



Service signposting social marketing campaign: Implementation plan

Prepared for Telford and Wrekin CCG by
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team



Preparing for launch

- Insights obtained in the previous stages have indicated the need for a multi-channel campaign to reach Telford's diverse population (see full findings report for further detail)
- Based on findings, we recommend mix of high reach tactics (outdoor and social media) to spread the signposting messages to reach as many people in the area as possible
- This should be complemented with local PR work (led locally by Michelle Beddow) and print media to drive messaging through local communities and communication networks
- It is envisaged that campaign activity is spread over a two month period (approximately), helping to influence patient service perception and choice ahead of winter service pressures
- This document outlines the recommended channels for implementation and an overview of timings



Social media advertising



Outdoor advertising



Printed material



Supported with PR/media

Messages

The results from focus testing indicated that the 'tube' design was the preferred design. Three variations have been created to promote the following messages:

- The use of pharmacy (improving knowledge of what a pharmacy can help with)
- The use of NHS 111 (increasing awareness and knowledge of the service)
- Use of NHS 111 when a GP practice is closed

All three messages will be broadcasted across the area to reach the general public. Future discussions may be held about the use of these designs and messages for specific community groups. The designs are currently being refined based on feedback.



Example visual for pharmacy

Implementation

Social media advertising and print

Channel	Aim and overview	Measurement	Timings
Facebook advertising (social media)	<ul style="list-style-type: none"> To promote a series of signposting messages (approximately 3 messages) to promote each service/message Adverts to appear on newsfeeds of Facebook users in the area of all demographics 	<ul style="list-style-type: none"> Reach, comments and likes of the campaign Action taken as a result of seeing the adverts can be monitored through click through rates to the landing pages Please note – it is recommended that a landing page is built on the CCG website to allow sufficient monitoring 	Adverts to run for approx 2 months (the campaign duration)
“Guide to local services” leaflet and posters (print)	<ul style="list-style-type: none"> Creation of a guide and simple posters to promote available services in the area To be passed to the CCG to distribute GP surgeries, pharmacies, local hotspots and information points such as libraries, Citizens Advice Bureau, supermarkets and areas where the public gather Report findings to inform best avenues for placement and tactical use 	<ul style="list-style-type: none"> Number of locations and materials that are distributed across the area (to be provided from the CCG) Awareness and recall to be measured during evaluation 	Materials to be sent to print w/c 28 th August, ready for distribution

Implementation

Outdoor advertising and printed material

Channel	Aim and overview	Measurement	Timings
Bus rears adverts (outdoor)	<ul style="list-style-type: none">To be used during the campaign period to support awarenessPlease note – this is subject to availability/booking operates on a first come first serve basis	<ul style="list-style-type: none">Awareness and recall to be measured during evaluation	Depending on availability – this will launch w/c 11 th September for a two week period
Bus shelters and billboards (outdoor)	<ul style="list-style-type: none">Various sites to be booked around Telford 'hotspots' such as near shopping parks and Telford town centreAdverts to promote each service/messagePlease note – this is subject to availability/booking operates on a first come first serve basis	<ul style="list-style-type: none">Awareness and recall to be measured during evaluation	Depending on availability – this will launch late September/early October for a four week period (approx)

Considerations

- Sign off this implementation plan is required in order to proceed with booking and to ensure launch before the end of August
- Outdoor media (bus shelters, billboards and bus rears) are all subject to availability
- Final messaging will be shared with the PR lead to ensure consistency across internal communication with stakeholders and system partners
- Supporting assets to be provided to support on internal and public facing communications such as a website banner, Twitter banner and images to support posts, newsletters
- Targeting specific community groups is still yet to be discussed

Evaluation

All channels will be monitored and reviewed during the campaign period. However a full evaluation is scheduled to commence in January 2018 and will note any possible reach/impact data alongside:

- 1) **Decrease in trends of ED use** and increase in use of other services (compared with same period over last three years if available)
- 2) **'Stated behaviour change'** – research with audience samples that assess campaign recall, resonance and how they *say they would* behave or think differently as a result
- 3) **Empirical and anecdotal evidence from frontline health staff** (pharmacists, ED consultants etc) that may show changes in patient demand and profiles



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