gain fresh insight on the role, view and barriers to using pharmacy.

Our key findings were:

- Although there is high awareness of the overall offer of Pharmacists a significant proportion of the area are not aware that their pharmacy offered advice and treatment of minor ailments and a significant minority needs educating on the scope of advice and treatment offered
- The highest rated benefit of a pharmacist was the fact that no appointment was needed followed by faster answers
- Satisfaction with functional issues was high but lowest satisfaction was ability to talk in private and there is strong agreement that it is important to speak with someone but agreement was lower for ‘my pharmacist is easy to approach’.

Drive awareness of the wide range of advice and treatment offered by Pharmacists, whilst, highlighting the speed in which you can be seen.

Pillar 2: Reduce demand for A&E

- Between April and June 2022, we saw approx. 37,000 attendances at A&E across PRH and RSH. Attendances are coded indicating the cause and the level of severity of the attendance.
- Where an attendance is fully coded, the most common causes are **soft tissue injuries and wounds (20%), fractures and dislocations (11%), cardiovascular (11%), medical specialties (10%) and infectious diseases (9%)**.
- There are three codes that indicate either minimal or no investigation or treatment was necessary (i.e 'low cost' attendances). **In STW we consistently see over half of attendees fall into these categories.**
- Our low cost attendances are more likely to happen in the evening, and are slightly more prevalent amongst our younger, and less affluent populations.
- Soft tissue injuries drive a significant volume of our attendances, but they also drive a disproportionately high number of our 'low cost' attendances, with between 75% and 80% being categorised as such each month. The other high-volume diagnoses do not replicate this, and broadly align with wider behaviour.

Drive awareness of when to use A&E, alternatives to A&E (NHS 111 & MIU) and highlight everyone's part in making our system run well this winter

Pillar 3: Reducing the spread of Infectious respiratory disease

As we go into the colder months, viruses such as flu and COVID are more likely to spread quickly when we're all crowded together. Cold weather can make some health problems worse and even lead to serious complications, especially for those aged 65 and over.

High incidences of COVID puts additional pressure on our hospitals, so this winter, it is more important than ever to get vaccinated and help protect yourself and your loved ones.

We can reduce the spread of respiratory disease by:

- Keeping Vaccinations and Boosters up to date (Flu and Covid)
- Hygiene: Hand washing
- Staying home when ill
- Masks (in some settings)

Drive awareness and need of minimising the spread of respiratory disease this winter and actions they can take to minimise the risk

Pillar 4: Self Care and maximising your wellbeing

We can raise awareness of important self-care techniques that will help people and their families to stay well and help ease pressures on local NHS services:

Key messages

- Simple steps include eating well, taking daily vitamins, and staying active
- Wrapping up warm whilst you're out and about this winter
- Stocking up on self-care essentials (over the counter medicines, at pharmacies and supermarkets, help relieve many common symptoms of illness)
- Look after yourself, your loved ones, and your neighbours, and get the right care in the right place (NHS111 etc.)

Drive awareness of how to keep yourself, your family, and neighbours healthy this winter by doing all you can to stay healthier

Initial insight



Survey method

An online survey was conducted between 12th and 31st December 2022. The objective of the insight was to gain a better understanding of public awareness of the range of urgent and emergency services* available to them and how they choose to access care.

The findings from the survey were used to inform the campaign design, messaging and delivery.

The survey comprised two methods of generating completes:

- **Panel:** The survey was placed on an online commercial panel
- **Organic:** The survey was distributed to local patient communities.

The following sample sizes were generated:

Sample	Completes
Panel	305
Organic	260
Total	565

**Respondents were provided a definition at the start of the survey of what was meant by urgent care.*



Integrated Care System
Shropshire, Telford and Wrekin

NHS
Shropshire, Telford and Wrekin

One week left to have your say!

We want your views on how you access NHS urgent and emergency services in Shropshire, Telford and Wrekin.

Take part via our online survey.

HELP US, HELP YOU



Integrated Care System
Shropshire, Telford and Wrekin

NHS
Shropshire, Telford and Wrekin

Not long left to have your say

We want your views on how you access NHS urgent and emergency services in Shropshire, Telford and Wrekin.

Click the link in the text to complete our short survey, open until 31st December.

Key Insights

1. GPs are considered the principal source of urgent care during surgery hours
2. Out of hours urgent care choice is more varied and males are more likely to consider A&E/999
3. People have heard of MIUs and UTCs, but there is a lack of knowledge
4. There is a need to actively promote use of MIUs and UTCs in surgery hours
5. Knowledge of NHS 111 needs to be improved (particularly online services)
6. Opinion of NHS 111 is only moderate and the benefits are not compelling
7. The over 65 are least likely to choose pharmacy for urgent care
8. The NHS dominates sources of media for health, but the market is fractured
9. A quarter are hesitant about the COVID-19 vaccine

Our Strategy



We have an audience that lacks trust in 111 and by association other services outside of GP and A&E – Phase 1 must therefore be about building trust back up

Once trust is established, we can then start to deliver an education campaign. This campaign can be content heavy – allowing the user to build their knowledge through engaging messaging

Our final stage of the funnel is Success. This in turn builds back trust and re-affirms our education messaging to showcase what has been learnt and actioned has delivered good results.

BUILD CONFIDENCE IN SYSTEM



EDUCATE ON HOW TO USE THE SYSTEM

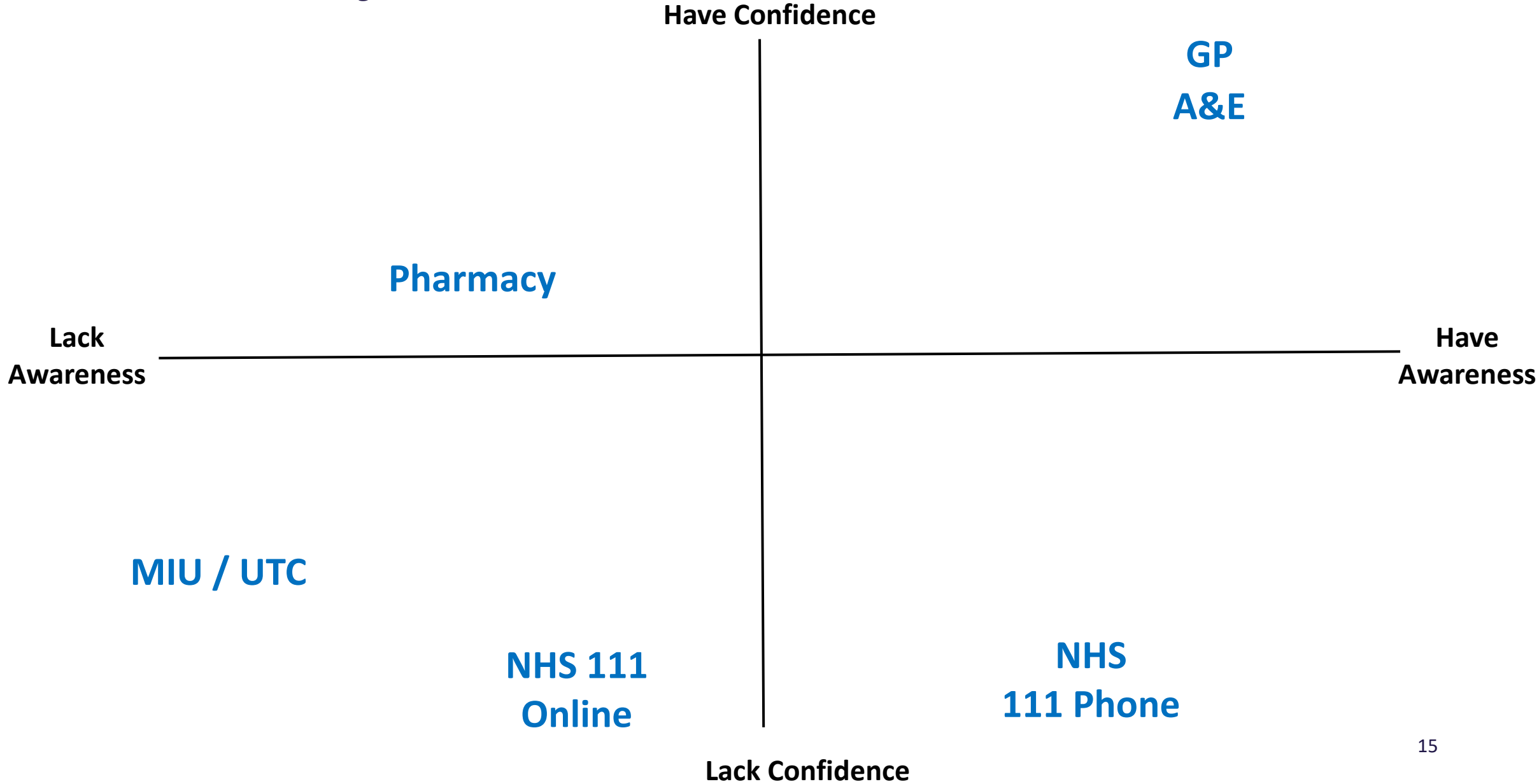


SHOWCASE SUCCESS OF THE SYSTEM



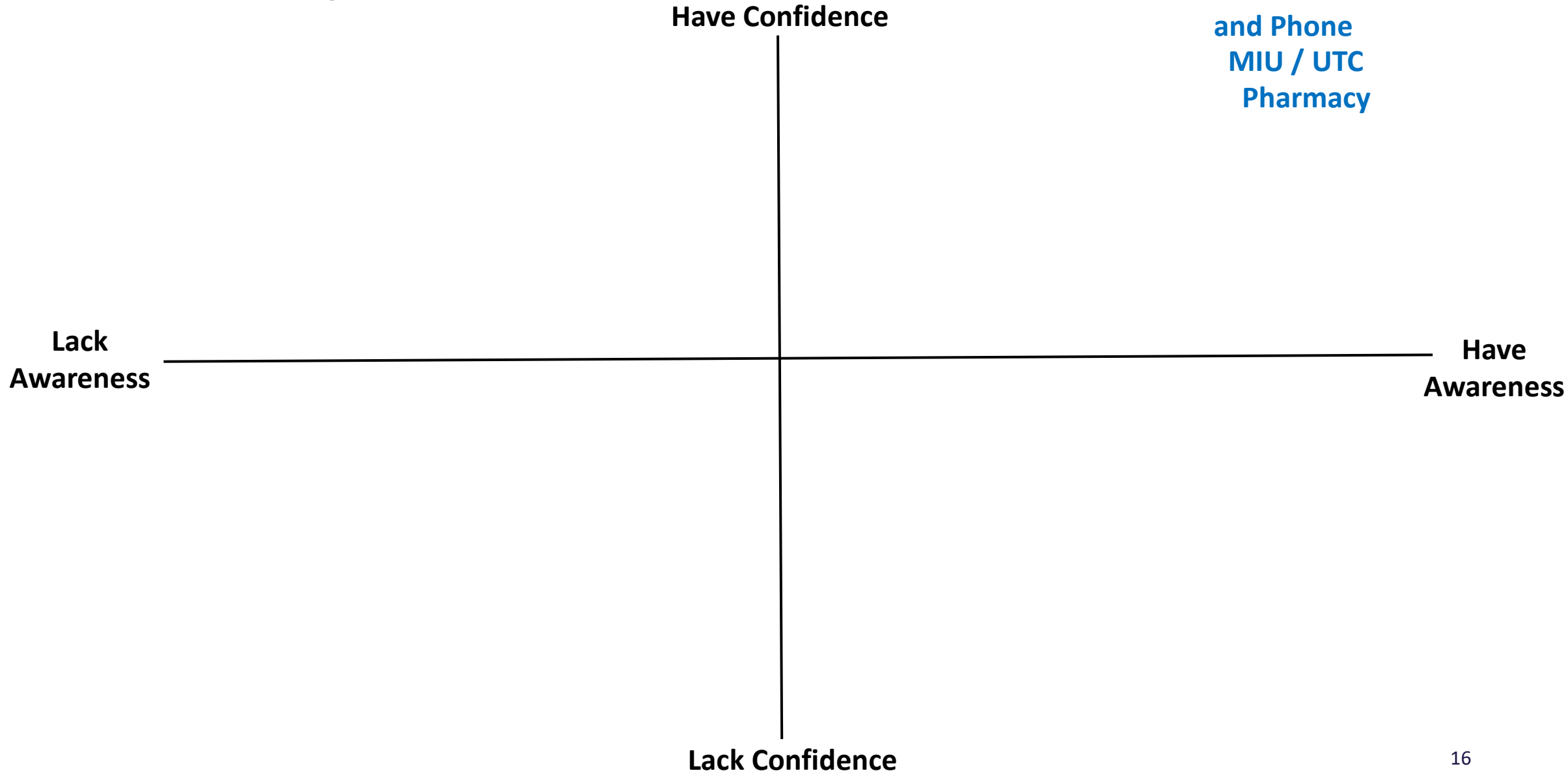
CURRENT

Confidence vs Awareness for Urgent Care



Desired

Confidence vs Awareness for Urgent Care



Delivery



PR Activity

Whichurch Herald

01/02/2023

[Shrophire: New campaign to help ease pressure on NHS](#)

NHS Shropshire, Telford and Wrekin

01/02/2023

[Think which service? New NHS campaign helps people to get quicker urgent care](#)

NHS Shropshire, Telford and Wrekin

10/04/2023

["Think which service" during the upcoming industrial action](#)

Shropshire Live

11/04/2023

[TV personality, Dr Ranj Singh urges residents to 'Think Which Service'](#)

Celebrity Angels

12/04/2023

[Dr Ranj Singh – An Important Message for NHS Service Users](#)

NHS Shropshire, Telford and Wrekin

05/05/2023

[Dr Ranj Singh, teams up with local NHS, urging residents to 'Think Which Service'](#)

Shropshire Star

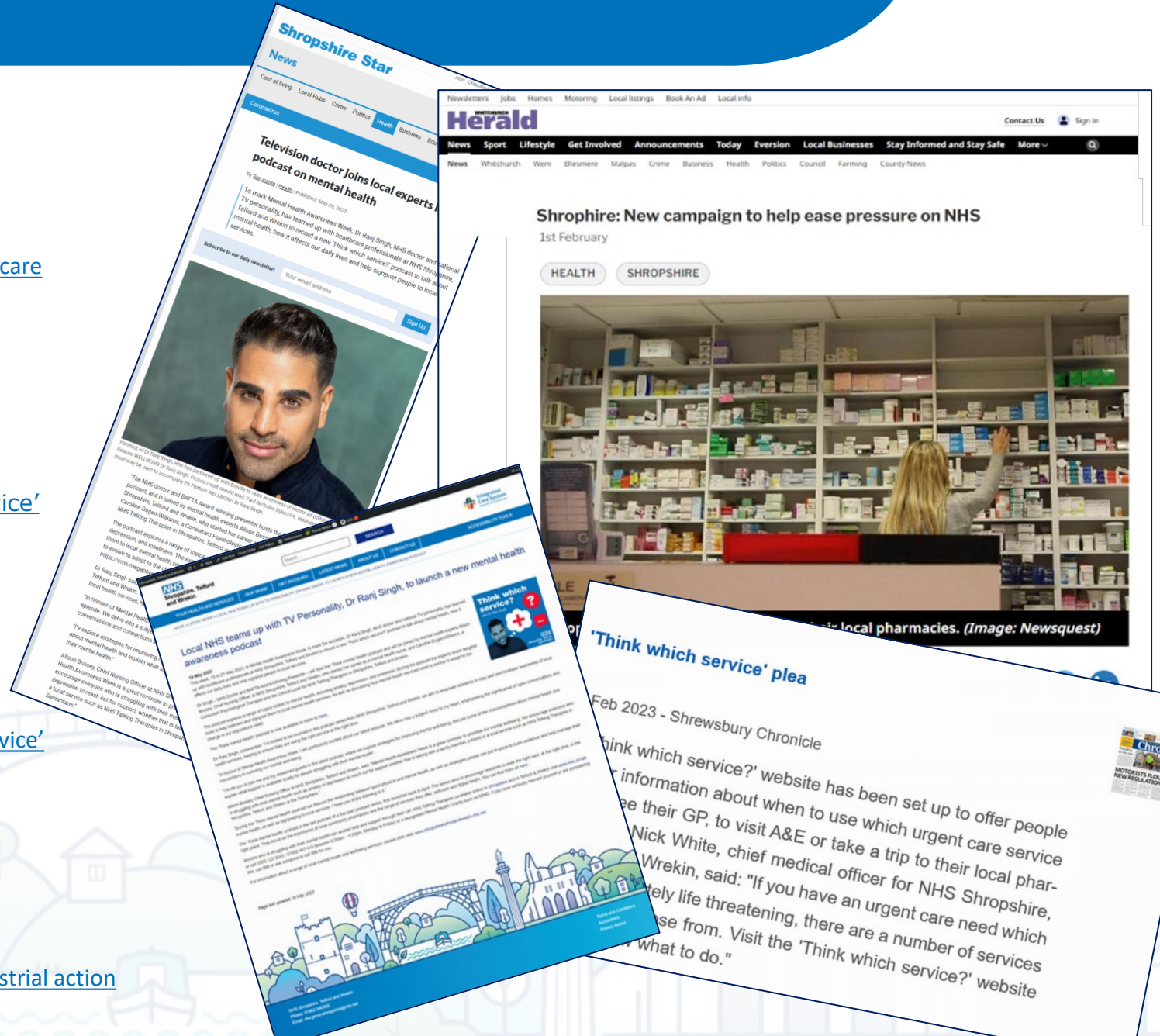
20/05/2023

[Television doctor joins local experts in podcast on mental health](#)

NHS Shropshire Telford and Wrekin

11/07/2023

[Resident urged to use health and care services wisely ahead of planned industrial action](#)



Educate on how to use the system (1)

- Bus interiors
- Leaflet drop – 28,000 households, postcodes in close proximity to MIUs and to ‘high dependency’ A&E user areas



Educate on how to use the system (2)

- Outdoor and digital
- 4 executions Self help, Pharmacy, MIU and NHS 111 Online



**Think Pharmacy
before GP**

Your pharmacist can provide confidential advice and treatment for a range of common illnesses. With no appointment necessary.



Skin rashes



Coughs & Colds



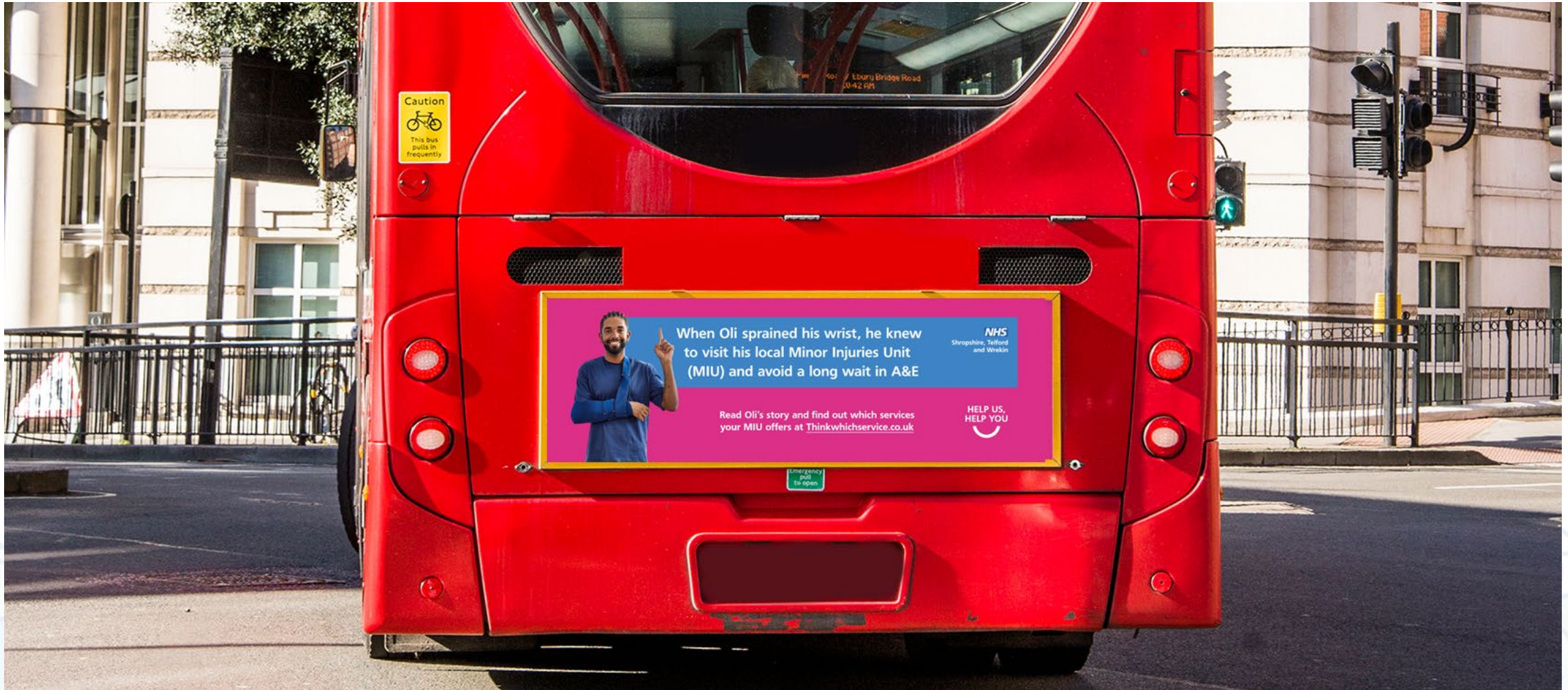
NHS
Shropshire, Telford
and Wrekin

Visit thinkwhichservice.co.uk

HELP US,
HELP YOU

Building Belief

- Outdoor and digital
- 4 executions 2x MIU, Pharmacy and NHS 111 Online



'Think' Podcast Series

A series of four episodes where each ep delves into one of the 4 pillars. Educating listeners on the correct services to use to get the right care, as well as how to look after yourself.

Promoting the podcast series across a defined period

- Social Media Discoverability campaign reaching core audience demographic across a defined time frame, based on the number of podcasts created and the release strategy.
- Targeting optimised to reach the most relevant audience across all content, driving engagement and action.

Features:

- Paid social campaign with generalised targeting allows one audience to be reached for the entire campaign duration
- Audiogram creative & thumbnail image provided for the series.
- Fully optimised ads on Facebook and Instagram.



Campaign landing page

The screenshot shows the NHS Shropshire, Telford and Wrekin website. At the top, there is a search bar and a navigation menu with links for 'YOUR HEALTH AND SERVICES', 'OUR WORK', 'GET INVOLVED', 'LATEST NEWS', 'ABOUT US', 'CONTACT US', and 'ACCESSIBILITY TOOLS'. The main header features a banner with the text 'Think which service?' and an image of diverse people. Below the banner, the heading 'Think which service?' is followed by a paragraph explaining the purpose of the guide. A section titled 'Think which service? Podcasts' contains five expandable items: 'Think 111 before A&E', 'Think Minor Injury Units before A&E', 'Think Pharmacy before GP', 'Think self-help and self-care', and 'Think vaccinations for complete protection'. Below this, a section titled 'Read Oli's story', 'Read Lisa's story', 'Read Mia's story', and 'Read Harry's story' provides case studies. The page concludes with a reminder that '999 and A&E are for emergency, life-threatening illnesses only.' and footer information including 'Back to 'Your Health And Services'' and 'Page last updated 29 June 2023'.

- Landing page contained key information about the different services available
- Links to other services – e.g. MIU pages
- Case studies

Campaign Laydown

	Campaign assets	Timings
Door drop	Leaflet	Distributed w.c 13th Feb
Digital	Microsite	Launched January
	Social (Meta)	Jan – 16 weeks
	Digital display	Feb – 12 weeks
	E-marketing	Jan, March, May
OOH	Bus	30th Jan 4 weeks
	6 Sheets	30th Jan - 4 weeks
	Radio	6th Feb – 8 weeks
Other	Podcast	May 2023

Post campaign Research



Survey method

A pre/post survey was conducted with the following fieldwork dates:

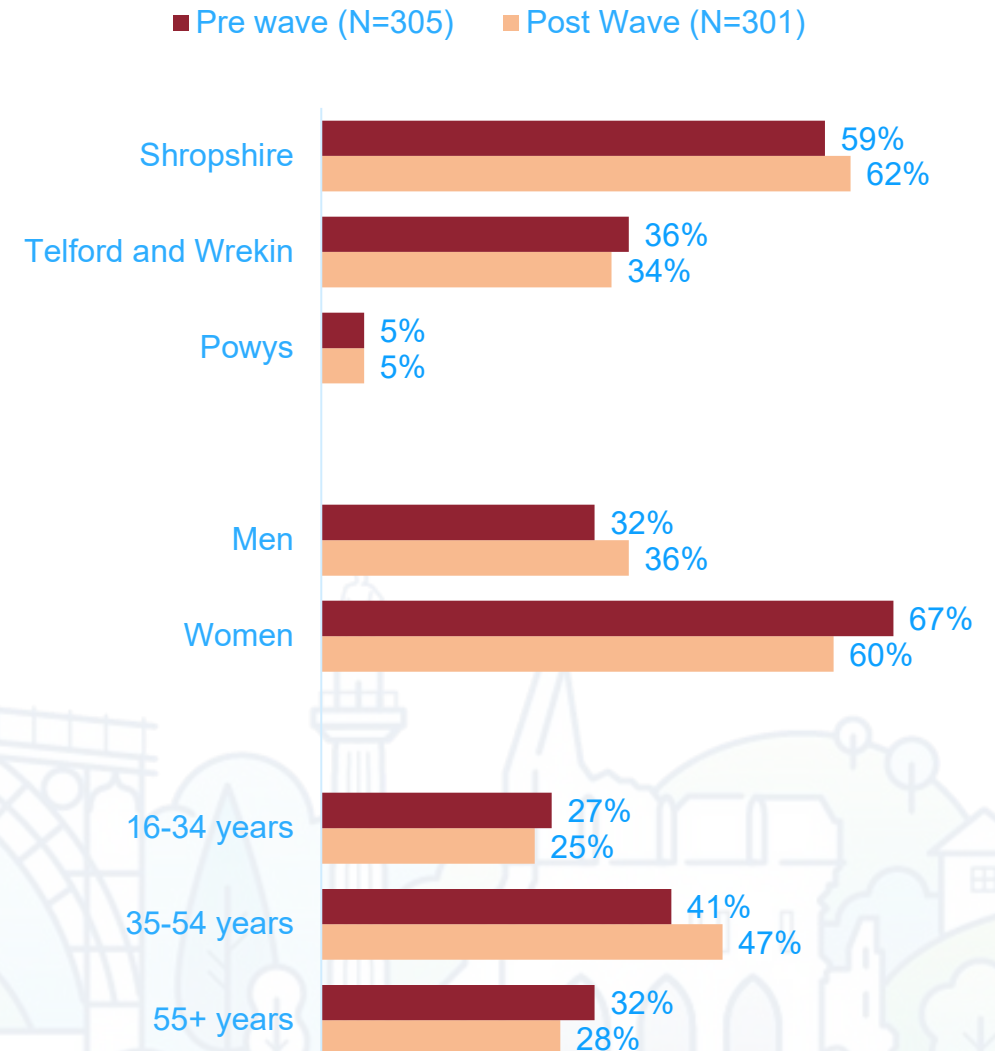
- Pre-stage: 12th to 31st December 2022.
- Post stage: 14th to 24th April 2023

The post stage survey was conducted using a commercial online panel only. For comparison, only the data from the panel in the pre campaign research was compared

The following sample sizes were generated:

Sample	Completes
Pre-stage (panel only)	305
Post stage (panel only)	301

Profile of completes



Campaign materials tested



When Oli sprained his wrist, he knew to visit his local Minor Injuries Unit (MIU) and avoid a long wait in A&E

NHS Shropshire, Telford and Wrekin

Read Oli's story and find out which services your MIU offers at Thinkwhichservice.co.uk

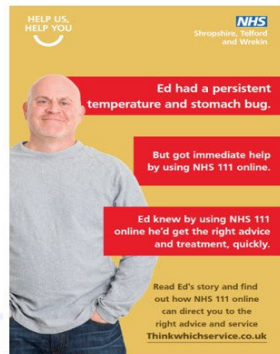


Think which service?

Find out which service in Shropshire, Telford and Wrekin can best help you.

SELF CARE	111.NHS.UK	PHARMACIST	GP	MINOR INJURY UNITS	999 A&E
Common ailments and illnesses Minor cuts and grazes, bruises and minor sprains, coughs and colds	Need help fast and it's not an emergency? Feeling unwell? Unsure? Anxious? Need help?	Health advice and over the counter medicines Fever, stomach upsets, bites, stings, headaches, aches and pains	Symptoms that won't go away Ear pain, back pain, stomach pain	Minor injuries Sprains, fractures, minor burns, skin infections, minor eye injuries	Life threatening emergencies Loss of consciousness, severe breathing difficulties, heavy bleeding

Thinkwhichservice.co.uk



Ed had a persistent temperature and stomach bug.

But got immediate help by using NHS 111 online.

Ed knew by using NHS 111 online he'd get the right advice and treatment, quickly.

Read Ed's story and find out how NHS 111 online can direct you to the right advice and service

Thinkwhichservice.co.uk



Harry fell while hiking and broke his arm.

But his local Minor Injuries Unit (MIU) had him home with his feet up by dinner time.

Harry knew by going to an MIU he would avoid a long wait in A&E.

Read Harry's story and find out which services your MIU offers at

Thinkwhichservice.co.uk



Lisa woke up with an eye infection.

But got treatment and advice from her local pharmacy by lunchtime.

Lisa knew she didn't have to wait for a GP appointment as a pharmacist could help.

Read Lisa's story and find out which services your pharmacy offers at

Thinkwhichservice.co.uk



Mia had a persistent temperature and tummy bug.

But her mum got immediate help by using NHS 111 online.

Mia's mum knew by visiting 111.nhs.uk she'd get the right advice and treatment, quickly.

Read Mia's story and find out how 111.nhs.uk can direct you to the right advice and service.

Thinkwhichservice.co.uk



Think NHS 111 online



Not sure what to do? Go straight to NHS 111 for medical help and advice.



For urgent help when it's not an emergency.



Search NHS 111 online to avoid A&E wait times, no matter what time of the day.

Visit thinkwhichservice.co.uk

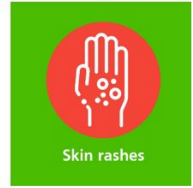


Think Pharmacy before GP

Your pharmacist can provide confidential advice and treatment for a range of common illnesses. With no appointment necessary.



Coughs & Colds



Skin rashes



NHS Shropshire, Telford and Wrekin

Visit thinkwhichservice.co.uk



Post research findings

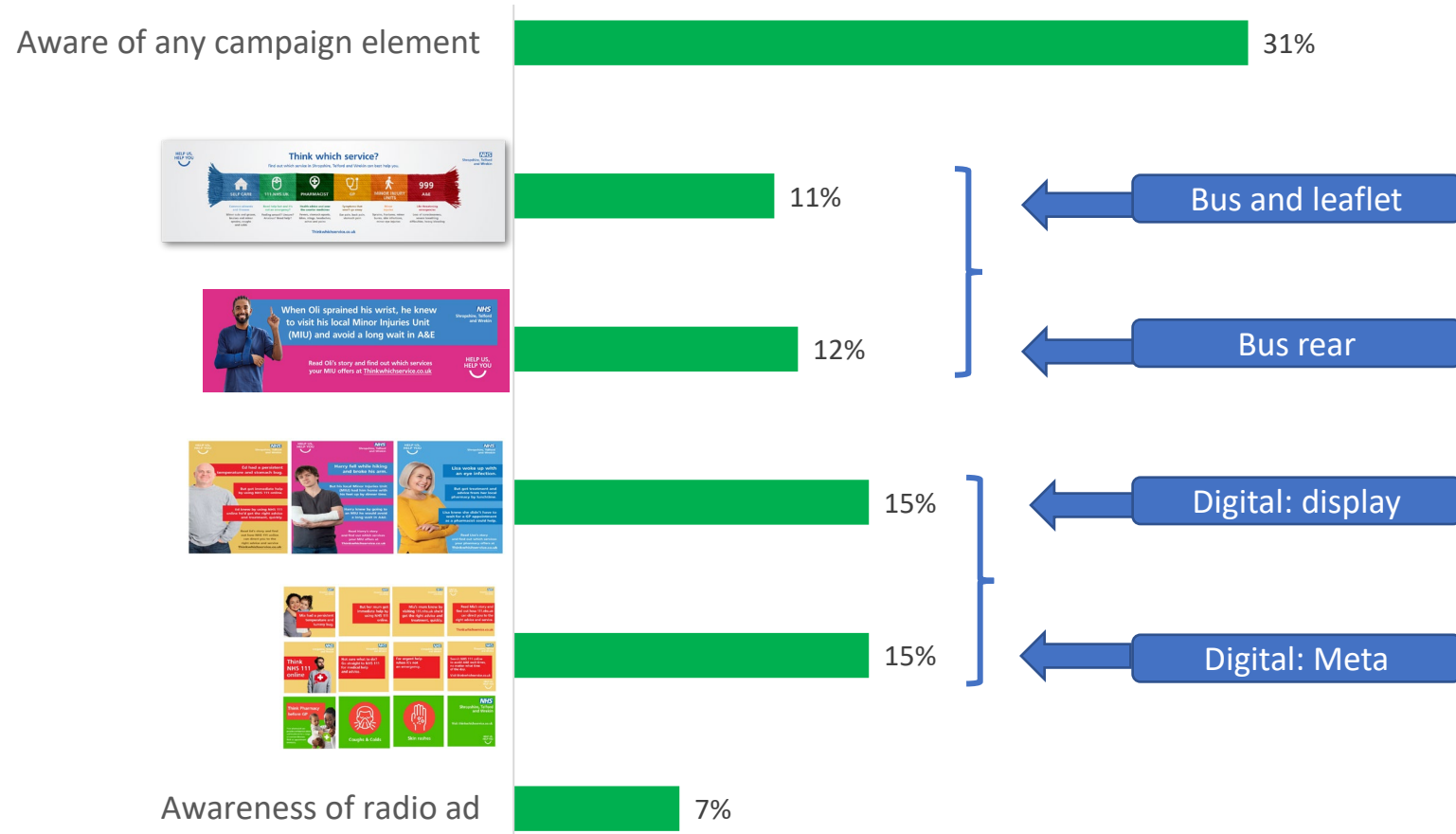




**Key Fact 1:
Recognition of the
campaign is
relatively high**

About a third of respondents saw the campaign

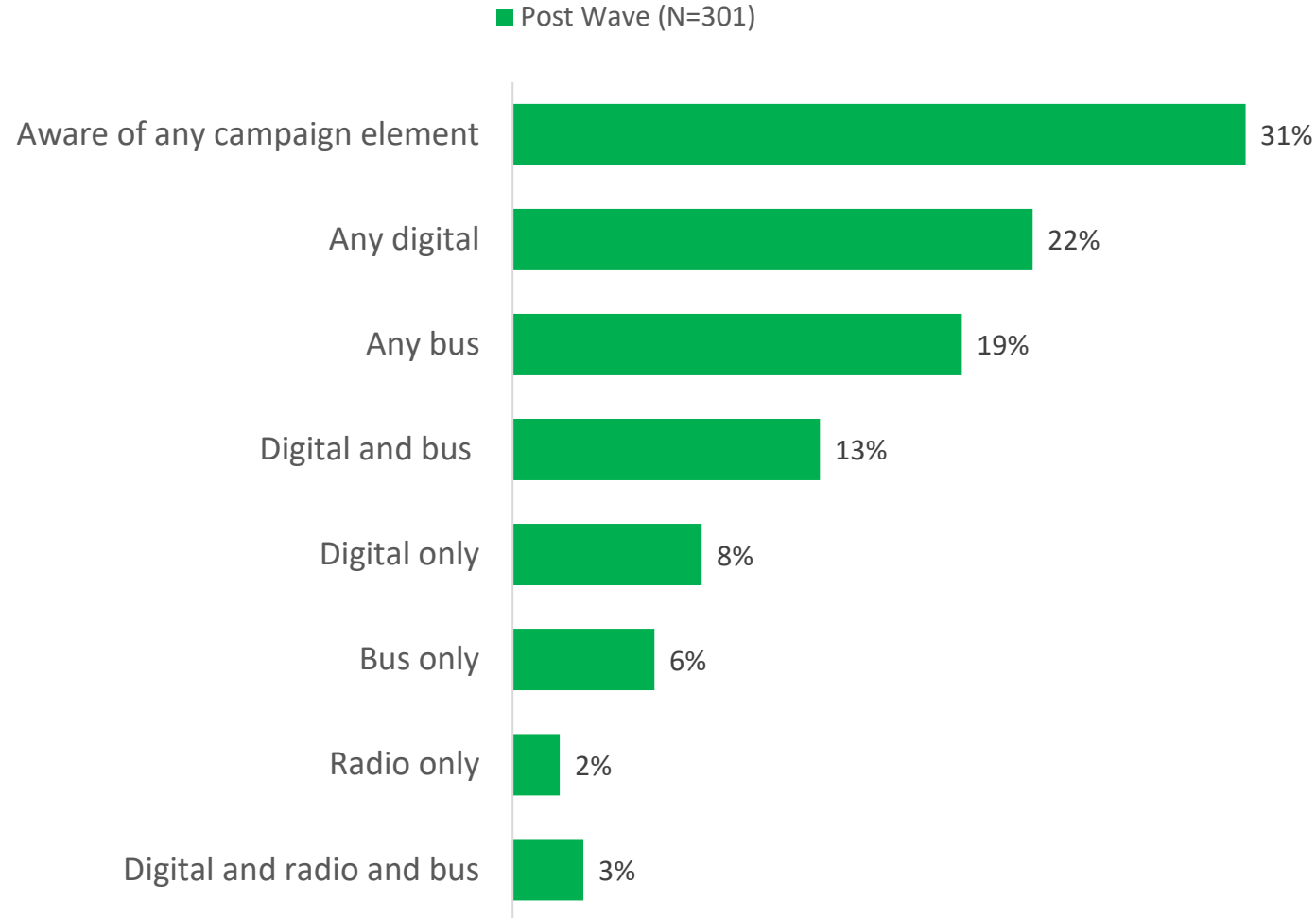
■ Post Wave (N=301)



- Overall awareness of the campaign was relatively good, with approximately a third of all respondents (31%) having seen at least one of the campaign elements.
- Awareness of posters (either physical or digital) received broadly similar levels of awareness.
- Awareness of the radio adverts was the lowest of all the campaign elements at 7%.

Have you ever seen/heard this advert before?

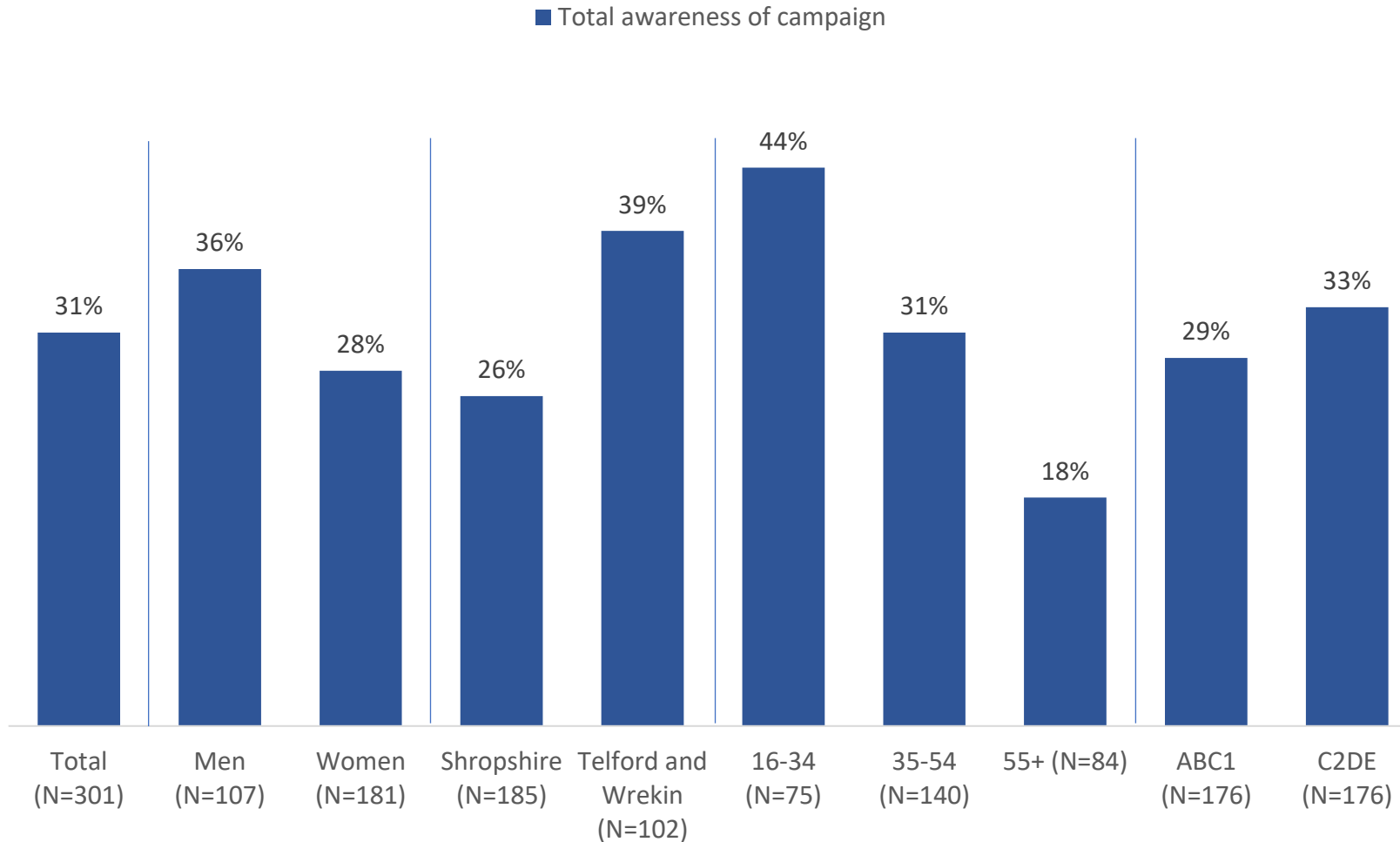
The digital and bus campaigns contributed roughly equally to awareness



- The digital and bus adverts generated the most awareness, with the digital adverts generating slightly more awareness than the bus adverts.
- Many respondents were aware of multiple elements of the campaign, with over half of those aware of digital or bus being aware of both (13%).
- A tenth (3%) of those aware of the campaign were aware of all three elements (bus, digital and radio).
- The radio adverts added little additional awareness. Only 2% **only** listened to the radio advert, with the remainder of those who listened to the radio advert also being aware of either digital or bus.

Have you ever seen/heard this advert before?

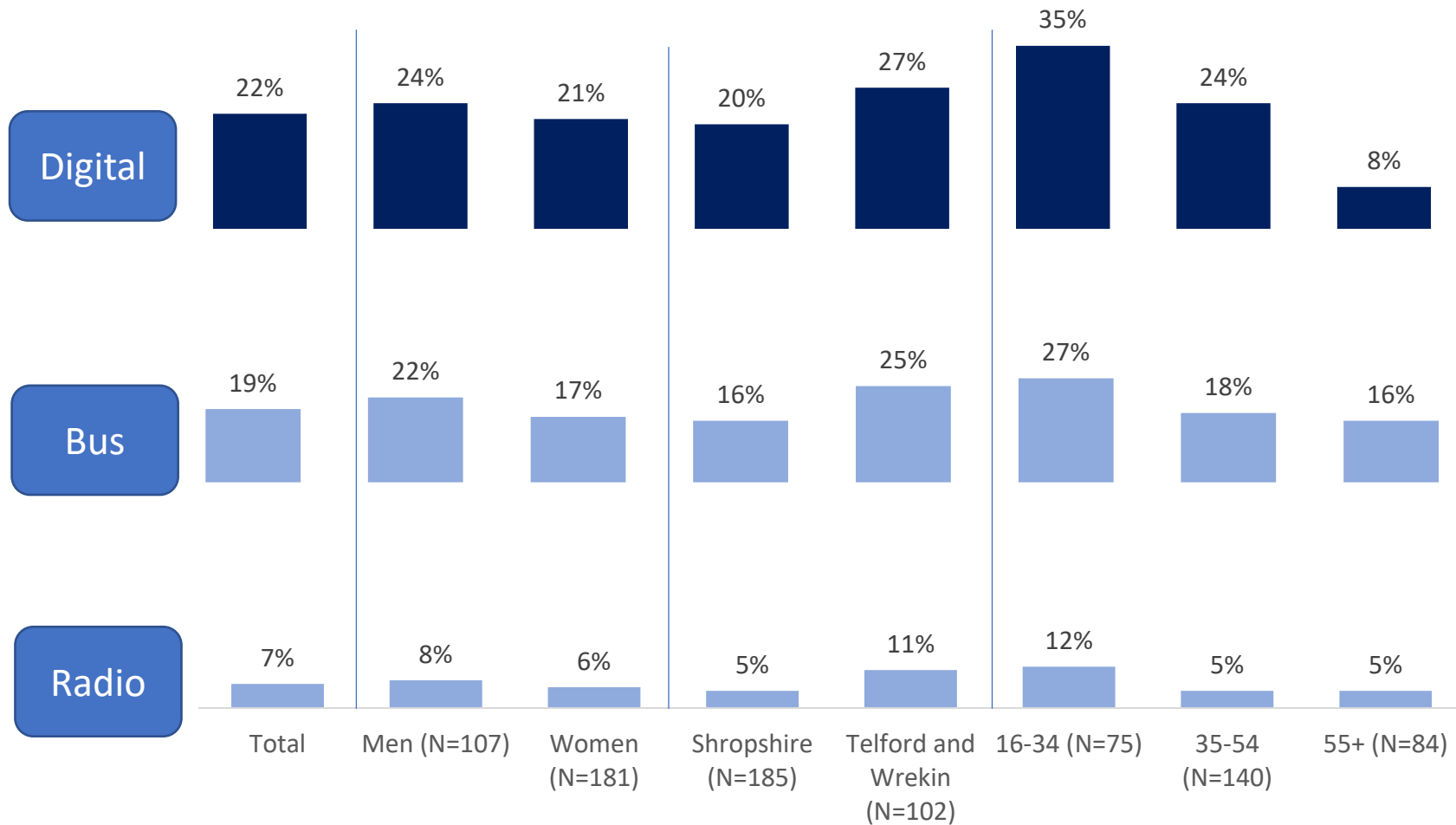
There was a strong relationship between age and awareness



- Levels of awareness varied markedly by demographic groups.
- The largest relationship was with age, with awareness declining significantly with age. Those aged 16-34 years (44%) were over twice as likely to see the campaign as those aged 55 years or more (18%)
- Men (36%) were directionally more likely to have seen the campaign than women (28%).
- Respondents in Telford and Wrekin (39%) were significantly more likely to have seen or heard the campaign than those in Shropshire (26%).
- There was little relationship between awareness and SEG.

Have you ever seen this advert before?
Base= see chart

Awareness was low among older respondents for all elements



- All elements of the campaign received slightly higher levels of awareness among men.
- Higher levels of awareness were also achieved in Telford and Wrekin than in Shropshire.
- By age, awareness of digital had a very strong correlation with age, with markedly higher awareness being achieved among the 16-34 year old group than older respondents.
- For the 16-34 year old group and the 35-54 year old group digital generated the highest level of awareness.
- However, for the 55+ group the bus adverts generated the highest level of awareness (double that of the digital). Digital also added no additional awareness to the 55+ group with none being aware of digital only. (Radio did add some awareness among the 55+ group, with 20% of those aware only being aware of radio only).

Have you ever seen this advert before?
Base= see chart

Web stats

1 Jan 2023 - 30 Apr 2023

NHS Shropshire, Telford and Wrekin

Search ... **SEARCH**

Integrated Care System Shropshire, Telford and Wrekin

YOUR HEALTH AND SERVICES | OUR WORK | GET INVOLVED | LATEST NEWS | ABOUT US | CONTACT US | ACCESSIBILITY TOOLS

HOME » YOUR HEALTH AND SERVICES » THINK WHICH SERVICE?

Think which service?

If you find yourself in need of medical help, there are a range of NHS services available depending on your need. We have put together a guide for which local NHS service to choose from when you need help, to ensure you get the right help, at the right place, as quickly as possible.

To check the Bank Holiday opening times of your local pharmacy, please visit the NHS website or click here.

Think which service? Podcasts

- Think 111 before A&E
- Think Minor Injury Units before A&E
- Think Pharmacy before GP
- Think self-help and self-care
- Think vaccinations for complete protection

As pressures continue to mount on our local health and care services, knowing which service to use and when will make sure everyone in our local community gets the right help at the right time. If more of us think about which service to use first, just like our residents did in their stories below, we'll help free up emergency care for those who need it the most.

- Read Oli's story
- Read Lisa's story
- Read Mia's story
- Read Harry's story

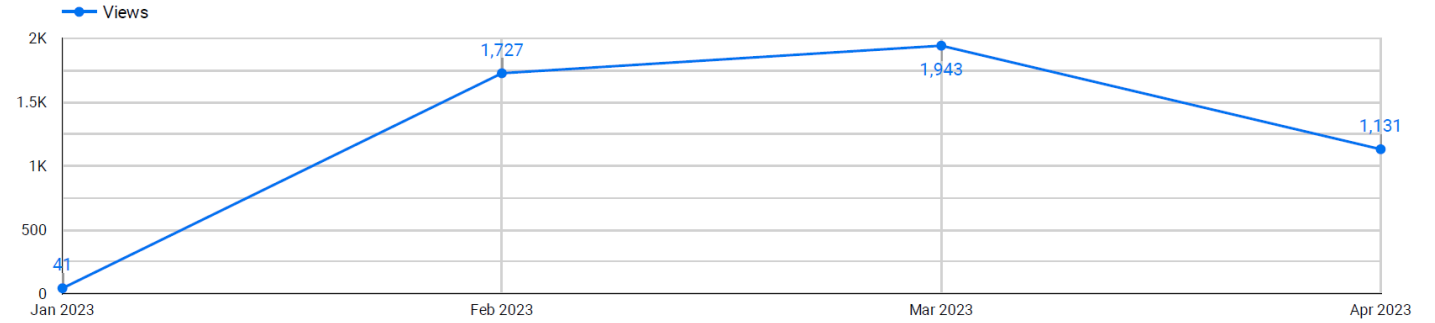
By simply thinking about which service to use before acting, we can help to make sure everyone in our local community gets the right help at the right time.

Remember, 999 and A&E are for emergency, life-threatening illnesses only.

Back to 'Your Health And Services'

Page last updated 28 June 2023

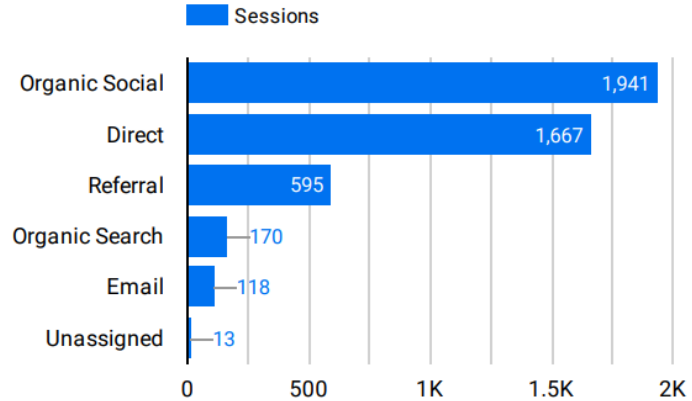
New users **3,714** Active users **4,002** Engagement rate **20.92%** Sessions **4,451** Event count **14,587** Event count per user **3.64**




Page title	Sessio...
1... Think which service? - NHS Shropshire, Telford and Wrekin	4,283
2... Think which service? New NHS campaign helps people to get quicker urgent care -...	217

Grand total **4,451**

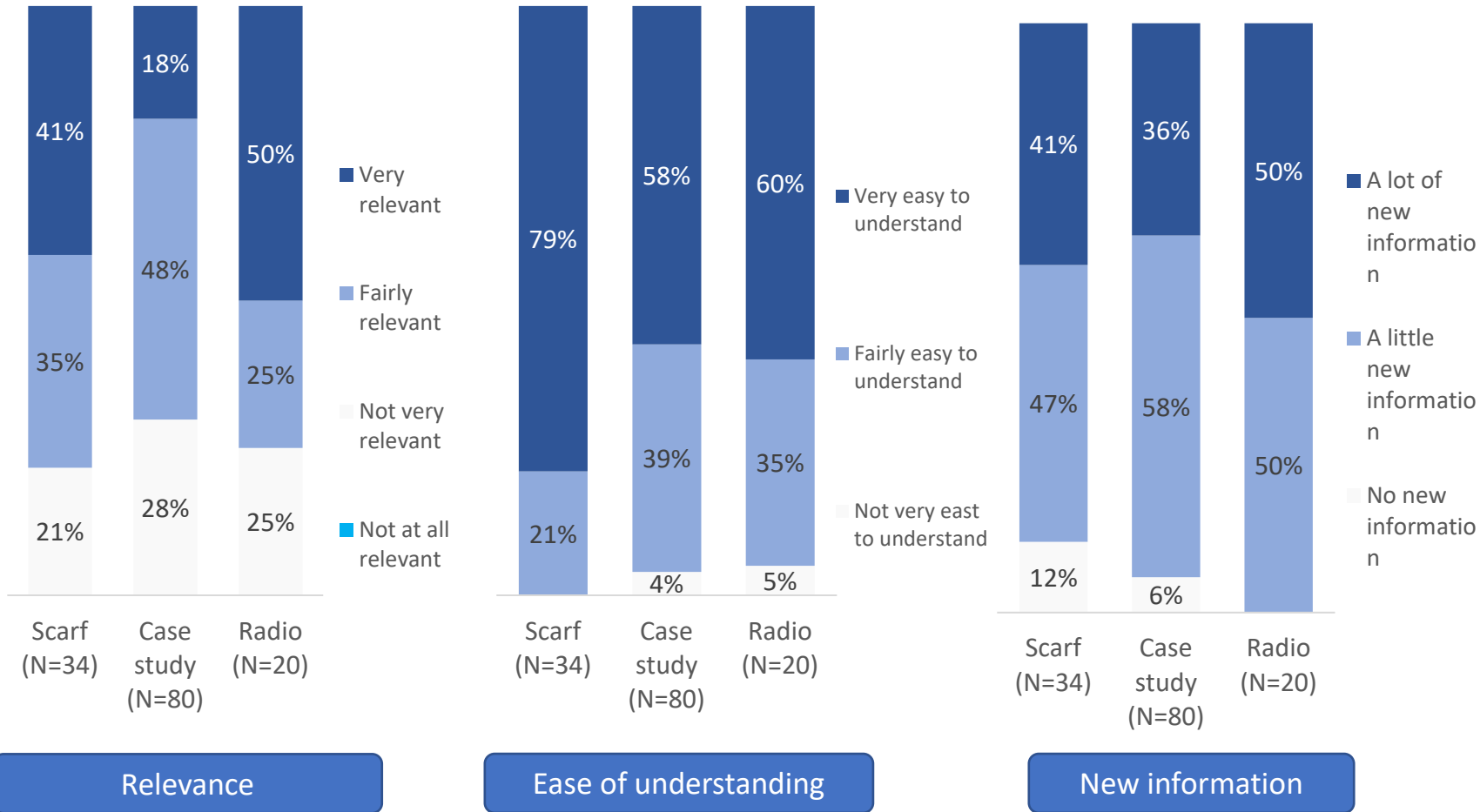
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Key Fact 2:
**Sentiment towards
the advert was good,
with the scarf advert
performing best**

The scarf advert was particularly well received.

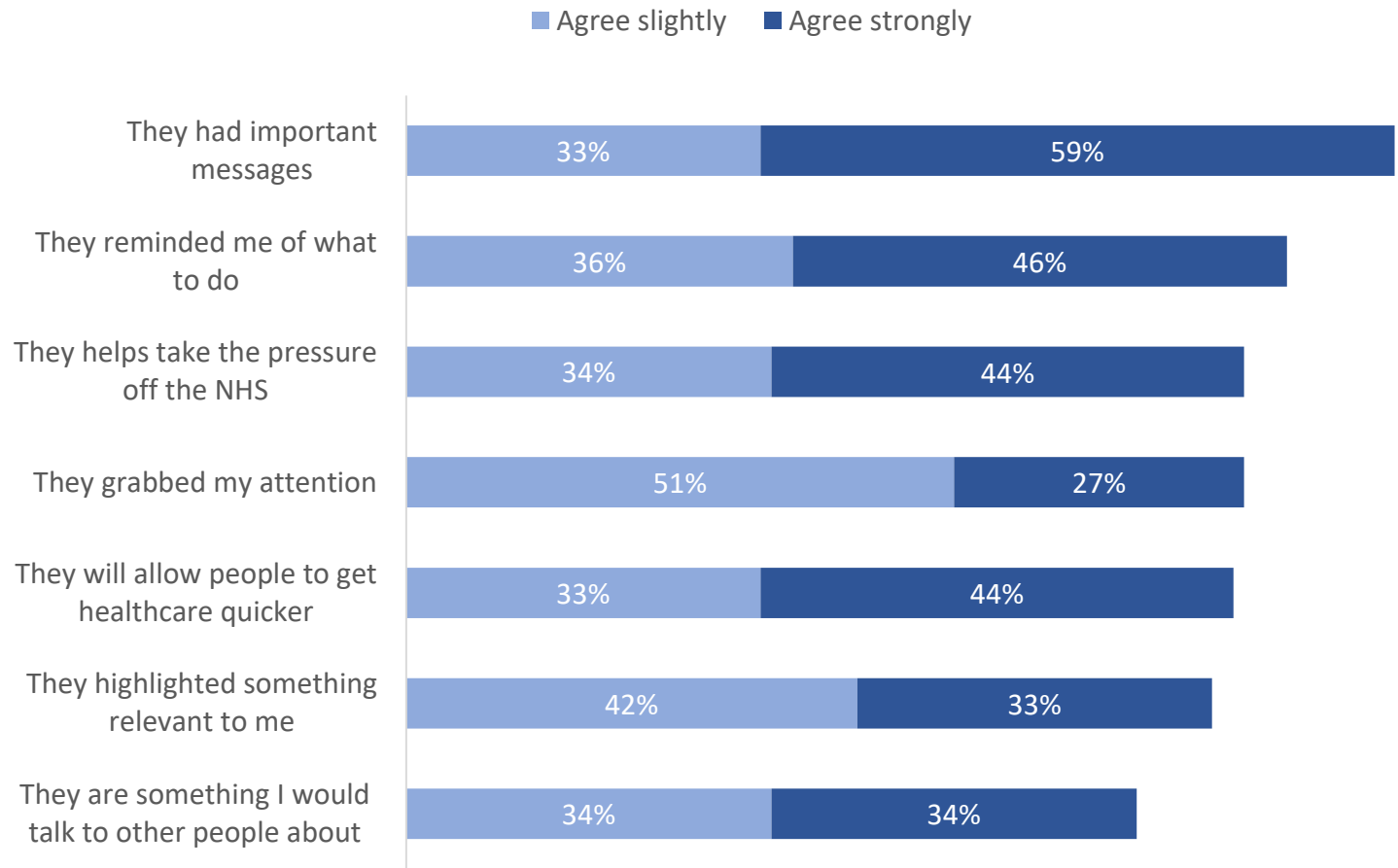


- Sentiment to the individual elements of the campaign was positive.
- All adverts were seen to be *easy to understand* and contained *new information*.
- While base sizes for the scarf (N=34) and radio adverts (N=20) were low, reactions to these adverts were extremely positive.
- The scarf advert was particularly seen as being *easy to understand*.
- The relevance of the case study ads was slightly lower and this could be due to the fact that each advert contained a specific health condition, which may not be perceived as being relevant to respondents.

How relevant was this advert to you? How easy to understand was this advert? Which of these statements best describes how informative the advert was to you?

Base= all who saw advert (see chart for sample size)



Sentiment towards the adverts were positive



- The campaign was received favourably by those who saw it.
- They felt that it had *important messages* (92%) and *reminded them what to do* (82%).
- The adverts were also perceived to improve out comes for both the individual (*allow people to get healthcare quicker* (77%)) and the NHS by *taking pressure off* (78%) and *allow people to get healthcare quicker* (77%).

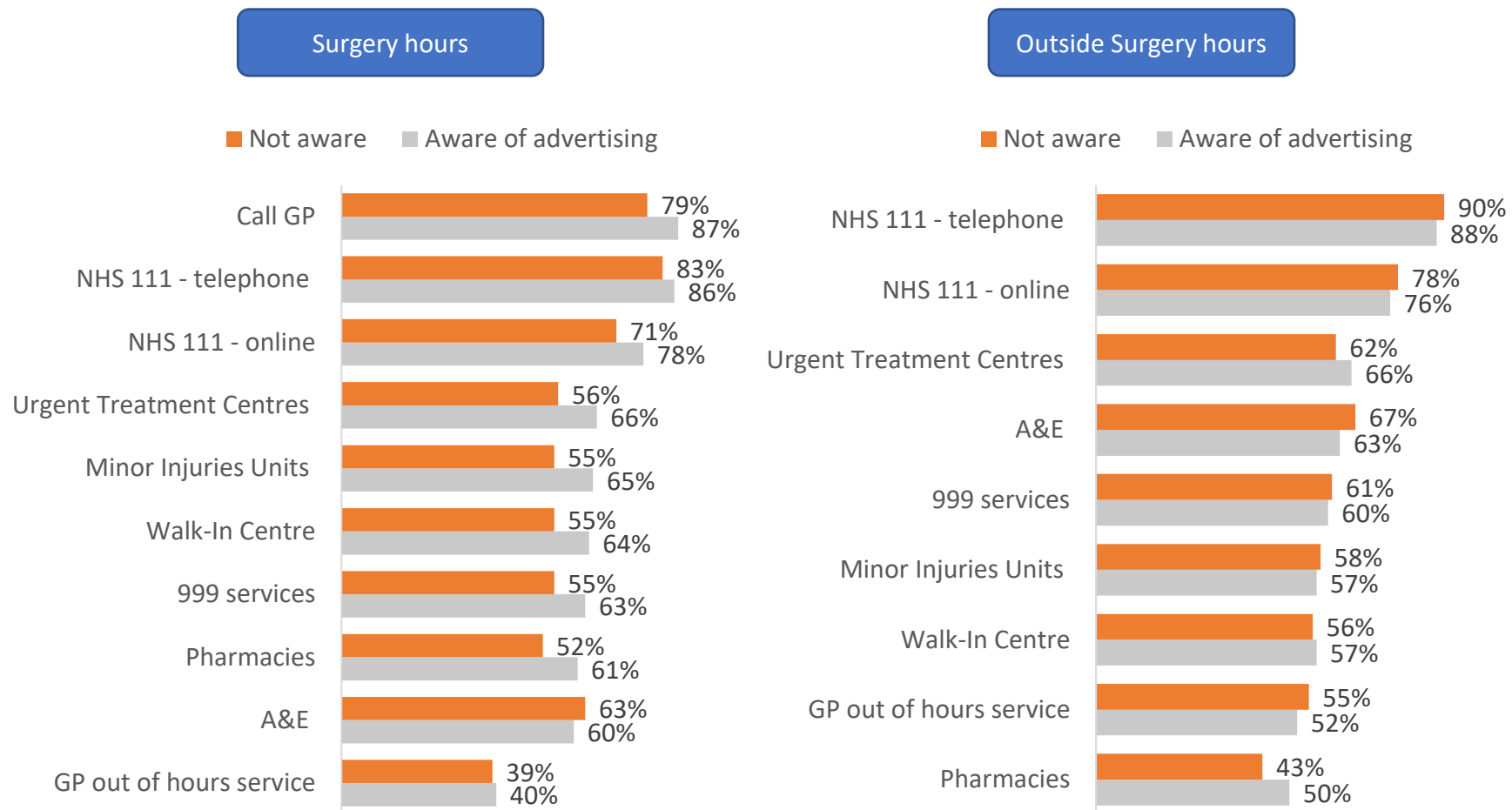
Thinking about all the information that we have shown you, how much do you agree or disagree with comments other people have made about this information?

Base: all respondents aware of campaign (N=89)



Key Fact 3:
**The advertising
campaign helped
expand consideration
for NHS services during
surgery hours**

Those aware of the campaign have a wider consideration set during surgery hours



- There is some evidence that those who were aware of the campaign would consider a wider range of NHS services **during surgery hours**.
- They were particularly more likely to consider *Minor Injury Units (MIUs)* and *Urgent Treatment Centres (UTCs)*
- Those aware of the campaign were also more likely to use *NHS 111*, in particular *NHS 111 online*.
- However, **outside of surgery hours** there was virtually no impact in consideration.

Post research Summary



Summary - Adverts

- Awareness of the campaign was reasonably high with almost **a third (31%) of all respondents being aware of at least one element of the campaign.**
- **The digital and bus elements of the campaign generated the most awareness,** with digital generating slightly more awareness than the adverts located on buses.
 - Radio generated very little additional awareness, with the majority of those aware of radio also being aware of the digital or bus adverts. However, **radio did generate some incremental awareness among those aged 55+.**
- Awareness of the digital adverts correlated very strongly with age, with **younger respondents (16-34 years) achieving much higher levels of awareness than older respondents.** Despite awareness of digital being much lower among 35-54 year olds it still generated the highest levels of awareness.
 - Awareness of all campaign elements were lower among 55+ years, but in contrast to younger respondents bus rather than digital generated the most awareness (almost twice as much as digital).
- **Sentiment towards the adverts was positive.** They were thought to be *easy to understand* and also achieved high levels of *relevance*.
 - They were also rated as providing *important messages* and *new information*.
 - The adverts were perceived to improve outcomes both for patients (*allow people to get healthcare quicker*) and the NHS (*helps take the pressure off the NHS*).
 - Sentiment was lower in Telford and Wrekin where the *relevance* of the adverts was rated lower.

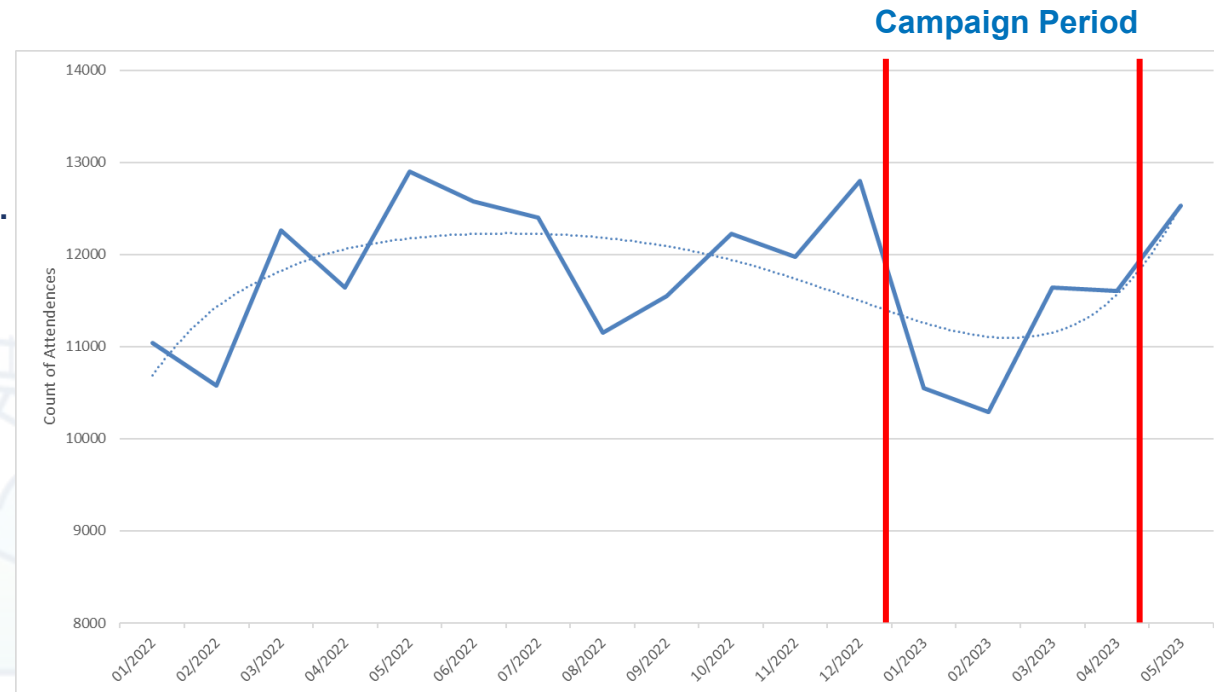
Outcomes: Activity Figures



Accident & Emergency

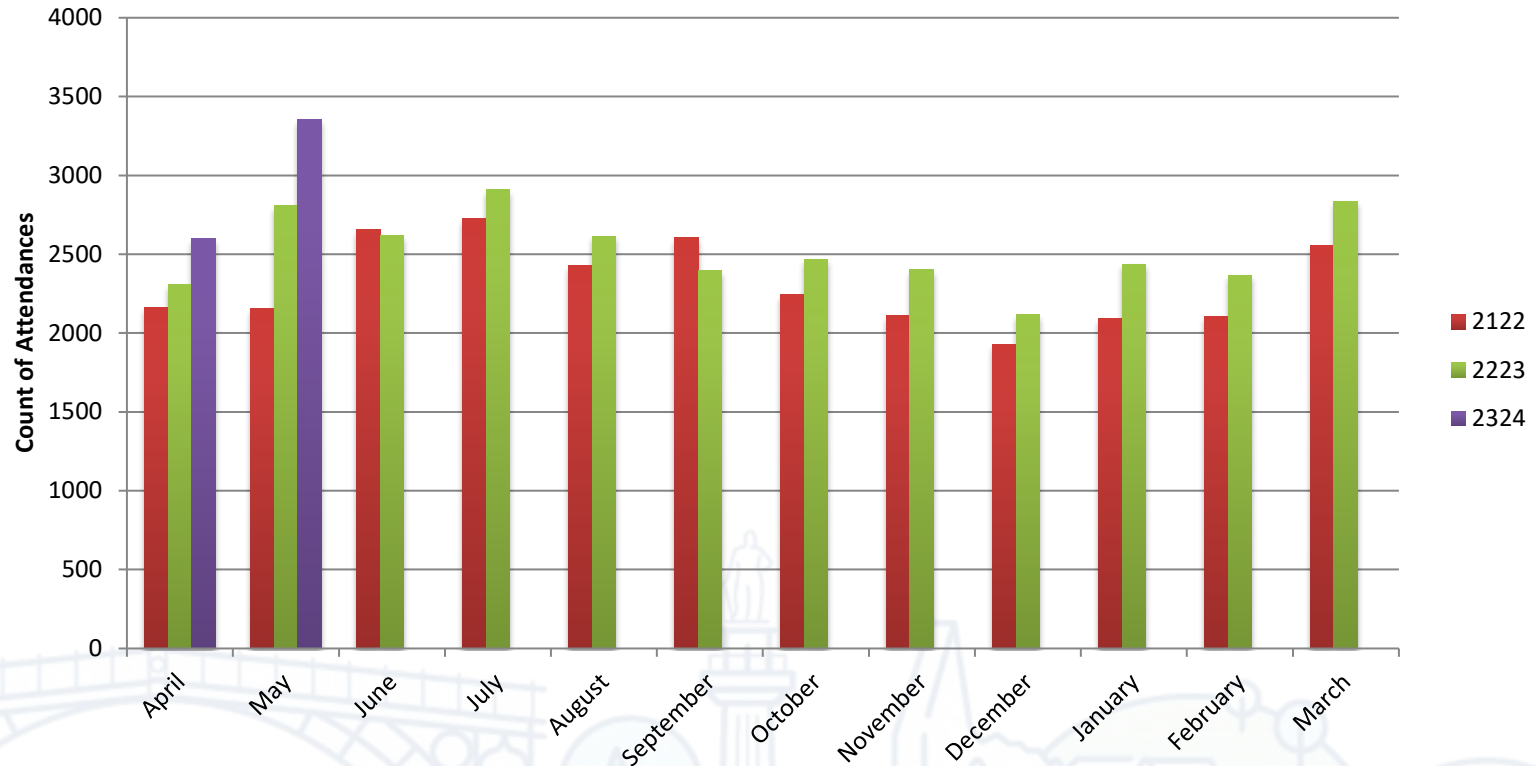
- Attendances at both of our acute hospitals have been lower than the previous year for most of the last 12 months. However, 3 of the biggest drops were in **January 2023 (6% lower)**, **February 2023 (6% lower)** and **March 2023 (9% lower)**, against an average of around 1-3% for the rest of the year.
- There was sustained decline in attendances over the campaign period across **all three age brackets (18-40, 41-64 and 65+)**, most notably amongst the 65+ bracket.
 - For those aged 65+ attendances dropped from 3004 attendances in December to 2596 in February. This is a 13.5% reduction. The other age groups saw around a 10% reduction.

- We didn't see a similar trend in previous years**, and our January 2023 attendances across all three groups were lower than any other month since at least April 2019 (excluding initial Covid period).
- Attendances arriving by ambulance remained flat during this time. **The drop in attendances was driven by those arriving by their own transportation.** Similarly, the decline was most notable in those discharged, rather than being admitted to hospital.



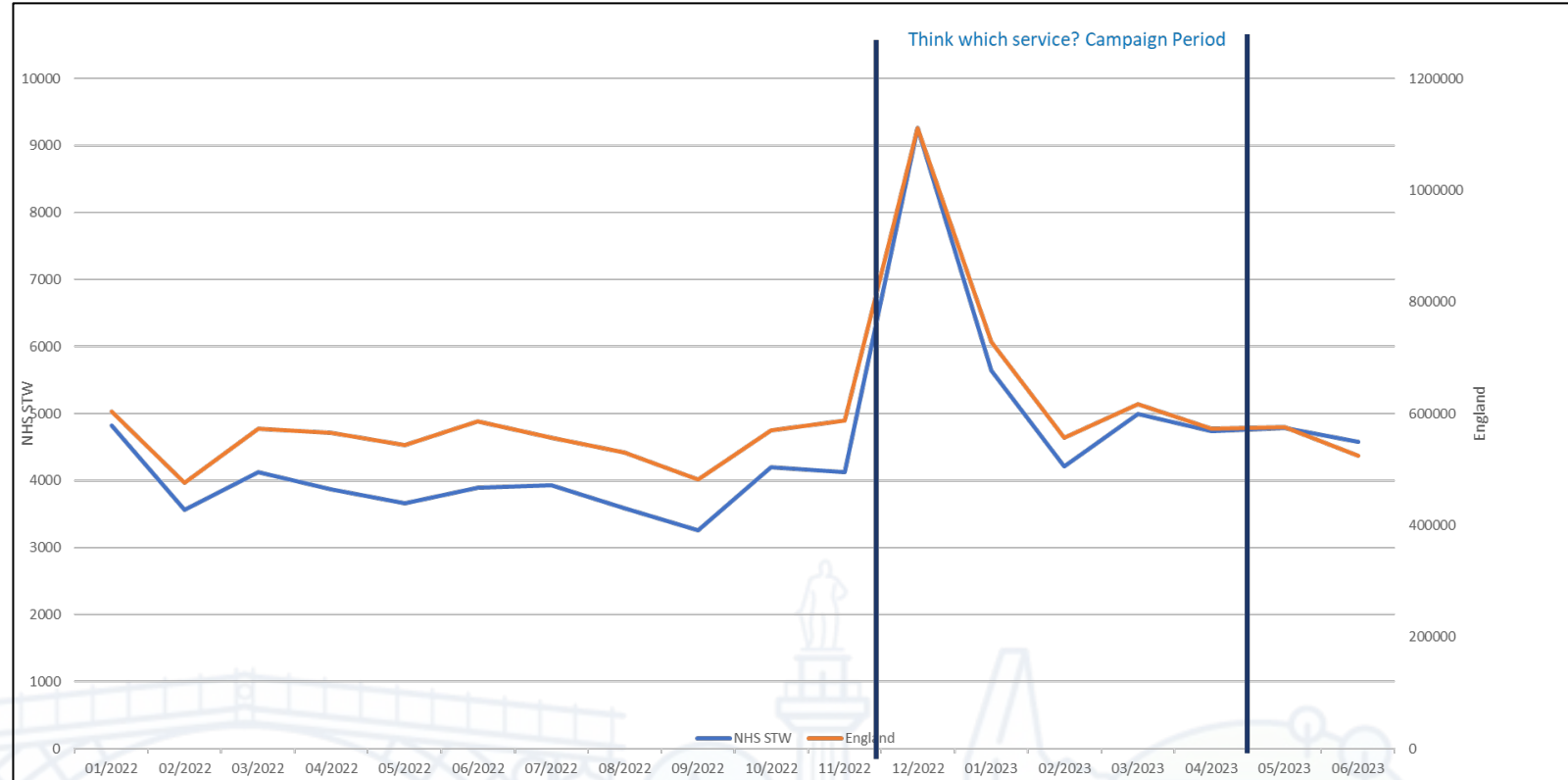
Minor Injuries Units

- Throughout the last twelve months, attendance at our MIUs has been between 6% and 10% higher than the previous year. During the campaign period, we saw larger uplifts vs the comparative month of the previous year of:
 - January +16%
 - February +12.5%
 - March +11%
 - April +12.5%
- These increases are largest in the 11-17 and 18-40 age groups.
- Compared to 12 months ago, attendees are slightly more likely to attend based on their own decision, rather than an external referral such as NHS111.



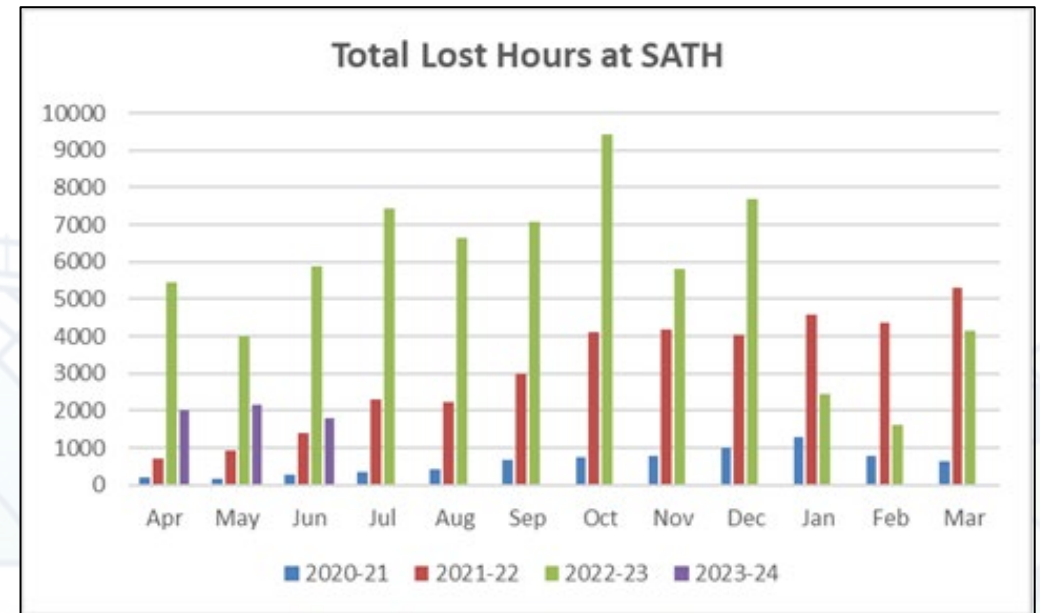
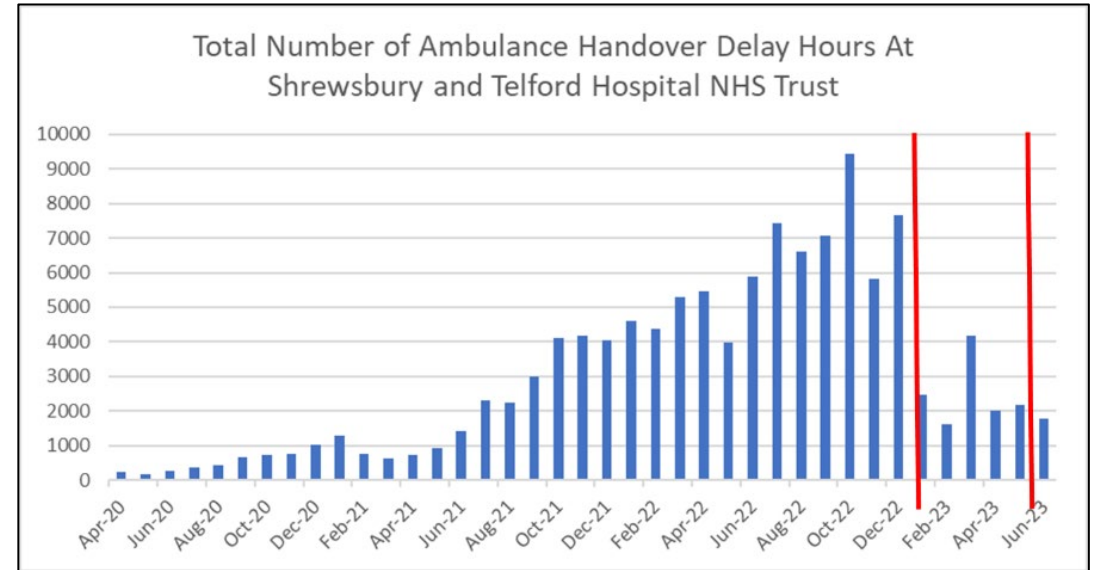
NHS 111 Online activity data

- Between February 2022 and November 2022, STW index far below England, compared to January 2022 baseline. E.g. June 2022, England saw traffic that was only 4% below their January 2022. For Shropshire, Telford and Wrekin, this was 19%.
- This pattern switches from December 2022, after which STW begin to consistently 'outperform' England for 111 online traffic, consistently higher for the last four months



Ambulance Handover delays

- The campaign launched at the same time we faced our worst ever months for 'lost hours'. From September–December 2022 we lost a total of 30,000 ambulance hours at our two hospitals.
- Following the launch of the campaign, from Jan – April 2023, we saw an immediate reduction in lost hours, dropping to 10,246 lost hours.



Headlines

- The activity data tells us that during the campaign period:
 - Fewer people attended A&E, and more people attended MIUs compared to previous years
 - People were more likely to attend MIUs based on their own decision rather than an external referral, compared to historical trends. This implies improved decision-making and education on choice of where to seek urgent or emergency care.
 - There was a notable increase usage of the NHS 111 online service when compared to the preceding months and England average
 - There was a significant reduction in lost ambulance hours



Think which service 2023 Campaign Refresh



Think Which Service 2023: Local Health Professionals

Research showed our 2022 campaign delivered high awareness but there was a need to drive a deeper knowledge of the services. For 2023, we introduced a suite of engaging videos, delivered by healthcare professionals, to drive more understanding of which services to use.



PHARMACY



GP



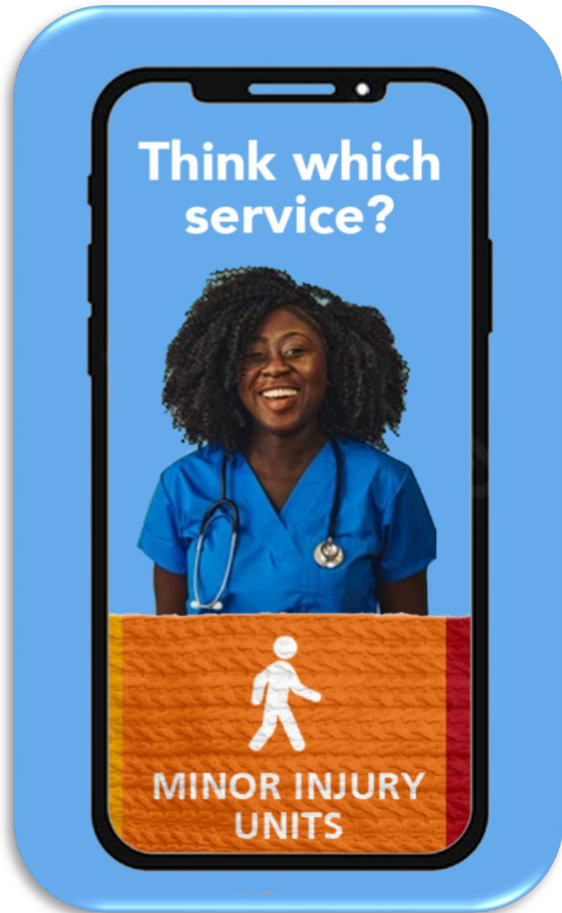
MINOR INJURY
UNITS



999
A&E

Digital Campaign Messaging

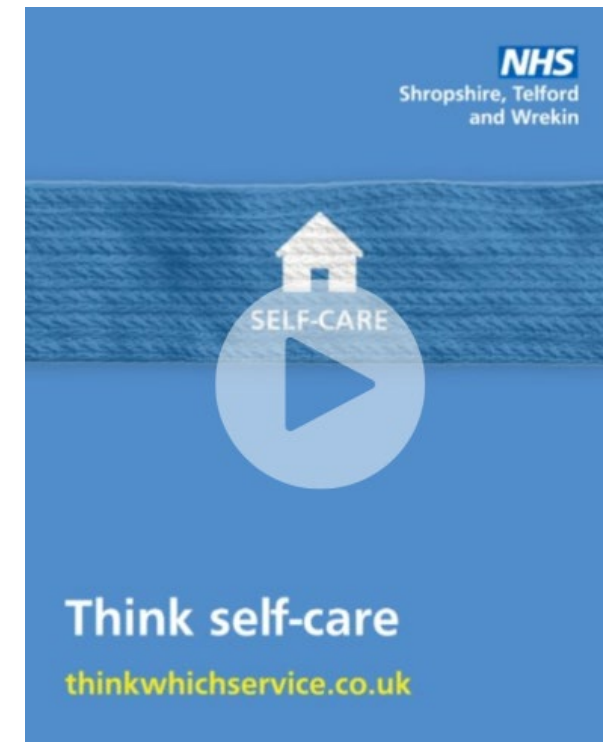
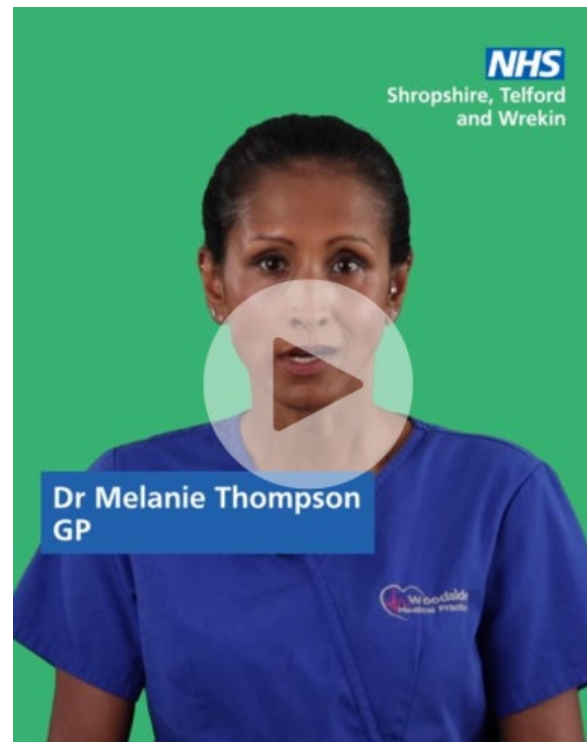
Videos produced involving seven local healthcare professionals



SELF CARE/GP	MIU	PHARMACIST	NHS 111	A&E
<ul style="list-style-type: none"> • What to have in your medicine cupboard and first aid kit • Tips for staying well • Children's health 	<ul style="list-style-type: none"> • What they are • Why to use them • Benefits • Where they are 	<ul style="list-style-type: none"> • What to use them for • Why to use them • Benefits 	<ul style="list-style-type: none"> • What services it provides • When to use it • Benefits 	<ul style="list-style-type: none"> • When A&E should be used • Reassurance on strike days



Campaign refresh



Digital display – motion video

Community Engagement – Ad Van



- An Ad van visited 6 high-footfall locations across the system displaying key campaign content to educate the public on how to use services appropriately,
- Locations were selected based on hospital activity data and local knowledge – informed by council public health teams
- There was also community outreach – Engagement teams handing out leaflets and having conversations with the public.



Pharmacy Bag

Key messages on over 60,000 pharmacy bags across STW in Oct and Feb (2x 4 weeks)

Think self-help and self-care

Stock up on painkillers, cold & flu medicine, rehydration & anti-diarrhoea solutions, antihistamines & antiseptic cream.

SELF CARE

Contact NHS 111 online or by phone if you're worried about any symptoms

Thinkwhichservice.co.uk

Think which service?

Common ailments and illnesses

Need help fast and it's not an emergency?

Health advice and over the counter medicines

Symptoms that won't go away

Minor injuries

Life threatening emergencies

SELF CARE

111.NHS.UK

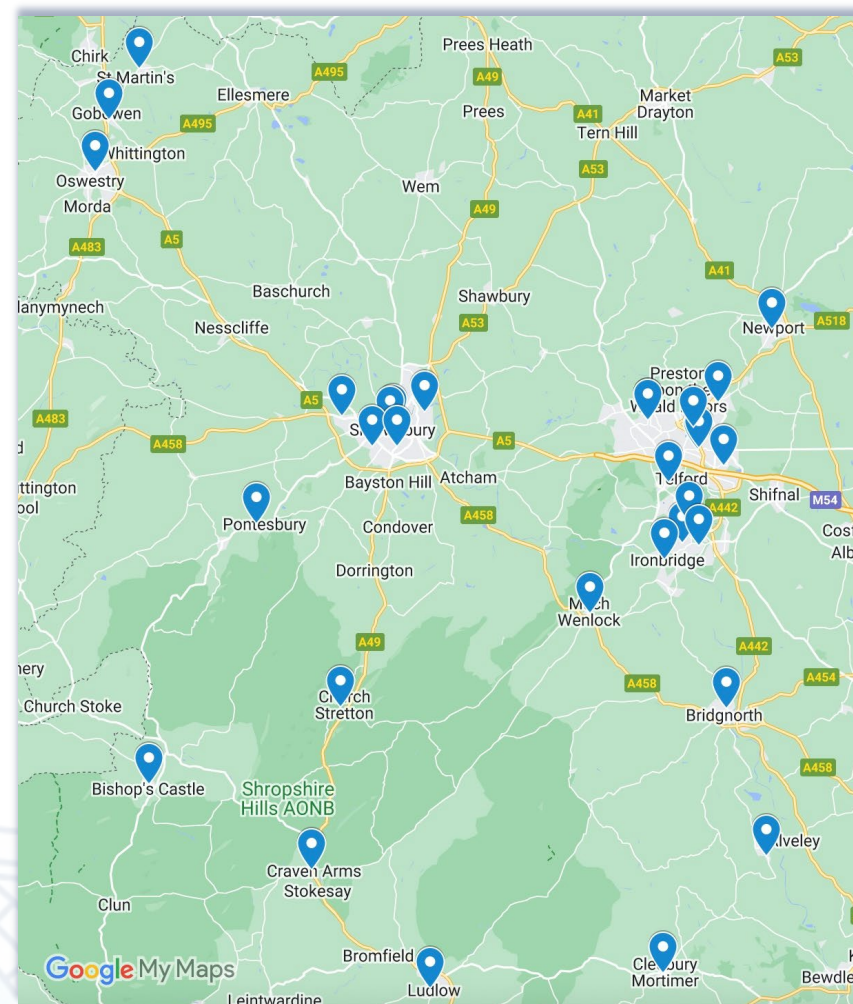
PHARMACIST

GP

MINOR INJURY UNITS

999 A&E

Thinkwhichservice.co.uk



Covering 32 Pharmacies across STW
Targeting an older population: 45+

In-Home advertising

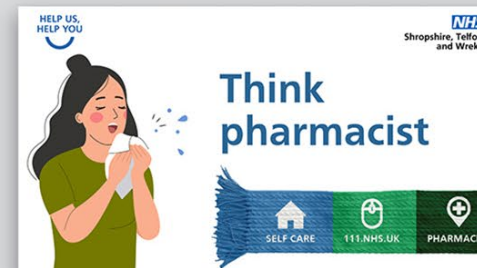
- Static and TV creative to convey the messaging
- Across Sky & Virgin, CTV / C4 and ITVX VOD we could reach 95% of all households in STW
- We targeted specifically rural areas and high UEC usage postcode: SY8, SY7, SY9, DY14, WV16 and LD7
- Environmentally powerful. Speak to people in their own home
- High dwell time for the messages



Think self-care for common ailments and illnesses



and 111 for urgent non-life-threatening medical help



Think pharmacist for advice and over the counter medicines



and GP for prolonged symptoms



Think Minor Injury Units for urgent care. Think 999 and A&E for life-threatening emergencies only





Podcasts



Bus Adverts

Our local health and care professionals are working hard to provide you with the right support and quickest medical help in Shropshire, Telford and Wrekin. Find out which service you should use and why. thinkwhichservice.co.uk

Think self-care for good mental and physical well-being

I'm a local GP, here are my top self-care tips:

- Stay active, eat well, and spend time outdoors
- Contact your local council if you are worried about money, struggling to pay bills or buy food
- Connect with others and check on older or unwell neighbours, friends and family
- Keep a stocked medicine cabinet
- Get COVID-19 and flu vaccinations if eligible

Think NHS 111 online if you're not sure what to do

I am an NHS 111 call handler. Call NHS 111 or visit 111.nhs.uk for:

- Prompt guidance, keeping GP Practices and A&E free for those who need them most
- 24/7, 365 days a year, quick advice for non-life-threatening medical issues
- Emergency face-to-face appointments
- Emergency face-to-face appointments with a healthcare professional
- Assistance with repeat prescriptions or emergency supply
- Emergency dental support
- Emergency mental health support

Think Pharmacist for the right advice and medication for your condition

I am a community pharmacist. We are highly qualified and knowledgeable experts.

All pharmacies in Shropshire, Telford and Wrekin have private consultation rooms and can provide treatment and some prescription medicine for seven common conditions without seeing a GP. Speak to your pharmacist if you have:

- Sinusitis
- Sore throat
- Earache (children)
- Infected insect bites
- Impetigo
- Shingles
- Urinary tract infections (women)

Think Minor Injury Units (MIU) before A&E

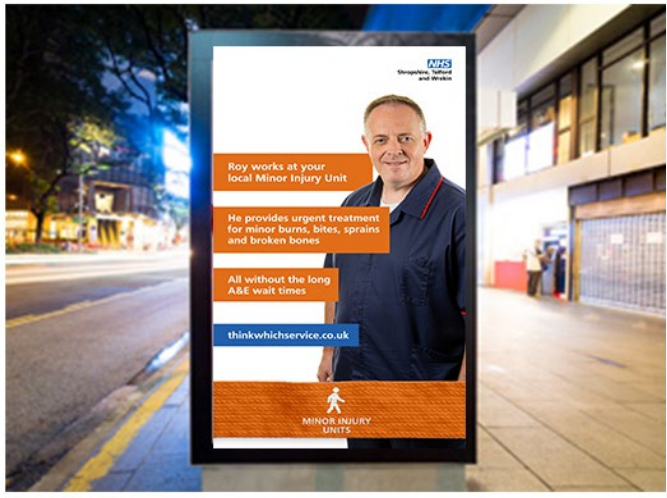
I'm one of the Emergency Care Practitioners at a local MIU. We treat various minor injuries without the A&E wait times.

- Bites and cuts
- Foreign bodies in the eyes, nose and ears
- Fractures (5 years and above)
- Minor burns and head injuries (with no loss of consciousness)
- Soft tissue injuries and wound infections

Visit us and keep A&E free for life-threatening emergencies.

MIUs are in Bridgnorth, Ludlow, Whitchurch, and Oswestry Health Centre.

Door drop to every home in Telford and Wrekin



Digital Displays






Thunderclap

The 2023 winter campaign started with a 'Thunderclap', with all system partners posting exactly the same content at exactly the same times. A week prior to the launch, a thunderclap social media toolkit was provided to all partners which contained social media copy, images, hashtags and a schedule.



Wednesday, 18 October 2023 - Launch Day

Time	Image	X (Twitter) copy	Facebook / LinkedIn copy
9am	<i>Think Which Service Launch - Nick White</i> 	Today, we launch our #winter campaign #ThinkWhichService. To find out how you can help, WATCH Dr Nick White our Chief Medical Officer discuss how to look after yourself and others, and access the right services, for the right help fast. www.thinkwhichservice.co.uk	Today, we launch our #winter campaign #ThinkWhichService, urging residents to use services wisely as we head into winter. To find out how you can help, WATCH Dr Nick White our Chief Medical Officer discuss how to look after yourself and others, and access the right services, for the right help fast. www.thinkwhichservice.co.uk
10am	<i>Motion video: Scarf</i> 	Our new #ThinkWhichService campaign launched today. Remember to look after yourself and others this #winter. #ThinkWhichService is right for your needs. To find out more and for self-care tips visit www.thinkwhichservice.co.uk	Our new #ThinkWhichService campaign launched today. Remember to look after yourself and others this winter. #ThinkWhichService is right for your needs. To find out more and for self-care tips visit www.thinkwhichservice.co.uk
11.30am	<i>Scarf Graphic</i> 	Shropshire, Telford and Wrekin #NHS and local #councils join forces to launch new awareness campaign ahead of winter, to help residents know how to find support and which service to use at the right time for help & advice www.thinkwhichservice.co.uk #ThinkWhichService	Shropshire, Telford and Wrekin #NHS and local #councils join forces to launch new awareness campaign ahead of winter. The campaign aims to help ensure residents know how to find support and which service to use at the right time for help and advice. For more information visit www.thinkwhichservice.co.uk #ThinkWhichService



**Integrated
Care System**
Shropshire, Telford and Wrekin



**Shropshire, Telford
and Wrekin**

Thank you