



Agenda Item No:	15
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Report to:	Humber and North Yorkshire Integrated Care Board
Date of Meeting:	8 May 2024
Subject:	<b>Marketing Campaign Update</b>
Director Sponsor:	Anja Hazebroek, Director of Communications, Marketing and Media Relations
Author:	Quintina Davies, Head of Communications, Marketing and Media Relations

**STATUS OF THE REPORT:**

Approve  Discuss  Assurance  Information  A Regulatory Requirement

**SUMMARY OF REPORT:**

The report documents the main ICB marketing campaigns that have been delivered during Quarter 4 (January-March 2024), and their impact.

In summary, the key campaigns have been:

- **NHS111:** This campaign ran throughout the period of January and February 2024, during one of the most extreme times for winter pressures in the NHS. The core aims were to increase awareness and understanding of NHS111, to encourage use of NHS111 and to reassure people where English isn't their first language about access to health and care information and treatment.

In terms of impact, over **1 million people viewed the social media advertising**, over **300,000 people listened to the radio advert** and over **2,000 clicked through to NHS111 online**. Extensive community insight work is ongoing across Humber and North Yorkshire to build on this campaign, particularly in developing a deeper insight around people's understanding and use of NHS111, which will inform future activity.

- **Improving Understanding of Primary Care - Access and Roles:** This educational campaign, requested by the Primary Care Collaborative and Team, ran throughout February and March 2024 with the aims of showcasing the improved ways that patients access help and receive treatment, building understanding and confidence in the different roles within Primary Care and emphasising the important role of the reception team in directing the patient to the most appropriate care.

In terms of impact, over **1.7 million people have viewed the social media adverts** with over **11,000 interactions** and over **6,000 clicks through to the website**. Over **150,000 people have listened to the radio advert** and over **30,000 will have seen the cinema advert** (which runs into May). Positive feedback has also been received from members of the Primary Care community.

- **Swap and Stop – Tobacco:** A campaign, coinciding with the New Year, ran throughout January to encourage smokers to 'Stop and Swap', highlighting the tools and support available. In terms of impact, over **4 million people viewed the social media**

**advertising**, resulting in **over 23,000 interactions** and **approaching 10,000 website visits**. Nearly **50,000** were reached via **Spotify**.

- **Supporting the opening of Hull’s new Urgent Treatment Centre (UTC):** To support the opening of the new co-located Urgent Treatment Centre at the Hull Royal Infirmery site a campaign ran through February and into March to raise awareness of the relocation and to build understanding of when and how to use the UTC. Over **750,000 people saw the social media advertising** with a further **120,000 hearing the radio advert**. The UTC has been well used from the outset.
- **Providing Information, Advise and Guidance during Industrial Action:** Social media advertising ran throughout December, January and February to cover the periods of industrial action. Over **1 million people saw the adverts** with over **1,000 clicking through to NHS111**.

As budgets are confirmed for 2024/25, the full campaign plan for the current financial year will be agreed.

**RECOMMENDATIONS:**

Members are asked to:

- i) Note and discuss the Marketing Campaign Evaluation Report.

**ICB STRATEGIC OBJECTIVE**

Managing Today	<input checked="" type="checkbox"/>
Managing Tomorrow	<input checked="" type="checkbox"/>
Enabling the Effective Operation of the Organisation	<input checked="" type="checkbox"/>

**IMPLICATIONS**

Finance	Budgets for 2024/25 are being finalised with the intention of providing further investment into campaign activity.
Quality	Better understanding of public perceptions and experience is key to improving quality, access to care and reducing health inequalities. Improved marketing and communications can also play a role in setting and managing expectations.
HR	N/A at present.
Legal / Regulatory	The ICB is required to meet its statutory duties as part of the NHS Act to make arrangements to secure that people are appropriately ‘involved’ in planning, proposals and decisions regarding NHS services.
Data Protection / IG	N/A at present.
Health inequality / equality	Better understanding of public perceptions and experience is key to improving quality, access to care and reducing health

	inequalities. Effective social marketing can support the public health and prevention agenda.
Conflict of Interest Aspects	N/A at present.
Sustainability	N/A at present.

**ASSESSED RISK:**

The primary risk is that the ICB fails to appropriately involve the public in its planning, proposals and decision regarding NHS services, as part of its statutory duty. This may result in legal, financial, reputation and operational issues.

At a wider level, as effective communications, marketing and engagement activity plays a key role in the population health and prevention agenda, there is a risk that if this is not done successfully, the dial will not move, or the situation worsens.

**MONITORING AND ASSURANCE:**

The full Communications, Marketing and Engagement Strategy will be presented to Board, which will include the revised *Working with People and Communities: Engagement Strategy*. Regular updates will be provided to Board.

**ENGAGEMENT:**

The report reflects a range of existing engagement with public, patients and partners.

**REPORT EXEMPT FROM PUBLIC DISCLOSURE**

No  Yes

If yes, please detail the specific grounds for exemption.