

Communications Committee - 18 February 2010

'Older, wiser, be healthwise' campaign summary report

Executive summary and recommendations

### **Introduction**

The attached paper is a summary report on the older people campaign entitled 'be healthwise'.

### **Decision**

The Committee is requested to note the document. No decision is required.

### **Background information**

In November 2008 the Health Professions Council (HPC) launched its 'Older, wiser, be healthwise' campaign. The aim of the campaign was to raise awareness of the HPC amongst older people and those who care for them. The idea for the campaign came about following early opinion polling which showed low awareness amongst this group. The campaign was further developed after the HPC commissioned Ipsos MORI Social Research Institute to undertake research amongst older people aged 70+. The strategy for the targeted 'Be healthwise' campaign was then based on the Ipsos MORI research findings.

### **Resource implications**

Activities set out in this paper are accounted for within the departmental workplan.

### **Financial implications**

Activities set out in this paper are accounted for within the communications budget.

### **Appendices**

'Older, wiser, be healthwise' campaign evaluation report

## **‘Older wiser ‘Be healthwise’ campaign evaluation**

### **Introduction**

This report is designed to provide a summary of the ‘Older, wiser, be healthwise’ campaign.

### **Background**

In November 2008 the Health Professions Council (HPC) launched its ‘be healthwise’ campaign. The aim of the campaign was to raise awareness of the HPC amongst older people and those who care for them.

Previous opinion polling undertaken by the organisation had indicated that awareness amongst the older population was low despite this group being a high user of the services of the health professionals we regulate. The campaign itself was developed through further research when we commissioned Ipsos MORI Social Research Institute to undertake research amongst older people aged 70+. The strategy for the targeted ‘Be healthwise’ campaign was based on the Ipsos MORI research findings.

### **The research**

In 2008 we commissioned Ipsos MORI’s Social Research Institute to investigate the understanding and awareness of health regulation and the HPC amongst older people aged 70+. The research objective also included finding out the best way to reach these older members of the public. The research itself was conducted through in-depth telephone interviews as well as focus groups to capture the views of older people, informal carers of older people and care home managers.

The results further highlighted that awareness of the role of the HPC amongst older people and those who care for them was very low. This is despite having used the services of HPC-regulated professionals. None of the participants in the group of older people or group of carers had heard of the HPC or the name of its predecessor, the Council for Professions Supplementary to Medicine (CPSM).

Feedback from those surveyed in the research suggested focusing on increasing awareness amongst care organisations and cascading information through other organisations aimed at and who represent the older audience.

### **Objective**

The main objective was to execute a campaign which supports the HPC’s legislative obligation as set out in Article 13 of the Health Professions Order (2001) that the Council shall ‘inform and educate registrants, and shall inform the public, about its work’. This campaign was designed to inform older people in care homes, sheltered accommodation and living independently about the HPC and its work.

## **Tactics**

The 'be healthwise' campaign was initially launched at the National Care Forum conference in Bristol on 3 November 2008. The HPC were also in attendance at the English Community Care Association (network of independent care homes) annual conference. In November the HPC also hosted a good practice seminar organised by the joint health and social care regulators' Public and Patient Involvement (PPI) group (HPC are a member) which focused on the communication needs of older people. During the months of February and March 2009 the HPC conducted its direct marketing element of the 'be healthwise' campaign.

Following on from the direct marketing the HPC focused on its regional media awareness element of this campaign based on local case studies. This was followed by targeting publications aimed at older people and their carers as well as regional and national press and affinity group publications. From March 2009 onwards the HPC exhibited at various events and conferences aimed at older people and those who cared for them.

### **Seminar:**

#### **Public Patient Involvement (PPI) joint regulators forum event, November 2008, HPC London.**

In November 2008 the HPC hosted an event titled '*seminar on regulation and older people: what more can be done?*' The event was the third in the series of seminars organised by the joint UK regulators' PPI group and was chaired by the HPC Chair. The seminar was attended by 32 participants in London and six participants via video link in Cardiff. Participants included a mixture of older people from in and around the London area, Community Health Council representatives from Wales, representatives from voluntary sector bodies such as Counsel and Care, Helped the Aged, Justice for Health Network, and representatives from nine of the health and social care regulatory bodies.

The question for the seminar was 'what more can be done?' and we came away with a number of key messages regarding communication such as making better use of publications aimed at older people. When working on policies and consultations, the older people at the seminar cited "nothing should be done about them without them. The event was helpful and further influenced the HPC's strategy for its 'be healthwise' campaign.

### **Direct marketing:**

The HPC also conducted a direct-marketing element of its 'be healthwise' campaign and during the months of February and March 2009 mailed information packs to 22,000 care homes across the UK. This consisted of an introduction letter, poster, check-list outlining the importance of HPC registration and how to check an individual's registration status as well as a leaflet pack which contained a coaster for care home managers with HPC's details. We also sent some additional 'Be healthwise' postcards to be distributed to colleagues, residents and their friends and families as well as posters to display on notice boards.

## **Media:**

The media relations element for this campaign focused on the local, regional and specialist print media. Lives of older people tend to focus around their community which was why we targeted this media. The media element of the campaign was launched in February 2009.

The media campaign was built around the most used professions by our target audience which our research found were, physiotherapists, chiropodists and podiatrists, dietitians and speech and language therapists. Case studies were used to illustrate the benefits of seeing a registered health professional. This was done by working with professional bodies to identify registrants who would be happy to nominate patients/clients who they had treated or were treating to show what a difference to their life it had made. The nominated case studies were used as 'stars' for the campaign (please see appendix for details).

The media campaign was initially rolled out in Wales and the HPC then targeted publications aimed at older people and their carers as well as regional and national press. The case studies generated positive coverage; all the articles had a positive tone and conveyed key messages about the campaign. Articles were featured in numerous regional newspapers, professional body publications as well industry publications aimed at the target audience and were well received.

Coverage was achieved in the following publications:

### Trade media:

- Podiatry Now
- Caring Times
- National Care Forum newsletter
- Podiatry Review
- British Journal of Podiatry
- Disabled & Supportive Carer
- Assistive Technologies
- Occupational Therapy News

### Regional and national media:

- Llanelli Star
- Mirfield Reporter
- Dewsbury Reporter
- The Times
- Radio Carmarthenshire
- Scarlett FM
- Edinburgh News
- Birmingham Post & Mail
- Newcastle Journal
- Newcastle Evening Chronicle
- Sunday Sun
- Wakefield Express
- Bristol Evening Post

Websites:

- Help the Aged
- Independent Age
- Help the Aged Scotland

Newsletters:

- Board of Community Health Councils in Wales Newsletters
- Helped the Aged newsletter

**Exhibiting at events:**

**National Care Forum (NCF) Managers conference 2008, Bristol**

The National Care Forum was established to represent the interests of not-for-profit health and social care providers in the United Kingdom. This event is aimed at care home managers and organisations.

The 'be healthwise' campaign commenced with an exhibition and presentation from Anna van der Gaag at the National Care Forum in Bristol on the 3 November 2008.

The exhibition stand attracted visitors wanting to find out more information. Stand representatives flagged the new campaign and that mailer information packs would be distributed to care home managers in early 2009.

**English Community Care Association (network of independent care homes) annual conference, London November 2008**

ECCA, a registered charity, is the leading representative body for independent care services in England. The HPC exhibited at the ECCA annual conference in November 2008. Approximately 280 delegates attended this event, which included:

- Senior management from the leading national care home providers
- Representatives from government and regulatory bodies
- Owners of single care homes and small local groups
- Product and service suppliers
- Media representatives

This was at the very start of the campaign and 70 people visited the stand wanting to find out more information about the HPC and why we were exhibiting at the conference.

**The Care Show March 2009, Bournemouth**

As the UK's largest and busiest event for the older people care sector, The Care Show brings together care professionals with suppliers under one roof.

The HPC exhibited at the Care Show in Bournemouth between 17-18 March 2009. The Care Show proved to be a good indicator in gauging awareness of the HPC among the target audience as this was post the mailer information pack distribution. A significant number of care home managers had received the information packs and came to the stand as a result. The vast majority had never heard of the HPC before receiving the packs.

The HPC 'be healthwise' exhibition stand caught the eye of many visitors to the Care Show with an estimated 200 delegates visiting our stand over the two days we exhibited. A significant number of carers and care home managers stopped to pick up information materials and for a chat to find out more about us. Exhibiting at the care show proved to be a productive way of raising awareness amongst our target audience.

### **MJM Care provider conferences 2009**

MJM organised a series of regional events in 2009 aimed at owners, managers and staff of care homes. The HPC exhibited at the following events:

#### **21/04/09 North East care conference, Gisborough Hall, nr Middlesbrough**

72 out of the 90 delegates visited HPC 'Be healthwise' stand

#### **12/05/09 South West 1 care conference St Mellion, Weston super-mare**

71 out 80 delegates visited the HPC 'Be healthwise' stand

#### **13/05/09 South West 2 care conference Rookery Manor, Cornwall**

92 out of 100 delegates visited HPC 'Be healthwise' exhibition stand

All the MJM conferences had relatively good attendance ranging between 80-100 delegates per conference. The HPC stand attracted many visitors, estimated at 90% of the attendees. The vast majority of delegates recalled receiving the information mailer packs we distributed and said they had not heard of the HPC prior to this.

Many said that they would now check that the health professional they used was registered with the HPC. Some had already checked their health professional was registered as a direct result of the mailer. A few care home managers cited that the packs had prompted them to ask their health professional direct if they were registered with the HPC. A small number of care home managers, discovered that their health professionals were not registered. One of the care home managers at the Weston Super-mare event found that the health professional they were using was not HPC-registered and after further research discovered a criminal record. We used opportunities like this to explain our fitness to practise processes and provided further information and guidance.

Those who visited the stand and had not received a mailer pack took information and said they would check that their health professionals were registered. Several care home managers said they would encourage new residents who often brought their own health care professional along with them when they moved into a home, to check they were also registered.

### **National Care Forum 2009 Managers conference, Bristol**

The HPC sponsored, exhibited and had a speaking slot at the conference this time. As we had exhibited at the NCF in 2008 we wanted to gauge whether awareness of the HPC had increased amongst delegates. To do this we asked delegates to complete a short questionnaire. The vast majority of those that were aware of the HPC cited that they had received our mailer information packs and/or had read articles about us. Many of those that received the mailer pack stated that they either asked the health professionals directly if they are HPC-registered or checked on the [www.hpcheck.org](http://www.hpcheck.org) website. Many cited the mailer packs as an effective way

to communicate to them. When asked, the vast majority of all respondents said they would prefer to be kept up to date via information delivered directly to their care home. Many visitors to the stand were not aware of the HPC so came along to find out more information.

## **Conclusion**

The use of multi channels like events, media and direct marketing helped to support the campaign objectives and to boost the message to the target audience. Whilst attending the various exhibitions and conferences the HPC found that awareness had increased with a substantial number of carers and care home managers visiting the stands at various locations as a direct result of receiving the information packs. The majority cited that they now visit the [www.hpcheck.org](http://www.hpcheck.org) website to ensure the health professionals entering their care homes are registered. The use of media also aided the HPC in delivering its key messages for the campaign.

We will continue to raise awareness of the HPC through the 'be healthwise' campaign. We will be attending the Care Show 2010 and will continue our presence at the NCF managers' conference. We will also consider future attendance at care provider conferences. In addition to this, we will continue to ensure that we take relevant promotional materials (eg 'be healthwise' postcards and posters) to events and exhibitions.

## **Evaluation**

Direct marketing - the database of care homes was purchased from Binleys. Twenty two thousand care homes were mailed.

Events – we targeted key events and found this as the best way forward and the tactic worked effectively. Having a presence at events helps to raise and gauge awareness and also gave delegates an insight into the work of the HPC. For example at the NCF 2009 conference 60 delegates completed the questionnaire with 31 citing they had heard of the HPC and 29 saying they had not. The vast majority of those that were aware of the HPC cited that they had received our mailer information packs and/or had read articles about us. Many of those that received the mailer pack stated that they either asked the health professionals directly if they are HPC registered or checked on the [www.hpcheck.org](http://www.hpcheck.org) website. Having a presenting slot also helped to raise awareness with all delegates at the conference

Media – coverage was secured in numerous publications creating over 1 million opportunities to see.

Website – visits to the [www.hpcheck.org](http://www.hpcheck.org) website increased throughout the course of the campaign activity. In December 2008 we had 19498 visits by November 2009 this figure had risen to 44,045.

## Appendix 1

As mentioned the media element of the campaign the HPC featured case studies know as HPC stars' to bring life to the campaign as follows:

- Retired businessman Arthur Young, 79, from Bournemouth, suffered from a virulent ear infection which had caused partial paralysis of his face but no one had noticed except for his podiatrist Jim Leigh. The HPC registered podiatrist advised him to see a doctor and he is now back to good health.
- Bridget Thomson, 69 from Edinburgh, had a severe stroke that left the retired district nurse trapped in a silent world and could not communicate or speak and was partially paralysed. Thanks to a HPC registered speech and language therapist, Jane Armstrong, Bridget can now speak a few words can communicate and even write again.
- Doreen Kirby, 75 year old from Southport who suffered with feet trouble that has been seeing a HPC registered chiropodist for 25years and can't recommend him enough.
- Barbara Ankers, 67 year old from Manchester, was former British runner and keen cyclist and gym goer contracted verrucae. Thanks to her podiatrist Nigel Bell she is back on her bike and in the gym. Barbara says that her podiatrist "has made such a difference to the quality of my life".
- Retired lawyer, Martin Pereira 68 year old from Bognor Regis had suffered from thrombosis which resulted in the removal of a part of his right heel and big toe. Because of the way he was walking he found that two pressure points on his foot would not heal. Then when his wife was changing the dressing she found that the remains of a surgical pin had come adrift. Martin's podiatrist suggested he see HPC registered orthotist Alan Drew who fitted Martin with a splint for his right leg. Martin said that Alan had improved his quality of life and that people say he walks more upright.
- Retired butcher Joe Sinclair, 76 from Manchester has lived with debilitating back pain for half a century. The 76 year old had been to countless doctors and specialists yet no one could relieve the agony. A visit to Davenport House Clinic where Joe initially went to have his nails sorted led to a diagnosis and at last an end to his back pain. Chiropodist Tony Gavin diagnosed that one of Mr Sinclair's legs was shorter than the other. The treatment was a simple gel pad in his shoe to help him walk on a more even keel.
- Pensioner Barbara Richardson 84 from Dewsbury experienced increasing problems with her legs. She had fluid retention on her legs which made it difficult for her to get out and about. Thanks to podiatrist Ian Harvey, Barbara is walking comfortably with a stick and says her legs feel "loads lighter".
- Sister Rufina Sergurola was trapped in a silent world following a massive stroke and over night went from being an active 79year old to someone who could not communicate in any way. When her fellow Sister Anne learned that Sister Rufina would only receive three months of speech and language therapy via the NHS she looked for a private speech and language therapist. Her search led her to Rebecca Bright from The Communication Clinic and now Rufina can communicate with gestures, eye movement and can say a few words again.