

# Communications to support winter planning

The Winter Communications Plan aims to support the delivery of the System Winter Plan; it has two main key messages for the public & staff:

- Stay well by looking after yourself
- What to expect if you do become unwell

**Communication plan** – Communication and messaging is aimed at all residents, staff and visitors but with some segmentation for specific messaging as well as differing our approach to communicating with groups for example:

- outreach to BAME communities through our local authority and our community networks
- working with community outreach workers to reach homeless people
- development of easy read materials for people with a learning disability

**Campaigns** – A number of campaigns and initiatives will be delivered as part of the winter communications plan, these include:

- Promotion of the COVID-19 and flu jab to key groups (public and NHS / Care staff)
- Self-care – what is your personal winter plan?
- ‘Help us, help you’ stay well this winter. A longstanding national campaign that is tailored locally to signpost appropriate use of services
- Encouraging NHS 111 as first port of call to accessing healthcare services
- Supporting people to stay at home
- ‘Why not home? Why not today?’ approach - helping people to return home after a stay in hospital

