

CASE STUDIES



Mansfield & Ashfield and Newark & Sherwood CCGs

Reducing unnecessary admissions to A&E

THE BRIEF

If things stay as they are there will be a £140 million funding gap for English Accident and Emergency (A&E) services within ten years. Mansfield and Ashfield and Newark and Sherwood Clinical Commissioning Groups (CCG) commissioned Hitch Marketing Ltd to deliver a social marketing campaign to contribute to a 15% reduction in unnecessary attendances to A&E for 2016/17. The project is currently in the implementation stage with the final evaluation starting in January.

The CCG required a branded social marketing campaign implemented through relevant and existing communications channels. The approach would educate audiences on appropriate health service choices - including self-care, pharmacies, NHS 111, GPs and minor injury units – rather than making A&E their first port of call.

Hitch used insight tactics to identify potential target audiences and understand the reasoning behind their current behaviours and identify approaches to encourage changes in decision making. Target audience testing during the development phase ensured implemented creatives and messaging were engaging and relevant.

THE APPROACH

Hitch used the social marketing project process to deliver this project, developed by our associates at National Social Marketing Centre (NSMC), closely mirroring the Government's OASIS process.

The project commenced with an inception meeting with the client to obtain a detailed brief and firm up key objectives and outcomes.

The insight phase identified potential target audiences and their behaviours and opportunities to encourage changes in their decision making, including preferred channels. Hitch conducted an analysis of quantitative data such as hospital admissions and qualitative methods including service user interviews and surveys, and engagement with a range of key stakeholders and hard-to-reach groups, via interviews, focus groups and an online survey. The results provided a baseline to enable measures of behaviour change throughout the project.

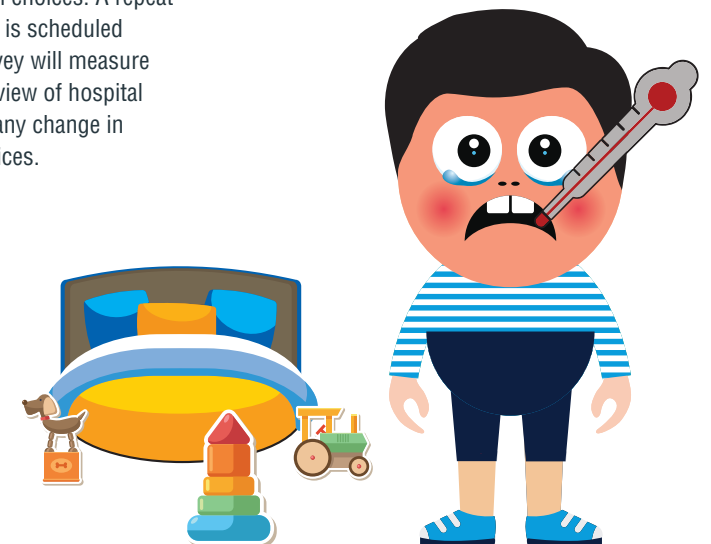
An analysis and write up of the insight phase enabled Hitch to develop a targeted campaign strategy and plan, identify target audiences (young adults and parents of infants) and develop campaign messages and creatives. Messages, creative concepts and channel choices were tested with stakeholders and target audiences via on-street surveys, hall tests and interviews. The results enabled refinement of campaign messages and creatives and the strategy and plan.

THE RESULT

Campaign implementation commenced October 2016 with Facebook and mobile phone advertising campaigns, enabling acute audience targeting. Outdoor advertising was carefully selected for value for money, in locations where our target audience are, whilst also informing the wider population. Local radio advertising via a station regularly listened to by the target audience aired at times when they most likely to hear, including drive time. Print assets including a campaign jigsaw and colouring books aimed to make the most of parent infant interactions. Stakeholder assets such as waiting room posters and digital screen presentations helped healthcare professionals and service users to offer and receive consistent messages on choices. A repeat of the baseline insight research is scheduled for January 2017. A public survey will measure changes in awareness and a review of hospital admission data will determine any change in service user health service choices.

THE OFFER

This case study demonstrates Hitch's ability to use the social marketing process to bring order and clarity to campaign planning and delivery. Objective setting up-front enabled clarity on outcomes. Detailed insight activities refined audience selection, communication approaches and channel choices. Testing of creatives and messaging confirmed audience comprehension and relevance. Careful selection of channels will help ensure the message is seen by the target audience. Finally, an end of campaign evaluation will tie results the original aims and objectives and ultimately measure success.



FACEBOOK CAMPAIGN

CLICKS
(TOTAL CLICKED)

9,350

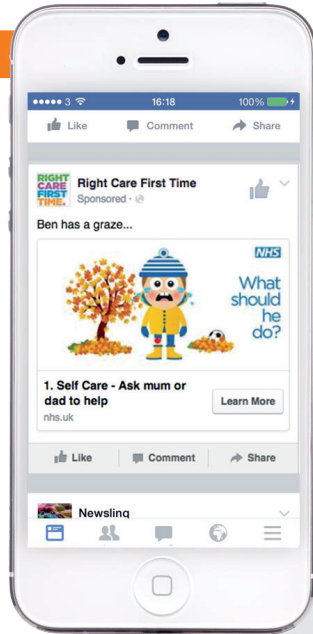
REACH

(INDIVIDUALS VIEWING)

208,000

IMPRESSIONS
(TOTAL TIMES SEEN)

1,500,000



RIGHT
CARE
FIRST
TIME.

MOBILE ADVERTISEMENT

CLICKS
(TOTAL CLICKED)

5,100

CTR

(CLICK THROUGH RATE)

1.38%

IMPRESSIONS

(TOTAL TIMES SEEN)

375,000



Mansfield and Ashfield
Clinical Commissioning Group



Newark and Sherwood
Clinical Commissioning Group

OUTDOOR ADVERTISING

15
BUSES
AND ADS

63%
OF LOCAL POPULATION
ENGAGED WITH BUS AD
2.3 TIMES

OPPORTUNITY TO SEE:
92,500

70 BUS
INTERIORS

6 SHEETS
12 LOCATIONS
TOTAL IMPACTS
217,100



RADIO

420
SPOTS IN TOTAL

CHANCES TO HEAR:
16 TIMES
PER LISTENER

TOTAL IMPACTS
822,000

MATCHING PAIRS CAMPAIGN GAME



Ben has a graze

RIGHT CARE FIRST TIME.

1 SELF CARE

Ask mum or dad to help!

Many injuries can be treated at home, at **NO COST** to **YOUR NHS**. Call **111** for free peace of mind.

Emma has a cough, cold and runny nose

RIGHT CARE FIRST TIME.

2 PHARMACIST

An adult can buy her medicine!

Head over to your local pharmacy for over the counter medication. It won't cost **YOUR NHS** a penny! Call **111** for free peace of mind.

Mia keeps being sick

RIGHT CARE FIRST TIME.

3 GP

An adult can call the GP surgery

Give Mia water and rest and call your GP. A GP visit costs **YOUR NHS** around **ONE THIRD** of a hospital visit. Remember, pharmacists also offer advice and treatment.

Jack has a cold and a temperature

RIGHT CARE FIRST TIME.

4 NHS 111

A grown-up can call 111 for help!

Hello, NHS 111, how can we help?

Call **111** from the comfort of home for free, fast medical advice, 24 hours a day.

Harry has hurt his finger badly

RIGHT CARE FIRST TIME.

5 URGENT CARE

Get help!

Minor injuries can be treated at urgent care centres. They can be found at King's Hill Hospital, Newark Hospital and Nottingham. No appointment necessary.

Anna can't breathe

RIGHT CARE FIRST TIME.

6 999/EMERGENCY DEPT.

CALL 999!

For serious or life threatening injuries or illnesses call **999**.