

## **Dr Piper House relocation of urgent care service Communications Plan (25 October 2013)**

### **Introduction**

This document outlines the short to medium-term communications plan to support the relocation of urgent care services from Dr Piper House to Darlington Memorial Hospital overnight from 5pm. This service will re-locate on Monday 9 December 2013 [Subject to satisfaction with arrangements]. Support from Health and Partnership Scrutiny having now been confirmed at the special committee meeting on 11 October 2013.

This plan has been put together jointly by County Durham and Darlington NHS Foundation Trust and North of England Commissioning Support on behalf of NHS Darlington CCG. It is a working plan and therefore subject to change over time.

An equality impact assessment of the communications plan has been undertaken to ensure that the CCG's duties in relation to the Equality Act (2010) have been met.

The plan will focus particularly on the following stakeholder groups:

- Darlington GP practices / CCG member practices
- Parents with young children
- Young people aged 16 – 25
- Older people
- Those representing easily overlooked and vulnerable people
- Other members of the general public in Darlington

Key stakeholders are set out at Appendix 2.

It is designed to address the immediate need to communicate with a wide range of existing and potential service users and stakeholders in Darlington and is set within the context of a complementary campaign - 'keep calm' - which aims to promote the appropriate use of services over the winter period and support winter planning objectives.

### **3. Objectives**

This plan aims to ensure that the following are aware of how to access urgent care services in Darlington:

- service users
- potential service users
- GPs and other practice staff
- FT staff

- stakeholders
- voluntary and community groups
- general public
- frequent users of the service including identified communities/groups

#### 4. Key messages

Communications will to target groups will be as follows:

Audience type	Key message
General public	'Keep calm' – advice on how to access urgent care service in Darlington Self-care Pharmacy NHS 111
Current service users/walk-ups	Information on location of service at different times of the day
Clinicians and others who may refer to the service	Overview of changes and advice on how to access urgent care services in Darlington
Stakeholders	Overview of changes and advice on how to access urgent care services in Darlington

While there is a need to advise current service users and clinical and other staff of changes to the location of this service, we must reinforce public messages about self-care, appropriate use of GP practices and NHS 111 as the gateway to urgent care services.

#### 5. Tactics

A planning schedule is attached at Appendix 1

Key actions are as follow

- Briefing prepared and disseminated to a range of stakeholder including:

Health and Partnerships Scrutiny  
MP  
OSC  
Health and Wellbeing Board  
GP members  
Pharmacies  
Healthwatch  
LMC  
Ward councillors  
Practice and patient participation groups

- 'Keep calm' leaflets/posters circulated to:
  - GP practices
  - Libraries
  - Leisure centres
  - Schools/colleges
  - Children's centres
  - FT
  - Community and voluntary organisations
  - Main employers
- Information placed on service and CCG websites
- Local media coverage via:
  - Northern echo health supplement
  - Ward councillors' publications
  - Darlington Together
  - Twitter
  - Facebook
- Information stand and leaflets to be located in Dr Piper House and a notice on front entrance.

## Appendix 1

### Communications and Engagement Plan

Activity	Completed by
<b>General / media</b>	
'Keep calm' press release and statement prepared	Mid-November
Prepare item for Northern Echo supplement	w/c 11 November
Prepare content for Darlington Together	November edition
Information posted on CCG and partner websites	Early November
Prepare syndicated article for use by Healthwatch and local voluntary organisations	Early November
<b>Stakeholders</b>	
Prepare and issue letter to all ward councillors	Early November
Brief local MP	Completed
Prepare briefing for Healthwatch and voluntary/community groups	Early November
Liaison with Health and Wellbeing Board and OSC	Ongoing
Send briefing to other identified stakeholders eg LMC, practice groups, GPs	Early November
Identify stakeholders from database for targeted briefing to: <ul style="list-style-type: none"> <li>• Key community, voluntary and service user group representatives</li> <li>• Relevant local organisations</li> <li>• Carers groups</li> <li>• Community groups</li> </ul>	Mid November
<b>Dr Piper House</b>	
Display stands and leaflets prepared Information on front door to advise patients of service location/times.	Mid November
<b>Mailings</b>	
Information leaflets distributed to a range of outlets including: GP practices Leisure centres Children's centres Schools/colleges Foundation Trust Main employers	Mid November
<b>Other</b>	
'Keep calm' pull-up displays placed in GP surgeries where appropriate	Mid November

Appendix 2  
**Key Stakeholders**

<b>Stakeholder</b>
Patients / Carers
General public
GP practices in Darlington
Main providers – Chief Executive and senior clinical staff
Local Authority
OSC
Local Medical Committee
Health and Wellbeing Board
Local MP
Healthwatch
Voluntary, community and patient groups
Hard to reach groups
Members of the local community who are frequent users of the service or live close-by
Councillors
Local media (eg Northern Echo)
NEAS