

HwH COVID-19 related Communications (Quarter 1: April - June 2020)

April Communications

Theme	Key messages	Activity
Changes to hospital discharge in response to Covid-19	<ul style="list-style-type: none"> Public health message, providing information about changes to hospital discharge Explanation that patients will no longer have a choice over their hospital discharge. However all patients will be discharged safely to the most appropriate place for them, either their home or a bed in the community 	<ul style="list-style-type: none"> Created and published website article Created and scheduled social media related comms Shared and promoted via our social media channels from 6th April - 20th April
Looking after your mental health during the Covid-19 outbreak	<ul style="list-style-type: none"> Signposted to Government guidance and advice on how to take care of your mental health during the coronavirus outbreak 	<ul style="list-style-type: none"> Created and published website article Created and scheduled social media related comms Shared and promoted via our social media channels from 6th April - 20th April
Stay at home, save lives campaign	<ul style="list-style-type: none"> Public health message, promoting the Stay at Home, Save Lives campaign Reminding the public to stay at home and self-isolate if they or anyone in their household experiences coronavirus symptoms 	<ul style="list-style-type: none"> Social media campaign from 6th April - 18th May
Shielding	<ul style="list-style-type: none"> Public health message, providing an explanation of shielding and guidance for those who have been advised to shield 	<ul style="list-style-type: none"> Created and published website article (This article was then updated on 18th May and 3rd June to reflect new guidance) Created and scheduled social media related comms (updated 18th May and 3rd June) Shared and promoted via our social media channels from 6th April - 4th May
Social distancing	<ul style="list-style-type: none"> Public health message, explanation of social distancing and reducing social interactions 	<ul style="list-style-type: none"> Shared on social media channels from 6th April - 20th April
Changes to outpatient activity in response to the Covid-19 outbreak	<ul style="list-style-type: none"> Informing the public, providing information about the movement and cancellation of 	<ul style="list-style-type: none"> Created and published website article Created and scheduled social media comms

	<p>outpatient appointments and non-essential surgery</p> <ul style="list-style-type: none"> • Signposted to local hospital websites for further information 	<ul style="list-style-type: none"> • Shared and promoted on social media channels from 6th April - 20th April
Restrictions to visitation due to Covid-19	<ul style="list-style-type: none"> • Informing the public, information about visitation being suspended with the following exceptions • Signposted to local hospital websites for further information 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media channels from 6th April - 20th April
Changes to MSK Connect services due to Covid-19	<ul style="list-style-type: none"> • Informing the public, updating that all appointments will be carried out remotely 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media channels from 6th April - 20th April
Bereavement services	<ul style="list-style-type: none"> • Signposted to local and national charities and services for support and advice about grief and bereavement, particularly in light of Covid-19 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media channels from 20th April - 4th May
Closure of St. Albans Minor Injury Unit (MIU)	<ul style="list-style-type: none"> • Informing the public, updating that MIU at St. Albans City Hospital is temporarily closed • Signposted to West Herts Hospitals NHS Trust website for more information 	<ul style="list-style-type: none"> • Created and published website article • Shared and promoted social media posts from West Herts Hospitals NHS Trust on our channels
Temporary changes to dental services	<ul style="list-style-type: none"> • Informing the public, updating that routine dental care has been postponed • Signposted to where patients can get emergency dental care 	<ul style="list-style-type: none"> • Created and published and website article • Created and scheduled social media related comms • Shared and promoted on social media channels from 20th April - 4th May
Herts Domestic Abuse Hotline	<ul style="list-style-type: none"> • Signposted to Herts Domestic Abuse Hotline 	<ul style="list-style-type: none"> • Shared and promoted social media posts from Herts Domestic Abuse Hotline from 20th April - 4th May
End of life care	<ul style="list-style-type: none"> • Public health message, explaining that the NHS is encouraging people to talk about their preferences for end of life care 	<ul style="list-style-type: none"> • Created and published website article

	<ul style="list-style-type: none"> • Signposted to local and national services for support and advice 	<ul style="list-style-type: none"> • Created and scheduled social media related comms • Shared and promoted on social media channels from 20th April - 4th May
Look out for each other campaign	<ul style="list-style-type: none"> • Public health message, promoting the Look Out for Each Other campaign • Signposted to Government guidance on how people can look after others safely 	<ul style="list-style-type: none"> • Shared on social media channels from 20th April - 4th May

May Communications

Theme	Key messages	Activity
Updated medical advice about ibuprofen	<ul style="list-style-type: none"> • Public health message, updated that there is no evidence that using ibuprofen can make Covid-19 symptoms worse • Signposted to the Government website for more information 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media channels from 4th May - 18th May
People with serious conditions should still seek help	<ul style="list-style-type: none"> • Public health message, informing that people with serious health conditions and/or serious symptoms should still seek medical care • Signposted to relevant healthcare services e.g. NHS 111, GP, A&E 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media channels from 4th May - 18th May
Mental health advice for the elderly	<ul style="list-style-type: none"> • Informing that older people who are feeling lonely or are concerned about their mental health should seek support • Signposted to local healthcare services and charities for further information 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media channels from 4th May - 18th May
Covid-19 information and resources for people with learning disabilities	<ul style="list-style-type: none"> • Created easy read website article about the importance of staying at home • Signposted to Learning Disability England where people with learning disabilities can find easy read information about Covid-19 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted via our social media channels from 4th May - 1st July

Every mind matters campaign	<ul style="list-style-type: none"> • Signposted to NHS Every Mind Matters Campaign for more information and support 	<ul style="list-style-type: none"> • Social media campaign from 4th May - 1st July
Essential services are still available during Covid-19	<ul style="list-style-type: none"> • Public health message, informing that essential NHS services are still available and should be contacted if you need support and advice 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media from 4th May - 18th May
Healthwatch England mental health blogs	<ul style="list-style-type: none"> • Signposted to Healthwatch England who produced blogs advising on how to keep a routine and look after your mental health during Covid-19 	<ul style="list-style-type: none"> • Social media campaign from 4th May - 1st July
Advice for parents during Covid-19	<ul style="list-style-type: none"> • Informing, advising parents that they should still access NHS services if their child is unwell or injured • Signposted to the Royal College of Paediatrics for more information 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media from 18th May - 1st June
Mental health advice for people who are shielding	<ul style="list-style-type: none"> • Informing, advising those who are shielding to seek support if they are feeling lonely or are concerned about their mental health • Signposted to NHS services and local and national charities and services 	<ul style="list-style-type: none"> • Created and published website article • Created and scheduled social media related comms • Shared and promoted on social media from 18th May - 1st June
Covid-19 Symptoms Tracking Apps	<ul style="list-style-type: none"> • Informing, advising that people can track symptoms of coronavirus to help services understand the virus • Signposted to the Kings College London app and the NHS website 	<ul style="list-style-type: none"> • Shared on social media from 18th May - 1st June
Healthwatch England domestic violence information	<ul style="list-style-type: none"> • Informing, providing information and guidance on what to do if you are experiencing domestic abuse • Signposted to the Healthwatch England website for further information and helplines 	<ul style="list-style-type: none"> • Social media campaign from 18th May - 1st July

June Communications

Theme	Key messages	Activity
Staying alert	<ul style="list-style-type: none"> Public health message, promoting the Stay Alert campaign Reminding the public to maintain social distancing and limit social interaction 	<ul style="list-style-type: none"> Shared on social media from 17th June - 1st July
Face coverings	<ul style="list-style-type: none"> Public health message, wearing face coverings is compulsory on public transport and advised in enclosed, public spaces 	<ul style="list-style-type: none"> Shared on social media from 17th June - 1st July
Information and support for carers during Covid-19	<ul style="list-style-type: none"> Informing, where carers can get support Signposted to the Healthwatch England website for more information 	<ul style="list-style-type: none"> Shared on social media from 17th June - 1st July
Covid-19 Testing	<ul style="list-style-type: none"> Public health message, information on how people can access a Covid-19 test if they have suspected symptoms 	<ul style="list-style-type: none"> Shared on social media from 17th June - 1st July
Covid-19 Scams	<ul style="list-style-type: none"> Informing, warning the public of Covid-19 Test and Trace scams 	<ul style="list-style-type: none"> Shared on social media from 17th June - 1st July