

TOGETHER WE CAN

West Yorkshire Health and Care Partnership's
winter communications campaign 2022 - 2023

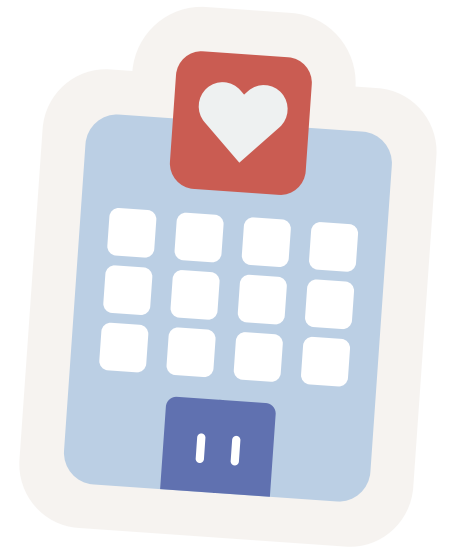


Contents



2	Overview of the campaign	12	Website users	26	Bradford activation
3	Aims and objectives	13	Out of home advertising	29	Calderdale and Kirklees activation
4	Campaign audiences	15	Broadcast	33	Leeds activation
5	New for 2022/23	16	Music streaming adverts	36	Wakefield activation
6	Campaign strategy and activity	17	Online advertising	37	Media
7	Campaign headlines	18	Online advert performance	39	Partner survey
8	Evaluated behaviour change: Executive summary	19	Advertising summary	40	Accessible resources
9	Campaign evaluation	20	Media	42	West Yorkshire Healthier Together
10	West Yorkshire activation	22	Partner engagement	43	Recommendations
11	Campaign website	23	Organic social	45	Key takeaways and recommendations: West Yorkshire
		25	Best performing tweets		

Overview of the campaign



About:

Led by West Yorkshire Health and Care Partnership

Duration:

4 months

Budget:

£45K
(including VAT)

'Together We Can' (TWC) is West Yorkshire's long term campaign to minimise pressures on urgent and emergency services. This is the second year the campaign has been rolled out as an area wide winter campaign.

The signposting campaign has been built on data, insight and user testing. Campaign creatives were updated to reflect the current climate and learning from the previous year.

The aim of the campaign was to encourage people to use health services responsibly during what was expected to be another challenging winter for NHS services.

Aims and objectives



A two pronged approach to the campaign:

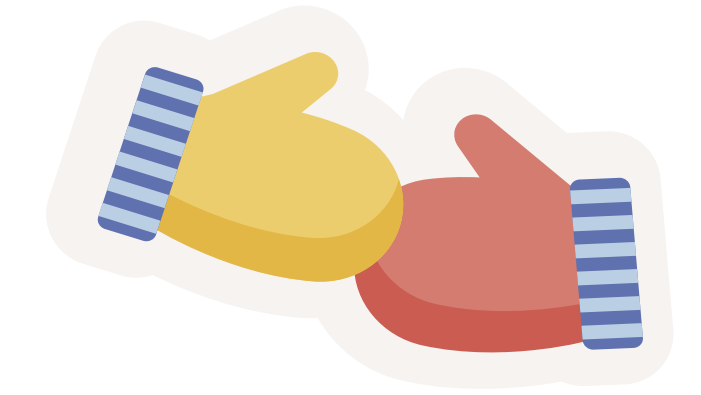
Awareness raising to create understanding that our NHS was facing an exceptionally busy winter.

Signpost people to NHS services, educating them to choose well and to self care.

Communications objectives

- Create a broad understanding that it would be a more difficult and challenging winter period than in recent years
- Launch an increasingly message driven campaign explaining where people can go when they are unwell
- Continue to signpost people and communities to key services namely NHS 111 and community pharmacies
- Encourage people to 'choose well' and to opt for self care, where safe to do so during the winter months
- Encourage people to use local services wisely, by attending emergency departments (EDs, also known as A&E) for emergencies, serious injuries or life threatening illness.

Campaign audiences



The campaign was aimed at:

- People aged over 65 years
- College and university students
- People on low income
- People with long term health conditions
- People with a disability
- Pregnant women
- Adults with children under the age of 5

As well as:

- Parents and carers of children under 16 years
- Young adults (20-29 years).

The audiences were reviewed and an increasingly targeted approach was taken. In the initial year this was targeting those of particular vulnerability during the winter months.

Groups of interest

- Parents and carers of children under 16 years. Insight informed us that families are seemingly attending ED for minor complaints that are non-urgent as a high percentage are receiving advice, but no further action is needed
- Young adults (as informed by [local insight](#) into people's use of ED)

Rationale

- Since April 2021 there has been a sharp increase in patient need. Some Trusts have seen increases of over 100 ED patients a day on the most challenging days
- Trust data on attendances across West Yorkshire showed that young children and adults aged 20-29 saw the largest rise in demand within EDs.

New for 2022/23



A refined public behaviour change campaign to help people choose the right service in their area

'Together We Can' used as a responsive and adaptable approach to local situations and climate

Increasingly targeted and innovative approaches informed by data and insight.

Campaign principles

- Build on learning from the Partnership's first regional wide winter campaign that ran 2021/22. [View the evaluation report here](#)
- Bring [West Yorkshire Healthier Together](#) (launched June 2022) under the 'Together We Can' winter signposting campaign
- Use more targeted methods to reach intended audiences
- Data and insight were key to developing both messaging and tactics
- Increase promotion of good mental health and wellbeing and online alternatives
- Distribute comprehensive multimedia campaign toolkits to partner organisations in each of our places for onward distribution
- Emphasise 'choose well' messages, so if people do become ill or have an urgent medical problem, they get the right care for them and their child in the right place.

Campaign strategy and activity



Equip people with the knowledge they need to choose the **most suitable health service** for their needs this winter

Targeted online advertising

Working with voluntary and community sector allies to hyper target groups working in and alongside communities.

Campaign activity

- **Creation:** Partner toolkit as part of a regional approach. Creatives were expanded and built on the existing 'Together We Can' winter campaign
- **Advertising:** Targeted paid for online advertising and region wide out of home advertising included radio and promotional iVans
- **Partners:** Some bespoke activity for each local region
- **Website:** A growing hub for West Yorkshire wide information and advice.

Campaign headlines



57,698

unique visitors to the website

217,018

video views via paid for advertising

84,744

people reached via Spotify

92,004

people reached by promotional iVans

Paid social advertising impressions,

1,376,270

unique views

2,901,642

impacts on local radio

Additional local activity

92,000

direct mail delivers

20

outdoor advertising spaces

22,000

printed leaflets and posters

41,000

branded pharmacy bags

Evaluated behaviour change: Executive summary



In addition to measuring the campaign's reach we undertook primary field research in the form of surveys and interviews to evaluate the campaign's impact on behaviour and whether the communications objectives were achieved.

- In the last year the most used services by respondents were GP surgeries and EDs (A&E). The least used services were the NHS App, walk in centres and NHS 111 online
- Some said they would visit the NHS website to find health information they can trust. GP, family and Google were also mentioned
- When asked how the Together We Can campaign made them feel the majority of the responses were on the themes of 'helpful - I know where to go' and reassured.

Campaign evaluation



- Short surveys with target groups took place 13-24 February 2023
- Undertaken across Leeds City Centre, Bradford City Centre, Halifax Town Centre, Huddersfield Town Centre and Wakefield City Centre
- 90 people surveyed.



- The majority of those surveyed were not aware of the togetherwe-can.com signposting website
- The most common place to see the campaign was within the health setting and most were told about it directly by healthcare professionals or other trusted sources
- Overwhelmingly most said it would help them to understand which health service to use and they would be very likely to visit the Together We Can website in the future if them or a member of their family was unwell
- Although the majority felt confident in looking after themselves or a member of the house if they became unwell, most still said that the Together We Can campaign would help them know which NHS service to use
- After seeing the campaign many said they were now motivated to use the 111 phone service online, the NHS App and pharmacies. Over half said they would use the 111 phone service.

West Yorkshire activation



Campaign website

57,698 unique visitors 2022

28 November - 4 December **15,586**

5 - 11 December **15,547**

12 - 18 December **15,872**

19 - 25 December **10,693**

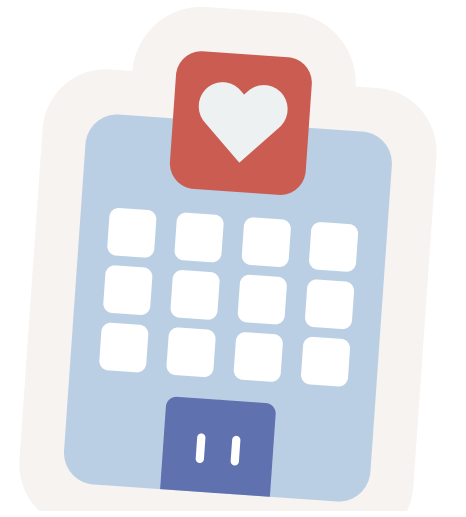
During 4 week paid for online advertising period.

In the second year of the campaign togetherwe-can.com:

- Attracted 16,483 users. An increase of 9,247 users on the previous year
- Had 25,453 page views. An additional 14,360 views on the previous year.



Website users



The most viewed pages of the website were:

- Online services
- Urgent treatment
- Doctor finder
- Health and wellbeing
- Mental health
- Winter protection
- Find a pharmacy

10,749 new users accessed togetherwe-can.com through paid advertising (December 2022).



Out of home advertising



Promotional iVans

- 8 days from 27 November 2022 to 8 January 2023
- Four pieces of rotating artwork
- Locations included: supermarkets, retail parks, railway and bus stations, town and city centres and family attractions
- iVan publicity reached 92,004 people across the region.

[Winter communications post campaign report](#)



iVan in Bradford



iVan in Halifax

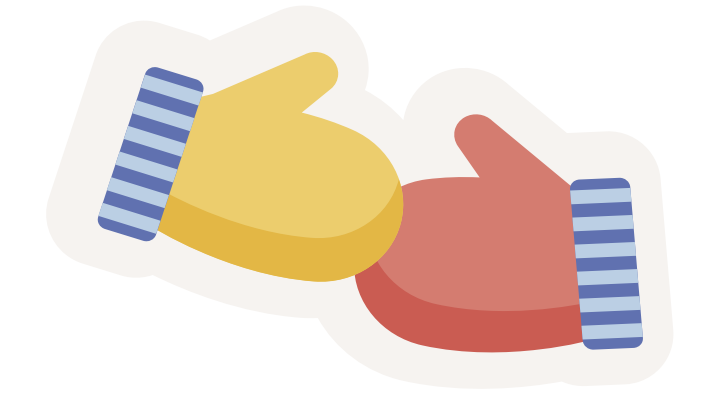


iVan in Halifax



iVan in Wakefield

Out of home advertising



Locations:

- Selected areas with high footfall and opportunities to reach audiences of interest
- Postcodes were identified with the highest ambulance conveyance rates for each area. These are ambulances that were called out and the person was taken to the nearest ED, but no treatment was provided.

The postcodes also correlated to areas of deprivation. Attendances at emergency departments from people residing in the most deprived areas are double those from the least deprived areas.



West Yorkshire Health and Care Pa... @WYpart... · Dec 17, 2022 · · ·
Look out for the [#TogetherWeCan](#) campaign iVan - out and about across [@LeedsHCP](#) today!

Visit togetherwe-can.com to find health and care advice and what to do if you or your family are unwell.



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Example tweet promoting the iVan on location in Leeds

Broadcast

- Six week campaign from 14 November - 25 December 2022
- 152 spots
- 2,901,642 impacts
- An average of seven opportunities to hear

Opportunity to reach:

- 419,000 adult listeners
- 25–44 year old demographic
- Adults with children.



TOGETHER WE CAN
CHOOSE WELL

West Yorkshire
Health and Care Partnership

NHS

**Your local
health and
wellbeing guide**

Visit togetherwe-can.com

[View the radio advert here](#)

heart

Music streaming adverts



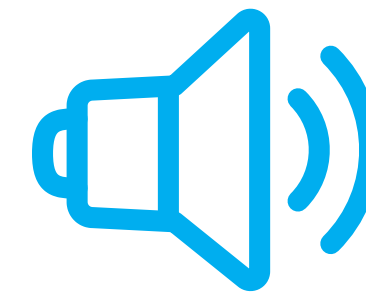
Spotify

- Adverts placed on the digital music, podcast, and video service
- Ran between 10 November – 25 December 2022
- Targeted ages 13-34
- Animation created for platform
- General awareness raising (mostly listeners not looking to visit external sites).



Audio

- 187,365 impressions
- 57,932 people reached
- **94.9% listened to the advert the whole way through**
- 142 clicks through to the URL = 0.08%. (>average 0.07%).



Video

- 49,425 impressions
- 26,812 people reached
- **80.3% watched the whole way through**
- 257 clicks through to the URL = 0.52%. (>average 0.08%).



Online advertising



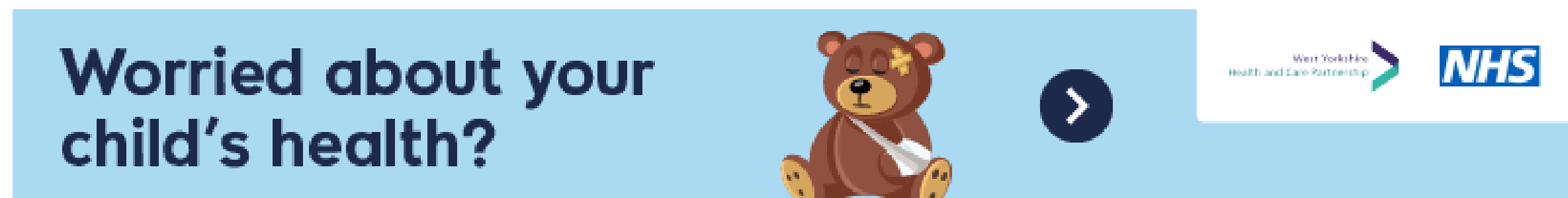
Targeted online advertising

- Parents and carers of children under 16 years
- Young adults

Channels

- YouTube
- Facebook
- Google Display / Google Search Network
- Spotify audio and video

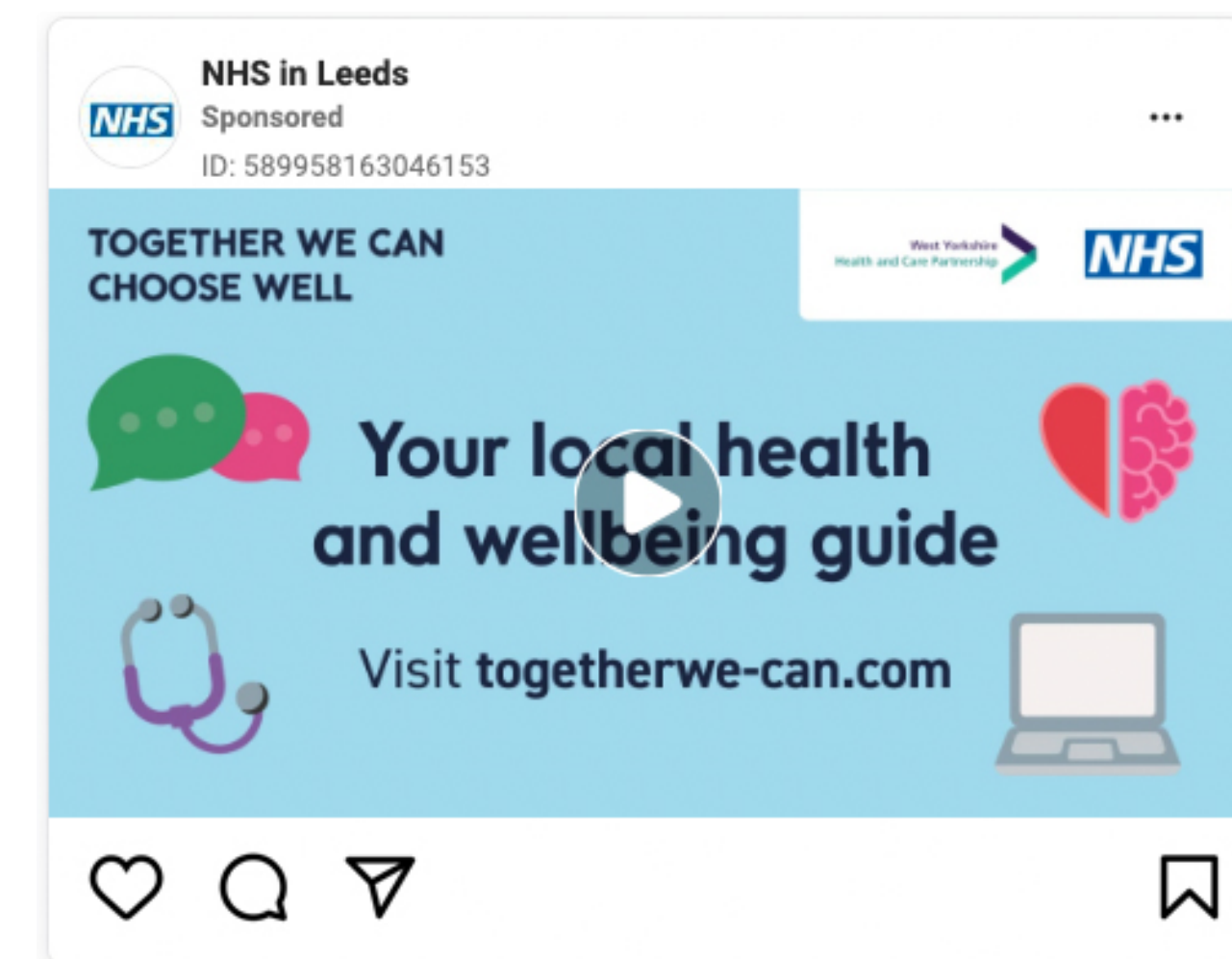
Winter communication online [post analysis report](#).



Example of Google Display network, best performing advert



Example Spotify advert



Example facebook paid for advert

Online advert performance



Facebook

- The campaign performed well, driving a total of 254,901 impressions, 4,596 link clicks and a click through rate of 1.80%
- The age group that interacted with the ads the most was users aged 25-34, accounting for 1,901 link clicks. 26,812 people reached.



YouTube



Parents/carers

- Viewable impressions: 173,810
- Video views: 86,578
- Clicks: 102

Young Adults

- Viewable impressions: 281,560
- Video views: 130,440
- Clicks: 85

Google Display Network

Parents/carers

- Viewable impressions: 262,866
- Clicks: 2,624

Young Adults

- Viewable impressions: 364,198
- Clicks: 3,077



Advertising summary



- The targeted campaign performed well. The content created appealed to the intended audiences. Videos are much more engaging than static content
- Facebook by far outperformed the other platforms. YouTube activity also performed very well, with a very high view rate and drove a significant number of views
- Searches on Google capitalised on the more broader advertising (e.g. radio, iVan and Place initiatives). An advert can only be placed/appear when someone is searching for content of that nature. Our search terms (broken down into three ad groups) appeared in 39,000 searches with 3,700 clicking through to visit the website
- Spotify performed well and had a high completion rate of people listening or watching adverts all the way through
- The best performing Google Display Network ad was 'Worried about your child's health' with 7,158 impressions and 70 clicks. The 'Young Adults' ad group had some of the strongest performance and was the main driver of impressions and clicks
- Content was mostly viewed on mobile phones and connected TV (non-clickable content)
- Across our five places there was a fair share of budget allocation, average impression rate and link click average of 400-500.

Media

- The campaign launched to a concerted posting on Twitter by partners on Monday 14 November 2022 at 9am
- The five placed based teams tweet reached 46,962
- Concerted posting from allies (pictured) reached 14,637.



Example social post



Posting shared by these organisations

Media

Releases to all regional media outlets

Website news

Three media releases were shared and amplified locally

- [TWC campaign launches](#)
- Be sure to [order repeat prescriptions](#) before the festive season
- Public urged [to seek the right help in the right place](#) during challenging times.

Example news piece

West Yorkshire Health and Care Partnership

Search this website

Accessibility tools

NHS

About us ▾ West Yorkshire Integrated Care Board ▾ Our priorities ▾ News ▾ Meetings ▾ Publications ▾ Campaigns ▾ Involvement ▾

Contact us ▾

Be sure to order repeat prescriptions before the festive season

As the four-day bank holiday approaches over the Christmas period, West Yorkshire Health and Care Partnership is reminding people to double check they've got enough repeat medication to last through the holidays and to order repeat prescriptions in plenty of time.

Many health and care services including some GP practices and pharmacies will close on Friday, December 23 and will not reopen until Wednesday 28 December. So please do check that you or the person you care for have enough repeat prescription to last through the bank holiday period.

Make it the top of your to-do list this week as allowing enough time is essential for ordering and the collection of supplies.

Dr James Thomas, Medical Director, NHS West Yorkshire Integrated Care Board said: "Stay well this winter and protect yourself and others by planning ahead. Please don't forget that due to the bank holiday it may take a little longer to receive your medication if you need a repeat prescription.

At the current time all our health and care services are continuing to see an increase in the number of people needing help. If you find you don't have enough medicines, it puts additional demand on already stretched services. Checking supplies in advance is one of the ways to help our NHS this winter. If you do need repeat medicines during the bank holiday period, visit [111.nhs.uk](#) and they can look to arrange an emergency supply."

Many health and care staff will be working over the bank holiday period and there are steps we can all take to make sure we use the most appropriate service for our needs to support our busy health services. If you do become unwell visit [togetherwe-can.com](#).

Together we can choose well this winter. Together we can make a real difference so please:

- Access online services. You can book appointments or order repeat prescriptions through the NHS App. Visit [111.nhs.uk](#) or call 111 if you need urgent medical help 24/7 and can't access the internet.
- Remember GP practices are here to help and will ensure you get the right care appropriate for your needs.
- Flu and COVID-19 vaccines. If you're over 50, pregnant or have a long-term medical condition, get your free jabs.
- Take good care this winter there's lots you can do to stay well and protect yourselves and others around you this winter.
- Visit your local community pharmacy for medical advice and treatments for things like colds, tummy troubles, rashes, and pains. Over the bank holiday some pharmacies might have different opening hours. Search 'Find a pharmacy NHS' to find an open pharmacy near you [Find a pharmacy - NHS \(www.nhs.uk\)](#)
- A range of urgent care services are available to ensure people can access the right care for their needs. This ensures Accident and Emergency Departments (A&E) are freed up to treat those that need it most including emergencies, those with serious injuries and life-threatening situations like heart attacks.
- Don't wait until you are in mental health crisis. There's a wide range of support and resources available for everyone, including a 24/7 free phone line. Visit [togetherwe-can.com/mental-health](#)
- We can all spread the kindness this winter by looking out for each other and our neighbours. Visit: [ourneighbours.org.uk](#)

Partner engagement



- Campaign resource pack for partners available on wypartnership.co.uk
- Partnership bulletin updates
- Internal updates with staff
- Clinical lead for the Partnership's urgent and emergency care programme, Dr Sheppard, [shared a blog](#) about how winter had stretched health and care services and how the 'Together We Can' campaign had an impact
- Regular updates in the Partnership's weekly blog that is shared with almost 2,000 people and partners.



“Navigating the healthcare system isn't always straightforward, so the Partnership has developed and refined a public behaviour change campaign 'Together We Can' to help people choose the right service.”

Dr Sheppard

Organic social

8 new social media graphics

5 new animated graphics

1 animation

Organic posts are visible to all followers - they are not targeted.



Example organic social media posts

Organic social

14 November 2022 – 25 February 2023

Total posts - 61

Total impressions – 28, 905

Average engagement rate by impressions – 2.1%

Total reach - [10.2K Followers](#)

* An average engagement rate per post is 0.35%, with around 2% being an appropriate goal to aim for.



	Impressions	Engagement*
Help you choose the right service	4,820	0.1%
Look out for each other	4,256	0.2%
'Healthier together this winter'	932	0.3%
Worried about your child's health	2,160	0.3%
Is it an emergency?	729	0.3%
Check your symptoms (NHS A-Z)	2,614	0.4%
Wellbeing guide	1,075	1.5%
Pharmacy reminder for repeat medication	6,830	4.9%
First aid kit	563	2.9%
If you feel unwell	2,495	3.3%
Boost your mood	910	3.7%
Local health and wellbeing guide	968	1.5%
Animation	1380	2.9%

Best performing tweets

Don't leave it too late to order repeat medication

20 December 2022

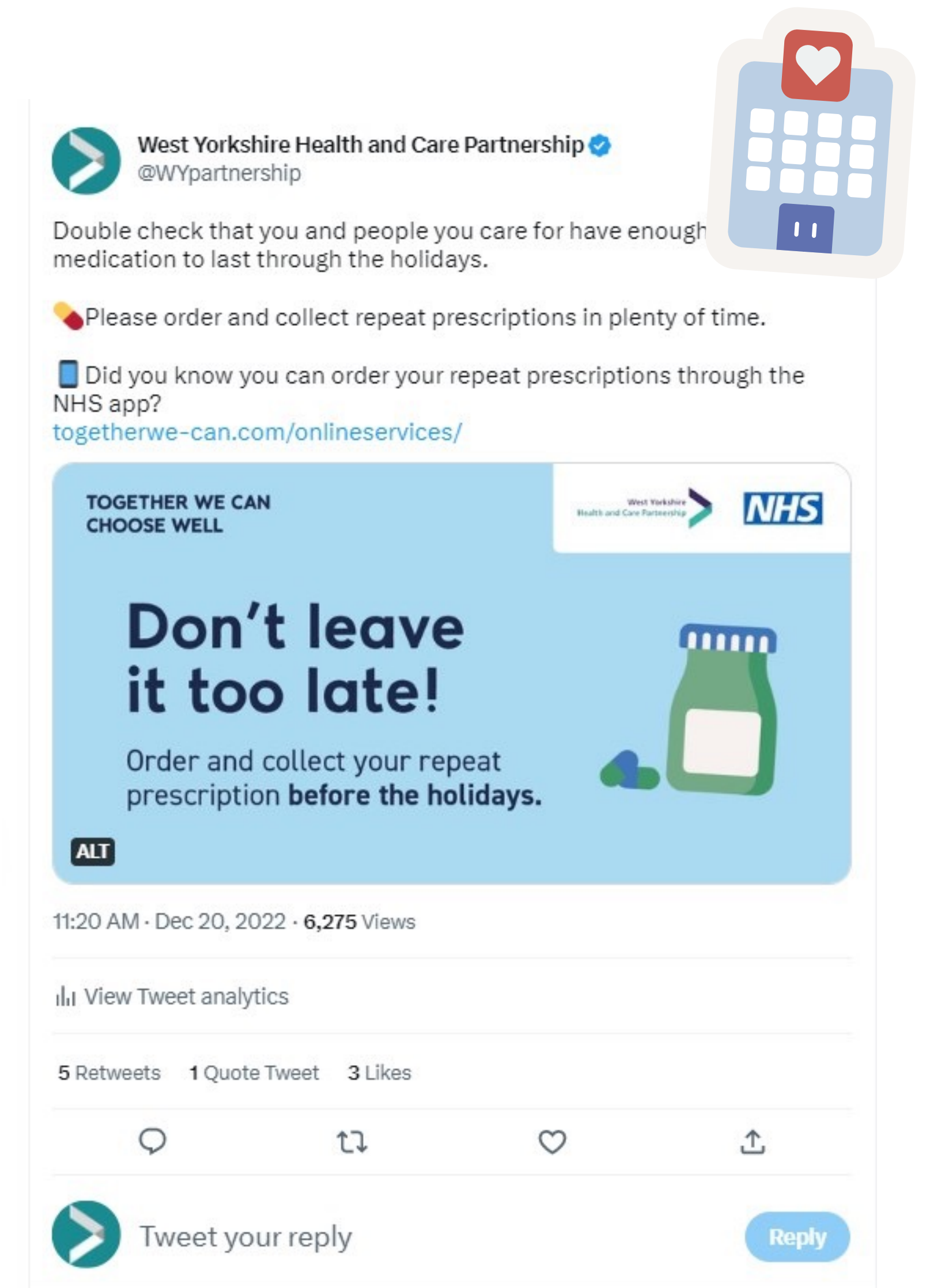
- 6,275 views
- 5 retweets
- 1 quote tweet
- 3 likes

Providing timely reminders ahead of bank holiday periods is important to help reduce pressures on already stretched services.

These tweets are likely to have performed well due to their timing and many partner services preparing ahead of planned closures.

In general we found:

- Posts had most engagement in an afternoon and from mid week
- Looking out for others and worried about your child's health graphics were helpful to support wider conversations about supporting others. Used during periods of increased demand on services and when weather warnings were issued.



Example tweet

Bradford activation



Community engagement



The main winter campaign in Bradford focused on cost of living. However, they also shared Together We Can messages in various ways.

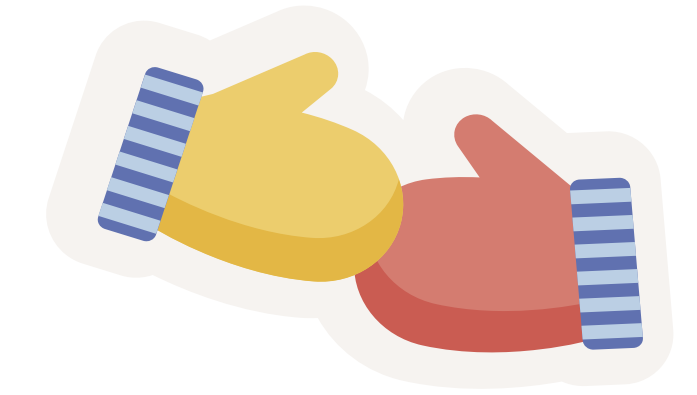
The Together We Can iVan visited popular community centres in well populated inner city areas and Keighley.

The campaign was also shared on social media.



iVan in Bradford

Social media examples



Bradford District Craven Health & Care... @ActAs... · Nov 16, 2022 ...

Support the NHS by making the right choice when you need health and care services this winter.

A&E is for emergencies, serious injuries and life-threatening situations.

111.nhs.uk is for urgent medical advice

Find out when to go to A&E: togetherwe-can.com/when-to-visit-...

TOGETHER WE CAN CHOOSE WELL

West Yorkshire Health and Care Partnership NHS

Is it an emergency?

A&E is for emergencies, serious injuries and life-threatening situations.

1 1 1,932

Bradford District Craven Health & Care... @ActAs... · Nov 19, 2022 ...

#TogetherWeCan Choose Well.

togetherwe-can.com has advice to help you choose the right service.

Local health services are really busy this winter, so it's useful to know about the services available if you become unwell.

Visit: togetherwe-can.com

TOGETHER WE CAN CHOOSE WELL

West Yorkshire Health and Care Partnership NHS

Self Care
Many minor issues like coughs, grazes and sore throats can be treated at home.

Pharmacy
Medical advice and treatments for things like colds, tummy troubles, rashes, aches and pains.

NHS 111
Visit 111.nhs.uk or call 111 if you need medical help quickly, 24 hours a day, 365 days a year.

Mental health
Don't wait until you are in crisis. There's a wide range of support and resources available for everyone, including a 24/7 free phone line. Visit togetherwe-can.com/mental-health

GP practices
GP practices offers same day and pre bookable appointments Monday to Friday, 8am - 8pm.

A&E
A&E is for emergencies, serious injuries and life-threatening situations. Like heart attacks, 24 hours a day.

5 2 1,932

Bradford District Craven Health & Care Partnership Retweeted

AED- Bradford Emergency Department... @aedbt... · Dec 21, 2022 ...

Our department remains exceptionally busy there are long waits to be seen if it is not an emergency! our staff are trying their best and may redirect you to other healthcare providers if your condition is not an emergency or urgent 🇬🇧 #BeKind #RT

TOGETHER WE CAN CHOOSE WELL

West Yorkshire Health and Care Partnership NHS

Is it an emergency?

A&E is for emergencies, serious injuries and life-threatening situations.

11 17 1,932

Calderdale and Kirklees activation



Work in Calderdale and Kirklees

Every household in Calderdale, (92,000) received a copy of '[Winter Wise](#)'. This is a joint publication between Calderdale Council and the NHS in Calderdale. The guide contains important advice to help residents stay warm and safe throughout the winter. The guide was also made available in public buildings, through community and voluntary organisations and online. Winter Wise included information about Together We Can and key messages about health and care services.

Over 22,000 printed leaflets and posters were delivered to GP practices, pharmacies, university, college and council venues across Kirklees.

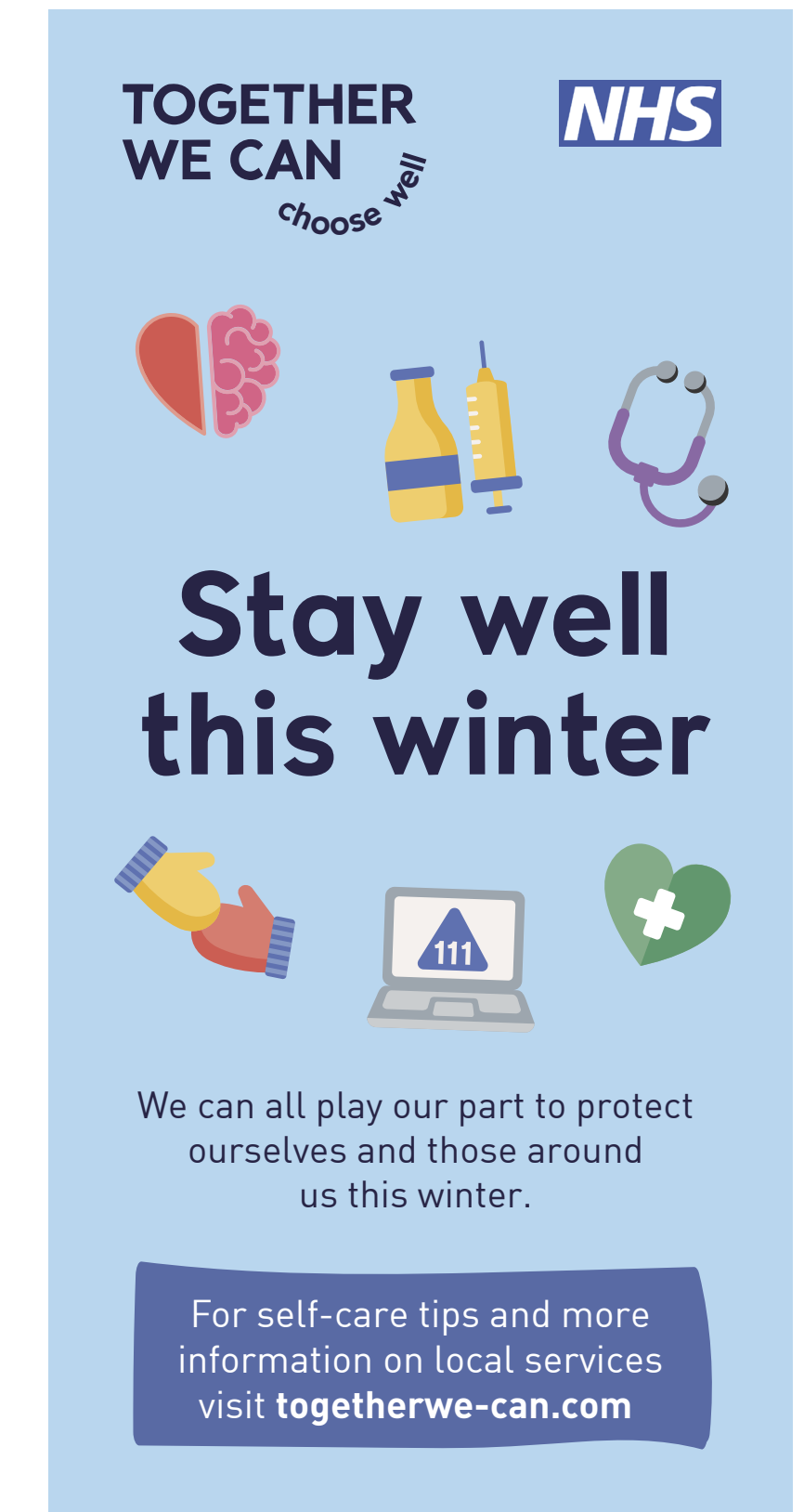
Sangam radio station shared NHS messages with Asian communities living in Kirklees, Calderdale and Wakefield. Specially recorded adverts were broadcast in Urdu and English over a six-week period.

For more information read the activity report on the Calderdale Cares Partnership website/ Kirklees Health and Care Partnership website.

41,000 branded pharmacy bags were supplied to community pharmacies across Kirklees in a bid to raise awareness of the campaign, promote NHS 111 online and signpost to the Together We Can website.



Showing kindness and staying Winter Wise



Example pharmacy bag design

Community engagement

The Urgent and Emergency Care Board in Calderdale and Kirklees awarded VAC winter funding to lead a 'winter messages' scheme. The UECB asked VAC to reach seldom-heard groups with the Together We Can campaign. VAC worked with [Engagement Champions](#) in Calderdale and [Community Voices](#) in Kirklees to deliver this work.

They provided much-needed care packages and education across Calderdale and Kirklees on staying well over the winter period, and encouraging people to use appropriate health services if they needed help during the colder months. View on Twitter by following the links:

[Calder Community Cares](#) provides soup and winter care packs

[Calderdale Community and Ukraine kindness team](#) give back to local community

For more information read the activity report on the Calderdale Cares Partnership website/ Kirklees Health and Care Partnership website.



Overgate winter care package



Heartisan Kirklees bag print



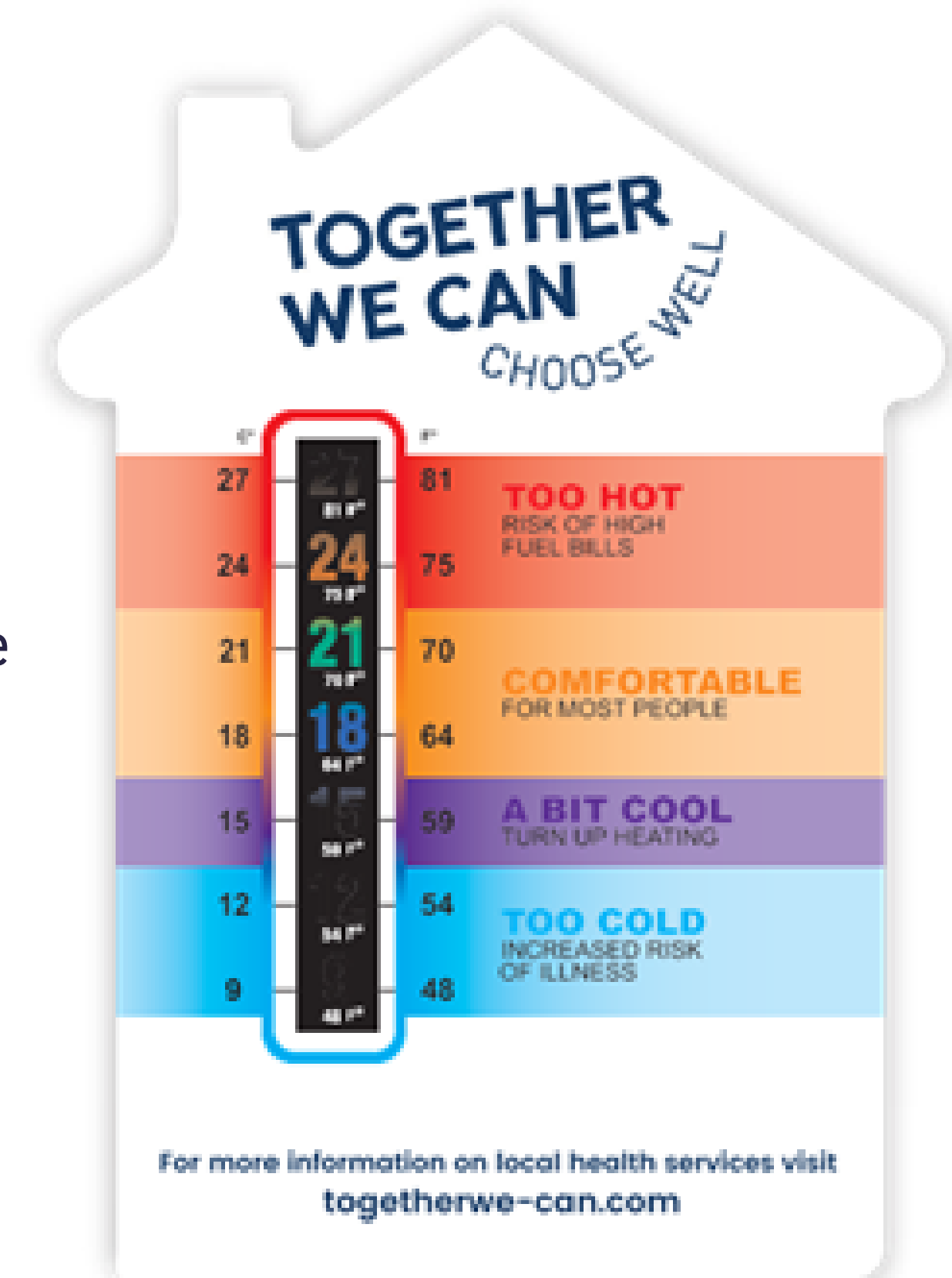
People in need winter care package

Engagement by voluntary, community and social enterprises (VCSE):

VAC worked with [Engagement Champions](#) in Calderdale and [Community Voices](#) in Kirklees to deliver:

- 16 groups across the two places supported this work. These included a dementia hub, art group, women's group, men's group, youth clubs, physical activity and wellbeing groups
- The Engagement Champions and Community Voices used the most appropriate message in the TWC toolkit for their identified stakeholder
- They used a mix approach online; WhatsApp, Facebook, Twitter, TikTok, websites and offline; family support groups, holiday camps, yoga, walking group, barber shop conversations, music and dance classes to share these messages and resources
- To support this activity VAC gave Engagement Champions and Community Voices branded TWC merchandise e.g., water bottles, hand sanitiser and room thermometers.

For more information read the activity report on the Calderdale Cares Partnership website/ Kirklees Health and Care Partnership website.



Together We Can room thermometer

Leeds activation



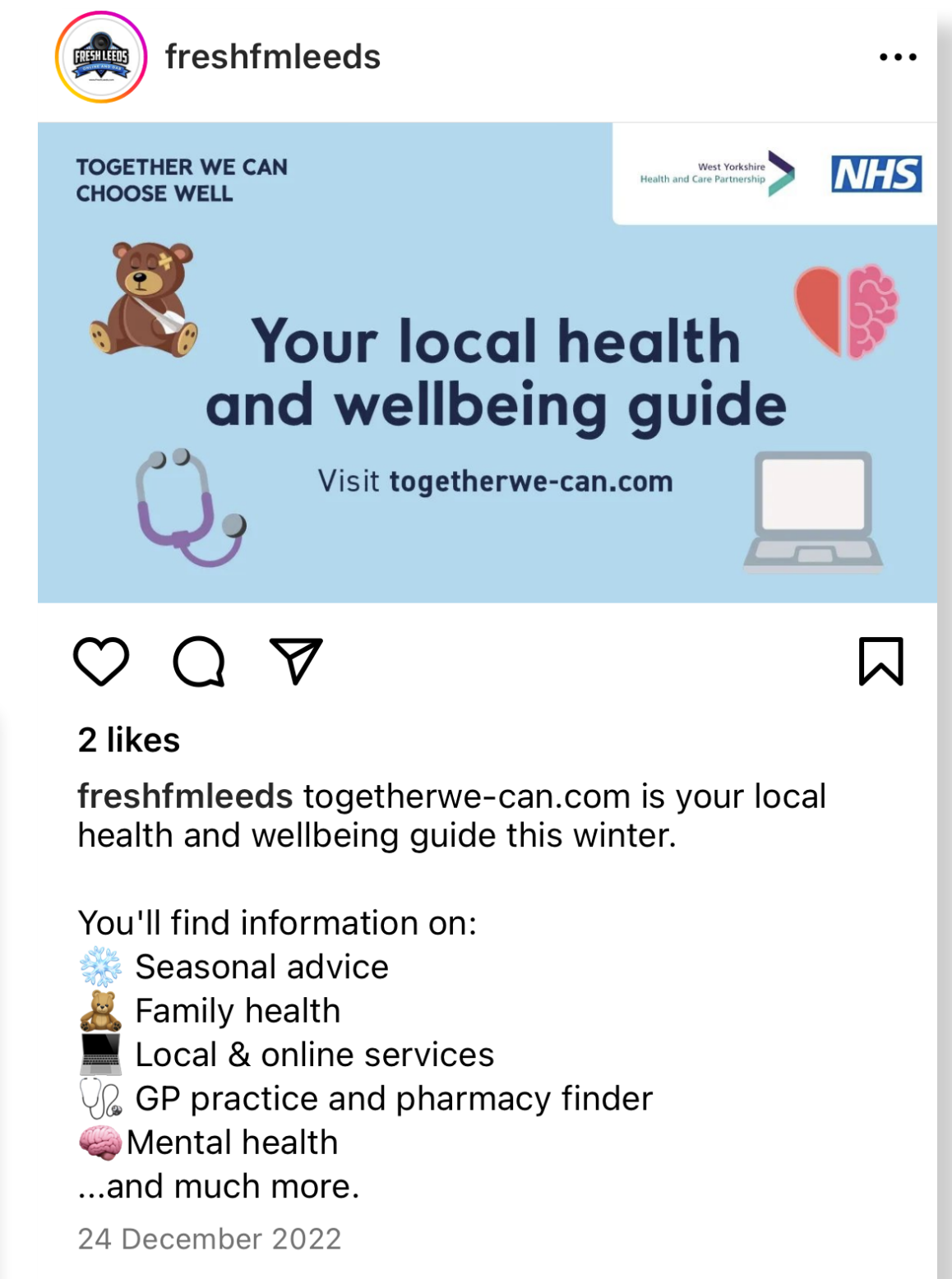
Community engagement

Leeds used additional budget to amplify the Together We Can campaign messaging in local areas. This included out of home advertising across billboards, digital screens and phone kiosks in community settings.

Bespoke advertising on some key community radio stations including local Asian radio station Fever FM and Fresh FM who also shared TWC advertising on their social media channels.

Liaised with primary care colleagues and community groups in target areas and shared TWC printed materials and digital toolkits for them to cascade through their channels.

Millennium square advertising in Leeds City Centre focused on the generic Together We Can 'stay well' messaging. Ran from late November 2022.



Out of home activity

Leeds ran a focused campaign to encourage parents and carers to 'choose well' and use the right service or treatment appropriate for their children's needs.

The intention was to reduce inappropriate presentations at ED.

The percentages where children and families receive advice but no further action is higher for Leeds and Wakefield than in other places.

Promotion focused on signposting to the website and used outdoor advertising to maximum visibility and reach offline audiences.

Out of home adverts ran 2 - 9 January 2023 and included:

- 9 kiosks (unused telephone boxes)
- 3 billboards
- 7 digital screens including Millennium Square in Leeds City Centre
- Large poster (6 sheet) on a major road in West Yorkshire.



Examples of out of home advertising across Leeds

Wakefield activation



Media

- Newsletter shared with local partners in the VCSE sector
- Posted as news on the [website](#)

Key messages were posted on a frequent basis over social media (Twitter and Facebook) to the public and stakeholders, reaching Twitter followers of 12.7k and Facebook followers of 13.8k.



Campaigns you can help us promote

'Together We Can' - West Yorkshire's winter campaign 2022/23

'Together We Can' will run for the second year this winter and was launched on 14 November. This is a long-term awareness campaign to change public behaviour to help minimise pressures on urgent and emergency services.

The campaign has been refreshed with some updated creatives and a communications toolkit has been shared for use across West Yorkshire. We encourage all partners to use this please as it will ensure there are consistent messages used across the region that help people to choose well and use the right service appropriate for their needs.

Targeted media activity will also focus on families with children under 16 and young adults living within two miles of emergency departments. New for this winter is the [West Yorkshire Healthier Together](#) website: a tool that gives consistent, accurate and trustworthy healthcare advice to parents, carers, young people and professionals.



'Connected' newsletter shared with local partners in the VCSE sector



✓ Access the most appropriate care for your needs faster by choosing the right healthcare option.

There are a range of services in [#WakefieldDistrict](#) here to help you – from minor conditions to urgent care. bit.ly/3F1WKpp



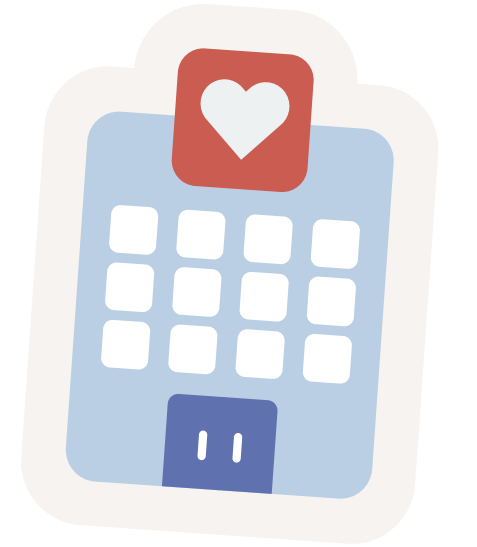
orlo.uk/sCOu has advice to help you choose the right service.

Local health services are really busy this winter, so it's useful to know about the services available if you become unwell.



Example social media posts

West Yorkshire Healthier Together – Wakefield District



Wakefield ran a focused campaign to encourage parents and carers to ‘choose well’ and use the right service or treatment appropriate for their children’s needs.

The intention was to reduce inappropriate presentations at ED. The percentages where children and families receive advice but no further action is higher for Wakefield and Leeds than in other places.

Promotion focused on signposting to the [website](#) and channels included targeted Facebook advertising and [broadcast advertising](#) in local leisure centres.

A local digital audio campaign ran for one month from the end of March 2023.

The screenshot shows a Facebook post from 'Wakefield District Health and Care Partnership' (verified account, sponsored). The post text asks: 'Does your child have a rash or a fever or have they had a bump?' and provides information about online healthcare advice. A link to 'wyhealthiertogether.nhs.uk' is included. Below the text is a purple banner with the text 'Find trustworthy online healthcare advice if you're worried about your child's health.' and the slogan 'TOGETHER WE CAN CHOOSE WELL'. The banner features a teddy bear and a heart icon. At the bottom of the post, the website 'wyhealthiertogether.nhs.uk' is listed, along with the location 'Home :: West Yorkshire Healthier Together' and a 'Learn more' button.

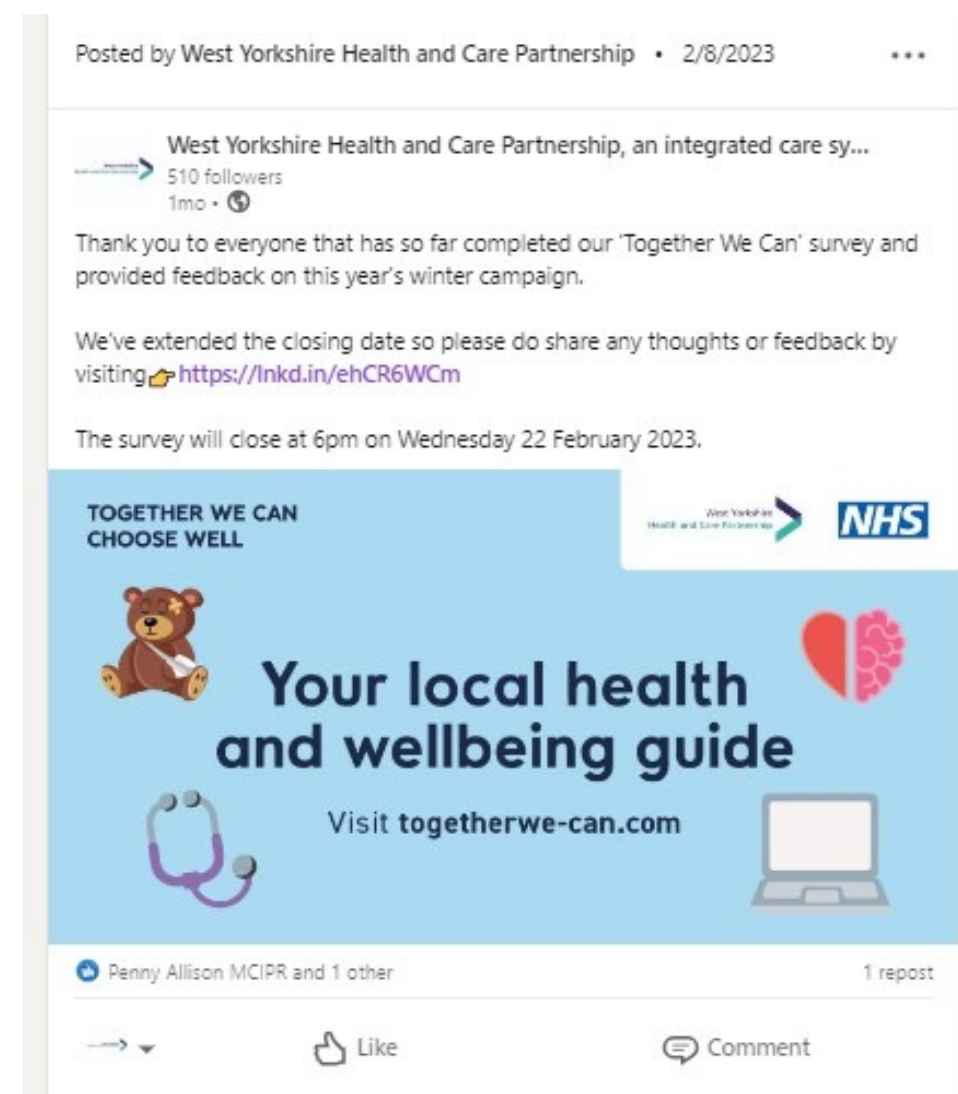
Example Facebook sponsored post

Partner survey



Online survey was shared with partners to gain their feedback

An online partner survey was undertaken to help identify what worked well and what could be done differently.



Examples of social media

The toolkit was found to be a helpful resource and the majority strongly agreed that the visuals and promotional materials were appealing/well designed and that the campaign provided simple tips and useful information to motivate people to self-care.

The most useful resources were found to be the social media graphics, posters and flyers.

Partners thought that social media information worked very well with helpful contact information and provided simple messages. They would like more infographics to share on WhatsApp and social media, printed resources and greater community involvement to make the campaign more visible across local areas.

Accessible resources

It was important for the campaign to be as accessible as possible.

- The A5 flyer was made available in six community languages
- [Urdu](#)
- [Punjabi](#)
- [Gujarati](#)
- [Arabic](#)
- [Farsi](#)
- [Kurdish](#) (Sorani).

Plus, a **BSL** and **audio copy** of the of the campaign infographic were available as part of the toolkit.

An [animation](#) was created using the radio audio and subtitles were added.



Examples of accessible resources

Adaptable resources

- Editable local leaders 'quote slide' templates – that could be localised by places to be used during times of increased demand for services
- Local services graphic that could be used by places to promote extended GP access

Variations of other materials included:

- Website banner and posters that could be used beyond the winter season
- Social media assets for the the West Yorkshire Healthier Together website. Versions that included the direct URL.



TOGETHER WE CAN CHOOSE WELL


West Yorkshire Health and Care Partnership NHS

Self-care		Keep a well stocked medicine cabinet. Many minor issues, like coughs, grazes and sore throats are treatable at home .
Local pharmacy		Pharmacies offer advice and treatment for minor illnesses like colds, tummy trouble, rashes, aches and pains and some also provide COVID-19 and flu vaccinations.
NHS 111		Get the right health advice or treatment 24 hours a day, 7 days a week. Go online 111.nhs.uk (for assessment of people aged 5 and over). Or call 111 for free from your phone.
GP practices		GP practices are open for your healthcare needs. Skilled health professionals can treat, give health advice, prescribe, refer and provide ongoing care. Appointments are available in person, by phone or online Monday – Friday, 8am – 8pm.
Mental health		Don't wait until you are in crisis. There's a wide range of support and resources available for everyone, including a 24/7 free phone line. Visit togetherwe-can.com/mental-health
Accident & emergency		A&E is for emergencies, serious injuries and life-threatening situations, like heart attacks, 24 hours a day.

TOGETHER WE CAN CHOOSE WELL

West Yorkshire Health and Care Partnership NHS

“People attending A&E with injuries or conditions that aren't serious or life threatening may have to wait a very long time to be seen.”



Trudie Davies
Chief Operating Officer &
Deputy Chief Executive
Mid Yorkshire Hospitals NHS Trust

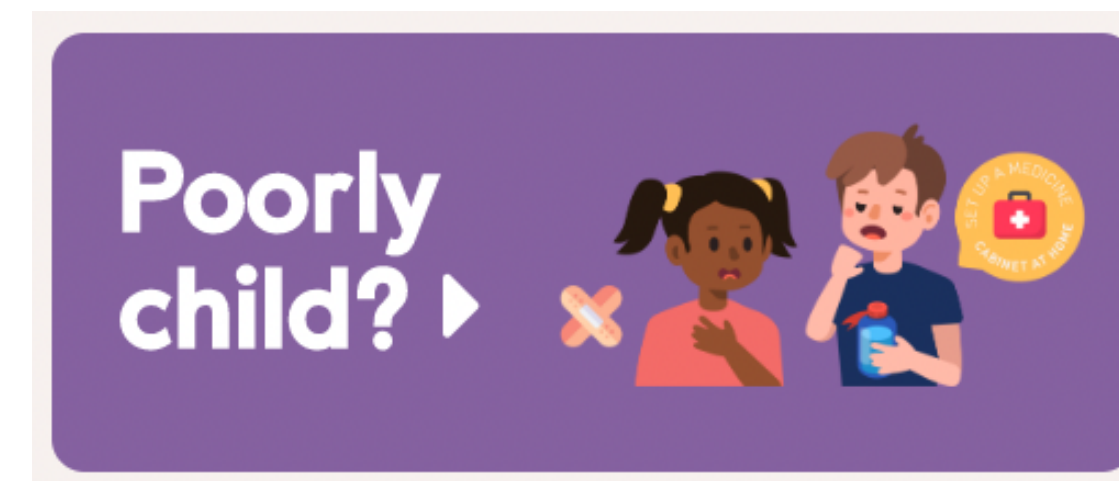
If you have an urgent medical problem and aren't sure what to do visit 111.nhs.uk

Examples of adapted resources

West Yorkshire Healthier Together

Brought the [West Yorkshire Healthier Together website](#) under the 'Together We Can' winter signposting campaign

- The website offers consistent, accurate and trustworthy healthcare advice that is reviewed by local paediatricians, GPs and clinicians across the region
- Helps parents and carers to identify when, where, and how they should seek help for their poorly baby or child.



Example of link from the TWC website



Healthier together
this winter



Find lots of useful information and advice for families with babies and children at www.wyhealthiertogether.nhs.uk

TOGETHER WE CAN CHOOSE WELL



Find trustworthy online healthcare advice if you're worried about your child's health.

www.wyhealthiertogether.nhs.uk



TOGETHER WE CAN CHOOSE WELL

Examples of social media graphics



Example of iVan artwork

Recommendations



Recommendations



- Fully utilise existing local insight and data and make decisions based on this. Pre baseline measures and post campaign evaluations must be timely to ensure they bring added value
- Partners would like to see a greater variety of resources for use on different platforms e.g. WhatsApp
- 'Together We Can' to be an all year round campaign that includes seasonal messages. These should also focus on bank holiday periods and times of exceptional demand. This could include a sub brand with new images.
- Consider where local variations of resources and website content might offer additional benefit
- Consider offline/digitally excluded audiences and making the campaign available at the earliest opportunity so practicalities e.g. printed resources can be arranged
- Continue to develop more sophisticated campaign targeting and make use of social listening tools
- Media buying as early as possible in order to secure the best spots and placements available in desired areas.
- Budget recommendations for the 2023/24 campaign would be to ensure there is more outdoor advertising in communities of interest. Options include the inside of buses, DAX radio and kiosks (unused telephone boxes) that would complement more general awareness raising provided by regional radio advertising.

Key takeaways and recommendations: West Yorkshire



- Targeted online advertising successfully drove groups of interest to the campaign website
- Local insight shaped this year's more message driven campaign and an increasingly targeted audience approach meant improved efficiency and a strategic approach to value for money
- Animated graphics were shared less than the static graphics but performed better, possibly because they provided more advice and information and were more engaging. The best performing static social media graphics were the pharmacy reminder and the wellbeing guide getting the most engagement
- Create more video content as target groups engaged well with this.
- Online advertising to run throughout the duration of the campaign. Careful monitoring means we can boost adverts if needed or change adverts as we move through the winter period.

You can get in touch with the Partnership by:

 01924 317659

 westyorkshire.ics@nhs.net

 www.wypartnership.co.uk

 @wypartnership

 07811766006 (text us!)

A Partnership made up of the NHS, local councils, care providers, Healthwatch, hospices, voluntary community social enterprise sector, charities, people and communities.

**West Yorkshire
Health and Care Partnership**

