

Campaign Toolkit



Help to shape the future of health and care services in Bath and North East Somerset, Swindon and Wiltshire

Please note that the information in this document is strictly embargoed and is not to be shared with the public or media until Thursday 13 June 2019 when the campaign launches.

Health and care organisations across Bath and North East Somerset (B&NES), Swindon and Wiltshire (BSW), referred to collectively as the BSW Partnership (previously BSW STP), are working together to drive up the quality of services across our combined area, improve health outcomes and ensure our services are cost-effective and sustainable.

From 13 June until 31 July 2019, the BSW Partnership are running a public-facing campaign to inform the development of our joint five year plan in line with the NHS Long Term Plan. We are committed to ensuring that the public's voice influences key decisions and helps to shape our services.

We'll be finding out what people think using a survey, (available online and in paper form), social media and face-to-face engagement, to ask three simple questions:

What's the one thing....

- 1. ...you wish you'd known sooner to help you be as healthy as possible?**
- 2. ...that would help you to find and use health and care services more easily?**
- 3. ...that would help to make a difference to your health and care in the future?**

Our Health, Our Future is a brilliant opportunity to identify the health and care issues that are important to local people and, with your support, we can make sure we hear from as many of them as possible.

This toolkit supports you to share the campaign with people in your local community by:

- Sharing our press release with media contacts or on your website
- Featuring the campaign in your newsletters, publications and websites.
- Encouraging your network of supporters, members and staff to complete the survey.
- Displaying posters/flyers at your events and in your offices.
- Sharing our social media posts.
- Sharing our campaign video across your communication channels.
- Running your own Our Health, Our Future face-to-face activity with members and staff.

If you have any questions, please email banes.comms@nhs.net

Key Messages

The key messages of our public-facing Our Health, Our Future campaign are:

- We need your views to help build the health and care plan for Bath and North East Somerset, Swindon and Wiltshire (BSW) for the next five years. This plan will set out how we intend to take the ambitions laid out in the NHS Long Term Plan and turn them into local action to improve services and the health and wellbeing of our local population – building on the work we have already been doing.
- Health organisations, GPs, local authorities, hospitals and social services providers are all working together to join up and improve health and care for people across the BSW region.
- We want to develop a bold set of ambitions for the next five years that enable children and young people to ‘Start Well’, then to ‘Live Well’ and ‘Age Well’.
- We will spend more time and effort helping people to stay well, to help them act early to prevent ill health and get support, and where care and treatment is required, we will work with people to ensure their care is joined-up and based on what matters most to them.
- We want to understand your priorities when it comes to preventing ill health and getting the health and care services you need now and in the future.
- Take part in our short survey and find out more at: www.ourhealthourfuture.org. The survey is open until 31 July 2019. Your survey answers are completely anonymous.
- Healthwatch has supported us to hear a range of views from local people. The results of their local engagement activity will also help inform our plan.

Share our press release

To help communicate Our Health, Our Future to key broadcast, national and consumer media, we’ve put together a [press release](#) that you can share with your media contacts or pop on your website.

Featuring the campaign in your newsletters, publications and websites

Please use the following text to describe the campaign to your audiences:

What would help you to live a healthier and happier life?

Health and care organisations across Bath and North East Somerset, Swindon and Wiltshire are putting a plan together to make sure you and your loved ones are able to get the support you need to live well. They want to make sure that you can easily find and use local health and care services, and that these services will support you to stay healthy and happy now and in the future.

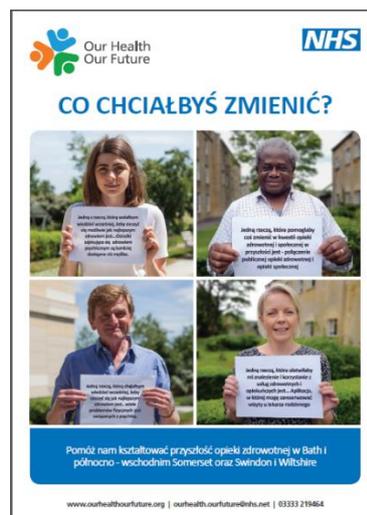
Help to shape the future of local health and care services by taking part in this [short survey](#). Visit our [website](#) for more information, or email ourhealth.ourfuture@nhs.net or call 03333 219464 to request a paper copy of the survey.

There is a [gallery on our website](#) where you can download photos to share with this message.

Promoting the survey:

Please encourage your network of supporters, members and staff to complete the survey, which can be accessed online here - <http://bit.ly/OHOFsurvey>.

If you'd like to complete or share a paper copy of our survey, you can download and print an information booklet in [English](#), [Polish](#) or [Easy Read](#) format.



Please return your completed booklet to **Our Health, Our Future, BSW STP, Midford House, St Martin's Hospital, Clara Cross Lane, Bath, BA2 5RP.**

If you'd like to request a paper copy of any of these resources, please email ourhealth.ourfuture@nhs.net or call 03333 219464.

Displaying posters and flyers in your local community

Our [posters](#) and [flyers](#) are available for download – you can pop these up in your office, local community spaces, at events, or give them to people you work with.



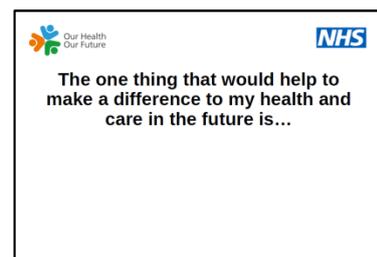
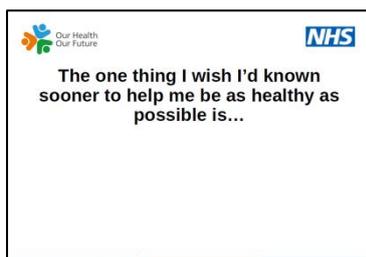
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Share our social media posts

Please support Our Health, Our Future on your own social media channels by liking or sharing the content posted from our:

- Facebook: [@BSWourhealthourfuture](#)
- Twitter: [@BSW_STP](#)
- Instagram: [@banescgg](#)

If you want to share your answers to our survey through your social media account, write your answer on [our templates](#) or a piece of paper and share a photo of you holding it up, or record yourself answering each question. Please remember to tag us and use **#OurHealthOurFuture** in your post!



We also encourage you to share our key messages across your social media channels using **#OurHealthOurFuture**. To support you to do this, we have provided some suggested wording and creative assets that you can download and use:

- [Suggested wording for STP partners](#)
- [Suggested wording for non-STP partners](#)
- [Download accompanying creative assets](#)

Share our campaign video

Share the link to our short campaign video - <http://bit.ly/OHOFvideo> , or [download](#) it so that you can upload it directly to your social media channels.



Run your own Our Health, Our Future face-to-face activity

If you'd like to run a face-to-face activity, download our suggested [session plan](#).

You'll find some introductory text, several different activities you could run, and a list of the resources you'll need. You can also download [action cards](#) for your activity.

If you have any questions or if you'd like to receive additional information about future plans for health and care services across B&NES, Swindon and Wiltshire, please email ourhealth.ourfuture@nhs.net or call 03333 219464. The survey closes on 31 July and we'll share the results and next steps in autumn 2019.