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# Communications toolkit

Everything you need to get involved with #WhatWouldYouDo

Two people walking down a street

Description automatically generated

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# About this toolkit

### We’ve created #WhatWouldYouDo to support local Healthwatch who are engaging their communities in a conversation about the local delivery of the NHS Long Term Plan.

### This toolkit aims to give you an out of the box campaign that you can adapt to raise awareness of the changes that are taking place in the NHS, encourage people to share their views to help shape this work and communicate what people’s views are to the NHS.

### Everything you need to participate in activity at a local level is in this toolkit, including:

* Key messages to use across your communications
* A timeline to help you plan your activities
* Template news releases you can adapt
* Social media messages
* Template marketing emails to stakeholders
* Tips for planning local activity
* Creative ideas for running engagement events; and
* Suggested ways you can share your findings when you have them

## Branded communications resources

We have also created a collection of branded resources you can use, all of which are available [here on BrandStencil](https://healthwatch.brandstencil.com/resources/collection/291). The templates include:

* Social media profile headers
* Social media cards
* Email header
* Poster

These templates are all available in a range of colours to enable you to have themed conversations about different issues.

## More resources on the way

We are planning additional resources and content to support what Healthwatch are doing locally over the life of the campaign– for example an easy read version of the template survey and a social media video.

However, if you have any further ideas, please let us know by emailing [hub@healthwatch.co.uk](mailto:hub@healthwatch.co.uk)

## Guidance during the election purdah

Local elections are due to take place on the 2 May 2019. If you work in place that is having elections, it is important that you read our FAQs about the election purdah that will come into force in the weeks before the election. If you have any questions about how the election purdah, please contact [Bren.McGowan@healthwatch.co.uk](mailto:Bren.McGowan@healthwatch.co.uk)

# About #WhatWouldYouDo

The work of local Healthwatch to engage the public in shaping the local delivery of the NHS Long Term Plan will begin on Monday 4 March and end at the end of April 2019.

To help local Healthwatch communicators with this work, we have developed a campaign that you can easily adapt to support your local circumstances.

Called ‘#WhatWouldYouDo’ the campaign aims to help local Healthwatch:

* Raise awareness of changes that are taking place in the NHS
* Encourage members of the public to share their views with Healthwatch to help shape this work
* Communicate people’s views to the NHS

Across England local Healthwatch will be asking people for their views and ideas to help inform the delivery of local plans. Key questions include:

* How they can be supported to live healthier lives from birth to old age
* What services can do to provide better support (particularly for specific conditions, such as cancer, mental health, dementia, heart and lung conditions, learning disabilities, and autism)
* How the NHS can make it easier for people to take control of their health and wellbeing

Local people will be sharing their views at events organised by local Healthwatch or they can share their experiences online by visiting <https://www.healthwatch.co.uk/what-would-you-do>.

# Tactics that will help

The work of the Healthwatch network to engage local people will have a greater impact if you:

* Tailor messages to be as specific and relevant as possible to local people and their experiences.
* Are clear about how conversations will contribute to local plans.
* Are clear that sharing their experiences will not take people much time.
* Emphasise that plans can only work if they are built on what local people want and the potential benefits to them and their families.
* Share the feedback as it is collected to encourage further responses.

# Key messages

You can use the following key messages to support your local communications

* The NHS in (your area) is changing and it needs your help.
* The Government is investing an extra £20bn a year in the NHS.
* Help your local NHS invest in the right support by sharing your ideas with us.
* Your views matter: How would you help people live healthier lives? What would you do to improve local health services in (your area)?How would you make it easier for people to take control of their own health and wellbeing?
* Talk to your local Healthwatch and make your local NHS better for everyone in (area).

## Core script

**Here’s an example way to describe the NHS Long Term Plan and why people should engage with you*:***

With growing pressure on the NHS – people living longer, more people living with long-term conditions, and lifestyle choices affecting people’s health – changes are needed to make sure everybody gets the support they need.

The Government is investing an extra £20bn a year in the NHS. The NHS has produced a Long Term Plan, setting out all the things it wants health services to do better for people across the country. Now your local NHS needs to hear from you about what those changes should look like in your community.

The Long Term Plan sets out what the NHS wants to do better, including making it easier for people to access support closer to home and via technology, doing more to help people stay well, and providing better support for people with cancer, mental health conditions, heart and lung diseases, long-term conditions, such as diabetes and arthritis, learning disabilities and autism, and for people as they get older and experience conditions such as dementia.

Your local NHS needs to hear from you about what it should do to make care better for your community.

* How would you help people live healthier lives?
* What would make health services better?
* How would you make it easier for people to take control of their own health and wellbeing?
* What would you do to make support better for people with long-term conditions?

Share your views (speak to us/your local Healthwatch/complete the survey) and help make care better.

# What to do and when

Here is an example of how to take a phased approach to planning and delivering your engagement.

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Primary audience | Approach | Resources available |
| Phase one  Pre-launch | Stakeholders  Voluntary groups  Local media  Volunteers, staff  Charity groups | * Form a team headed by the Coordinating Healthwatch in your area and allocate responsibilities. * Decide the resources you need and plan when you will use them. * Contact potential people to ask if they would feature as case studies in relation to areas of the NHS Long Term Plan being covered in your area. * Contact local charity groups for potential case studies on specific care areas. * Photograph, write and video case studies. * Plan and market events to gather people’s views. * Prepare wider materials for launch, including online content, social media and PR. * Get pre-launch support from volunteers, staff and stakeholders through email. * Print flyers and posters. * Contact local journalists ahead of launch to pitch to them: include your case studies as potential interviewees. | * Posters * Social media cards * Mailchimp email header * Template news release – two versions * Template case studies * Template marketing email to stakeholders * Template marketing email inviting public to an event |
| Phase two  Launch  March | People with an experience of specific health or care services  The friends, families and carers of individuals with experience of specific health services | * Online activity to drive people to share their views to help shape local NHS plans. * Issue news release. * Arrange regional/local media interviews. * Publish web story/videos. * Publish stories/content showcasing people sharing their views about care in general and/or specific areas of care covered in the NHS Long Term Plan. * Publish social media content. | * Surveys available via [www.healthwatch.co.uk](http://www.healthwatch.co.uk) * Animation to share online * Short videos to share online * Social media cards * Support from Healthwatch England Communications Team with sourcing and writing case studies, contacting media |
| Phase three  Local activity supported by Healthwatch England  March-April |  | * Ongoing promotion of the survey. * Ongoing promotion of local Healthwatch activity. * Feedback shared to encourage more people to take part. * Post and promote series of videos on social media using local stories wherever possible. * Encourage partners to keep sharing the resources. * Call for more people to come forward – provide links to the survey. * Encourage your volunteers to ask people at events, libraries, supermarkets etc. to ask the public to share their views. | * Social media cards * Videos * Animation |

|  |  |  |  |
| --- | --- | --- | --- |
| Phase four  Local reports published  June | Local stakeholders such as Council, CCG, hospital trusts  National stakeholders, including NHS England  People with an experience of specific health services | * Send an email to partners, subscribers, stakeholders thanking them for their support. * Thank you message on website and social media thanking people for sharing their views. * When report is published – write a news release and publish key findings from report: how many people shared their views? What was the main topic of concern? What’s working? What’s not? What happens with this information now? * Issue press release and publish on website, social media channels. * Write a blog on what you have done with the views people have shared. | Template email  Template news release  Social media cards |

# Planning your activity

People are confronted with thousands of messages daily. To be noticed, our communications must work together. This relies on consistent messages, tone, and use of brand and visuals, such as photographs, graphics and videos. It also relies on good planning. You can use this planning checklist to help you.

## Planning checklist

|  |  |
| --- | --- |
| Goals | To get XX people in your local area or STP area to take part in the online survey and XX people to attend two focus groups/events. |
| Audiences | * People with an experience of specific health or care services * The friends, families and carers of individuals with experience of specific health services * The general public |
| Key partners | * Your local council * NHS services * CCG * Issue specific charities and support groups * Other community organisations |
| Messages | See page 5. |
| Hooks | A real-life story – gather case studies before the launch featuring local people sharing their experiences and their views on what should be better in their local health service. Ask them to encourage others to take part.  Compelling facts – is there a topic you could focus on as part of this engagement work? Do you have any facts about the topic? Statistics you could use in promotion include:   * The number of people who have shared their views on a particular topic over the last year * The number of people affected by an issue in your area * The cost to individuals or to the local community   An event – are you arranging a roadshow, one-off town hall event or focus group where people can share their views? |
| Resources and team | Think about what resources you need. Appoint a communications activity lead and ensure everyone has a clear role. |
| Risks | It’s good to think about how you can manage any potential risks. For example:   * Have you checked your facts to ensure they are correct? * Do you have signed permission to use the stories or images of individuals? * Do your staff, volunteers and partners know what you’re planning so they will not be surprised and can support you? * Are there any sensitivities around the issues you are communicating that you need to take into account? |
| Spokesperson | Do you have a strong spokesperson or case study through which you can tell the story? If you are sharing the engagement work with other Healthwatch, decide ahead of the launch who will be speaking to the media on behalf of the area. |
| Key dates | The main activity times, phases and dates are set out in the ‘What to do and when’ table but are there any local dates, events or deadlines you need to be aware of? Are there any engagement activities you are already planning which you could incorporate? |
| Tactics | See Page 3. |
| Channels | Potential channels include:   * Website * Social media * Local and regional media * Partner channels * Email * Events * Printed material (posters, flyers)   Are there any other formats or channels you can use to reach your audience? |
| Evaluation | How will you know if you have been successful? As well as reaching your goals, set out earlier in this plan, have you increased awareness of your local Healthwatch during this activity? Example goals:  Awareness: 20% increase in social media reach compared to same period in 2018.  Engagement: 10% increase in social media content engagement compared to the same period in 2018.  Action: At least 250 people from your STP area have shared their views on the local NHS Long Term Plan. |

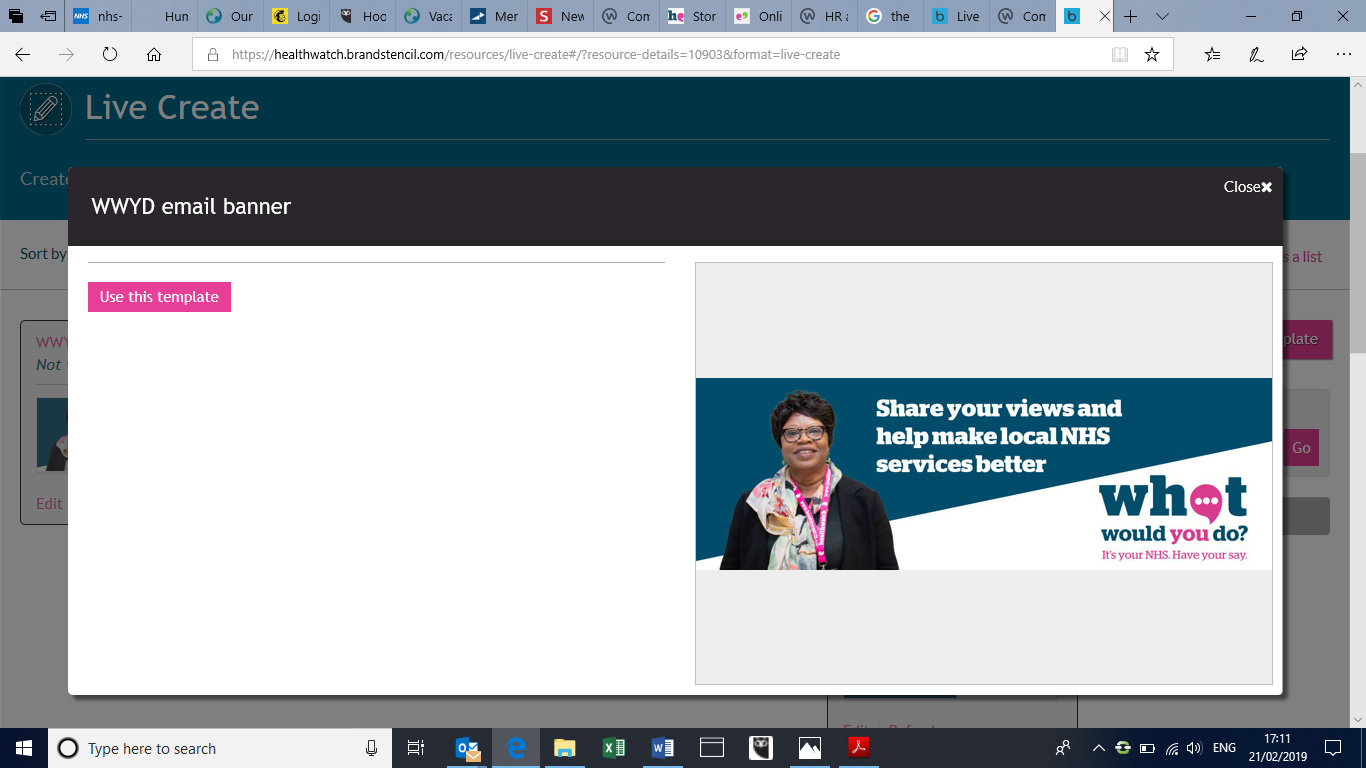
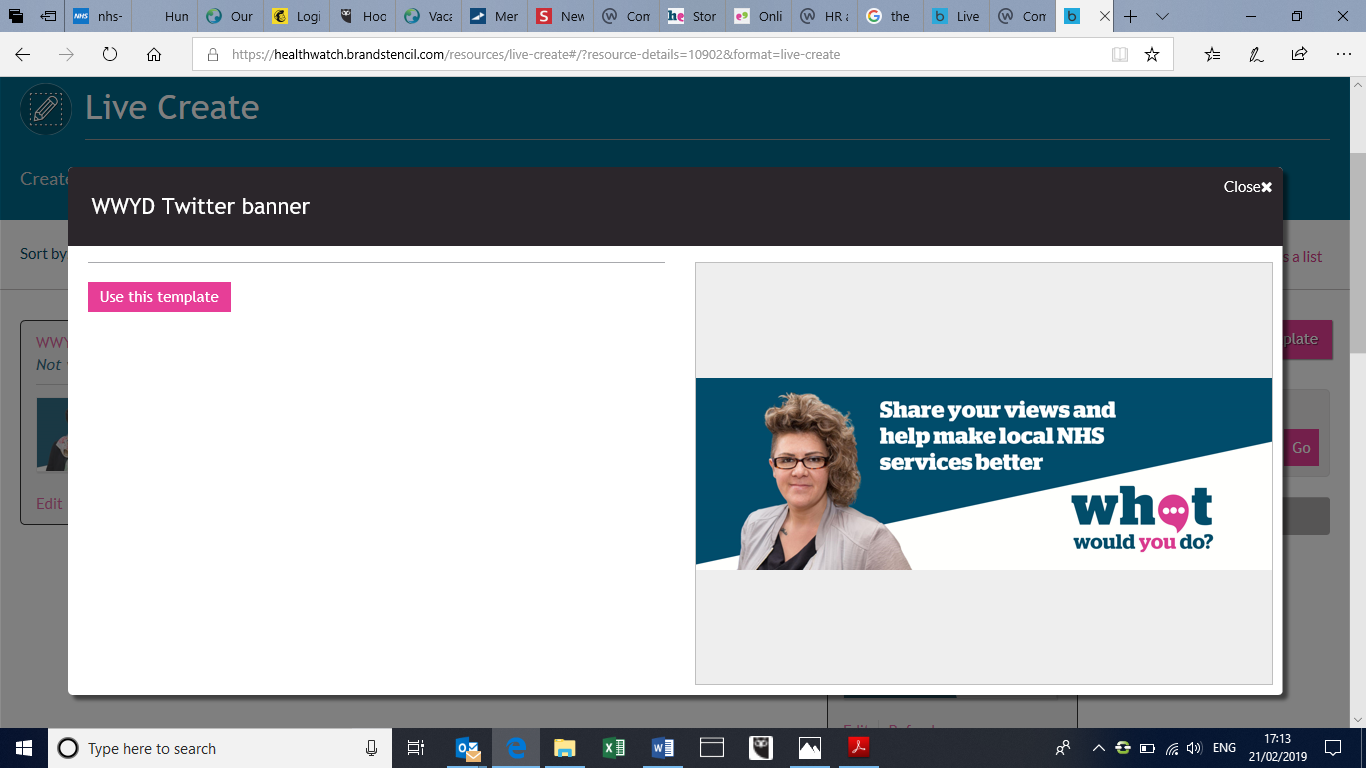
# Top tips

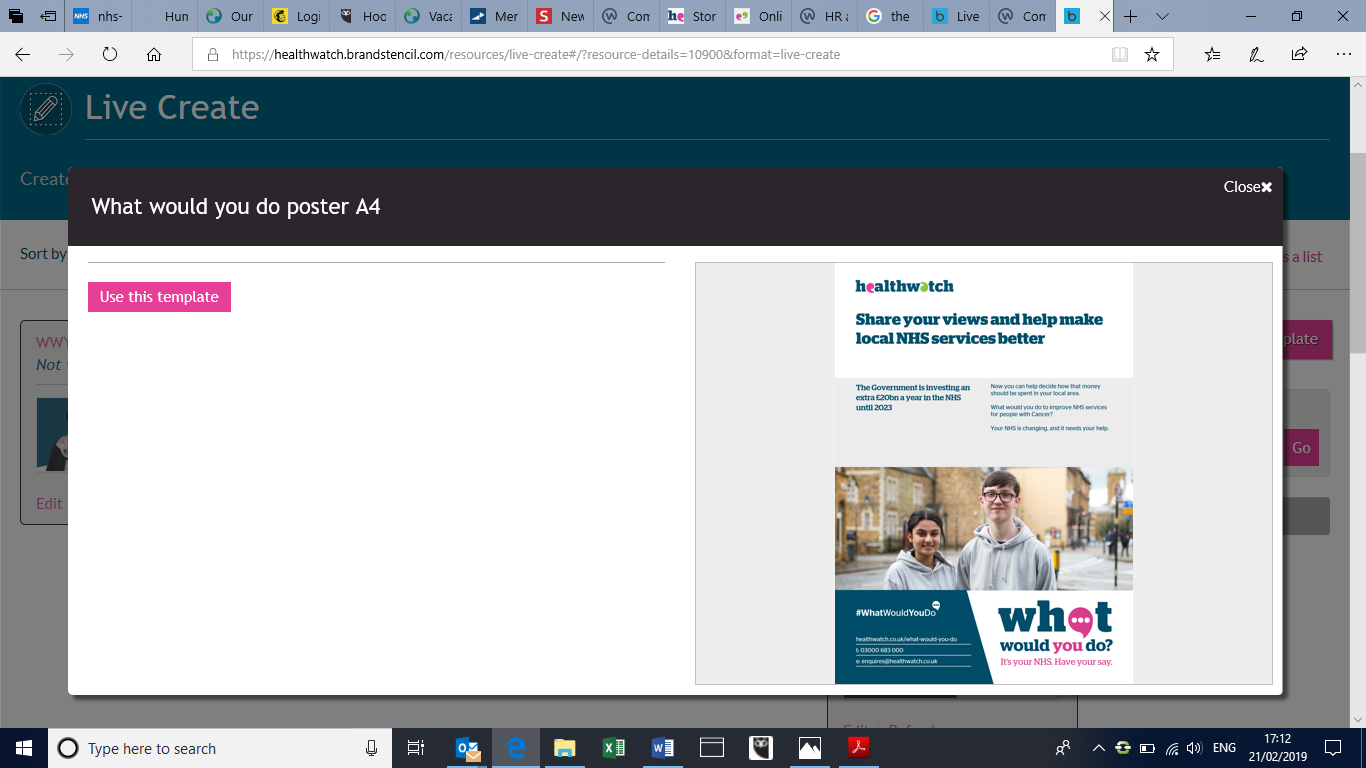
* Stick to your core messages to ensure you are consistent
* Use case studies and/or powerful statistics to interest your audience
* Engage your audience by presenting how things could change (i.e. by sharing their views)
* Make sure all your communications include an action (i.e. take part in the survey)
* Tailor content, as the more specifically it relates to someone’s experience, the more likely they are to respond
* Use campaign materials provided to ensure cohesion in your STP wide communications
* Look for media opportunities to share your news – prepare case studies for interviews
* Plan your social media posts to maintain momentum

# Online resources

We have developed Twitter, Facebook and Instagram cards for you to adapt and use as part of your communications activity.

Log in to [BrandStencil](https://healthwatch.brandstencil.com/resources/collection/291) and you’ll find each template. You can choose from a selection of colours, incorporate your contact details and logo, and edit the text.



# Content – launch PR

Using real people and their stories will help people relate to your communications and inspire them to take action - i.e. complete the survey or go to an event. Usable copy, strong pictures and good case studies who are willing to speak to the media will strengthen your pitch to local journalists and help achieve media coverage.

## Sample news release using local case study 1

(red text highlights sections to be localised)

Former ambulanceman urges people to have their say about changes to the NHS



Healthcare in Somerset will only work if people get to have their say - urges former ambulanceman Bob Champion.

82-year-old Bob, from Shepton Mallet, is encouraging others to speak out as part of ‘What Would You do?’, led by independent health and social care champions Healthwatch Somerset and Healthwatch North Somerset.

Launched today, the What would you do? aims to encourage people in Somerset to share their views about how extra money from the Government should be spent on local NHS services.

The Government is investing £20 billion a year in the NHS as part of the NHS Long Term Plan. Local organisations are now being asked to explore how services should change locally to make the NHS work better for people.

Widower Bob said: “By talking and listening to people who have been ill – you get fantastic knowledge and feedback about health services, which we will all have to use at some stage in our lives.

“Patients are the experts, each and every one of them has a story to share – whether that’s good or bad. I would encourage others to take part and make sure their voice is heard.”

Bob has had plenty of first-hand experience with health and care services in Somerset, having worked as an ambulanceman for over 30 years. He was also the main carer for his wife Shirley before she passed away in 2010. His 52-year-old daughter Michelle is also in long-term care, after having a stroke several years ago.

People can share their views via an online survey, and by speaking directly to Healthwatch. Questions will focus on local services in the following areas Cancer; Mental health; Dementia; Heart and lung conditions and Learning disabilities and autism.

Emily Taylor, Manager at Healthwatch Somerset, added: “The NHS only works when the voices of the people who use it are heard. This is a once in a generation chance for local people to help decide where this extra money from Government should be spent in our NHS services in Somerset.

“We want to hear from as many people as possible about what works, what doesn’t and how they think local health services should be improved. No matter how big or small the issue, we want to hear about it. Sharing your experience with us is quick and easy - and could make a big difference.”

Staff and volunteers from Healthwatch Somerset will be at Taunton Library on Wednesday 12 March 9am-5pm where people can share their views. People can also share their views in an online survey, visit <https://www.healthwatch.co.uk/what-would-you-do>

**Ends**

*Note to editors*

For an interview with Bob Champion or Emily Taylor please contact name, comms officer on (telephone number)

**Fact sheet**

Healthwatch Somerset is the county’s independent health and care champion. We exist to ensure that people are at the heart of care. Our dedicated team of staff and volunteers listen to what people like about local health and care services, and what could be improved. These views are then shared with the decision-making organisations in the county, so together we can make a real difference. [www.healthwatchsomerset.co.uk](http://www.healthwatchsomerset.co.uk)

**The NHS Long Term Plan**

The Government has announced that the NHS budget will be increased by £20bn a year. In January, the NHS in England published an ambitious ten-year plan showing how this extra money will be spent.

The plan sets out the areas the NHS wants to make better, including:

* **Improving how the NHS works** so that people can get help more easily and closer to home. For example, being able to talk to your doctor on your computer or smart phone; access more services via your GP near to where you live; use other community services which could improve your health; and leave hospital without delay when you are well enough.
* **Helping more people to stay well.** This includes things like helping more people to stay a healthy weight or to stop smoking. It covers helping to tackle air pollution and making sure your health isn’t worse because of where you live, the services and treatments available and the amount of money you have.
* **Making care better.** The NHS wants to get even better at looking after people with cancer, mental health, dementia, lung and heart diseases and learning disabilities, and autism.
* **More money invested in technology** so that everyone is able to access services using their phone or computer, and so that health professionals can make better, faster decisions.

The NHS hopes that by spending more money on services in the community, and by making sure that care works as well as possible, it can save money overall and ensure people have all the support they need.

NHS organisations have been asked to come up with a local plan explaining how these priorities will be delivered in your area. Your local Healthwatch are working together to find out what local people think. What people tell Healthwatch will be shared with the NHS and will be used to help develop the plan for your area.

## Sample news release using local case study 2

Student Zoe urges people to have their say about changes to the NHS



Healthcare in Wiltshire will only work if people get to have their say – urges student Zoe Radford.

20-year-old Zoe, from Calne, is encouraging others to speak out as part of ‘What Would You do? led, by independent health and social care champions Healthwatch Wiltshire, Healthwatch Swindon and Healthwatch BANES.

Launched today, What would you do? aims to encourage people in Wiltshire and Bath and North East Somerset to share their views about how extra money from the Government should be spent on local NHS services.

The Government is investing £20 billion a year in the NHS as part of the NHS Long Term Plan. Local organisations are now being asked to explore how services should change locally to make the NHS work better for people.

Zoe said: “I have had personal links with people living with mental health issues, so I have a keen interest and experience of local health services. I think that mental health services in Wiltshire should be more publicly advertised as to where you can go if you are struggling with mental health issues as well as waiting times.

“By talking and listening to people who have been ill and used these services – you get fantastic knowledge and feedback about health services, which we will all have to use at some stage in our lives.

“Patients are the experts, each and every one of them has a story to share – whether that’s good or bad. I would encourage others to take part and make sure their voice is heard.”

Zoe, who is studying Architectural Design and Technology at Solent University, has helped looked after a family member who has had mental health conditions. Zoe was part of the Young Listeners volunteering programme which interviewed over 165 young people about health services in 2017. They reported to the Wiltshire Health and Wellbeing Board their findings and a pledge was made by local decision makers to cut down waiting times.

What would you do? aims to get feedback from people in an online survey. Questions will focus on local services in the following areas cancer; mental health; dementia; heart and lung conditions; learning disabilities and autism.

Stacey Plumb, Manager at Healthwatch Wiltshire, added: “The NHS only works when the voices of the people who use it are heard. This is a once in a generation chance for local people to help decide where this extra money from Government should be spent in our NHS services in Wiltshire.

“We want to hear from as many people as possible about what works, what doesn’t and how they think local health services should be improved. No matter how big or small the issue, we want to hear about it. Sharing your experience with us is quick and easy - and could make a big difference.”

Staff and volunteers from Healthwatch Wiltshire will be at Trowbridge Library on Wednesday 12 March 9am-5pm where people can share their views. People can also share their views in an online survey, visit <https://www.healthwatch.co.uk/what-would-you-do>

**Ends**

## Sample general news release (with no local case study)

Have your say on how the NHS should change in Liverpool

People keen to influence the future of the NHS in Liverpool are being encouraged to make their views known in a series of events this month.

Independent health and care champion Healthwatch Liverpool is launching ‘What would you do?’ to encourage people in the city to share their views about what changes to local NHS services should look like.

The Government is investing £20 billion a year in the NHS as part of the NHS Long Term Plan. Local organisations have now been asked to work out what changes will be made locally to help make the NHS better for local people.

The public are being asked for their views about how XX services (e.g. cancer) could be improved. They will also be asked to share their ideas on how people can live healthier lives and what improvements they think could be made to help people access services quickly.

Sarah Thwaites, Chief Executive of Healthwatch Liverpool, said: “We know that the NHS only works when people’s voices are heard. This is a once in a generation chance for local people to help decide where this extra money from Government should be spent in our NHS services in Liverpool.

“We want to hear from as many people, groups and communities as possible to ensure the local plans reflect the needs of our population. We want to hear about what works, what doesn’t and how people think local health services should be improved. No matter how big or small the issue, we want to hear about it. Sharing your experience with us is quick and easy - and could make a big difference.”

Staff and volunteers will be at venue, address on day, date to find out what people think. People can also share their views in an online survey: insert web address. Representatives from the local NHS will also be carrying out engagement work with patients, staff and the community to encourage feedback on the local plan.

For more details on What Would You Do? visit: [www.healthwatchliverpool.co.uk/what-would-you-do](http://www.healthwatchliverpool.co.uk/what-would-you-do)

**Ends**

# Content - social media

Social media is a great way for you to connect with your audience and raise awareness about this #WhatWouldYouDo. We have created a schedule, suggested contents for posts and graphics which you can adapt to use in your own channels to make it as easy as possible for you to share and engage online.

## Social media content you can adapt

|  |  |
| --- | --- |
| Theme/purpose of post | Sample content |
| General message, call to action to take part in survey – used on its own without social media card. | What would you do? It’s your NHS, have your say. Share your views in this survey and help make local NHS services better for everyone in (your area). #WhatWouldYouDo <https://www.healthwatch.co.uk/what-would-you-do>] |
| General message, call to action to take part in survey used with social media card. | The NHS in (your area) is changing and it needs your help.  The Government is investing an extra £20bn a year in the NHS. Help your local NHS invest in the right support by sharing your ideas with us. <https://www.healthwatch.co.uk/what-would-you-do>] #WhatWouldYouDo |
| General message, call to action for people to attend event | The NHS in (your area) is changing and it needs your help.  The Government is investing an extra £20bn a year in the NHS and now you can help decide how that money should be spent in your local NHS. We will be at [insert link or location] on [date] – come along and share your views! If you can’t make it, take part in our short survey here: <https://www.healthwatch.co.uk/what-would-you-do> #WhatWouldYouDo |
| General message around healthy lives support | Your views matter. How would you help people live healthier lives? What would you do to improve local health services in (your area)?How would you make it easier for people to take control of their own health and wellbeing? <https://www.healthwatch.co.uk/what-would-you-do>) #WhatWouldYouDo |
| Fictitious case study example, (\*use real local people for this but you could follow this style) | \*[with photo] Longer post for Facebook/Instagram:  “I was diagnosed with breast cancer last year and crazily the first thing I thought about was my hair, would I lose it?! The team at the Queen Elizabeth Hospital referred me to a local charity which helps women with cancer feel good about themselves during treatment – offering consultations with wigs and pampering. I think more hospitals in Hampshire should offer this service to women who may be going through something similar.” Tracey Smith, 38, from Portsmouth, shares her views.  What would you do to improve cancer services in Hampshire? Now is the time to have your say and help your local NHS improve for the better. Take part in a short survey here: <https://www.healthwatch.co.uk/what-would-you-do> #WhatWouldYouDo  Twitter version:  \*This is Tracey who has stage 3 breast cancer. She wants to see more holistic care for women like her in hospitals: “I think extra support should be available to help patients look and feel the best they can during this treatment.” What would you do to improve services in Hampshire? <https://www.healthwatch.co.uk/what-would-you-do> |
| Specific health area: cancer (general) | When people are affected by cancer, it’s vital they get the support they need. What would you change about the way the NHS in (area) supports people with cancer? Share your views and help shape care for the future. <https://www.healthwatch.co.uk/what-would-you-do> ) #WhatWouldYouDo |
| Specific health area: mental health (general) | Young people in (area) need better access to mental health support. But what should support look like? What needs to change about what’s currently available? Share your views today: <https://www.healthwatch.co.uk/what-would-you-do> #WhatWouldYouDo |
| Specific health area: dementia (general) | Over (insert number) of people live with dementia in (area). Your local NHS has money to spend to improve local services. What would you do to improve care for those living with dementia in (area)? Your views matter: (add link) #WhatWouldYouDo |
| Specific health area: Heart and lung conditions | Heart disease is the (add local stat here) (biggest killer/second?) followed by lung disease in (area). How we can prevent and help people living with these conditions? What can the local NHS do better to help support people with heart and lung disease? Share your views today: (add link) #WhatWouldYouDo |
| Specific health area: learning disabilities and autism | More than (insert figure) people have learning disabilities and autism in (area). We want to know how the NHS can help improve the support and services it provides to these people. Do you have a personal experience which could have been better? Let us know today: (add link) #WhatWouldYouDo |
| Supporting people to stay healthy | Smoking kills (xx people in area). We want to hear your views about how we can help change that. What will encourage people here to stop smoking? Share your views: <https://www.healthwatch.co.uk/what-would-you-do> #WhatWouldYouDo |

Examples of social media posts



“I have had personal links with people living with mental

health issues and I think waiting times should be shorter for

those waiting to access services.” Zoe Radford, Calne, Wiltshire.

What would you do to improve mental health services in Wiltshire?

Have your say now: (add link) #WhatWouldYouDo



Rachel Mason is mum to two adult sons with autism. She would like

to see local health services in Somerset see the value of working

together with patients and their families to improve services.

What would you do to improve health services for people living

with learning disabilities or autism in Somerset?

Share your views today: (add link) #WhatWouldYouDo



Retired headteacher Brian from Cheltenham is encouraging others

to share their views: “As people get older, they can have more

health problems. I have friends who need hip or knee replacements

and sometimes they need extra support or advice about the local

health services they use. Patients are the experts, each and every

one of them has a story to share – whether that’s good or bad.

I would encourage others to take part and make sure their voice is heard.”

What would you do to improve NHS services for people in

Gloucestershire? Take part in a survey today: (add link) #WhatWouldYouDo

# Content - email marketing

## Invite to a local event

[Insert What would you do? email header]

### Subject and headline:

Join us this month to have your say on new NHS funding in Nottingham

### Body:

The NHS in Nottingham is changing, and it needs your help.

The Government is investing an extra £20bn a year in the NHS as part of the NHS Long Term Plan. Now you can help your local NHS invest in the right support by sharing your ideas with us.

Healthwatch Nottingham will be holding a series of events this month to gather feedback from the public on ways to improve local NHS services.

You are invited to come along to:

venue, address, on day, date, time to have your say.

Your views matter.

We’re going to be discussing [include the issues you’ll be covering here e.g. How the NHS can help people live healthier lives / What would make local services better / How care for people with specific conditions could be better]

If you can’t make the events – you can also take part in a short online survey here: <https://www.healthwatch.co.uk/what-would-you-do>

Talk to your local Healthwatch and make your local NHS better for everyone in Nottingham.

Thank you

Sign off

Healthwatch Manager/CEO

Join the conversation: #WhatWouldYouDo

**Ends**

## Invite to complete the online survey

[Insert What would you do? email header]

### Subject and headline:

Have your say on the future of the NHS in Nottingham today

### Body:

The NHS in Nottingham is changing, and it needs your help.

The Government is investing an extra £20bn a year in the NHS as part of the NHS Long Term Plan. Now you can help your local NHS invest in the right support by sharing your ideas with us.

Healthwatch Nottingham has launched ‘What Would You Do?’ to gather feedback from the public on ways to improve local NHS services.

Your views matter.

Take part in short survey here: <https://www.healthwatch.co.uk/what-would-you-do> and share your views about what would make health services in Nottingham better.

We want to know [include the issues you want to focus on in the survey here e.g. how you think the NHS can help people live healthier lives, what would make local services better, and how care for people with specific conditions could be better.]

Thank you

Sign off

Healthwatch Manager/CEO

Join the conversation: #WhatWouldYouDo

**Ends**

## Email marketing message to stakeholders, voluntary groups

[Insert What would you do? email header]

### Subject and headline:

Spread the word: Help local people have their say on the future of the NHS in York

### Body:

Today we are launching a series of activities to encourage the people of York to have their say about the future of the NHS in our area and **we need your help.**

Healthwatch York is the city’s independent health and care champion. Through ‘What would you do?’ we will seek to **reach as many people, groups, and communities** as possible to get feedback on local NHS services should change.

The Government is investing £20 billion a year in the NHS as part of the NHS Long Term Plan. Local organisations have now been asked to work together to develop their own plans, which will set out how the national plan will work across local areas.

The public are being asked for their views about how XX services could be improved. They will also be asked to share their ideas on how people can live healthier lives and what improvements they think could be made to help people access services quickly.

#### Share our message on social media

It’s easy to get involved. Share your experiences and support by using the hashtag #WhatWouldYouDo

* We have an animation you can use to explain what we’re doing, please share on your social media channels: (add link)
* A short video featuring people on the streets sharing their views can be downloaded here XXX
* We have a series of short case studies from local people in York which you can link to here: (add local link)
* Here’s a few suggested tweets or Facebook posts:
  + The NHS in York is changing, and it needs your help. The Government is investing an extra £20bn a year in the NHS and now you can decide where that money should be spent. Share your views with @healthwatchyork today: add link #WhatWouldYouDo #healthwatch
  + People in York can help decide where extra Government funding can be spent in their local NHS services. Join @healthwatchyork at venue name and place or @ on day, date and time to have your say. #WhatWouldYouDo #healthwatch

For more details on What Would You Do? visit: (add local Healthwatch webpage link here.)

# Content - websites

## Checklist of what to include

It’s important that your website gives people the information they need to decide whether they want to share their views and enables them to act. We’ve included a checklist you can use when developing your website content.

|  |  |
| --- | --- |
| Home page | Use an engaging image and punchy copy to draw the website visitor in and link this to your landing page so people can find out more. |
| Landing page | Your landing page needs to answer the questions:   * What is this all about? * Who do you want to hear from? * Why is it important that people share their ideas and experiences? * How can people get involved? * What will happen next?   Potential content you can draw on includes:   * Key messages and core script on page 5 * Your news story launching your engagement * The FAQs at the on page 24   Other ways you can make your landing page engaging:   * Use quotes from the feedback you have received or case studies of people who have shared an experience with a photograph * Use vox pops videos or the campaign animation |
| Survey and local events | Provide clear action buttons in all your content that enable people to get involved – either by signing up to the events you are running or sharing their experiences on-line |

### Example landing page introduction copy

What would you do?

The NHS in Southampton is changing, and it needs your help.

The Government is investing an extra £20bn a year in the NHS until 2023. You can help decide how that money should be spent in your local NHS.

What would you do to make the NHS better in Southampton? How would you make it easier for people to take control of their own health and wellbeing? What would you do to make support better for people with long-term conditions?

Take part in a short survey <https://www.healthwatch.co.uk/what-would-you-do> today.

Now is the time to share your ideas and experiences to help make local health services better for everyone in Southampton. #WhatWouldYouDo

# Content - Reporting your findings

It’s important the public see the results of their feedback to encourage them to take part in future engagement. Healthwatch England will provide a template report you can use to share your findings but we’ve also drafted some PR and email marketing content to help you think about how you communicate your findings.

## Sample news release for when your findings report is published:

When your local report is published, write and issue a news release, focusing on key findings or a hot topic from your area which local people have spoken about.

You should also say what’s going to happen as a result of the report. This template provides a suggested framework for your news release, with red text highlighting where you would place local Healthwatch findings.

(headline) Report reveals hundreds of people in Norfolk believe dementia patients do not receive same level care in the county

More needs to be done to improve care for people living with dementia – according to hundreds of people who took part in a region/county/city-wide survey.

The findings, published in a report today by the county’s independent health and care champion Healthwatch Norfolk, reveal 300 people believe people living with dementia in rural areas do not have enough support from health professionals and more money should be spent on providing specialist beds in the county.

Other findings from the report include over a quarter of all respondents think more investment is needed in cutting waiting times for mental health services for young people and more should be done to prevent smoking and obesity.

More than 1000 residents, patients and their families took part in ‘What Would You do?’ activities, which launched in March to encourage people in the county to share their views on how extra money from the Government should be spent on local NHS services.

The public were asked to give their views on improving local services; share their ideas on how people can live healthier lives and what improvements they think could be made to help people access services quickly.

Joanne Bloggs, Manager at Healthwatch Norfolk, explained: “The Government is investing £20 billion a year in the NHS as part of the NHS Long Term Plan. We were asked to help find out what local people thought was the best way for the NHS in Norfolk to invest in the right services as part of this plan.

“It was wonderful to listen to so many people keen to make a difference in our local NHS. These views are all in the report and we will now monitor how the local NHS responds.”

The report, title, will be shared with the local NHS and can be viewed here: [www.healthwatchnorfolk.co.uk/publications](http://www.healthwatchnorfolk.co.uk/publications)

**Ends**

\*Include a case study featuring a resident which highlights some of the statistics/points raised in the news release. Offer this person/s for media interviews.

## Sample email to stakeholders reporting your findings:

[Insert Mailchimp header What would you do?]

### Subject and headline:

Thank you for helping hundreds have their say on NHS Long Term Plan in York

### Body:

More money should be spent on improving care for people living with dementia – according to hundreds of people who took part in a region/county/city-wide survey.

The findings, published in a report today by the county’s independent health and care champion Healthwatch York, reveal 300 people believe people living with dementia in rural areas do not have enough support from health professionals and more money should be spent on providing specialist beds in the county.

Other findings from the report include over a quarter of all respondents think more investment is needed in cutting waiting times for mental health services for young people and more should be done to prevent smoking and obesity.

More than 500 residents, patients and their families took part in ‘What Would You do?’ activities, which launched in March to encourage people in the county to share their views on how extra money from the Government should be spent on local NHS services.

#### Share our report findings on social media

It’s easy to share the findings from our report.

* Our full news story can be shared from here.
* Here’s a few suggested tweets or Facebook posts:
  + Hundreds reveal they think more money should be spent on specialist dementia beds in York. Read the full @healthwatchyork report here. (add link) WhatWouldYouDo #healthwatch
  + People in York have helped to decide where extra Government funding can be spent in their local NHS services. Read @healthwatchyork report out today and find out more. Add link. #WhatWouldYouDo #healthwatch

To read the full report visit: [www.healthwatchyork.co.uk/whatwouldyoudo](http://www.healthwatchyork.co.uk/whatwouldyoudo)?

Thank you for helping us reach more people in our community.

Sign off

Manager at Healthwatch York

# FAQs for the public

The following section aims to help you answer common questions from the public.

## The overall programme

What is the NHS Long Term Plan?

The NHS faces a growing demand for its services. More people have long-term conditions for which they need ongoing support. Illnesses linked to inequality and to lifestyle choices are also adding to the pressure on the NHS.

People have told Healthwatch they want to help by taking more control of their health and care. To do this they want the NHS to get better at understanding what they need, at using technology and providing support tailored to them as an individual.

***The NHS is changing and it needs your help***

The Government has announced that the NHS budget will be increased by £20bn a year. In January, the NHS in England published an ambitious ten-year plan showing how this extra money will be spent.

***The priorities for the future***

The plan sets out the areas the NHS wants to make better, including:

* **Improving how the NHS works** so that people can get help more easily and closer to home. For example, being able to talk to your doctor on your computer or smart phone; access more services via your GP near to where you live; use other community services which could improve your health; and leave hospital without delay when you are well enough.
* **Helping more people to stay well.** This includes things like helping more people to stay a healthy weight or to stop smoking. It covers helping to tackle air pollution and making sure your health isn’t worse because of where you live, the services and treatments available and the amount of money you have.
* **Making care better.** The NHS wants to get even better at looking after people with cancer, mental health, dementia, lung and heart diseases and learning disabilities, and autism.
* **More money invested in technology** so that everyone can access services using their phone or computer, and so that health professionals can make better, faster decisions.

The NHS hopes that by spending more money on services in the community, and by making sure that care works as well as possible, it can save money overall and ensure people have all the support they need.

***What next?***

NHS organisations have been asked to come up with a local plan explaining how these priorities will be delivered in your area. Your local Healthwatch are working together to find out what local people think. What people tell us will be shared with the NHS and will be used to help develop the plan for your area.

### Why do you want to know the views of local people?

These plans will only be successful if they respond to what local people want. We want to hear your views and ideas to help your local NHS invest in the right support.

### How and when can I share my view?

From the start of March, you can have your say by either visiting [www.healthwatch.co.uk/what-would-you-do](http://www.healthwatch.co.uk/what-would-you-do) or contacting your local Healthwatch to find out about how you can get involved.

### What issues are you asking about?

The NHS wants to help people stay well and make the support available better. To do this your local NHS is going to change the way it works.

For example, the NHS wants to:

* Help people live healthier lives by supporting individuals to stop smoking and tackling issues such as air pollution.
* Invest more in technology and community services so you can access help more quickly and support closer to home.
* Get even better at looking after people with cancer, mental health, dementia, lung and heart diseases and learning disabilities, and autism.
* Improve the support people need to age well and to have a strong start in life.

Your views can help your local NHS get these changes right.

Tell us what you think could be done to help people stay well and live more healthier lives.

Share your experiences of receiving care and tell us what you think would make support better.

What would you do to make it easier for people to take control of their own health and wellbeing?

Talk to your Healthwatch and help make your local NHS better for everyone.

### What will the NHS do with these views?

The NHS in every area have been asked by NHS England to come up with a local plan explaining how they will deliver the priorities set out in the NHS Long Term Plan.

Healthwatch is finding out what local people think to help the NHS invest in the right services. Your local Healthwatch will publish a public report about what people have told them. The NHS will explain how they have responded to these views in the plans they produce.

How can I help other people in my community to share their thoughts?

If you want to help more people in your community have their say, please contact your local Healthwatch or visit [www.healthwatch.co.uk/what-would-you-do](http://www.healthwatch.co.uk/what-would-you-do)

Does this work aim to provide feedback on the national NHS Long Term Plan?

No. Our aim is to give people the opportunity to have their say on how the national plan is delivered locally. The views we gather will feed into the development of the NHS’s local plans.

# Ideas to help stimulate conversation

Here are five creative methods which may help you engage more people.

### 1. Go on the road!

Are you finding it difficult to get the public to come to you?  Then visit local people in their own communities!  During September 2017 [Healthwatch Wiltshire](https://www.healthwatchwiltshire.co.uk/news/campervan-tour-reveals-highs-and-lows-of-countys-health-and-care-services) embarked on a two-week [Campervan & Comments Tour](https://docs.google.com/viewerng/viewer?url=https://powr.s3.amazonaws.com/app_images/resizable/Campervan%2B_fb4c2146_1544096002760.pdf) of the county in a 1969 VW Campervan called Milo.  The aim of the tour was to get the word out about Healthwatch, and to ask people to share their experiences of health and social care.  The tour visited supermarkets, schools, markets and leisure centres.  Free goodies were available to participants, and the press were invited along to cover the events.  Over the two-week tour 2,077 comments were collected!  The event was such a success, Milo will be on the road again in March 2019, this time visiting Somerset and Gloucestershire with the local Healthwatch teams.

### 2. Hold a themed community event

Community events can give you valuable insight into your research projects.  But why not push the boat out even further and theme your event around a fete or festival?  [The Eden Project](https://www.edenproject.com/sites/default/files/documents/ClayFutures%20community%20engagement%20case%20study.pdf) utilised this pioneering public engagement technique in order to attract a broad audience of people who would usually be apprehensive about ‘serious’ public consultations.  Around 1,000 people attended their [community fete events](https://www.edenproject.com/sites/default/files/documents/ClayFutures%20community%20engagement%20case%20study.pdf), encouraged by the jovial atmosphere, fun activities and creative installations – elaborately decorated with heaps of bunting!

### 3. Participant filmmakers

The collection of research data using videos has become more common in recent years, but it can be time consuming, and may not capture the full experiences of the people it’s trying to represent.  One way to overcome this is to hand over the responsibility and creativity to the participants!  And that is exactly what Canadian researchers did in 2012 when working with youth from a remote Inuit community in Labrador.  Workshops were held in which young people were taught how to use video editing software and were tasked with creating a short video about their life experiences.  You can [view the video here.](https://www.youtube.com/watch?v=efzp2gvZQvc)

### 4. Digital storytelling

If you have a [Facebook](https://www.facebook.com/humansofnewyork/) or [Instagram](https://www.instagram.com/humansofny/) profile, you have probably seen the page Humans of New York.  The [Humans of New York photo-blog](http://www.humansofnewyork.com/) was started by photographer Brandon Stanton in 2010.  This form of digital storytelling involves interviews with strangers, who share their stories through portraits and mini-narratives.  Each story acts as a call to action and has the potential to increase engagement and interest.  This type of engagement method could work well with participants who only have limited amount of time to tell their stories, such as staff and patients in a hospital setting.  In fact, [a series](http://www.humansofnewyork.com/tagged/pediatric-cancer) about [childhood cancer](http://www.humansofnewyork.com/tagged/pediatric-cancer) was produced by Humans of New York.  Completed stories can be disseminated on social media or at a special gallery style event.

### 5. Jazz up an interview with cultural probes

There’s a reason why interviews and focus groups are the most common tools for gathering feedback – they work well.  But there is no reason why they can’t be enhanced and supported with creative add-ons.  [Cultural probes](https://www.youtube.com/watch?v=EJqpUG4pJIE) have been used since 1999 and involve the use of tools, artefacts and tasks intended to incite people to think about their world in new ways. The most common example is asking someone to keep a diary over several days or weeks. This normally involves asking them not just to write notes but to use photographs, videos and voice recordings to capture their thoughts. To help you can provide kits made up of things such as disposable cameras, maps, stickers, diaries, notebooks and postcards.  Kits are provided with instructions, and once completed the researcher meets up with participants individually, or in a group, to share their completed kits and engage in deeper conversation.

#### Get the right fit

As with any research, you will need to match your engagement methods to the community you wish to reach and the questions you want answered.  One of the best ways of doing this is to get your participants involved in the research process right from the start.

# Communications during local elections

Elections are due to take place on 2 May 2019. There is a potential for an election purdah to come into force as soon as the 21st March 2019. During this period local Healthwatch that have elections taking place need to ensure that they are politically neutral.

Engaging with local people is a statutory duty of local Healthwatch and therefore shouldn’t stop because of purdah. The main issues local Healthwatch should be mindful of during an election relate to:

(a) **Formal consultations** – the campaign we are running is about engaging the public to inform local NHS plans, it is not a formal consultation on a decision or proposal.

(b) **Publishing any new findings** – you can undertake research but should avoid publishing any formal findings during the election purdah.

(c) **Holding public forums** – focus groups and deliberative events and community outreach are not considered public forums. ‘Town hall’ events and ‘question time’ events with local officials should be avoided during the election purdah.

If any local Healthwatch is uncertain they can check with democratic services at their council but we do not envisage our engagement work stopping during the election.

# Further help

## Other resources

This toolkit will be updated as and when new communications resources are produced. There are also a range of other resources to help you. These include:

* Event topic guides
* Template surveys
* Briefings on specific elements of the NHS Long Term Plan

To find out more visit: <https://network.healthwatch.co.uk/nhs-long-term-plan-what-you-need-to-know>

## Chat to colleagues

There is a NHS Long Term Plan Engagement Group on Facebook Workplace you can join to share what you are doing or to ask questions.

To find out more visit: <https://fb.me/g/1PJRfpqnr/DNYXyXne>