



# Winter communications survey results

Survey duration: 31 January – 1 March

Total responses received: 117



# Winter communications Survey

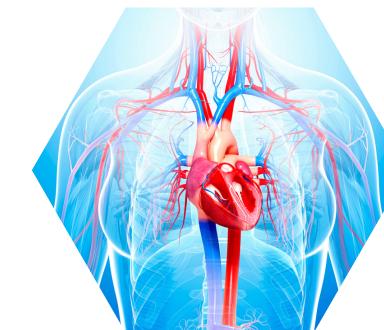
Winter is a very busy time for the local health and care system. To help people stay well this winter we have created a range of campaign materials to support them in making the right choice.

These materials have been shared extensively across a number of our channels including our website, social media and with a wide range of partners (including local authorities, public health teams, hospital trusts, mental health providers and the community and voluntary sector).

We ran this survey to understand how impactful our messages were and enable us to develop our approach in order for our work to be as impactful as possible in the future.

The survey contained five examples of our campaign materials.

The results will be shared with the communications and engagement team as well as the winter delivery group.



# Make the right choice campaign - survey results summary

**1 Make the right choice**

**NHS**

- Treat minor issues at home  
Sore throat, minor cuts and grazes, hangovers, headaches
- Frimley Healthier Together app or website - advice for unwell children: [frimley-healthiertogether.nhs.uk](http://frimley-healthiertogether.nhs.uk)
- See a pharmacist - For medical advice or medicines for things like coughs, colds, tummy upset, rashes, aches and pains
- Speak to your GP Practice  
Persistent symptoms and ongoing conditions
- NHS 111  
Not sure where to go or what to do? Visit [111.nhs.uk](http://111.nhs.uk) or call 111
- Local Minor Injuries Unit - Sprains and strains, suspected broken limbs, minor scalds and burns and head injuries
- Mental health services  
for urgent help for your mental health visit [111.nhs.uk](http://111.nhs.uk) or call 111

**NHS App**  
Download the NHS App to: order repeat prescriptions, view your health record and NHS number, get health advice, view and manage vaccinations, book appointments and more

**For serious or life threatening emergencies only, like choking or chest pain go to A&E or call 999**

**2**

**Make the right choice**

**NHS**

- Sore throat, cuts and grazes, hangovers, headaches
- Treat minor issues at home
- Need advice for an unwell child
- Frimley Healthier Together app or website [frimley-healthiertogether.nhs.uk](http://frimley-healthiertogether.nhs.uk)
- Coughs, colds, tummy upset, rashes, aches and pains
- See a pharmacist
- Persistent symptoms and long term conditions
- Speak to your GP Practice
- Not sure where to go or what to do?
- Visit [111.nhs.uk](http://111.nhs.uk) or call 111
- Sprains and strains, suspected broken limbs, minor scalds and burns and head injuries
- Local Minor Injuries Unit
- Concerns about mental health
- Visit [111.nhs.uk](http://111.nhs.uk) or call 111

**NHS App**  
Download the NHS App to: order repeat prescriptions, view your health record and NHS number, get health advice, view and manage vaccinations, book appointments and more

**For serious or life threatening emergencies only, like choking or chest pain go to A&E or call 999**

**3**

**Make the right choice**

**NHS**

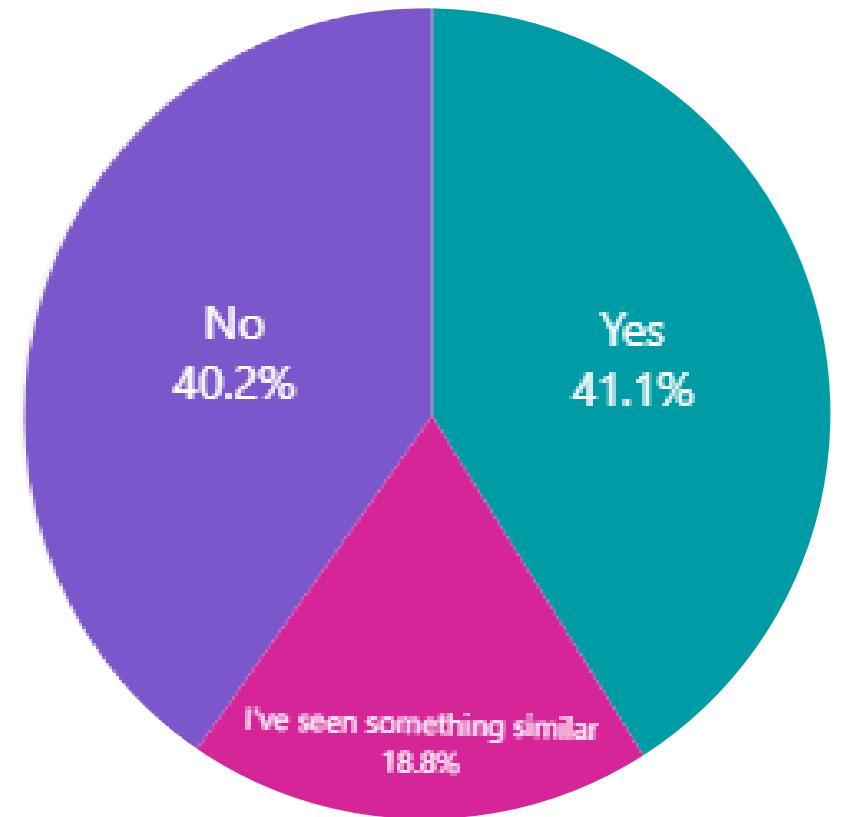
- Self Care**  
Be prepared to care for minor issues like cuts & grazes, sore throats & headaches yourself with a well-stocked medicine cabinet, basic first aid and plenty of rest. The NHS website provides lots of health advice and guidance. Visit [www.nhs.uk](http://www.nhs.uk) for more information - available 24/7
- Frimley Healthier Together**  
Not sure what to do when your child is unwell? If you are worried about a child or young person visit the Frimley Healthier Together website or download the app for NHS advice and guidance - [frimley-healthiertogether.nhs.uk](http://frimley-healthiertogether.nhs.uk)  
Available 24/7 via app or online
- Pharmacy**  
Pharmacists are qualified healthcare professionals, who can offer clinical advice and over the counter medicines. You can ask for help with things such as aches and pains, rashes, tummy upset, coughs and colds, queries about medication and more.  
Usual hours 9am-6pm, some with late night opening
- GP Practice Services**  
Contact your GP practice for help with persistent symptoms and long term conditions. Their website for opening times. Get in touch online, by phone or in person for routine and same day urgent needs. Be clear on your need to be directed to the right member of the team.  
Appointments available 8am - 8pm and at weekends
- NHS 111**  
Visit [111.nhs.uk](http://111.nhs.uk) or call NHS 111 when the situation is not life threatening but you are unsure of where to seek help, or you need advice or reassurance on what to do.  
Available 24 hours a day online or via the telephone
- Minor Injuries Unit**  
Minor Injury Units treat things such as sprains and strains, suspected broken limbs, minor head injuries, minor scalds and burns, skin infections, bad cuts and grazes.  
You can search for your nearest minor injury unit on the [nhs.uk](http://nhs.uk) website
- Mental Health Services**  
For a list of local mental health services visit the Frimley Health and Care website [frimleyhealthandcare.org.uk/mentalwellbeing](http://frimleyhealthandcare.org.uk/mentalwellbeing)  
If you need urgent help or advice visit [111.nhs.uk](http://111.nhs.uk) or call 111.  
Free professional support, available 24 hours a day.

**NHS App**  
Download the NHS App to:

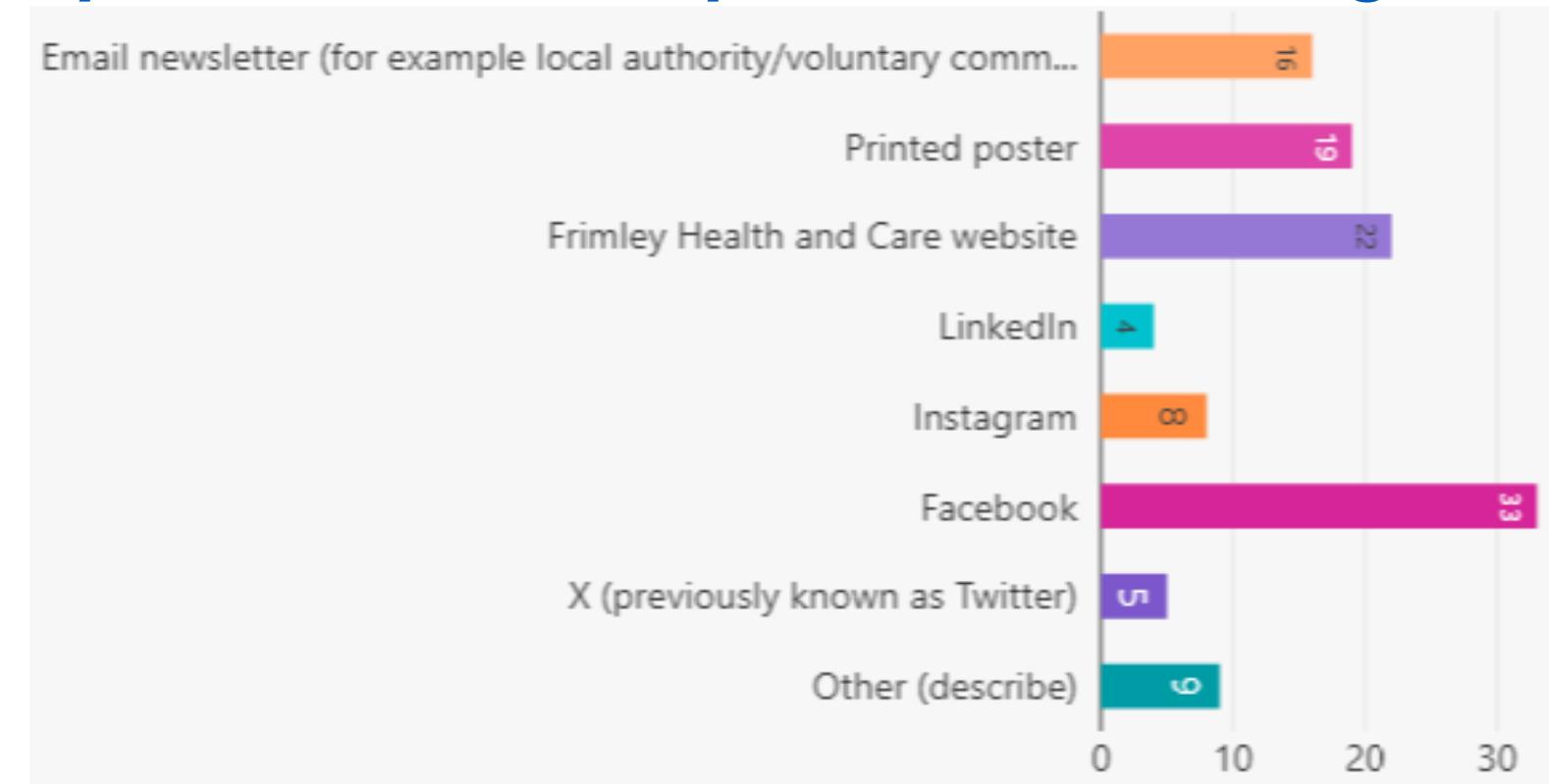
- order repeat prescriptions
- view your health record and your NHS number
- view and manage vaccinations
- get health advice
- book appointments and more

**For serious or life threatening emergencies only, like severe bleeding, choking, difficulty breathing or chest pain go to A&E or call 999**

Have you seen these images?



If yes, where have you seen the images?



(Other places: GP Practice, Nextdoor community platform, Newspaper)

# Make the right choice campaign

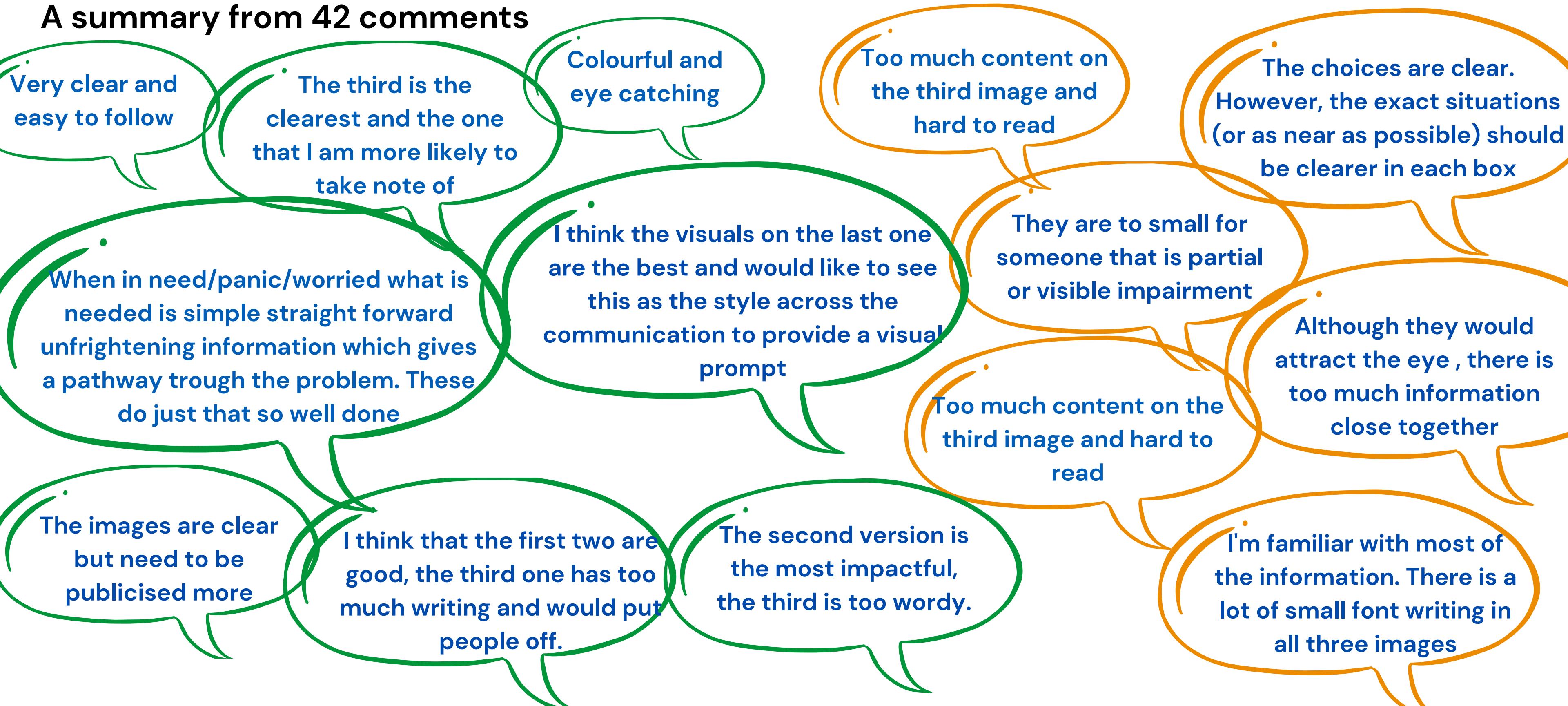
To what extent do you agree or disagree with the following statements about the Make the right choice campaign?

	Agree	Neither agree nor disagree	Disagree
I would do things differently now I have seen the images:	 31	 47	 34
The images would lead me to take new actions:	 36	 53	 23
The information provided is useful to me:	 73	 37	 3
It has provided me with new information:	 42	 44	 27

	Agree	Neither agree nor disagree	Disagree
The key messages are clear:	 91	 21	 1
I would take notice of this:	 92	 17	 3
The visual style is appealing:	 84	 24	 4

# Additional comments on the Make the Right Choice campaign

## A summary from 42 comments



# Treat minor issues at home images - survey results summary

1



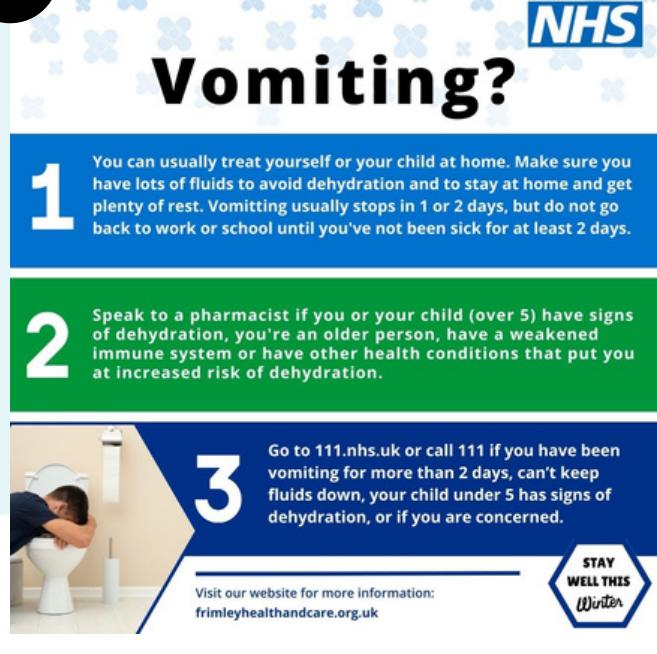
2



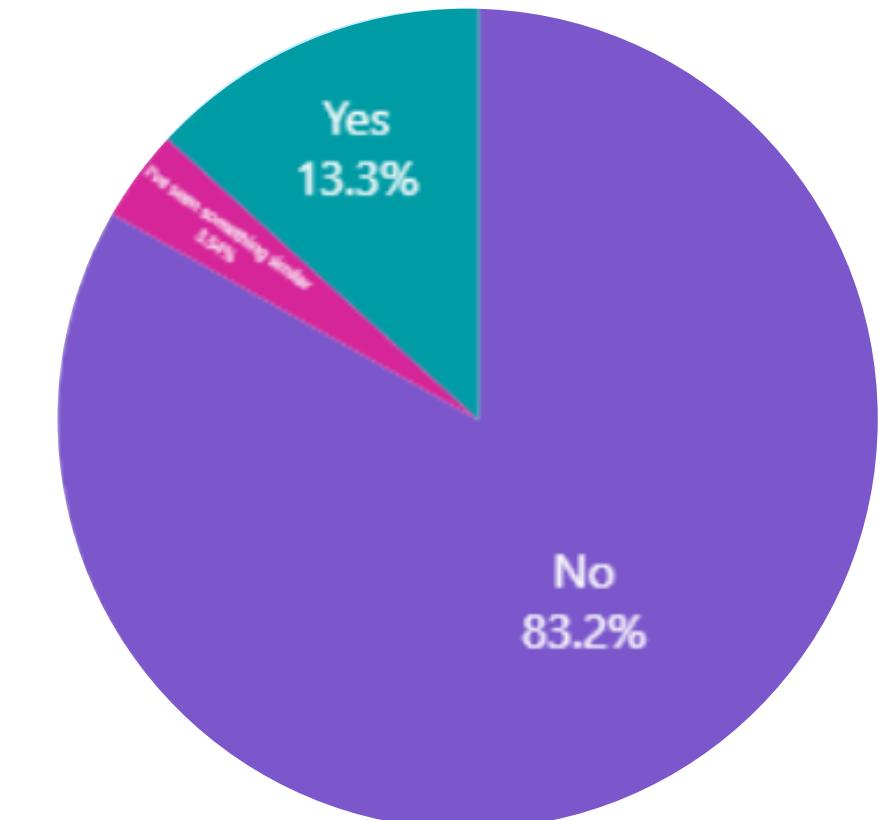
3



4



Have you seen these images?



If yes, where have you seen the images?

Email newsletter (for example local authority/voluntary comm...

Printed poster

Frimley Health and Care Website

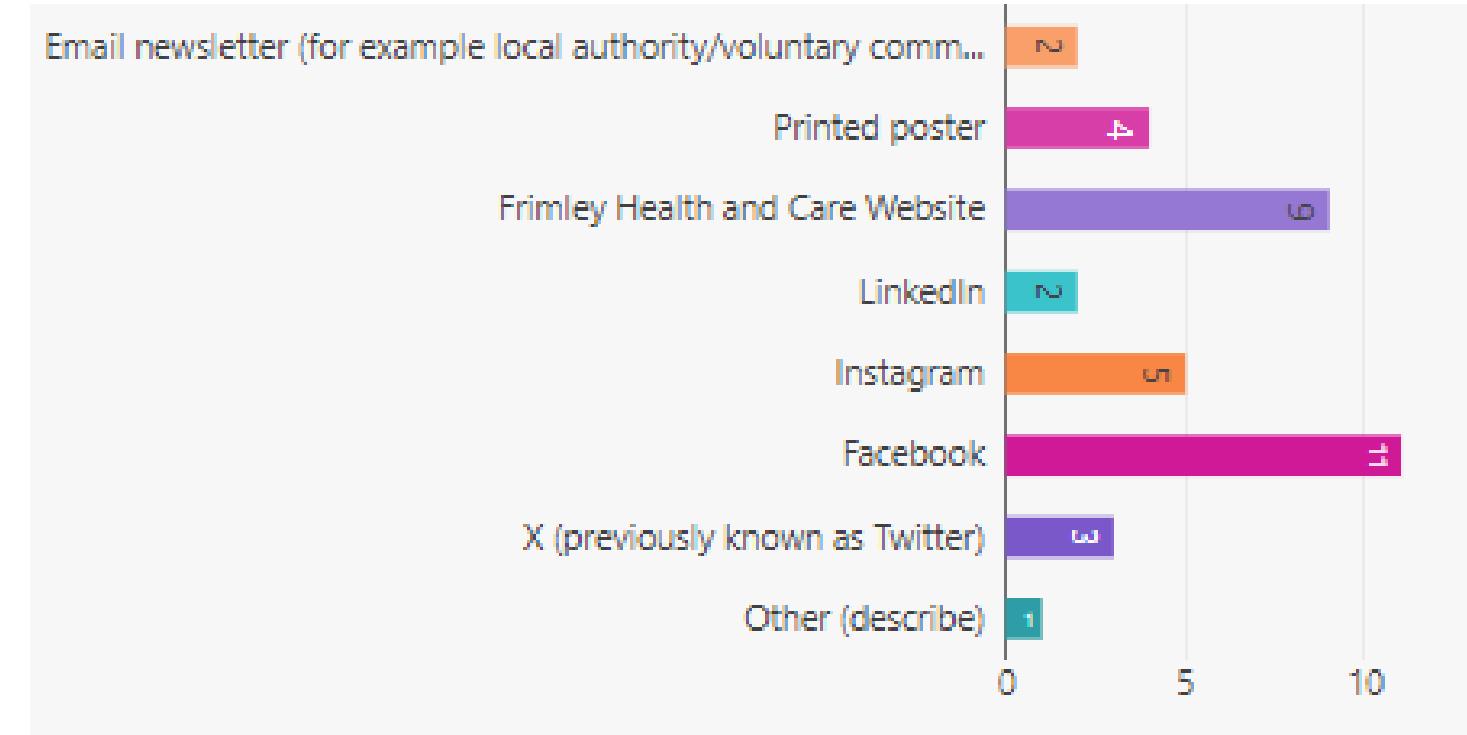
LinkedIn

Instagram

Facebook

X (previously known as Twitter)

Other (describe)



(Other places: GP Practice)

# Treat minor issues at home images

To what extent do you agree or disagree with the following statements about the Treat minor issues at home images?

	Agree	Neither agree nor disagree	Disagree	Agree	Neither agree nor disagree	Disagree
I would do things differently now I have seen the images:				28	51	34
The images would lead me to take new actions:				36	49	27
The information provided is useful to me:				63	38	11
It has provided me with new information:				43	45	25
The key messages are clear:				96	10	6
I would take notice of this:				98	21	5
The visual style is appealing:				79	28	5

# Additional comments on the Treat minor issues at home images

## A summary from 21 comments

I like these very much

A good idea

I would be comfortable making my own choices about these conditions : but think the messages are strong

Font is too small

The images just totally back up the way I would behave.

The first one is much easier to read than the others and the use of red and green would be a problem for the colour blind

I'm not sure they will immediately reduce peoples' instinct to try and contact a GP

Once again common sense

Definition of a child isn't always clear. What about very young babies with earache or vomiting?

It would be useful to have a pamphlet drop into homes for those not internet reliant

# General practice access images - survey results summary

## 1 Here to help! Your GP practice team

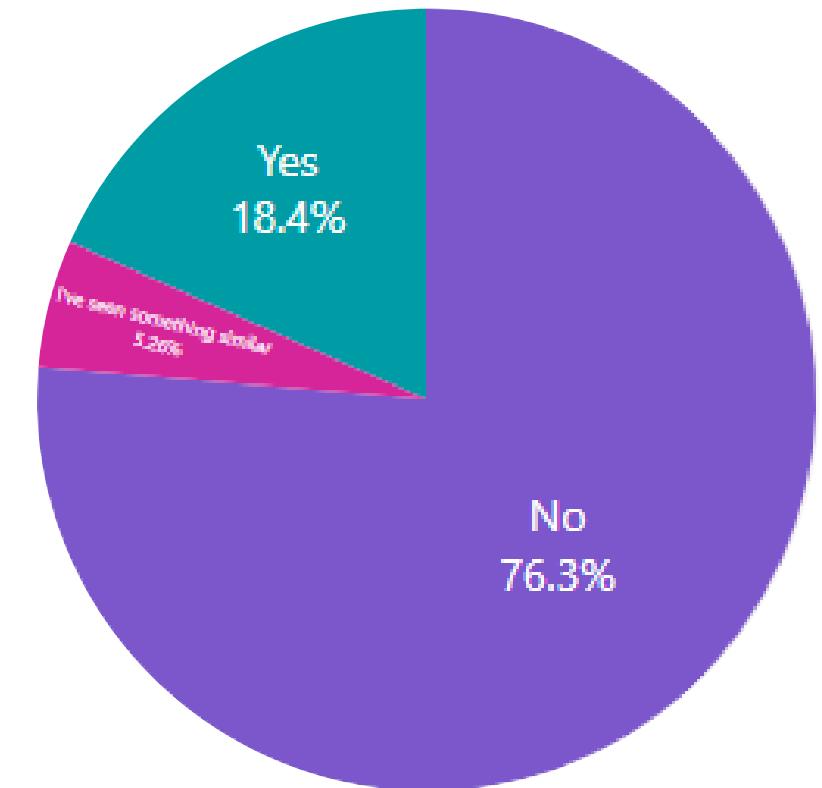
- Contact us online, on the phone or in person
- Appointments 8am-8pm and at weekends
- Contact NHS 111 out of hours or if you are unsure



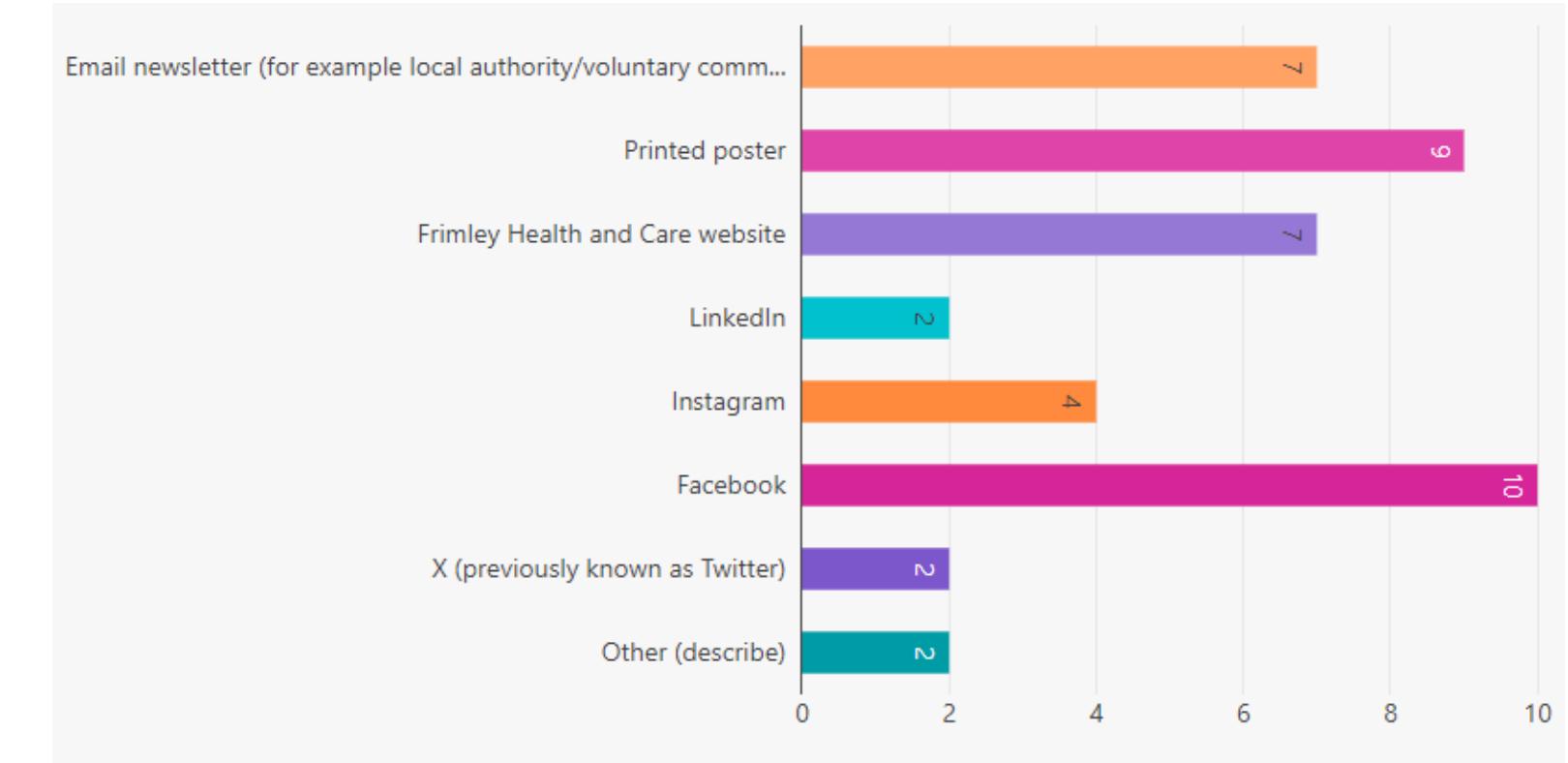
## 2



Have you seen these images?



If yes, where have you seen the images?



(Other places: GP Practice websites and screens)

# GP Practice Access campaign

To what extent do you agree or disagree with the following statements about the GP Practice Access campaign?

	Agree	Neither agree nor disagree	Disagree
I would do things differently now I have seen the images:	 28	 51	 34
The images would lead me to take new actions:	 30	 47	 36
The information provided is useful to me:	 54	 42	 16
It has provided me with new information:	 41	 50	 22

	Agree	Neither agree nor disagree	Disagree
The key messages are clear:	 84	 27	 2
I would take notice of this:	 71	 34	 8
The visual style is appealing:	 79	 29	 5

# Additional comments on the GP Practice Access campaign

## A summary from 33 comments

These are very appealing and I would take notice

What is a senior clinician please? All roles should be covered

I already do all of this

I didn't know one could access GP services from 8am – 8pm over the weekend

Poor fiddly design

Again OK for the majority but not for people with complex issues who might need reassurance if anxious

Images are fine

Despite the message, it's impossible to get an appointment at the GP

Huge assumption made that all people have mobile access & know about apps & how to use them

Not of the same visual/information standard  
NOT CLEAR ENOUGH between help and actions

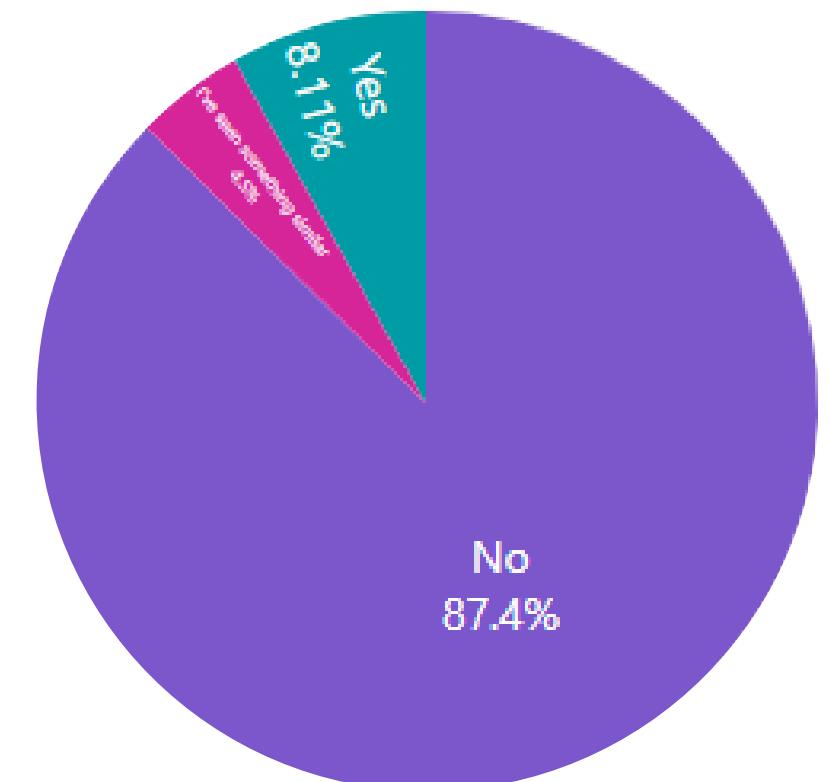
Yet again, too many small fonts are used

The one with the practice team is cluttered, print is small and cramped, people may give up reading it

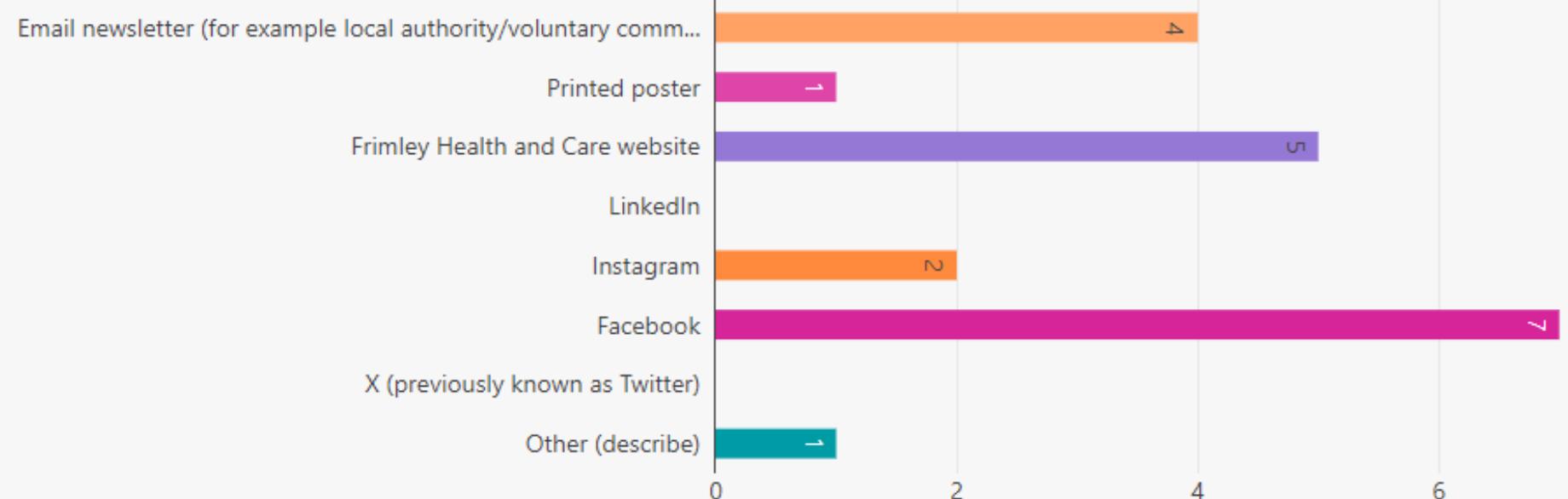
# Winter Top Tips images - survey results summary



Have you seen these images?



If yes, where have you seen the images?



(Other places: GP Practice website waiting room screen)

# Winter Top Tips campaign

To what extent do you agree or disagree with the following statements about the Winter Top Tips campaign?

	Agree	Neither agree nor disagree	Disagree
I would do things differently now I have seen the images:	 29	 45	 33
The images would lead me to take new actions:	 34	 44	 31
The information provided is useful to me:	 58	 39	 13
It has provided me with new information:	 46	 37	 26

	Agree	Neither agree nor disagree	Disagree
The key messages are clear:	 82	 17	 9
I would take notice of this:	 73	 27	 9
The visual style is appealing:	 74	 24	 12

# Additional comments on the Winter Top Tips campaign

## A summary from 40 comments

The colours are attractive

Too wordy

Too complicated, terminology is not suitable for all

Far too cluttered. I doubt many people would take the time to read them properly

Great images

Images are very good

An elderly person feeling depressed may not have access to a computer. Telephone numbers should always be given as well as websites

Once again common sense

Messaging needs to be punchy and strong.

I find the information rather daunting looking and probably wouldn't read it

People who need this advice the most, elderly and non-English speakers would not see this

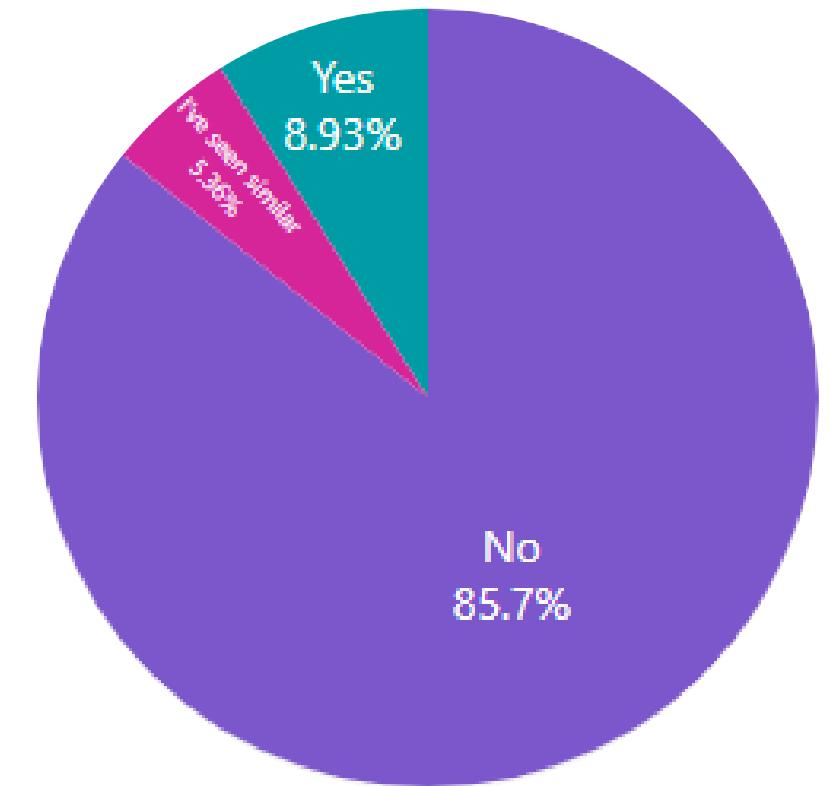
# Frimley Healthier Together images - survey results summary



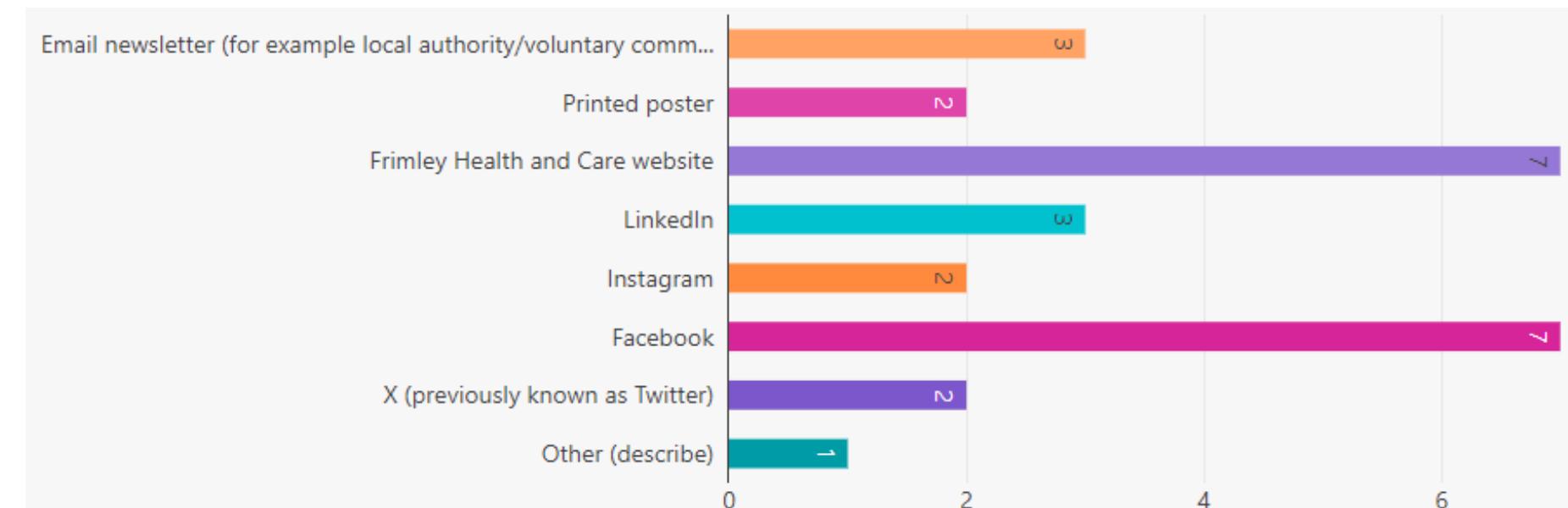
For advice on managing symptoms, plus when and where to seek medical help for bronchiolitis  
**Frimley-HealthierTogether.nhs.uk**  
Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor



Have you seen these images?



If yes, where have you seen the images?



(Other places: GP Practice website waiting room screen)

# Frimley Healthier Together campaign

To what extent do you agree or disagree with the following statements about the Winter Top Tips campaign?

	Agree	Neither agree nor disagree	Disagree
I would do things differently now I have seen the images:	 32	 47	 29
The images would lead me to take new actions:	 32	 51	 25
The information provided is useful to me:	 38	 51	 20
It has provided me with new information:	 41	 49	 18

	Agree	Neither agree nor disagree	Disagree
The key messages are clear:	 83	 21	 4
I would take notice of this:	 64	 32	 12
The visual style is appealing:	 80	 22	 7
6 people out of 99 visited the Frimley Healthier Together website or app as a result of seeing the images			

# Additional comments on the Frimley Healthier Together campaign

## A summary from 31 comments

• Did change approach with daughters illness

• The final image is the best in my opinion

• I don't have children but would be happy to give this sensible advice to anyone who asked for it

• All small print needs to be expanded and grey inks changed to 100% black

• I would find it reassuring to have this information to hand if I was looking after a poorly child, particularly images 2 and 4

• These images are much better and convey the information better

• The two last ones are too busy with unnecessary images

• I will be visiting the Frimley Healthier Together website

• Clear focus, attractive presentation

• Again not everyone has a computer

• It gives the impression there are 3 options and that the Frimley website is a generic reference rather than a place you can actively seek help

# Choose the right service

**Making the right choice when you're not well is important.**

**Using services wisely can help you receive the best care without unnecessary delays.**

**Treat minor issues at home:** Sore throat, minor cuts and grazes, hangovers, headaches



**Frimley Healthier Together app or website:**  
For advice for an unwell child



**Minor Injuries Unit:** Sprains, suspected broken limbs, minor burns and head injuries



**Mental health services:** Call 111 or visit 111.nhs.uk



**A&E:** For serious or life threatening emergencies only



**See a pharmacist:** Colds, sore throat, children's earache, tummy upset, rashes.



**Speak to your GP Practice:** Persistent symptoms and long term conditions. They may book into or refer you to other services such as a same day service for minor illness or injuries.



**NHS 111:** Not sure where to go or what to do?  
Visit 111.nhs.uk or call 111



**For more information please visit:**  
<https://www.frimleyhealthandcare.org.uk/your-health/choose-the-right-service/>

# Online Community Panel

The Frimley Health and Care Online Community Panel is one way of ensuring local people and communities are at the heart of our decision making.



## Share your views

- Tell us what you think about local health and care services
- Help us test our assumptions
- Share your ideas for improvements
- Tell us what works and what doesn't



## Stay informed

- Keep up to date with local health and care news
- Learn more about local services
- Feel informed to share important news with friends and family



## On your terms

- Share your views at a time that suits you
- We'll only contact you via email
- Choose to get further involved if you'd like to
- Unsubscribe at any time

We are actively recruiting to the panel - scan the QR code or visit the website to register. Please share this opportunity with colleagues, friends and family.

<https://secure.membra.co.uk/Join/FrimleyPanel>

