

Keep Well this Winter



Building the campaign 2003/04

Action pack



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Building the campaign: Keep Well This Winter 2003-04

This pack contains two documents. The first, *Building the campaign: Keep Well This Winter 2003-04*, outlines the strategic context of the *Keep Well This Winter* campaign, reports on notable elements of the 2002-03 campaign, and provides a 'tool kit' for action for the 2003-04 campaign. The second document, *Keep Well This Winter: The contribution of local authorities and their partners*, is a reprint of the document produced in 2002. It provides a great deal of background to the themes of the campaign and ideas for local authority involvement. Many of the ideas remain valid, for both local government and other local organisations.

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Part 1

The strategic context

Background

Keep Well This Winter is a Wales-wide campaign that aims to provide information and support to people aged 65 and over to enable them to stay fit and healthy through the winter months. *Keep Well This Winter* is now in its fourth year.

The campaign is part of the Welsh Assembly Government and health service's Emergency Pressures initiative, which is designed to help the health and social care system better manage the extra demands that winter brings.

A key feature of the *Keep Well This Winter* campaign is its partnership approach, in which the Welsh Assembly Government works with local government, statutory agencies, and organisations in the voluntary and community sectors, to promote the messages of the campaign. A list of partners is given below.

Local partnerships are essential to the success of the campaign. Partners may be drawn from local branches of 'national' partners – Age Concern, for example, or Care & Repair, but there is ample scope for links with agencies such as the police, fire service and local authority departments, and with Assembly Government programmes such as *Communities First*. Local authorities and local health alliances have taken a leading role in some areas.

Keep Well This Winter fits well with the aims of Welsh Assembly Government's *Strategy for Older People in Wales*, which was published in January 2003, and the National Service Framework for Health and Social Care for Older People in Wales which will include 'Promoting an Active Healthy Life in Older Age' standard.

A new partner is the National Public Health Service, which was established on 1 April 2003. The service is represented on each of the 22 Local Health Boards and brings to the campaign a considerable body of public health and health-promotion skills and expertise. The National Public Health Service combines the benefits of two national organisations with local delivery.

Local Health Boards and local authorities are in the process of developing local Health, Social Care and Well-Being Strategies and these can be expected to include a commitment to action around *Keep Well This Winter* themes.

The Home Energy Efficiency Scheme, which is actively promoted by *Keep Well This Winter*, is one element of the Assembly Government's programme to eliminate fuel poverty. Tackling fuel poverty, and the other elements of *Keep Well This Winter*, can help to reduce health inequalities and promote social inclusion, both of which are Assembly Government priorities.

Objectives

The campaign objectives were set by the Welsh Assembly Government and partners following stakeholder meetings in 2000. They are:

- To increase awareness among the target audience of the key issues that will enable them to keep well this winter
- To increase the uptake of the flu vaccine among the target audience
- To improve access to help and support for those most vulnerable within the target audience
- To encourage a co-ordinated and multi-agency approach among service providers.

Campaign themes

Keep Well: Flu vaccination, healthy eating, appropriate exercise

Keep Warm: Home Energy Efficiency Scheme, energy advice, heating the home

Keep Safe: Safety at home, slips and trips, electric blanket testing, befriending schemes.

Partners 2003-04

- Age Concern Cymru
- Care and Repair Cymru
- Care Forum Wales
- Food Standards Agency Wales
- Energy Saving Trust
- NHS
- NHS Direct Wales
- National Association of Citizens' Advice Bureaux
- National Energy Action
- National Public Health Service
- Royal National Institute for the Blind
- Wales Council for the Blind
- Wales Youth Agency

Part 2

Campaign overview 2002-03

A snapshot of Keep Well This Winter 2002-03

- *Keep Well This Winter* roadshows were held in all 22 local authority areas in Wales. Some 3,600 people received information and advice at the roadshows. More than 12,000 free low energy light bulbs were issued and 1,600 low-energy kettles distributed. The roadshows were organised and co-ordinated by the Energy Saving Trust and Energy Efficiency Advice Centres.
- Food Standards Agency (FSA) Wales funded 22 community nutrition events through a grant scheme. FSA's mobile unit also visited seven locations in Wales to promote the 'healthy eating in winter' message.
- RNIB Cymru held 40 community information sessions involving 830 people, and five open days attended by 180 people. More than 100 people with severe sight loss were referred to the Home Energy Efficiency Scheme.
- Care & Repair Cymru launched a 'Housing and Health Checklist', as well as a *Top Tips for a Safer Home* booklet, as part of its Home Safety Week campaign.
- National Energy Action Cymru organised events in Bridgend, Delyn, Cardiff, Pontypridd, Carmarthen, and Wrexham to highlight the Home Energy Efficiency Scheme as part of its *Warm Homes Week* campaign. It also launched a second *Warmer Homes* project in the Ely and Caerau areas of Cardiff to raise awareness of fuel poverty.
- Some 1,600 electric blankets were tested around Wales in days organised by Local Authorities, local health alliances and Age Concern. On average, 65 per cent of the blankets tested were condemned.
- NHS Direct Wales provided a telephone helpline service in support of the campaign and hosted the *Keep Well This Winter* website which recorded 1,700 'hits'.

Keep well

Flu vaccination: Flu vaccination can provide important protection for older people in winter, and it is a key *Keep Well This Winter* message.

Statistics compiled from GP practice returns indicate that the national rate for immunisation of people aged 65 years and over was 54 per cent in 2002-03. This is lower than the 61 per cent coverage achieved for 2001-02. Anecdotal evidence suggests that coverage has not dropped from last year, but that problems with data collection masked the true up-take rate. It is intended to resolve these difficulties for 2003-04.

Healthy eating: The FSA Wales healthy eating grant scheme funded 22 events across Wales during the 2002-03 campaign and will be repeated in 2003-04. Examples are:

- Merthyr Tydfil Health Alliance organised a health fare and lunch for 200 guests
- Ceredigion's Health Promotion Unit, Age Concern and Producer Support Service ran a competition for economical and healthy recipes using local ingredients, and treated prize winners to a celebratory lunch and a food hamper supplied by Cegin Cymru
- Flintshire Council organised a range of cookery demonstrations and an information day in Mold
- Kilay and District Lunch Club provided older people with assistance in buying fruit and vegetables.

The FSA Wales will be producing a new booklet for 2003-04 called *Eating Well for the over 65s* which offers information on eating a balanced diet, food safety, gadgets and recipe ideas for warming winter meals.

- Newport Health Alliance produced a 50-page booklet called *Keep Warm, Eat Well, Stay Safe* which featured top tips from local people, as well as healthy and warming recipes.

The Wales nutrition strategy, *Food and Well-being*, developed by the Food Standards Agency Wales in partnership with the Welsh Assembly Government, regards action among older people as priority.

Exercise: Numerous research studies have shown that regular appropriate exercise, no matter at what age it is undertaken, helps to improve muscle strength, increase suppleness and reduce the risk of falls.

A number of events were organised in 2002-03:

- In February, Caerphilly Health Promotion trained sheltered-housing wardens and launched a new Extend exercise programme across the community for older people
- Some 2,000 older people attended the Golden Years event organised by Age Concern Swansea at the Brangwyn Hall. This event promoted a range of traditional and complementary health and exercise therapies.

The Assembly Government's Healthy and Active Lifestyles Action Plan, published in July 2003, includes a commitment to promote active lifestyles among older people.

Keep warm

New Home Energy Efficiency Scheme: Since the New Home Energy Efficiency Scheme (HEES) began in 2001, some 12,000 homes have had new central heating and have had new home insulation measures. The aim is to help 95,000 households by March 2007.

As well as heating and insulation, HEES security measures are now available Wales-wide. The scheme also includes smoke alarms.

- Some 450 people were referred to the Home Energy Efficiency Scheme from the *Keep Well This Winter* roadshows and benefited from energy efficiency measures worth an estimated £315,000 (average of £700 per client). The provision of low energy light bulbs at the roadshows saved the target audience £80,000 annually in reduced running costs.

Warm Homes Week: National Energy Action (NEA) Cymru highlighted the issues of fuel poverty and raised awareness of energy efficiency grants during Warm Homes Week (which will be held from Friday 21 November to Monday 1 December 2003). Assembly Members visited older people's homes in Carmarthen, Bridgend, Delyn, Cardiff, Pontypridd and Wrexham that had benefited from HEES heating and insulation grants. Following its success in Ystradgynlais last year, NEA launched its second

Warmer Homes project in the Ely and Caerau areas of Cardiff in February 2003. The community-based scheme provides energy awareness training to local voluntary groups and health workers to raise awareness of fuel poverty and the availability of HEES and other grants.

Other initiatives

- Consultation with residents of a sheltered housing complex in Rhyl resulted in a six-week information and advice pilot being run by Denbighshire Health Alliance, Local Health Group, Council Housing Department and NHS Trust
- Age Concern organisations launched the Fight the Freeze pack which included a room thermometer and information on the key campaign themes

Keep safe

Home Safety Week: Care & Repair Cymru launched its *Healthy Home Checklist and Top Tips for a Safer Home* booklet as part of its Home Safety Week campaign (which will be held from 12-19 January 2004) to raise awareness of the dangers within the home.

Care & Repair also established a Rapid Response Adaptations Programme (RRAP) which seeks to provide a safe home for older and disabled people to return to when they are discharged from hospital.

Slips and trips

- Newport Health & Wellbeing Alliance organised and sponsored two sessions on home safety aimed at reducing accidents among older people. These were attended by carers and community workers
- The Safety Zone hosted *Think Twice* home safety conferences in Rhondda Cynon Taff providing local older people with information on how to get up from a fall, the REACT carbon monoxide detection scheme, first aid and how to recognise bogus callers
- A slips-and-trips advice seminar was held in Cardiff for health professionals to map out services provided across Cardiff and the Vale and to identify gaps in service provision.

Carbon monoxide testing

- Anglesey developed a *Four Seasons of Safety* campaign in its newsletter to Communities First areas which included an autumn feature on the dangers of defective electric blankets and of slips and trips, followed by a winter feature on house fires. It supported this information with a practical home safety fair using the DTI's Home Safety and Carbon Monoxide Exhibition mobile units as well as providing fire checks and carbon monoxide detectors to 200 at-risk properties.

Electric blanket testing

- Some 25 days of electric blanket testing were carried out across Wales in Blaenau Gwent, Newport, Carmarthenshire, Pembrokeshire, Caernarfon, Neath Port Talbot, Powys, Ceredigion and Denbighshire. The average rate of failure was 65 per cent.
- Carmarthenshire Health Alliance organised a five-day electric blanket testing roadshow in Ammanford, Llanelli, Carmarthen, Llandeilo and Newcastle Emlyn which checked more than 400 blankets.

Befriending

- The Wales Youth Agency ran its Teenage Concern project across Wales for the second year and attracted additional support from the Brownies, Scouts and Guides Associations.
- The North Wales Carers Outreach Service organised several events for carers to raise awareness of the heating and insulation measures available.
- The *South Wales Evening Post* ran a *Be a Good Neighbour* campaign encouraging people to keep a check on vulnerable elderly neighbours.
- Two information days were held by Bridgend Health Promotion and Age Concern's Befriending Scheme for older people and carers of older people.

Part 3

Campaign tool kit

This tool kit is designed to support you in promoting *Keep Well This Winter* messages in your locality. It contains information on:

- Promotional materials
- Hints and tips for promoting the campaign, including displaying materials, organising events and engaging the media
- Useful contacts.

As you start to plan your activity, you also need to think about how you will monitor and evaluate the work. Monitoring is the regular checking of progress against plans and targets. Good evaluation will establish whether the campaign and its component parts are effective, for whom, and in what context. It can also identify possible improvements for future campaigns.

The important thing about monitoring and evaluation is to plan for it at the outset so that you can arrange for relevant information to be collected. This could include arrangements to record the levels of activity and participation – for example, attendance at events, numbers of electric blankets tested, test results, and numbers of energy-efficient light bulbs distributed.

It should also include information that can help to demonstrate what difference the campaign has made to its target audience. These differences could include increased awareness and knowledge, or changes in behaviour that help to improve people's health and well-being. There is a variety of different methods for collecting such information and planning the evaluation will help you to identify those that are appropriate to your activities.

Promotional materials

A range of branded and other promotional materials is available from both the Welsh Assembly Government and partner organisations to support the campaign. These include leaflets, conference folders, carrier bags, exhibition stands, exterior banners and posters.

Hints and tips for promoting the campaign

The key themes of the campaign need to be promoted in a number of ways in order to reach the target audience. Careful planning and a co-ordinated approach will help to increase the chances of raising awareness in your local area.

Think about how you can promote the campaign using:

- Information displays
- Events
- Newsletters
- Websites
- Local networks
- Local and national media
- Endorsements

Information displays

Posters and leaflets could be distributed to local authority offices, doctors' surgeries, pharmacies, community groups, day centres, leisure centres, libraries and housebound library services, supermarkets and shopping centres. Window displays can be eye-catching and can convey the key messages effectively.

Events

Events can be an effective way of reaching a large number of people or a particular section of the target audience. Evaluation of community events during the 2001-02 campaign pointed to a number of useful lessons.

- Spread the word – many local organisations might be interested in supporting your event and might even help you organise it, but only if you tell them about it. The more advance notice you can give them the better.
- Timing is everything – people could be reluctant to come out during the winter. Think about linking your event to a weekly club meeting or other regular activity.
- Keep it short and snappy – partner organisations may not be able to spare a whole day and some people may want to be home before it gets dark, so try to hold events between 10am and 2pm.
- Location, location, location – people might not be willing to go too far off the beaten track to get to your event.
- Added bonus – consider offering some kind of incentive such as free refreshments, transport, or a giveaway so that people make the effort to come along. (Giveaways or quiz sheets can also help you keep track of numbers at your event.) Local businesses could be willing to sponsor competition prizes.
- Aim high – decide what you want to get out of the event and set clear objectives beforehand, so you can evaluate its success accurately.
- Contact your local media who may help publicise your event. Ask the local newspaper editor to draw the competition prize.

Newsletters

Sign up to the campaign e-newsletter (by contacting the *Keep Well This Winter* campaign co-ordinator who is based at Age Concern Cymru) and circulate it through your own networks. Remember also to include regular articles in your in-house newsletters and encourage other local organisations to do the same.

Websites

According to recent research, older people account for 13 per cent of the UK online population and 40 per cent of online bankers, so it is worth remembering to feature the campaign and any planned events on your website. Send details of events you are planning to appropriate websites. For example, BBC Wales now has regional websites and welcomes local information.

Local and national networks

The campaign co-ordinator produces a monthly e-newsletter which not only provides updates on what's happening and where, but also provides opportunities for networking and information exchange.

Remember to involve your local networks in all the statutory, voluntary and commercial sectors. Agree a monthly plan with them so that you are all promoting the same aspects of the campaign at the same time. Don't be afraid to ask them to support you in promoting campaign activities.

Local and national media

The local and national media – press, TV and radio – can be particularly useful in promoting the campaign and events. The experience of recent years suggests that the media are not interested in 'winter' stories until it is actually winter. It is worth having press releases ready to be issued as soon as the weather turns nasty.

Press

You can improve your chances of gaining coverage by:

- Linking in to particular events – Energy Efficiency Week, Warm Homes Week, Christmas, New Year Resolutions, Home Safety Week
- Supplying a picture – remember to get close to the subject(s) and to attach a note with a caption identifying who is in the picture.
- Taking a survey – it needn't be particularly scientific – journalists love surveys.

Press releases that attracted the most coverage in 2002-03 were:

- What to have in your winter medicine cabinet
- Dressing for winter
- Avoiding the winter blues
- Local events and initiatives, especially if supported with a case study or photograph
- Local statistics relating to winter issues.

TV and radio

Local radio can be particularly effective in promoting events (80 per cent of the people attending the Haverfordwest *Keep Well This Winter* roadshow in 2002-03 came because they had heard about it on Radio Pembrokeshire). Local stations will often welcome an offer of someone to talk about a campaign which is linked to a forthcoming event. You could also phone the newsroom to offer yourself for interview when, for example, the weather turns rough and people need to know how to keep warm.

If you are asked to give an interview:

- Prepare, prepare, prepare.
- Turn the key messages – *Keep Well, Keep Warm, Keep Safe* – into a 'soundbite' – 20-30 words that sum up what you want to say.
- Have some telling statistics – but nothing too complicated – to back up what you are saying.
- Keep calm – and don't drink.

- Take John Wayne's advice about acting – 'talk low, talk slow, and don't move around too much'.

Paid-for advertising can be surprisingly inexpensive on some radio stations in Wales, and most will consider providing a package of editorial coverage to complement the advertising.

Getting TV coverage is much more difficult than winning local radio coverage. But a celebrity guest or some novel activity could attract the cameras, particularly if the event coincides with a bigger national story.

The important point to bear in mind is that television needs pictures – if there isn't something visually appealing or dramatic, TV won't be interested.

Endorsements

Endorsements are well received and are an effective way to get the message across. Think about approaching your local Assembly Member, celebrity or other VIP for a general comment, statement of preference (for example, favourite winter recipe) or photo opportunity in support of the campaign.

Useful contacts

Keep Well This Winter Campaign

Campaign Coordinator	Age Concern Cymru Tel: 029-2037 1566
NHS Direct Wales Helpline & Website	0845-46 47 www.nhsdirectwales.co.uk/keepwellthiswinter
Welsh Assembly Government	Phil Hutchinson, Public Health Strategy Division 029-2082 5799

KWTW partners and associated organisations

Age Concern Cymru	Sarah Roderick	029-2037 1566
Care & Repair Cymru	Colette Morgan	029-2057 6286
Energywatch Wales	Joanne Edwards	029-2064 7089
Energy Saving Trust	Bob Cherryman	01443-845 930
EAGA (HEES)	Eleanor George	029-2027 7262
Food Standards Agency Wales	Jayne Griffiths	029-2067 8910
NACAB	Gwyndaf Hughes	01745-586400
National Energy Action (NEA) Cymru	Chris Collins	01686-640984
RNIB Cymru	Stuart Davies	029-2045 0440
Wales Council for the Blind	Vanessa Webb	029-2047 3954
Wales Youth Agency	Craig Wood	029-2085 5700

Other Useful Contacts

Centre for Sustainable Energy (Fuel Poverty Researcher) **William Baker**
0117-930 4097

(www.cse.org.uk)

Collaboration for Accident Prevention & Injury Control **Monica Dennis**
029-20716932

Energy Efficiency Advice Centres 0800-512 012

Help The Aged Cymru 029-2034 6550

Powys Energy Agency **Dilwyn Jenkins** 01686-613 180

RoSPA (Wales) **Jan Holdaway** 029-2025 0600

Wales Home Safety Council **Philip Davies** 01267-228 705

See telephone book for the Fire Service, Local Health Boards, Police Authorities and Local Authority Trading Standards Departments

Energy Suppliers

British Gas (N Wales) Community Initiatives **Anita Jones** 01978-856 455

British Gas (S Wales) Community Initiatives **Angela Bassett-Jones**
01837-859 822

Manweb Scottish Power Customer Liaison **Peter Jones** 01925-422 166

SWALEC Scottish & Southern Community Initiatives **Andrew Lloyd**
029-2024 9125

Tower Colliery/South Wales Energy Partnership **Graham Lewis**
01685-814 416

David Ball
01685-812891

Transco (Affordable Warmth) **Helen Wooldridge**
029-2076 7586