SUMMARY:
Not Always A&E is a communications and engagement campaign aimed at helping to reduce pressure on A&E departments and the urgent care system in and across south-east London over the winter 2013/14 period. The campaign built on work done by NHS North & East London Commissioning Support Unit (NELCSU), which was informed by considerable insight work in a similar diverse population group and was subsequently well evaluated.

Eye-catching, seven-foot tall yellow figures took over local landmarks and appeared on billboards, bus advertising and in health centres and other public buildings across the borough. They highlighted quicker and easier local alternatives to A&E where people can get expert advice and treatment including: self-care at home, pharmacies, their GP and urgent care centres. Neighbouring CCGs also ran the campaign increasing opportunities for recognition and impact of the visuals and messages as people travel in and around local areas, as well as providing a more cost effective way to deliver the activity.

Talking to our patients about the health services available in a broad range of community settings is an important part of our on-going work to keep people out of hospital wherever possible and provide treatment closer to home – ensuring services stay safe and sustainable.
An evaluation of the campaign’s impact took place in March/April 2014 involving face-to-face street interviews with people across south west London. The attached report gives the results of this evaluation.

**Top line evaluation results**

Unprompted recall: (spontaneous awareness of the campaign) stands at 43%, slightly higher than the 40% figure in NELCSU’s campaign evaluation. This suggests that the campaign has had significant resonance. Those spontaneously aware mainly remembered:

- "A&E is for real emergencies" (34%)
- "A&E is very busy" (38%)
- "A&E is for saving lives, not minor injuries" (33%)
- "don’t always use A&E" (16%)

Campaign channels: The most successful campaign channels are materials either inside a building, seeing leaflets or seeing a billboard. This suggests that outside of health service locations, outdoor media was the most effective way to reach the audience across south London.

Impact of the campaign: It is clear that the campaign has had significant impact on levels of awareness; 70% of those who had seen or heard about the campaign said they were ‘very likely’ and ‘fairly likely’ to think about non-A&E options in the future.

Website statistics: [www.notalwaysaande.co.uk](http://www.notalwaysaande.co.uk) website statistics suggests a low volume of traffic for all boroughs across south-east London: Bexley (207), Bromley (342), Greenwich (172), Lambeth (201), Lewisham (235), and Southwark (220).

**Future of the campaign**

The detail of the evaluation suggests that the campaign was significantly effective, especially given that this was a pilot campaign for the winter period 2013/14. We propose to refresh the existing campaign materials, with a particular focus on summer ailments – specifically dehydration, hay fever and sunburn. The campaign will offer:

- Updated symptom-related posters – for dehydration, hay fever, sunburn, and a choice of a further three conditions from the winter campaign
- Updated leaflets – with specific advice on summer ailments
- Updated wallet cards
- Mail out of materials to SEL CCGs, their GP practices and community pharmacies
- Advertisements in local newspapers
- Dedicated project management from SLCSU’s campaign communications leads
- Promotional web banners and copy for CCG website and tweets for CCG Twitter accounts
Website
The website that was commissioned to sit as a central element of the not always A&E campaign (www.notalwaysAandE.co.uk) has had very low levels of traffic. We need to make certain that any future campaign that we implement has an accompanying website/app/digital solution that is clear, effective, uses live data and most importantly is user-friendly.

Due to the insignificant impact the website has had we are currently working through an exit plan for the digital component of the campaign. We are confident that through implementing the refreshed summer version of the not always A&E campaign, and by deleting service entries on www.notalwaysAandE.co.uk, we will be able to phase this site out in preparation for the winter period.

It is expected that there will be a nationally approved symptom checker that is linked into the live directory of services (DoS) by winter 2014. We are also aware of a number of online initiatives (please see section 6) which offer a more integrated solution for the future campaign, in comparison to what is currently in place.

Next Steps
- A proposal for a summer ‘Not Always A&E’ campaign has been agreed by the urgent care working group and materials are currently being prepared.

RECOMMENDATIONS:
The Committee is asked to:
- Note the report

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