

## **Aspley, Bilborough and Leen Valley Area Committee Supporting the Local Primary Care Network (PCN)**

### **Aim**

To support the PCN with area-wide communication of health messages, aiming to increase participation in regular health checks and raise awareness of important health advice.

### **Proposal**

- Agree key health messages that need to be communicated.
- Create consistent branding for PCN messaging to develop an identifiable, reliable source of health information across the area.
- Regularly share information online and within the community using key venues and colleagues, as well as utilising any additional communication methods such as press releases / local news sources.

### **Costs**

- Given current budget restraints, priority should be given to using any means that are free such as online, however, consideration will need to be given to the issue of digital exclusion and plans will need to be in place about how we ensure wider access to information.
- Resources – Neighbourhood Development Officers (NDOs) will coordinate initial setup, but other services will also need to play a part in circulating material regularly.

### **Monitoring Impact**

- Online – use analytics to monitor reach of posts and prime times of day for engagement and adjust plans, if necessary.
- Offline – consider gathering feedback of when information is given out / discussed, and where and how this exchange happened so we can see patterns of successful communication.

### **The Key Health Messages**

Dr Jonathan Harte, Director of the PCN, outlined the key priorities to be communicated as follows:

- Encourage update of flu vaccinations
- Promote regular screening test uptakes
- Dental health
- Safe use of medication
- Covid updates
- Scope to add a couple of more key messages

### **Work January to March 2021**

- Finalise brand / design and create social media tiles / text for each theme.
- Schedule a post per week on a set day and communicate these.
- Include communicating health messages within the Area Partnership priorities / future sub-group meetings.
- Collate contact list of key colleagues to contribute to distributing information.

# HEALTH REMINDERS



Your PCN (Primary Care Network) is a group of local GPs and other care services such as mental health services, pharmacies, social care, hospitals and voluntary services, that work together to provide care for the local neighbourhood. Here are a few health reminders that can make a huge difference to your health and the health of your family.

## 1 BOOK IN FOR YOUR FLU JAB / VACCINE

If you are eligible for a seasonal flu vaccination, we encourage you take up this offer and book an appointment at your GP. Flu clinics are now up and running so if you haven't already been contacted, please do call up and see if you can be booked in.

## 2 TAKE UP OFFERS OF SCREENING TESTS

Screening tests are simple tests that can pick up potential serious illnesses such as cancer, allowing for earlier and more successful treatment. Cervical, breast and bowel screening are all available as well as aortic aneurysm screening. Please take up your invite.

## 3 DENTAL HEALTH

Everyone should be registered with a dentist and have regular check ups, tips and techniques for cleaning teeth. This is especially important for children and older people where poor dental hygiene can lead to other problems and complicate other conditions. Brushing teeth properly twice a day is important!

## 4 USE MEDICATION SAFELY

Always understand what you are taking and why. If you take a lot of medication, it is useful to have a review each year, just to check everything is still doing its job and working for you and not against one another. Your GP will usually contact you to carry out a review but please feel free to get in touch.

## 5 COVID

During this time, it is important to keep following the advice given about wearing masks and social-distancing. This is the best way to keep everyone safe in the community, especially those who are more vulnerable and may be at risk of developing complications.

## 6 ADD ANOTHER MESSAGE

Insert details

## 7 ADD ANOTHER MESSAGE

Insert details

## 8 REMEMBER - WE ARE HERE TO HELP

We want to help you look after your health and to create a healthy community. Please get in touch with your local services if you have any health concerns.

