



# Winter communications survey results

Survey duration: 31 January – 1 March  
Total responses received: 117

**Vomiting?**

1 You can usually treat yourself or your child at home. Make sure you have lots of fluids to avoid dehydration and to stay at home and plenty of rest. Vomiting usually stops in 1 or 2 days, but do not go back to work or school until you've not been sick for at least 2 days.

2 Speak to a pharmacist if you or your child (over 5) have signs of dehydration, you're an older person, have a weakened immune system or have other health conditions that put you at increased risk of dehydration.

3 Go to 111.nhs.uk or call 111 if you have vomited for more than 2 days, can't keep fluids down, your child under 5 has dehydration, or if you are concerned.

**Advice for when your child is unwell**

Advice on when to:

- care at home or your pharmacy
- 111 Visit your GP or call NHS 111
- Go to A&E

Fr-HealthierTogether.n

**GP PRACTICE TEAM:**

- BHARAN** GP
- RACHEL** NURSE
- AMARPREET** CLINICAL PHARMACIST

# Winter communications Survey

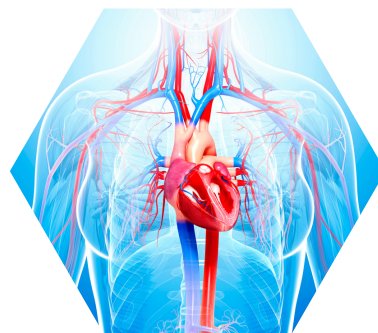
Winter is a very busy time for the local health and care system. To help people stay well this winter we have created a range of campaign materials to support them in making the right choice.

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.

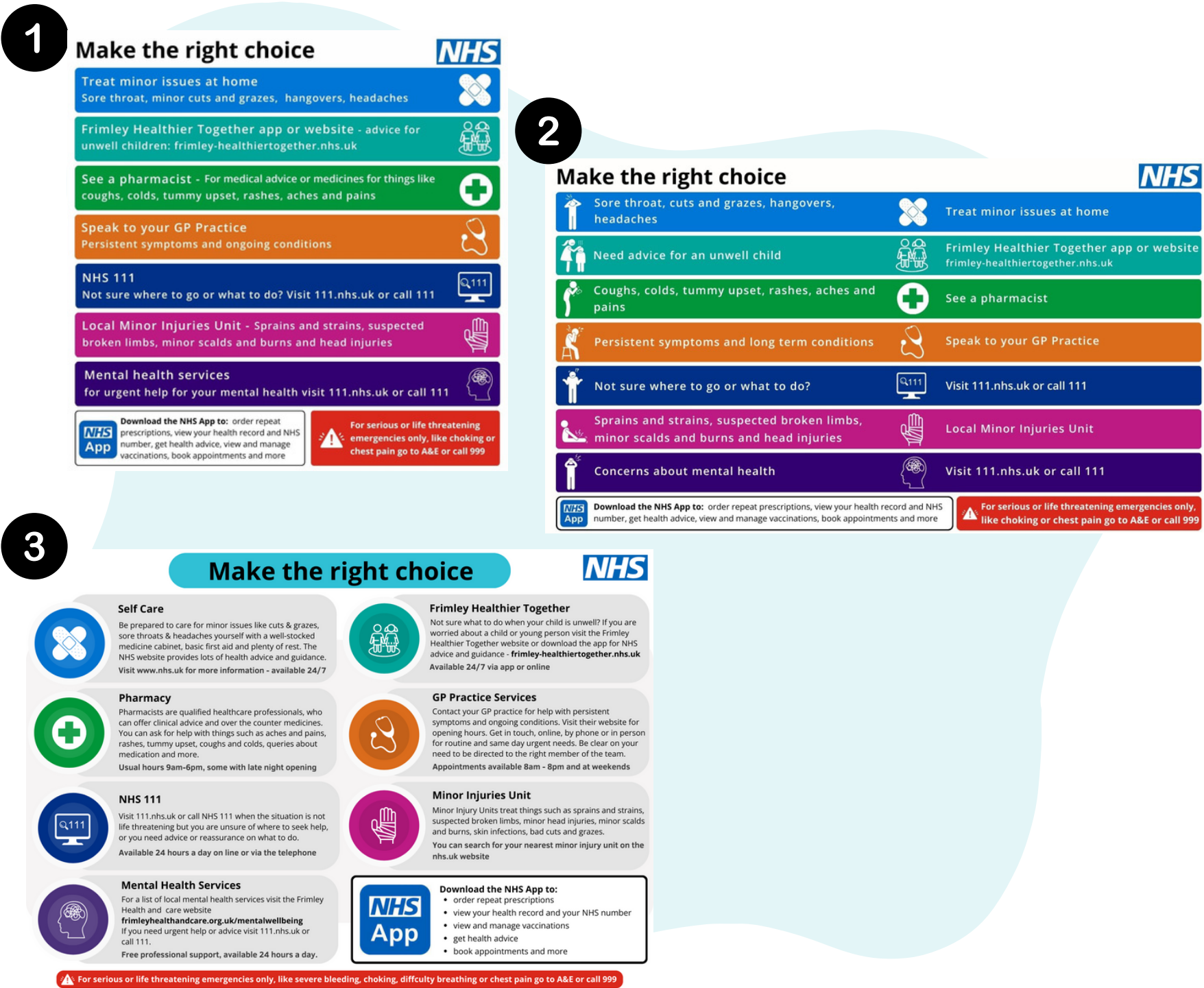
The survey contained five examples of our campaign materials.

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

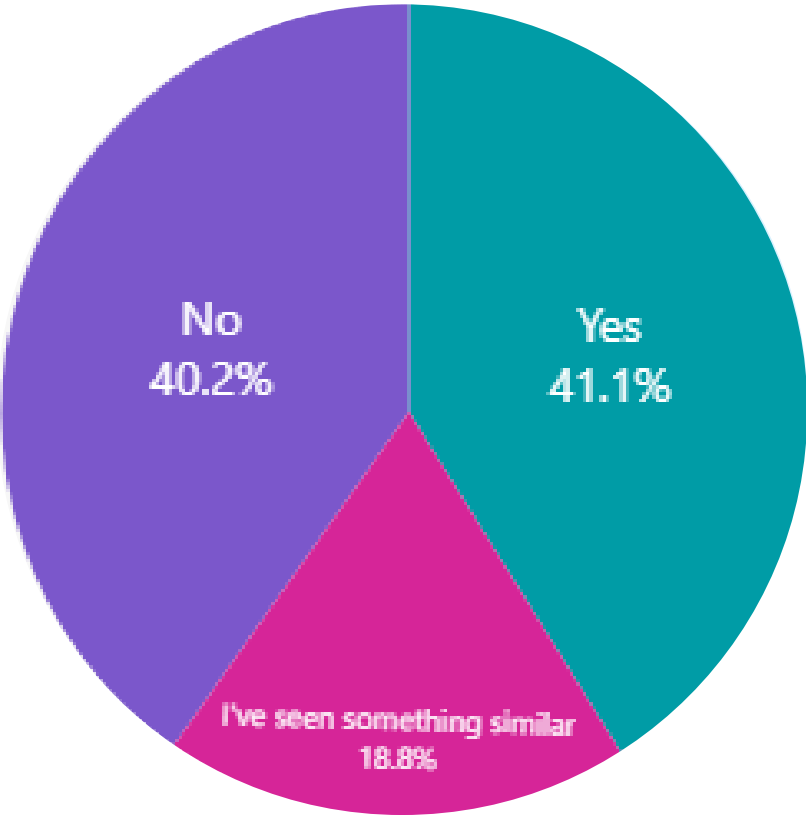




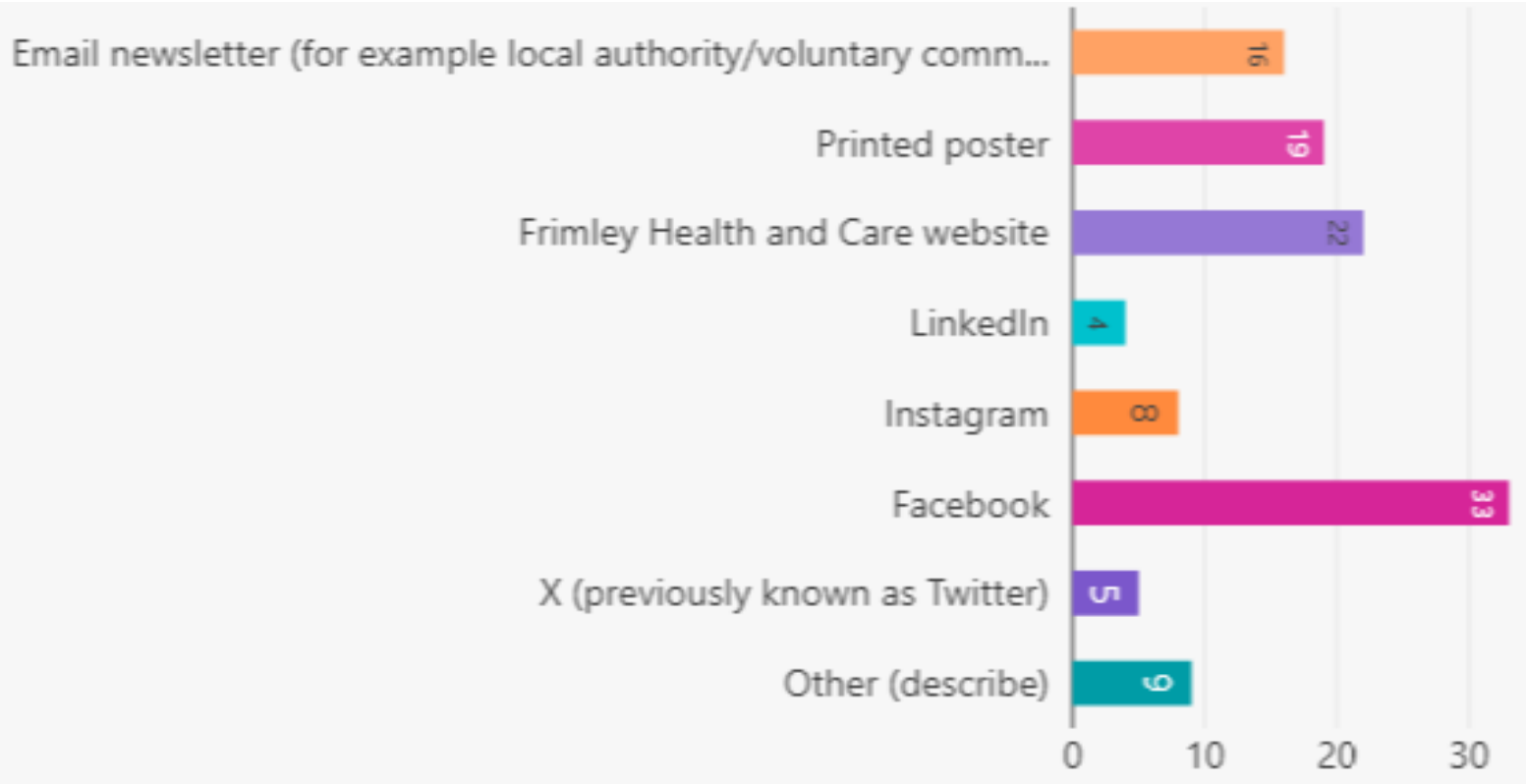
# Make the right choice campaign - survey results summary



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

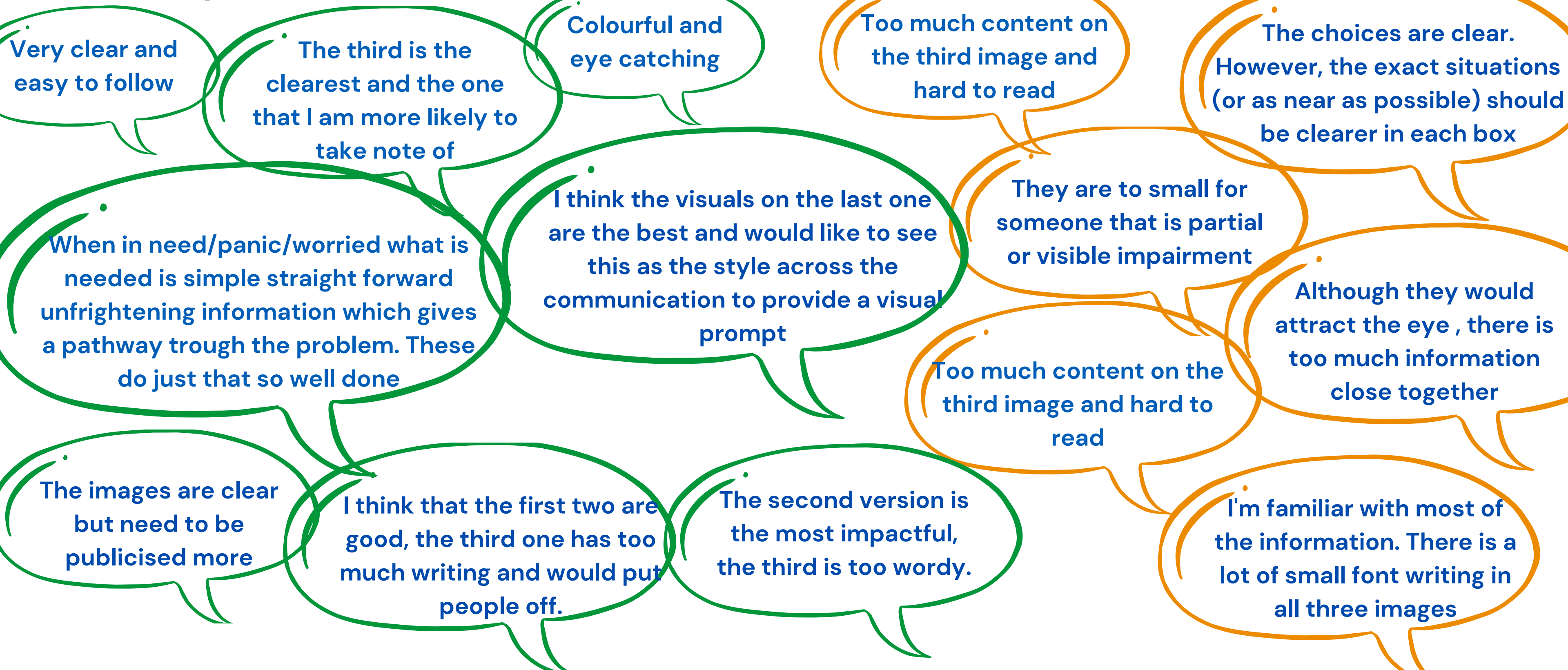
To what extent do you agree or disagree with the following statements about the Make the right choice campaign?

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

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

# Additional comments on the Make the Right Choice campaign

A summary from 42 comments

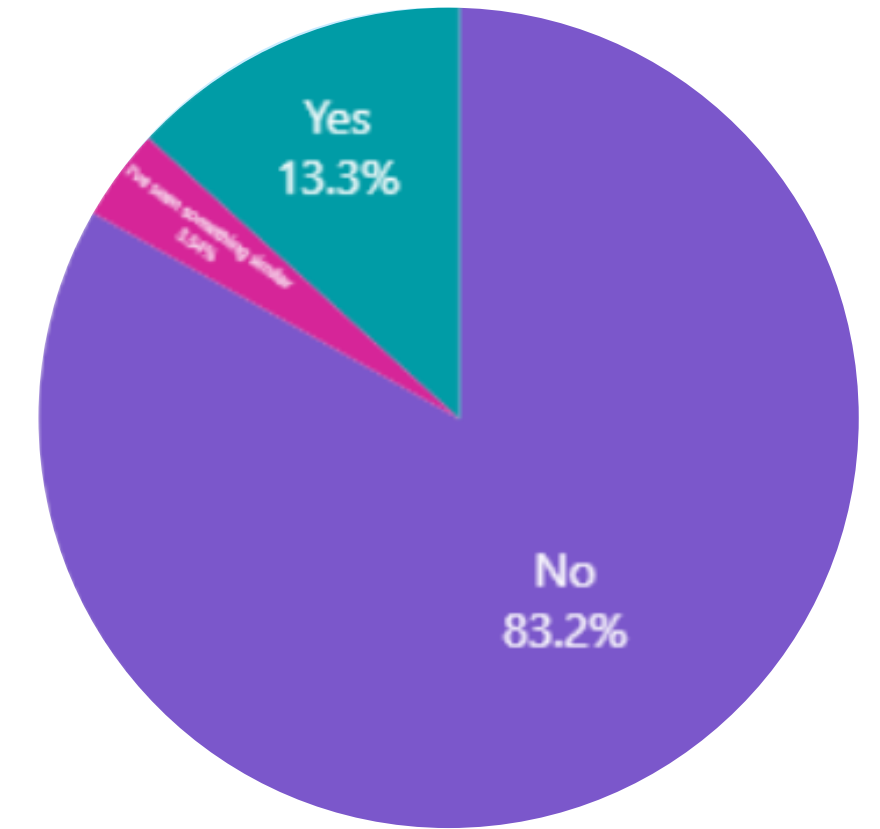




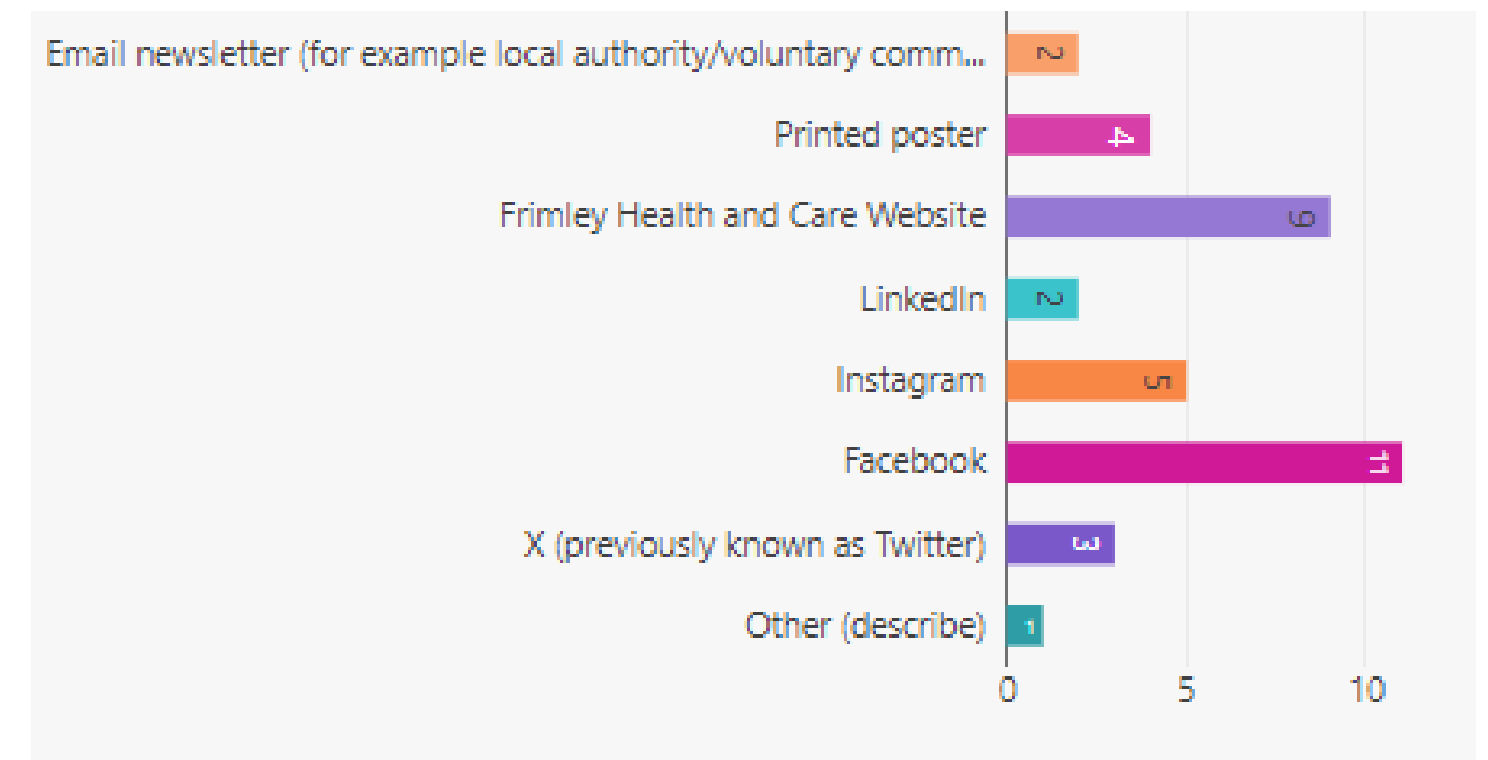
# Treat minor issues at home images - survey results summary



# Have you seen these images?















## If yes, where have you seen the images?












(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
I would do things differently now I have seen the images:	<div> 28</div>	<div> 51</div>	<div> 34</div>
The images would lead me to take new actions:	<div> 36</div>	<div> 49</div>	<div> 27</div>
The information provided is useful to me:	<div> 63</div>	<div> 38</div>	<div> 11</div>
It has provided me with new information:	<div> 43</div>	<div> 45</div>	<div> 25</div>

	Agree	Neither agree nor disagree	Disagree
The key messages are clear:	<div> 96</div>	<div> 10</div>	<div> 6</div>
I would take notice of this:	<div> 98</div>	<div> 21</div>	<div> 5</div>
The visual style is appealing:	<div> 79</div>	<div> 28</div>	<div> 5</div>

# 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

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

Font is too small

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

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

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

**NHS**

- 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

Frimley Health and Care

**NHS**

### Get help from your local GP team

Your local GP team is here to support you. There are now more ways to get in touch and receive the support you need.

Website

Call

Visit the practice

Face-to-face appointment

Phone consultation

Video consultation

Text message

Home visit

Referral to another service

**Your GP practice**

You can also get help at your fingertips

- Download the NHS App – where you can access a range of services including ordering your repeat prescriptions and viewing your medical record
- Complete a convenient online consultation for your GP Practice and receive a response within 48 hours
- Download the Frimley Healthier Together app or visit the website for support and advice on caring for your unwell child at home.

[www.frimleyhealthandcare.org.uk/gethelp](http://www.frimleyhealthandcare.org.uk/gethelp)

3

Frimley Health and Care

**NHS**

### Get help from your GP practice team

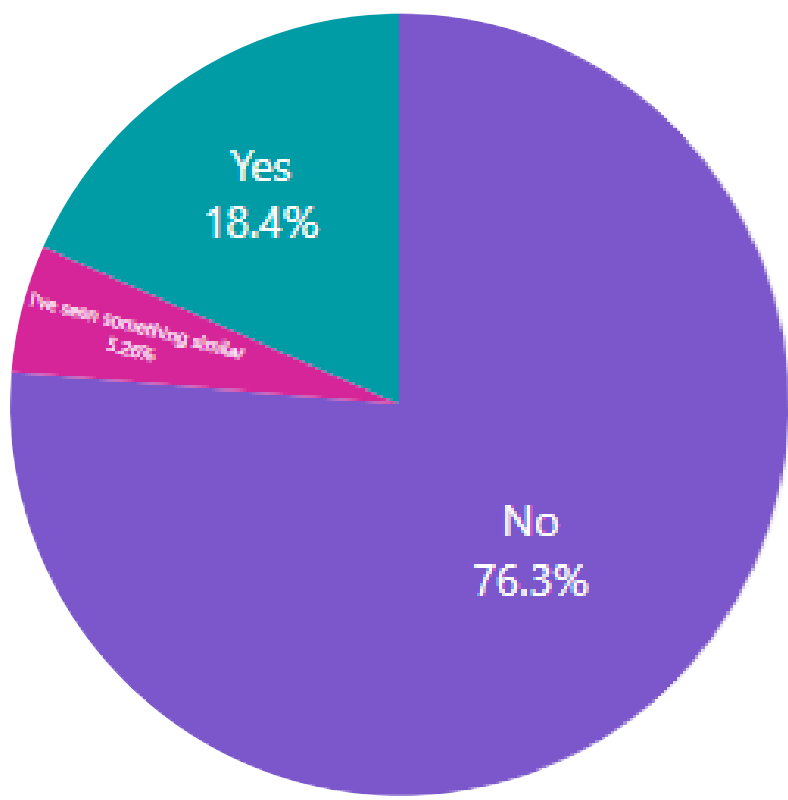
**Karl**  
PARAMEDIC PRACTITIONER  
GP PRACTICE TEAM

I manage routine and urgent appointments. I can assess, diagnose and treat patients including those with minor injuries.

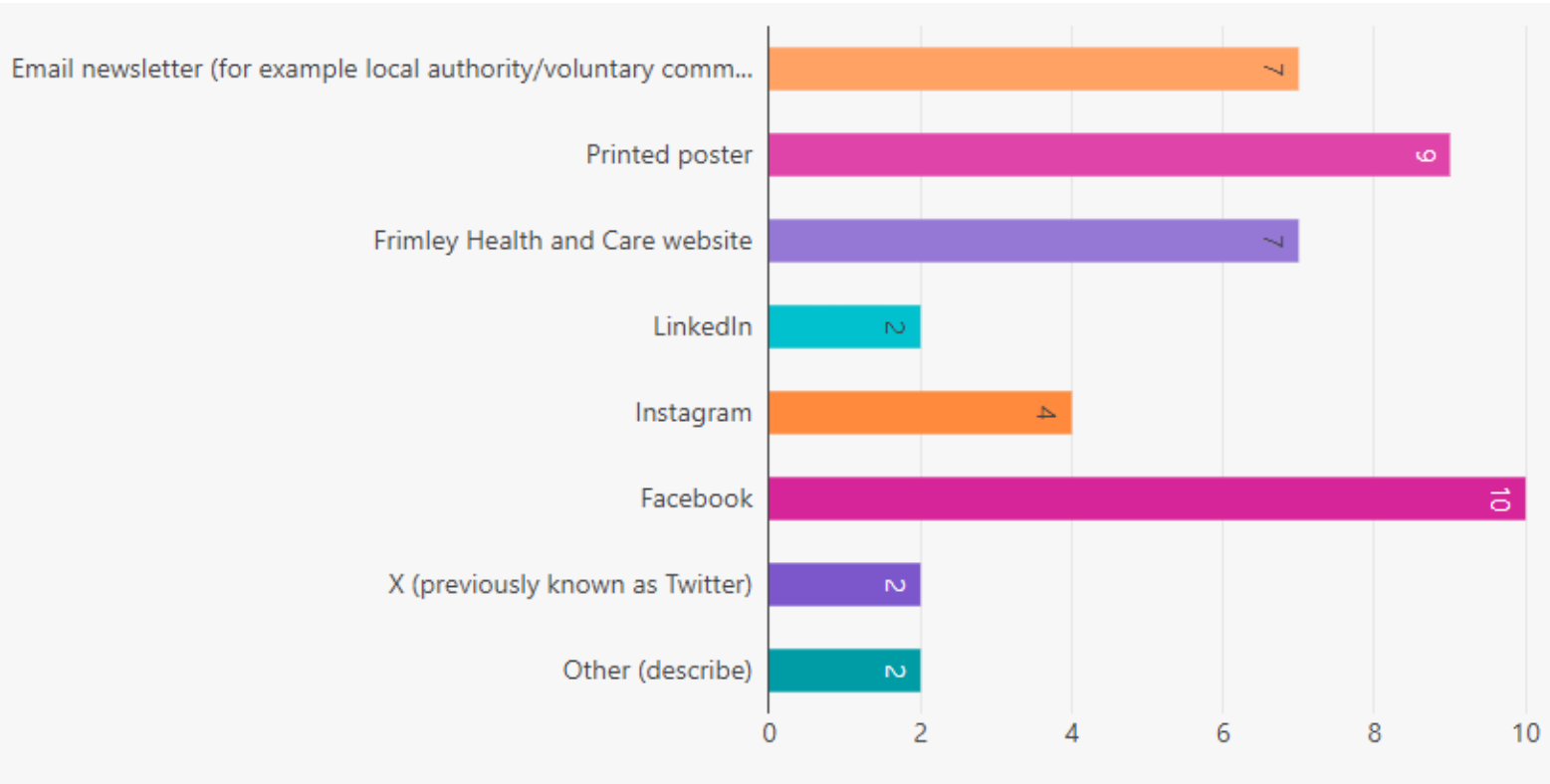
Your local health team We're here to help

[frimleyhealthandcare.org.uk/gethelp](http://frimleyhealthandcare.org.uk/gethelp)

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:	<div> 28</div>	<div> 51</div>	<div> 34</div>
The images would lead me to take new actions:	<div> 30</div>	<div> 47</div>	<div> 36</div>
The information provided is useful to me:	<div> 54</div>	<div> 42</div>	<div> 16</div>
It has provided me with new information:	<div> 41</div>	<div> 50</div>	<div> 22</div>

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

# 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

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

• 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

• Yet again, too many small fonts are used

• 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

• 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

1

Fr

Health and Care

NHS

✓

Tips for looking after yourself and others this winter

It's important that we all make the right choice when we or someone we care for, needs help with their physical or mental health. Make sure you know the services available to you.

12345

App

Look out for those who may need a bit of extra help over the winter including older neighbours, friends and family. Make sure they are stocked up with enough food and medication for a few days, in case they cannot go out.

12345

Food

Keep a well-stocked medical cabinet. This could include: pain killers, rehydration mixture, indigestion remedies, cold and flu remedies and a first aid kit.

12345

Medicine

Seasonal flu and COVID-19 vaccinations help protect you and others. If you're at higher risk of getting seriously ill from these illnesses or if you care for someone who is at risk, take up the free vaccination offer.

12345

Vaccination

Staying warm is a key part of looking after yourself this winter, its vital you heat your home to 18 degrees Celsius. If you are worried about heating your home, seek advice from your local council.

12345

Heating

For those with ongoing conditions, its important to take medication as prescribed. Order repeat prescriptions on time, always check your cupboard and only order what you need.

12345

Medicine

Get to know the weather - check it regularly so you can be prepared for what is coming up. Ice, snow and falling leaves can increase the risk of trips and falls. Sensible footwear can help, but be aware of your surroundings.

12345

Weather

Ensure there is plenty of warm clothing ready if you or others need to leave the house; hats, scarves and gloves and several thinner layers work best.

12345

Clothing

If at any time you are feeling unwell, stay home, keep warm and seek advice from the appropriate health service.

12345

Unwell

STAY WELL THIS Winter

2

Fr

Health and Care

NHS

🧠

Tips for looking after your lungs and heart this winter

Understanding your condition, triggers and symptoms can help you stay well and know when to seek help. If unsure, ask your healthcare team for advice and information.

12345

Healthcare

Washing your hands regularly, staying away from people who are unwell and keeping your equipment clean is the best way to avoid germs and stay well.

12345

Washing

Knowing when to take your medication and how to properly use your equipment is vital for keeping you well. If you have questions talk to your healthcare team.

12345

Medication

Give yourself the best protection by getting your free vaccinations. You should be contacted by your healthcare team.

12345

Vaccination

Move regularly, wear layers, have hot meals and warm drinks and keep your home heated to 18 degrees Celsius.

12345

Exercise

Looking after your mental health is just as important as looking after your physical health. Stay connected, talk to family and friends, keep moving and seek help if you are feeling down.

12345

Mental

Cold temperatures cause your heart and lungs to work harder. Check the weather and wrap up with layers, a hat and scarf. If it is particularly chilly, ask yourself do you need to go out?

12345

Weather

If you are in crowded, enclosed spaces or on public transport you may wish to wear a mask and carry hand sanitiser.

12345

Mask

If at any time you are feeling unwell, stay home, keep warm and seek advice from the appropriate health service. If you are worried about heating your home, seek advice from your local council.

12345

Unwell

Stay well this Winter

3

Fr

Health and Care

NHS

🧠

Support your mental wellbeing this winter

Regular exercise is good for your body and mind. The cold weather doesn't mean you are stuck inside. Bundle up and go outside to take a walk and get some fresh air and necessary Vitamin D.

12345

Exercise

Stay connected, meet up or talk to family and friends and accept invitations you get to social events even if you only go for a short period.

12345

Friends

A healthy diet will boost your mood, give you more energy. Balance your craving for carbohydrates, such as pasta and potatoes, with plenty of fresh fruit and vegetables.

12345

Diet

Looking after your mental health includes taking care of your physical health. Keep up with your regular dental visits, primary care visits, and any other ongoing wellness appointments.

12345

Dental

Practicing meditation or mindfulness for just 10 minutes a day can improve symptoms of depression and anxiety. Other activities such as yoga, listening to your favourite song, or taking a quiet walk can also be beneficial.

12345

Meditation

Poor sleep can have a negative impact on your mental health. Try and maintain good sleep habits like going to bed and getting up at fixed times. For more sleep hygiene tips visit the NHS website.

12345

Sleep

The winter months may have you feeling more isolated, demotivated, or stressed. If you are struggling and think you need help and support visit: [frimleyhealthandcare.org.uk/mentalwellbeing](https://frimleyhealthandcare.org.uk/mentalwellbeing)

12345

Support

If you or someone you know need help for a mental health crisis or emergency please call 999 or contact Samaritans on 116 123 who are there to listen

12345

Emergency

STAY WELL THIS Winter

Have you seen these images?

Response	Percentage
No	87.4%
Yes	8.1%
I've seen something similar	4.5%

If yes, where have you seen the images?













Source	Count
Email newsletter (for example local authority/voluntary comm...)	4
Printed poster	1
Frimley Health and Care website	5
LinkedIn	0
Instagram	2
Facebook	7
X (previously known as Twitter)	0
Other (describe)	1










(Other places: GP Practice website waiting room screen)

Bracknell Forest   North East Hampshire and Farnham   Royal Borough of Windsor and Maidenhead   Slough   Surrey Heath

# 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:	<div></div> <div>29</div>	<div></div> <div>45</div>	<div></div> <div>33</div>
The images would lead me to take new actions:	<div></div> <div>34</div>	<div></div> <div>44</div>	<div></div> <div>31</div>
The information provided is useful to me:	<div></div> <div>58</div>	<div></div> <div>39</div>	<div></div> <div>13</div>
It has provided me with new information:	<div></div> <div>46</div>	<div></div> <div>37</div>	<div></div> <div>26</div>

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

# 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

1



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

Healthier Together  
Improving the health of babies, children and young people throughout Frimley

2



NHS advice on managing childhood illnesses

Now available via app

Frimley-HealthierTogether.nhs.uk

Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor

Healthier Together  
Improving the health of babies, children and young people throughout Frimley

3



Your first port of call for healthcare advice and support about babies, children and young people

Healthier Together  
Improving the health of babies, children and young people throughout Frimley

Lets be healthier, together

Frimley-HealthierTogether.nhs.uk

Ascot | Bracknell | Farnham | Maidenhead | North East Hampshire | Slough | Surrey Heath | Windsor

4



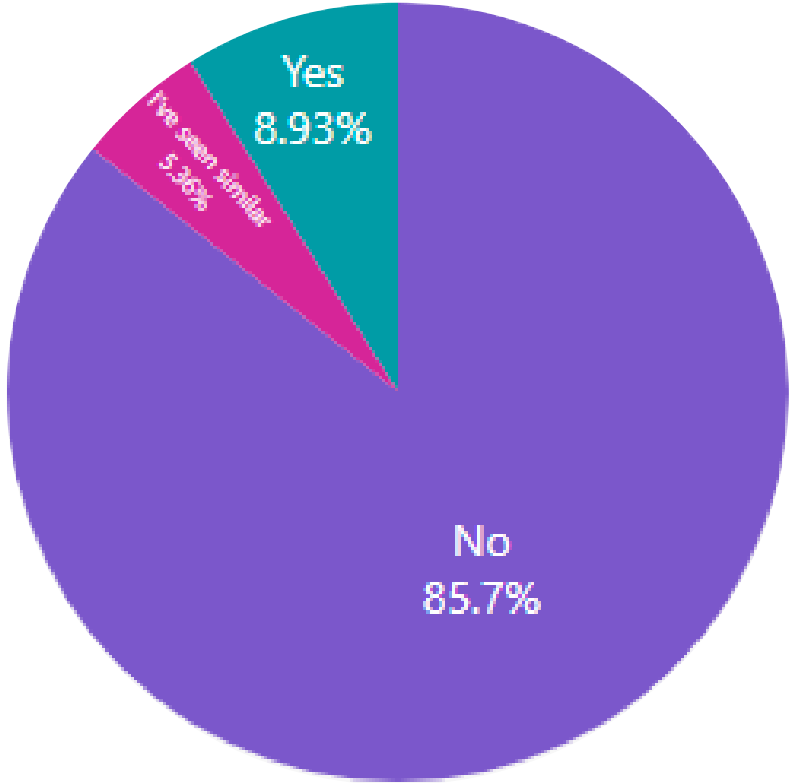
Advice for when your child is unwell

Advice on when to:

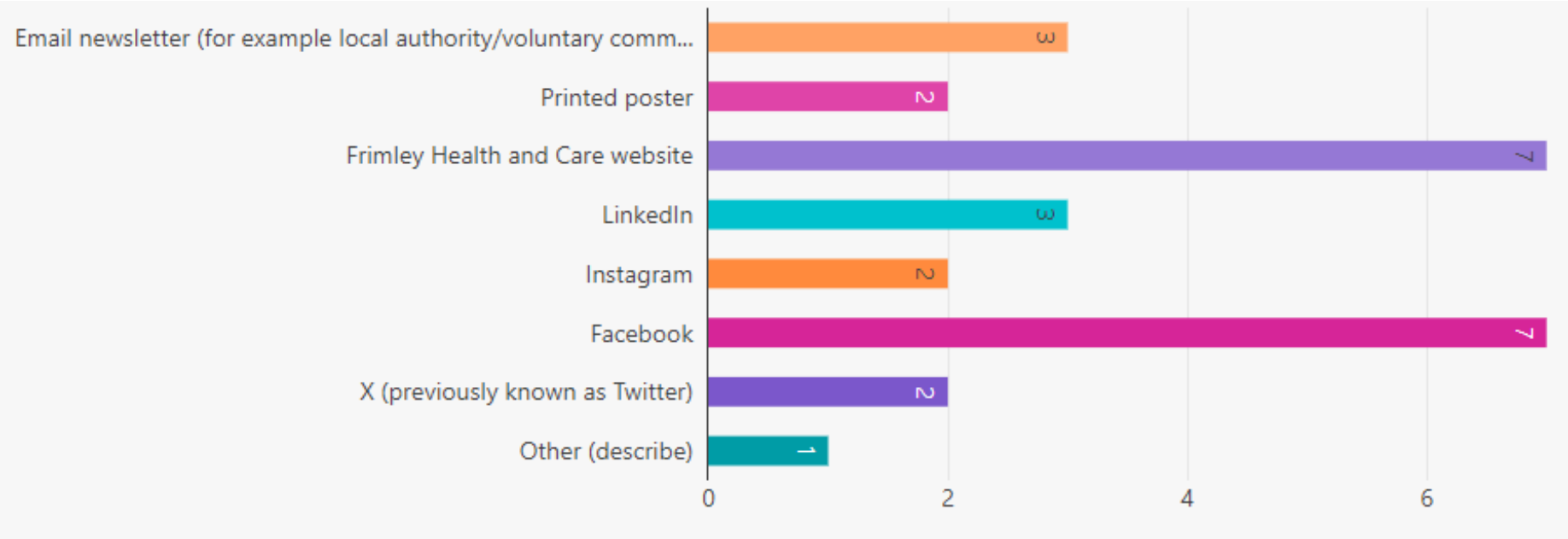
- Self care at home or visit your pharmacy
- Visit your GP or call NHS 111
- Go to the nearest A&E

Frimley-HealthierTogether.nhs.uk

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:	<div> 32</div>	<div> 47</div>	<div> 29</div>
The images would lead me to take new actions:	<div> 32</div>	<div> 51</div>	<div> 25</div>
The information provided is useful to me:	<div> 38</div>	<div> 51</div>	<div> 20</div>
It has provided me with new information:	<div> 41</div>	<div> 49</div>	<div> 18</div>

	Agree	Neither agree nor disagree	Disagree
The key messages are clear:	<div> 83</div>	<div> 21</div>	<div> 4</div>
I would take notice of this:	<div> 64</div>	<div> 32</div>	<div> 12</div>
The visual style is appealing:	<div> 80</div>	<div> 22</div>	<div> 7</div>

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>

SCAN ME

