

Primary care access activity report

Summary report: Phase One – Primary Care Access

Campaign summary

Campaign period: May – October 2022

The campaign has been strategically aligned with the system’s aim to improve service user knowledge and behaviour when accessing primary care services. There has been a wave of increased patient frustration, and an increase in hostility towards primary care staff. The Primary Care Access campaign raises awareness of these issues and educates patients about how practices are working now.

The campaign has been designed to promote a series of core messages to the public, these include:

- General practice is working in ways that are beneficial for patients
- Care navigation staff are trained to help find you the appropriate care for your needs
- Asking questions when you contact your practice which helps the receptionist/care navigator to help you
- There is an extended team working at your local practice and you will be signposted to the most appropriate professional for your care needs
- The NHS app can help you access a range of NHS services to support your care
- Staff abuse will not be tolerated. Stand with us, together against abuse

Promotion of these key messages has been achieved through:

Activity	Description
Social media activity	A one-month campaign, split into two sets of activity
Audio advertisement	A one-month campaign, hosted on Spotify
Out-of-home advertisement	A one-month OOH campaign targeted to select areas with high footfall in Staffordshire and Stoke-on-Trent
Partner toolkit	Toolkits distributed digitally and in print to community sites
Primary care toolkit	Toolkits distributed digitally and in print to 146 GP practices.

Facebook/Instagram – Campaign performance

Campaign dates: 24 May – 25 June 2022

Campaign summary






Five key messages were advertised on Facebook/Instagram for a one-month period targeting all adults in Staffordshire and Stoke-on-Trent.

The adverts reflected the five key messages shown above and the aim was to direct the audience to the landing page to find out more information about how primary care and GP practices are currently working. The landing page consisted of individual sections on the main messages, with the staff abuse page displaying videos of real-life case studies of NHS staff.

Focus testing of the social media messages was conducted across two groups:

- Patient group – a survey was created and sent out to ‘The People’s Panel’
- Local GPs – a session hosted over video conference.

From the data derived with the focus testing, the following advert messages were created:

<p>Ad 1 - General Practice</p> 	<p>Ad 2 - Care Navigation</p> 
<p>Ad 3 - Extended Workforce</p> 	<p>Ad 4 - NHS App</p> 
<p>Ad 5 - Staff Abuse</p> 	

The summary below illustrates advertising performance throughout the campaign. Please note definitions are provided below.

Advert	Reach ¹	Impressions ²	Frequency ³
Ad 1 - General Practice	20,036	44,322	2.21
Ad 2 - Care Navigation	10,526	19,343	1.84
Ad 3 - Extended Workforce	49,616	187,252	3.77
Ad 4 - NHS App	4,779	12,316	2.58
Ad 5 - Staff Abuse	5,392	9,813	1.82

¹ **Reach** is the number of unique (individual) users who have seen your adverts.

² **Impressions** are defined as the number of times the page is located and loaded by a user (number of times an ad is shown).

³ **Frequency** is the average number of times that each person saw your ad.

Campaign engagement

Below summarises how people engaged with the campaign. Please note definitions are provided below.

Advert	Link clicks ¹	Post reactions ²	Post shares ³	Post comments
Ad 1 - General Practice	401	24	0	22
Ad 2 - Care Navigation	214	12	4	9
Ad 3 - Extended Workforce	2,975	141	26	118
Ad 4 - NHS App	82	7	0	4
Ad 5 - Staff Abuse	90	15	1	1

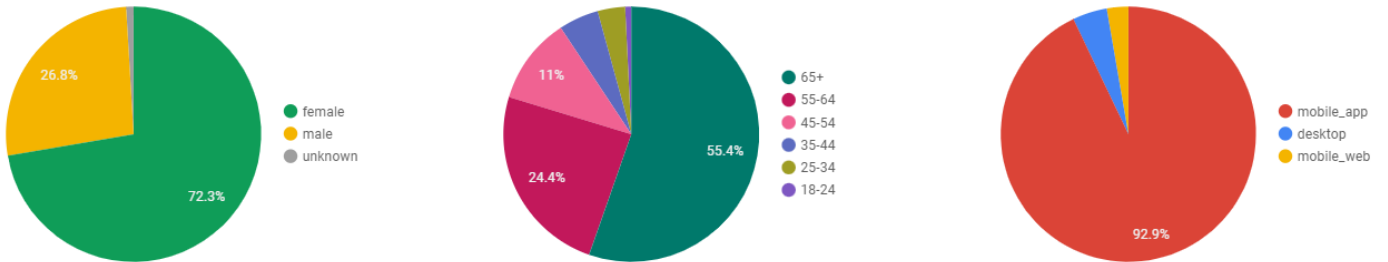
¹**Link clicks** are the number of people that clicked on your advert to visit the campaign landing page, indicating interest and engagement.

²**Post reactions** are how users have interacted with your adverts from a choice of six emotions - Like, Love, Haha, Wow, Sad, and Angry.

³**Post shares** refer to the number of times people shared your adverts on their own or friends' timelines, in groups and on their own pages.

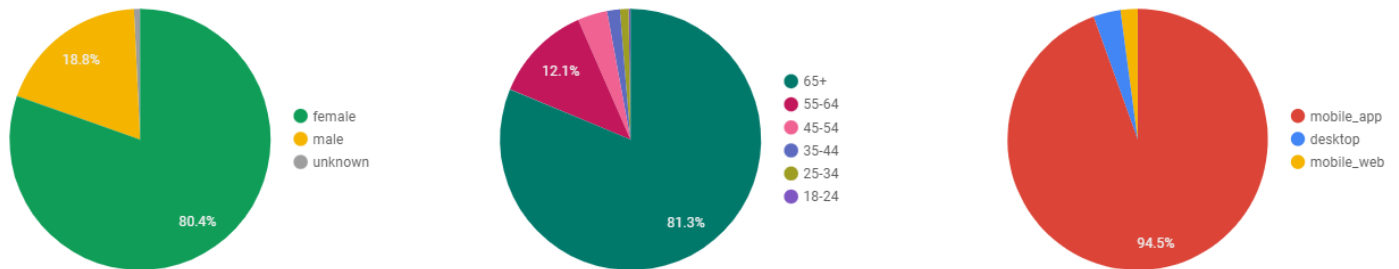
Reach breakdown

Demographics – gender, age and device



Link click breakdown

Demographics – gender, age and device



Webpage data

- Read length time
- Link clicks – activity on the page

Campaign analysis and considerations for future activity

Overall, the campaign performed well in terms of reach and impression rates. Reach was most prominent for the extended workforce message. There was a high level of activity surrounding this message in the campaign with a high level of impression link clicks, post reactions, post shares and post comments. The activity for this advert was high due to a large amount of sharing and commenting.

Reach was least prominent for the NHS app and staff abuse messages however this still generated a good level of link clicks, which suggests the audience is interested in learning more about the issue. Reach may have been less than the other adverts due to the budget being automatically pushed to higher-performing adverts.

Advert activity was most prominent in the 65+ cohort. Activity was also prominent in the 55-64 and 45-54 age groups, indicating that the middle-aged and older cohorts were the most active in responding to adverts. This level of activity also suggests that middle-aged and older cohorts of people are most concerned about the way in which they access primary care. Furthermore, within those cohorts, activity was highest among females.

Appendix

Post comments have been compiled in a separate document attached to the report.

Analysis of all comments was conducted by the insights team. Analysis was categorised according to patient concerns. From this analysis, we were able to see the most common concern was the lack of access to GP and GP appointments.

Facebook/Instagram updated – Campaign performance

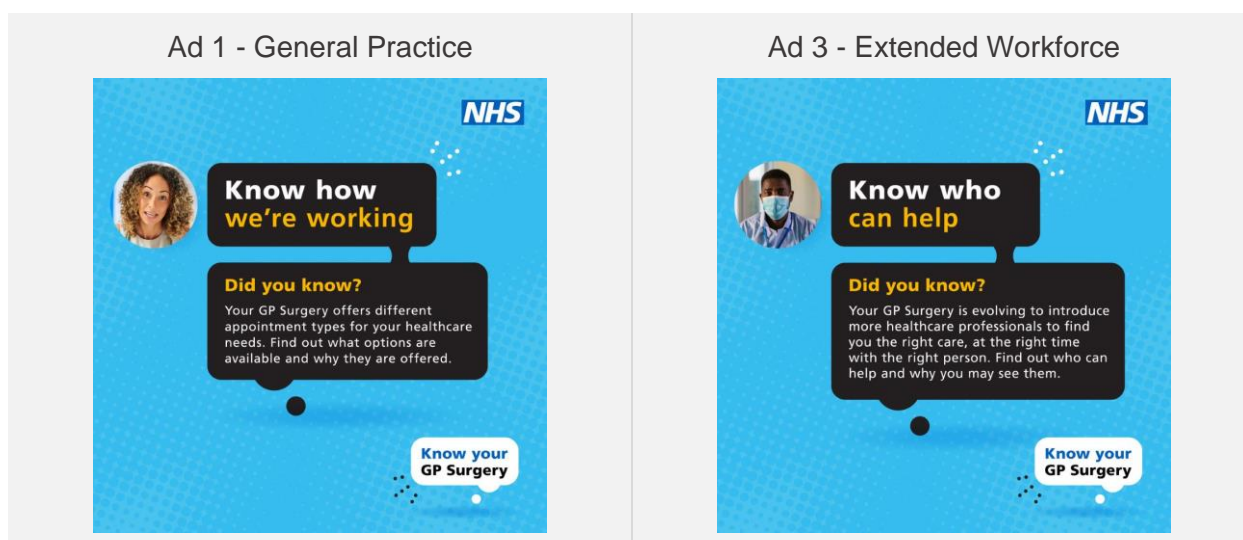
Summary report: Phase Two – Primary Care Access

Campaign dates: 2 October - 18 October 2022

Campaign summary

Based on the previous advertisement activity, Campaigns, Creative and Digital (CCD) organised a refresh of the campaign copy to compliment the design graphics and the landing page. The updated copy was written in a more direct tone and expanded on the explanations of how primary care is now working. CCD also modified two adverts based on the last set of data and these were pushed out for a two-week period using the remaining budget from the previous activity. In addition to this, a survey was displayed on the landing page to give patients the option to provide constructive feedback and to mitigate excess comments.

Based on the data from the comments analysis the following advert messages were created:



Below summarises the advert performance. Please note definitions are provided below.

Advert	Reach ¹	Impressions ²	Frequency ³
Ad 1 - General Practice	288,257	414,004	1.44
Ad 3 - Extended Workforce	222,462	295,976	1.33

¹ **Reach** is the number of unique (individual) users who have seen your adverts.

² **Impressions** are defined as the number of times the page is located and loaded by a user (number of times an ad is shown).

³ **Frequency** is the average number of times that each person saw your advert.

Campaign engagement

Below summarises how people engaged with your campaign. Please note definitions are provided below.

Advert	Link clicks ¹	Post reactions ²	Post shares ³	Post comments
Ad 1 - General Practice	308	5	1	1
Ad 3 - Extended Workforce	194	7	2	1

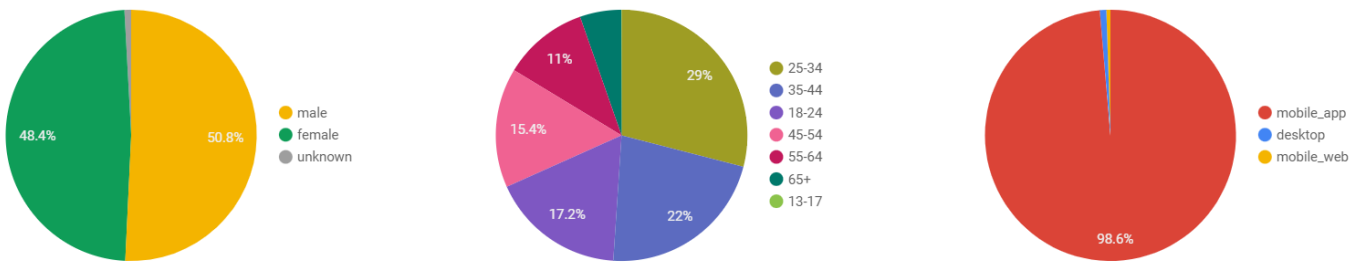
¹**Link clicks** are the number of people that clicked on your advert to visit the campaign landing page, indicating interest and engagement. '

²**Post reactions** are how users have interacted with your adverts from a choice of six emotions – 'Like', 'Love', 'Ha ha', 'Wow', 'Sad', and 'Angry'.

³**Post shares** refer to the number of times people shared your adverts on their own or friends' timelines, in groups and on their own pages.

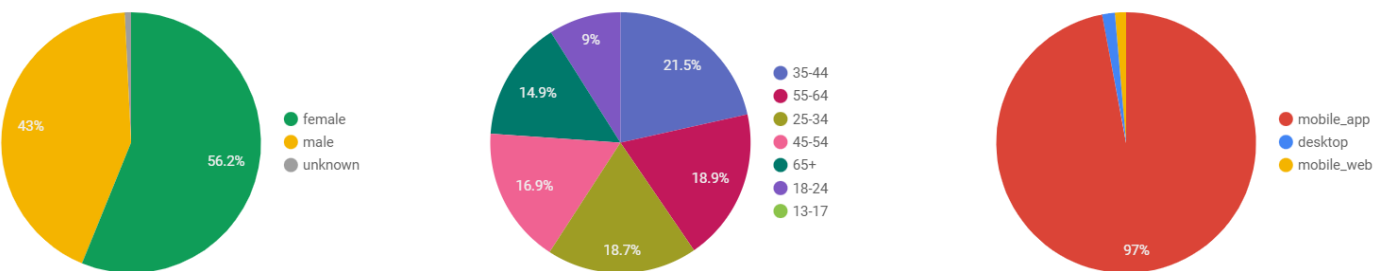
Reach breakdown

Demographics – gender, age and device



Link click breakdown

Demographics – gender, age and device



Campaign analysis and considerations for future activity

As a result of refreshing the campaign messaging, this arm of activity performed extremely well compared to the previous social media activity.

The reach rate for both adverts was extremely high with the practice advert performing better than the extended workforce message. This may indicate the audience was more interested in finding out about appointment types rather than the professionals available within their practice.

The frequency rates for this campaign indicate the advert was not displayed multiple times to an audience, demonstrating that views were unique and therefore the advert reached more people.

The campaign saw a relatively equal split in audience demographic, meaning the adverts reached a broad demographic in the area. Furthermore, the adverts saw a relatively equal split in males and females, illustrating a more balanced audience compared to previous social media activity.

The group reached most by the advert was the 25-34 cohort. However, the 35-44 cohort had more activity for link clicks. This may indicate that the 35-44 cohort was the most interested in the information and in providing feedback via the survey.

Appendix

Post comments are shown below. Please note, due to privacy settings on Facebook, one comment has been deleted/ hidden.



The survey was answered by three people who provided feedback on their experiences. This data can be seen in a separate document attached.

Spotify - Campaign performance

Campaign dates: 24 May 2022 – 25 June 2022

Campaign summary

The Spotify audio advertisement was promoted to all adults in Staffordshire and Stoke-on-Trent. A 30-second audio advertisement was posted and this focused on the campaign’s main messages: GP access, care navigation, extended workforce and staff abuse. The audio script is displayed below:

VO: Did you know that your local GP Surgery is working in ways that are beneficial for patients?

With specially trained receptionists, or “care navigators” asking questions about you and your health... to help find you the *right care*, at the *right time*...

And, with a qualified team of professionals in your local surgery, you don’t *always* have to see a GP. It might be *more* beneficial to see a nurse, physiotherapist, or a pharmacist...

Just remember to care about us, caring for you.

Stand with us against abuse and: ‘know your words... know your actions’...

Campaign performance – summary

The table below summarises advert performance. Please note definitions are provided below.

Ads served ¹	Reach ²	Frequency ³	Clicks ⁴
59,015	40,263	1.47	624

¹Ads served are defined as the number of times the particular advert is located and presented to a user.

² **Reach** is the number of unique (individual) users who have seen your adverts.

³ **Frequency** is the average number of times that each person saw your ad.

⁴ **Link clicks** represent the number of people that clicked on your advert to visit the microsite, indicating interest and engagement.

Impressions Breakdown

Gender and age

Male	Female
46%	54%

13-17	18-24	25-34	35-44	45+
28%	30%	14%	10%	17%

Link click Breakdown

Gender and age

Male	Female
51%	49%

13-17	18-24	25-34	35-44	45+
35%	27%	11%	9%	17%

Campaign analysis and considerations for future activity

In a one-month period, the advert was played 59,015 times which is approximately 1,844 for each day the campaign was live. The advert generated 624 clicks to the campaign landing page which is a high amount in comparison to the previous social media activity.

When comparing Spotify performance to the original statistics quoted, this campaign has overperformed in terms of ads served and reach rate.

Although the campaign was targeted to all adults 18+, the data reflects ages 13-17 within the audience. CCD team is checking this to understand why it was presented to this cohort.

Out of home advertising – Campaign performance

Summary report: Phase One – Primary Care Access

Campaign dates: 23 May 2022 – 9 June 2022

Campaign summary

Out-of-home advertisement sites were selected to display an advert across chosen locations in Staffordshire and Stoke-on-Trent to cover a widespread radius of geo-location targeting. A mixture of digital and static sites were chosen. Locations and dates of where the out-of-home advertisements were displayed can be seen below:

Stoke-on-Trent

- **ASDA Wolstanton**, Wolstanton Retail Park
- 26/05/22 for 2 weeks

Cannock

- **Asda Cannock Superstore**, Avon Road Cannock
- 26/05/22 for 2 weeks

Tamworth

- **Aldi Bus Stop, Glascoate Road Opp No.397 Tamworth**
- 23/05/22 for 2 weeks

Stafford

- **Bus Stop, Station Road Railway Street Stafford**
- 23/05/22 for 2 weeks

Burton Upon Trent

- **Bus Stop, New Street o/s Job Centre Burton On Trent**
- 23/05/22 for 2 weeks

The advertisement focussed on broad GP access messages, directing the audience to the campaign landing page:



Campaign analysis and considerations for future activity

Due to the non-digital nature of out-of-home advertisements, accurate impacts and quantitative data are difficult to retrieve. A QR code and link were placed on the advertisement for the audience to visit. From the process of elimination, subtracting link clicks from the social media and Spotify activity from the total web page visits suggests the out-of-home adverts generated 1,426 link clicks. These link clicks could be attributed to the out-of-home advertisement traffic, however, there may also be additional traffic from organic webpage searches.

In the future, a UTM code (Urchin Tracking Module code) will be placed on all out-of-home activity to receive accurate data on actions taken by the audience. It is advised that digital programmatic out-of-home advertising is used in the future to increase the credibility of data.

Partner toolkit – Campaign performance

Summary report: Phase Two – Primary Care Access

The partner toolkit was developed to help educate patients on how primary care is working. The aim of the toolkit was to make it simple and efficient for practices and partner organisations to share the message and promote understanding. The toolkit was distributed via the GP Bulletin.

CCD created a toolkit of materials to promote the campaign messages. These included the following:

Comms material	Content	Action required
----------------	---------	-----------------

Social media content	Five posts focussing on the main messages Post content sheet	Share with community sites, encourage sharing on their own Facebook and Instagram platforms
Leaflet	Leaflet on primary care and how it is working	Distribution to community sites has been scheduled for w/c 3 October. Check on the uptake. Organise digital distribution to any further sites
Easy read documents	GP access easy read NHS app easy read	Organise digital distribution to members of the community for example charities
Translated content	Five translated audio adverts Five translated posters Bengali, Hindi, Polish Punjabi and Urdu	Distribute to faith and community leaders
Newsletter content	Newsletter content for email bulletins	Send out to primary care practices, partner contacts and community contacts with the toolkits attached

All materials can be accessed here: <https://staffsstokeics.org.uk/your-health-and-care/your-primary-care/primary-care-access/primary-care-access-campaign/>
Password: zxVYg9

In addition to the above, printed materials were sent to 16 local community sites on 3 October 2022. Sites included a range of locations such as leisure centres, town halls, art centres, libraries and council buildings.

Printed materials included:

- Primary care access leaflets

The use and uptake of these materials will be monitored by the communications team.

Primary care toolkit – Campaign performance

Summary report: Phase Two – Primary Care Access

The primary care toolkit was developed to help educate patients on how primary care is working, making it simple and efficient for practices and partner organisations to share the message and promote understanding. The toolkit was distributed via the GP Bulletin.

CCD created a toolkit to promote the campaign messages, this included a range of materials and actions required such as:

Comms material	Content	Action required
Social media content	Five posts on the main messages	Upload onto social media pages

	Post content sheet	
Poster	Care navigation poster	Display in primary care practices and prominent areas in other buildings
Prompt cards	Prompt cards on extended workforce	For primary care staff to use as a guide when explaining roles to patients
Window sticker	Staff abuse window sticker	To display on window or safety screen
Q&A factsheet	Questions and answers about the GP surgery	For primary care staff to use as a guide when answering common questions surrounding primary care
Website copy	Website copy to promote the key messages	Upload to your website
Leaflet	Leaflet on primary care and how it is working	Display in waiting rooms for people to read, or in prominent areas in other buildings
Patient answerphone narrative	Five answer phone narratives for patients	Record the script and implement on answer machines/waiting calls
Patient text messages	Five text messages for patients	Schedule text messages for distribution to patient phones
Waiting room screen	Animated presentation	Display on waiting room TV screen
Easy read documents	GP access easy read NHS app easy read	Print and display in waiting rooms and hand out to people with learning disabilities as part of their annual health check

All materials can be accessed here: <https://staffsstokeics.org.uk/your-health-and-care/your-primary-care/primary-care-access/primary-care-access-campaign/>
Password: zxVYg9

In addition, printed materials were distributed to 146 GP practices across Staffordshire and Stoke-on-Trent on 3 October 2022.

Printed materials included:

- Care navigation poster
- Staff abuse window sticker
- Primary care access leaflets

The use and uptake of these materials will be monitored by the communications team.