

Winter resilience 2018-2019 communications plan DRAFT V.2

1. Introduction

The NHS is under considerable pressure across all areas. However this pressure is keenly felt within urgent and emergency care services throughout the year with a significant rise in activity expected over the winter months. Data shows that the ‘winter pressures’ experienced by urgent and emergency care units is a year round issue with spikes experienced throughout any given year however the media tends to highlight activity during the winter period. This results in further pressure on system partners from a range of stakeholders. Winter 2017-2018 saw exceptional pressures experienced by the whole health and care system and this year is expected to be just as tough, if not tougher. This communications plan, which is to be regularly updated, has been designed to show how system partners can provide mutual support and clear messages throughout the winter to provide reassurance to the public while also recognising the hard work of all those working to support local citizens.

To combat this the Leeds health and care system has robust operational plans in place to deal with increased demand. Evidence suggests that some of the pressure on the system could be reduced by patients making appropriate use of all services available to them should they fall ill or get injured. “While A&E is the right place for many of these patients, estimates quantifying the size of non-urgent A&E demand (patients who could be better treated elsewhere) vary from 20% to 40% of all attendances”, (source: Department of Health). In addition it is recognised that the pressures on the system from delayed discharges, due to a number of reasons including patient choice, has a significant impact on performance (King’s Fund, 2018).

In Leeds we are now working together to see how all system partners can support communication activity that encourages people to self-care where appropriate, use alternatives to A&E and look out for vulnerable neighbours. We are following the principles of the national ‘Help us help you’ campaign with communication messages and activities based around preparedness, prevention and performance and the idea of developing a reciprocal relationship with people.

We also need to recognise and ensure we acknowledge the hard work that all health and care professionals, community and voluntary groups and carers/unpaid carers do. This is reflected in our planned activity for this winter and beyond. As a system we recognise the issues we are faced with are not unique to Leeds therefore we will support and share regional and national communication resources.

2. Aims of the plan

The overarching aim of the plan is to demonstrate how the system is gearing up for winter, what we'll deliver, what our actions will be, recognising the efforts of all those supporting local citizens and maintaining confidence in services.

More specifically the plan will aim:

- To demonstrate how Leeds has prepared for winter, continue to provide assurance that we are doing all we can despite the pressures faced
- To raise awareness of how local citizens can access the most appropriate services to keep themselves or their loved ones well
- To encourage people to do all they can to stay well such as having their flu jab, self care at home, completing courses of antibiotics, looking out for vulnerable neighbours etc.
- To maintain staff morale and encourage greater recognition of their efforts

3. Key messages

With such a broad range of audiences the key messages need to be tailored accordingly depending on who we are communicating to, how we are communicating with them and what we expect them to think or do differently. The overarching key messages are below however these have been further broken down by audience profile.

- At the first signs of illness speak to your local pharmacist
- GPs are now open longer so if it is an illness that won't go away, arrange an appointment with your GP including evenings or weekends
- 'Talk before you walk' – ring NHS 111 if you feel unwell but don't think it's an emergency
- Keep an eye out for vulnerable neighbours / be a winter friend
- Take preventative action such as getting the flu jab, wearing appropriate clothing, taking medication / ordering enough medication to cover holiday, preparing for spells of cold and/or icy weather and having a well stocked medicines cabinet

The key messages should look to address one of the following areas of advice:

- Prevention – to reduce the risks of falling ill in the first instance or to support others to stay well (eg be a winter hero or a winter friend if you're a frontline worker/actively engaged community volunteer)
- Self care – to be able to look after yourself using over the counter medicines or items that can be found in first aid kits
- Appropriate use of services – considering the right service to support you

4. Additional messages by audience

Staff and carers/unpaid carers

- Thank you for everything that you do to help citizens in Leeds
- We recognise the pressures you all face and are doing all we can to support you
- The system is ready for winter and we recognise your ongoing support
- Don't forget to have your free flu jab

Parents and carers of children aged 0 - 5

- If you're pregnant get the flu jab
- Ensure your child is protected against flu
- If your child is unwell ring NHS 111 or speak to a pharmacist or GP
- Ring 999 or go to A&E in any emergency

Parents and carers of children aged 5-11

- If your child is eligible for a free jab, make sure they are protected
- If your child has asthma please ensure they have their inhaler with them at all times
- If your child has any respiratory conditions please ensure they are dressed appropriately especially during colder weather
- Hand washing is the single most effective way to prevent the spread of infections
- If your child has the winter vomiting bug keep them off school for 48 hours

Children aged 11 – 18 (as well as parent's carers)

- If your doctor has asked you to get a flu jab it means you need it
- Some people need to take extra care in cold weather, make sure you wrap up warm as well as looking out for any older relatives
- There can be lots of things that stress you out or make you anxious as you grow older, you can get some great advice from www.mindmate.org.uk NB targeted comms and resourcing for Mindmate sits outside this plan

Higher education students

- Not feeling great? Go visit your local pharmacy
- If your doctor has asked you to get a flu jab it means you need it
- Being away from home can be tough if you need advice on staying mentally well visit www.mindwell-leeds.org.uk or speak to your university's counselling service NB targeted comms and resourcing for Mindmate sits outside this plan
- Have you or someone you know been helped out by a winter hero last year, why not say thank you to them?

Working age adults

- Keep a well stocked medicine cabinet and self care for common conditions
- Your GP is now open for longer so you could get an appointment on an evening or at the weekend
- Reduce the risk of infections by practicing good hand hygiene, finishing your course of antibiotics and staying at home when you're feeling sick
- Keep an eye out for any vulnerable neighbours
- If a family member is in hospital, could you help them at their usual residence as it would be better for them

People with a long-term condition

- Get your flu jab as you need it
- Ensure you take any medication as advised and have this reviewed regularly at least once every six months
- Keep warm, keep well
- Stay active as much as possible

Older people

- Get your flu jab as you need it
- Keep warm, keep well
- Have you ordered your repeat prescription especially over any holiday periods
- Being at your usual home is the best place for you
- Get up and keep moving – staying active is best for you
- Hospital is not the best place for you, we'll aim to get you home as soon as we can and we'll need your support to do this
- Home being “safe, suitable and warm linked to the core message of Care & Repair’s Home Plus service <https://care-repair-leeds.org.uk/news/home-plus-leeds/>

New migrants

- Know where to go to help when you fall ill or get injured
- Register with a GP
- Call NHS 111 – ask for an interpreter if you need one
- Only use A&E in an emergency

5. Support from system partners

We have established a winter /system resilience communications group which has started meeting on a monthly basis since August 2018 with representatives from NHS Leeds CCG, the city's three NHS provider trusts, Leeds City Council, Healthwatch Leeds, One Medical Group, Forum Central / Leeds Older People's Forum as well as service managers and members of the operational resilience group.

6. Membership of the winter / system resilience communications group

Members of the citywide communications group are listed below, these are based on nominated leads suggested by members of the operational resilience group as well as additional membership from third sector partners and Healthwatch Leeds. The group meets on a monthly basis with notes and actions shared after the meeting.

Core members of the group

Organisation	Contact name	Contact details	Nominated by respective ORG rep	Comms highlight report expected by System Resilience Assurance Board	Winter comms plan received – as of 1 November 2018
NHS Leeds CCG	Shak Rafiq Communications Manager (chair of the group)	Shak.rafiq@nhs.net 0113 84 35529 07890 591487 (NB personal number)	✓	✓	✓
Forum Central / Leeds Older People's Forum	Rachel Koivunen Sean Tunnicliffe	rachelk@opforum.org.uk 0113 244 1697 sean@opforum.org.uk 0113 244 1697	n/a	n/a	n/a
Healthwatch Leeds	Dex Hannon	dex@healthwatchleeds.co.uk 0113 898 0035 07468 476 915	n/a	n/a	n/a
Leeds City Council	Sara Hyman	Sara.hyman@leeds.gov.uk 0113 37 89173 07712 217255	✓	✓	Wider flu plan only and overview of core

					messages
Leeds Community Healthcare NHS Trust	Jayne Murphy	Jaynemurphy4@nhs.net 0113 220 8524 07950 128221	✓	✓	
Leeds Teaching Hospitals NHS Trust	Rachel Warburton	Rachel.warburton@nhs.net 0113 206 9223 07500 063129	✓	✓	✓
	Ross Langford	Ross.langford@nhs.net 0113 206 4098 07917882958			
Leeds and York Partnership NHS Foundation Trust	Oliver Tipper	Oliver.tipper@nhs.net 0113 855 5926 07534 907491	✓	✓	Received update on how Trust will support wider comms campaigns not specific comms plan for the organisation
One Medical Group	Rebecca Chege	rebeccachege@onemedical.co.uk 07903622909	n/a	n/a	n/a
	Shaun Major-Preece	shaunmajor-preece@onemedical.co.uk 07769935980			
Yorkshire Ambulance Service NHS Trust	Elaine Gibson	Elaine.gibson8@nhs.net 0845 120 0048 07919 044789	n/a	n/a	n/a

Also in attendance as required – colleagues from public health (Leeds City Council), an operational representative from ORG, NHS commissioners, project manager for urgent and emergency care for the West Yorkshire and Harrogate Health and Care Partnership and Adrian Winterburn from the Leeds Health Partnerships team

7. Evaluation

Each individual organisation will be responsible for the recording and measurement of its own communications activity, including the following:

- Social media engagement
- Media releases and statements issued / media enquiries received / media coverage received
- Reach of any advertising booked

In addition, this will be compared against standard performance figures for health and social care services throughout winter, for example, public and staff uptake on the flu vaccine. Figures will be submitted to the NHS Leeds CCG Communications Team by all partners involved in this plan, to be collated and submitted to the System Resilience Assurance Board.

Evaluation for the campaigns planned will be undertaken either by the appointed creative agency or by NHS Leeds CCG's communications team.

8. Available resources

- All partners are advised to sign up and download national resources from the Public Health England Campaign Resource Centre: <https://campaignresources.phe.gov.uk/resources/campaigns> **resources are only posted out centrally to GP practices and pharmacies. Community packs are available to order**
- Fridge magnet for parents and carers of children aged 0-5 **Currently out of stock, no reprint planned unless sufficient interest**
- Information for people from Czech Republic, Lithuania, Poland and Romania: www.healthinleeds.org.uk **Only a small supply of leaflets remaining, reprint will only take place if sufficient interest**
- Feel Better Leeds campaign aimed at students to encourage them to use pharmacies for common conditions: www.feelbetterleeds.org.uk includes printed resources such as the Little Book of Feel Better and pharmacy map **Resources available to order from NHS Leeds CCG**

- Seriously resistant antibiotic awareness campaign www.seriouslyresistant.com – campaign now being replicated by NHS Wales
Resources available to order from NHS Leeds CCG including selfie frame, posters, pledge cards
- Self care resources developed in Leeds including videos featuring a range of healthcare professionals:
www.leedsccg.nhs.uk/health/healthy-living/selfcare/ with additional resources available from the Self Care Forum:
www.selfcareforum.org/
- Information for new migrants to Leeds <https://newtoleeds.org/>
- Leeds version of the former stay well this winter campaign: <http://www.leedsth.nhs.uk/stay-well>

9. Risks and issues

There are a number of risks and issues that need to be considered when delivering our communications plan.

- Lack of sufficient awareness = no significant change in behaviour or attitude from patients
- Significant increase in people with winter related illnesses that require support within hospital which cannot be influenced by communication messages
- Severe wintry pressure increasing numbers of injuries and limited impact of comms when people are required to travel / walk such as attending work
- Lack of engagement and support from all partners due to other operational issues taking a precedent
- Risk of big thank you campaign also encouraging a relatively small number of people to provide negative feedback on their experience
- Information overload and general apathy

Action plan

NB Column highlighted in pink highlights expected pressure points at Leeds Teaching Hospitals NHS Trust

	1 Oct	8 Oct	15 Oct	22 Oct	29 Oct	5 Nov	12 Nov (expected pressure point)	19 Nov	26 Nov (expected pressure point)	3 Dec	10 Dec	17 & 24 Dec
National campaigns	Help us help you – know what to do (promote NHS 111)	Help us help you stay well this winter – flu vaccine Help us help you – know what to do (promote NHS 111)	Help us help you stay well this winter – flu vaccine Help us help you – know what to do (promote NHS 111)	Help us help you stay well this winter – flu vaccine Help us help you – know what to do (promote NHS 111)	Help us help you stay well this winter – flu vaccine Help us help you – know what to do (promote NHS 111)	Help us help you stay well this winter – flu vaccine Help us help you – know what to do (promote NHS 111)	*launch* Help us help you before it gets worse – first signs see your pharmacy *launch* Self care week 'choose self care for life'	Help us help you before it gets worse – first signs see your pharmacy	Help us help you before it gets worse – first signs see your pharmacy	Help us help you stay well this winter – your GP practice is open for longer	Help us help you stay well this winter – your GP practice is open for longer	Help us help you stay well this winter – your GP practice is open for longer
Regional campaign									Insight work for 'Neighbourlines' campaign from West Yorkshire and Harrogate Health and Care Partnership Dates still TBC and will begin with some targeted pilot activity before wider roll out	Insight work for 'Neighbourlines' campaign from West Yorkshire and Harrogate Health and Care Partnership Dates still TBC and will begin with some targeted pilot activity before wider roll out	Insight work for 'Neighbourlines' campaign from West Yorkshire and Harrogate Health and Care Partnership Dates still TBC and will begin with some targeted pilot activity before wider roll out	Insight work for 'Neighbourlines' campaign from West Yorkshire and Harrogate Health and Care Partnership Dates still TBC and will begin with some targeted pilot activity before wider roll out

Local campaigns	Flu vaccination campaign – led by Leeds City Council	Flu vaccination campaign – led by Leeds City Council	Flu vaccination campaign – led by Leeds City Council	Flu vaccination campaign – led by Leeds City Council	*launch* Feel better campaign encouraging students to visit their pharmacy – led by NHS Leeds CCG & Leeds City Council	*launch* Seriously resistant antibiotics awareness campaign – led by NHS Leeds CCG & Leeds City Council	Seriously resistant antibiotics campaign – led by NHS Leeds CCG & Leeds City Council	*launch* malnutrition campaign ‘where’s your next hot meal coming from’ – led by Leeds City Council	*expected launch* The big thank you and be a winter hero campaign – system wide campaign co-ordinated by the winter/system resilience comms group	*launch* Mental health awareness campaign with Teen Connect aimed at younger people – led by NHS Leeds CCG and Leeds Survivor Leeds Crisis Service	Mental health awareness campaign with Teen Connect aimed at younger people – led by NHS Leeds CCG and Leeds Survivor Leeds Crisis Service
	soft launch Winter Friends – led by Leeds City Council	Winter Friends – led by Leeds City Council	Winter Friends – led by Leeds City Council	Winter Friends – led by Leeds City Council	Winter Friends – led by Leeds City Council **communication resources expected to be shared with partners during this week**	Feel better campaign encouraging students to visit their pharmacy – led by NHS Leeds CCG	Seriously resistant antibiotics awareness campaign – led by NHS Leeds CCG & Leeds City Council	Feel better campaign encouraging students to visit their pharmacy – led by NHS Leeds CCG	*launch* Extended access to GP appointments – led by NHS Leeds CCG	*launch* Home first campaign to reflect agreed partnership approach around discharging patients	Extended access to GP appointments – led by NHS Leeds CCG
					Flu vaccination campaign – led by Leeds City Council	Flu vaccination campaign – led by Leeds City Council	Flu vaccination campaign – led by Leeds City Council	Winter Friends – led by Leeds City Council	Winter Friends – led by Leeds City Council	Extended access to GP appointments – led by NHS Leeds CCG	malnutrition campaign ‘where’s your next hot meal coming from’ – led by Leeds City Council
								Winter Friends – led by Leeds City Council	Flu vaccination campaign – led by Leeds City Council	malnutrition campaign ‘where’s your next hot meal coming from’ – led by Leeds City Council	malnutrition campaign ‘where’s your next hot meal coming from’ – led by Leeds City Council
								Winter Friends – led by Leeds City Council	The big thank you and be a winter hero campaign – system wide campaign co-ordinated by the winter/system resilience comms group	The big thank you and be a winter hero campaign – system wide campaign co-ordinated by the winter/system resilience comms group	The big thank you and be a winter hero campaign – system wide campaign co-ordinated by the winter/system resilience comms group
											Seriously resistant antibiotics
											Seriously resistant antibiotics

								resistant antibiotics awareness campaign – led by NHS Leeds CCG & Leeds City Council	awareness campaign – led by NHS Leeds CCG & Leeds City Council	awareness campaign – led by NHS Leeds CCG & Leeds City Council
								Flu vaccination campaign – led by Leeds City Council	Flu vaccination campaign – led by Leeds City Council	Flu vaccination campaign – led by Leeds City Council
								Flu vaccination campaign – led by Leeds City Council	Winter Friends – led by Leeds City Council	Winter Friends – led by Leeds City Council
								Winter Friends – led by Leeds City Council	Winter Friends – led by Leeds City Council	Winter Friends – led by Leeds City Council
Briefings for elected members and senior leaders (eg Health and Wellbeing Board, Scrutiny, Partnership Executive Group)						Briefing paper outlining how Leeds is prepared for winter (and beyond) – dependent on information received from ORG members	Briefing on big thank you campaign and an opportunity to get involved – to summarise other campaign activity to date			
Media			Meet with Joseph Keith (Yorkshire Post/Evening Post) to discuss running a series on Leeds system getting ready for winter	Public health message around getting ready for winter if you have a respiratory condition – Leeds City Council (or NHS Leeds CCG if prefer a GP to front)	Update on flu jab uptake among staff from providers as national directive is 100% take up? Feel Better campaign to be launched – NHS Leeds CCG	Relaunch of seriously resistant antibiotics awareness campaign next week – possible photocall at Gledhow Wing Self care week takes place following week message from local GP – NHS Leeds CCG	Big thank you campaign launch – possibly film Cllr Charlwood and/or clinicians and / or a carer – NHS Leeds CCG or Leeds Plan team. Possibility of partnering with Yorkshire Evening Post to make this a #TeamLeeds effort Reminder about how pharmacists can help you this winter – NHS	Run YEP feature (to begin on 1 December) on winter preparedness as eg frailty unit, LIDS team, rotational paramedics, paediatric consultants working with Pudsey GP practices, community initiatives etc – led by NHS Leeds CCG/LTHT as	Christmas and new year reminder about repeat prescriptions, opening hours of services etc – NHS Leeds CCG Say no to noro – highlighting concerns around winter vomiting bug and what you should do – LTHT or NHS Leeds CCG?	What to do if the festive period affects you emotionally eg loneliness, stress etc – LYPFT or NHS Leeds CCG?

							Leeds CCG		well as partners Reminder that your GP practice is open for longer – NHS Leeds CCG		
Social media	NHS 111 information available from Public Health England Campaign Resource Centre End of paid for social media campaign targeting Leeds' Eastern European communities – NHS Leeds CCG	Flu vaccination information available from Public Health England Campaign Resource Centre Social media opportunities through NHS Employers #jabathon and #fridayflufacts	NHS Leeds CCG to share social media plan however this will be revised and additional content will be provided throughout winter where appropriate as highlighted in this action plan	Keep antibiotics working social media plan available from Public Health England Campaign Resource Centre please use Seriously Resistant campaign social media plan from w/c 12 November	Feel better campaign social media plan – specifically targeted at students (may include some paid for ads)	Seriously resistant campaign social media plan to be shared – NHS Leeds CCG	Seriously resistant social media from event at Gledhow Wing with LTHT Self Care week social media plan – shared by NHS Leeds CCG Big thank you social media plan – co-ordinated by NHS Leeds CCG on behalf of partners First signs see your pharmacy information available from Public Health England Campaign Resource Centre	NHS Leeds CCG to provide social media plan to promote localised info on extended access to GP practices	Extended access to GP information available from Public Health England Campaign Resource Centre use in conjunction with local social media plan	Reminder about repeat prescriptions/bank holiday preparedness	
Websites		Flu information on Leeds City Council website Winter Friends pack available from Leeds City Council website	Share NHS Leeds CCG pages on accessing the right service at the right time	LHT to show live waiting times for A&E, minor injury unit and walk-in centre?	Feel better campaign website re-promoted	Seriously resistant campaign website to be promoted internally/externally	Big thank you campaign microsite available – co-ordinated by NHS Leeds CCG on behalf of partners	Extended access to GP practices information to be made available – NHS Leeds CCG Opening times of GP practices and			

									information on hub appointments on GP practice websites – led by GP Confederation		
Internal comms This does not include organisational specific messages / campaigns such as staff flu uptake		Weekly message to primary care staff through GP bulletin – flu, respiratory etc	Weekly message to primary care staff through GP bulletin – flu, respiratory etc	Reminder to sign up to Winter Friends scheme	Weekly message to primary care staff through GP bulletin – flu, respiratory etc	Launch of seriously resistant campaign	Weekly message to primary care staff through GP bulletin – flu, respiratory etc	Launch of the big thank you	Message to remind colleagues GPs are open for longer	Weekly message to primary care staff through GP bulletin – flu, respiratory etc	Weekly message to primary care staff through GP bulletin – flu, respiratory etc

Action plan January – March 2019

	31 December	7 Jan	14 Jan	21 Jan	28 Jan	4 Feb	11 Feb	18 Feb	25 Feb	4 Mar	11 Mar	18 Mar	25 Mar
National campaigns	TBC Help us help you – know what to do (promote NHS 111 online)	TBC Help us help you – know what to do (promote NHS 111 online)	TBC Help us help you – know what to do (promote NHS 111 online)	TBC Help us help you – know what to do (promote NHS 111 online)	TBC Help us help you – know what to do (promote NHS 111 online)	Help us help you before it gets worse – see your pharmacist	Help us help you before it gets worse – see your pharmacist	Help us help you before it gets worse – see your pharmacist	Help us help you before it gets worse – see your pharmacist	Help us help you before it gets worse – see your pharmacist	Help us help you before it gets worse – see your pharmacist		
Regional campaign	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership	'Neighbourliness' campaign from West Yorkshire and Harrogate Health and Care Partnership
Local campaigns	The big thank you and be a winter hero campaign – Seriously resistant antibiotics awareness campaign	The big thank you and be a winter hero campaign Seriously resistant antibiotics awareness campaign	*possible launch* Leeds version of regional 'neighbourliness' campaign building on Winter Friends	Leeds version of regional 'neighbourliness' campaign building on Winter Friends	*launch* End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative – LTHT / NHS Leeds CCG / Leeds City Council?	End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative	End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative	End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative	End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative	End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative	End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative	End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative	End PJ paralysis campaign as part of 'Home first / why not home, why not today' initiative
Briefings for elected members and senior leaders	Briefing on Leeds 'neighbourliness' campaign and		Briefing paper outlining how Leeds is responding to		Briefing on PJ paralysis campaign and links to home								

(eg Health and Wellbeing Board, Scrutiny, Partnership Executive Group)	an opportunity to get involved		system pressures including info on any pre-planned changes to elective appointments	first strategy								
Media		YEP week long feature on 'changing face of primary care/ your local GP practice' – NHS Leeds CCG Launch of Leeds neighbourliness campaign	Highlight any winter heroes either from big thank you campaign or those identified by partners	Launch of end PJ paralysis campaign		Reminder of role of pharmacists as trained medical professionals		Reminder of extended GP access				
Social media	Facing up to the new year including advice on staying mentally well as well as lifestyle info	CCG to reissue social media plan to include any additional content from national campaigns		Social media plan for end PJ paralysis campaign								
Websites				Content for websites for end PJ paralysis campaign								
Internal comms This does not include organisational specific messages / campaigns such as staff flu uptake	Launch of regional neighbourliness campaign Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Launch of Leeds 'neighbourliness' campaign Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Info on end PJ paralysis campaign Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – flu, respiratory etc	Messages to wrap up big thank you campaign including one from Cllr Charlwood? Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	Weekly message to primary care staff through GP bulletin – flu, respiratory etc Weekly update from operational winter group – tailored accordingly by all partners	

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