

Reducing inappropriate use of A&E in Barnsley

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A&E -The Objectives

NHS Barnsley commissioned Dr Foster Intelligence to design and implement a social marketing campaign around reducing inappropriate use of A&E.

The aims of this project were to:

- Compile robust market research information to identify which target audiences are most appropriate for the campaign.
- Understand the attitudes and behaviour of this target audience.
- Design a social marketing campaign that encourages them to change their behaviour and use more appropriate forms of urgent care.
- Implement the social marketing campaign.

The objectives

How do we achieve these aims?

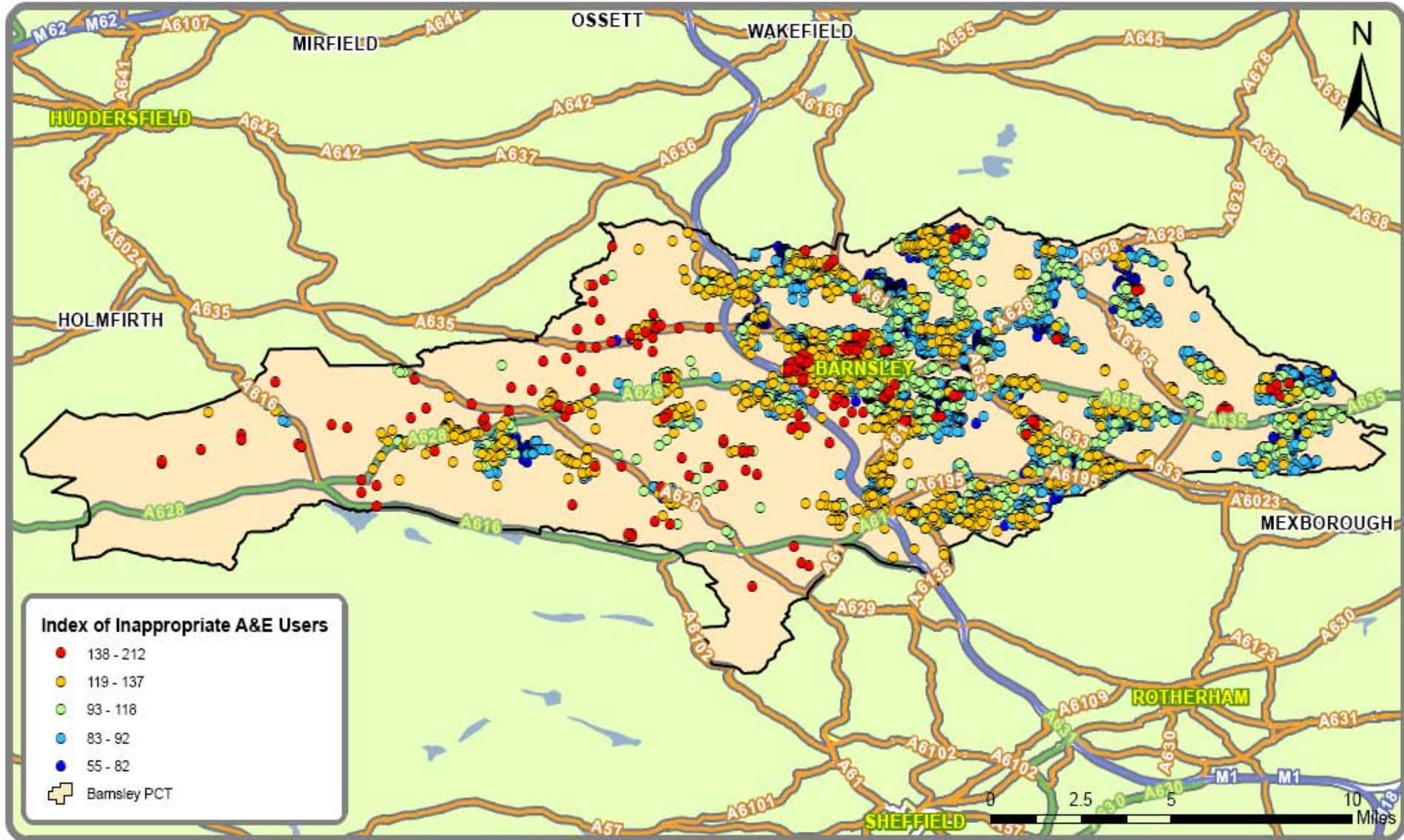
Firstly through analysis of the following quantitative data:

- Health Needs Mapping
- Lifestyle data from Mosaic
- Lifestyle data from Target Group Index

Secondly through qualitative research:

- Four focus groups with target audience

Inappropriate Visits to A&E in the Barnsley PCT



The Data - Identifying the Lifestyle Types of the target audience users by age and gender

The following four core Lifestyle Types most closely match the demographic profile of inappropriate users identified from A&E data:

- D23 Owners of affordable terraces built to house 19th century heavy industrial workers
- D24 Low income families living in cramped Victorian terraced housing in inner city locations
- G42 Families with school age children, living in very large social housing estates on the outskirts of provincial cities
- H44 Manual workers, many close to retirement, in low rise houses in ex-manufacturing towns

The other four significant Lifestyle Types are:

- C16 Low density private estates, now with self reliant couples approaching retirement
- C17 Small business proprietors living in low density estates in smaller communities
- D22 Comfortably off manual workers living in spacious but inexpensive private houses
- G43 Older people, many in poor health from work in heavy industry, in low rise social housing

The Data - How should we engage with the target audience?

The most promising way to target audience are:

- Direct mail
- Posters
- Advertising in supermarkets and shopping centres
- Advertising on buses and bus stops

The Research – Focus groups with target audience

A total of four focus groups were conducted during February 2008, each focus group comprised 5 to 8 participants.

- Focus group one – this was comprised of 7 males drawn from Central/North of/South of central Barnsley. They were aged between 20 to 35.
- Focus group two – this was comprised of 5 males drawn from Central/North of/South of central Barnsley. They were aged between 35+.
- Focus group three – this was comprised of 8 females drawn from Central/North of/South of central Barnsley. They were aged between 20 to 45.
- Focus group four – this was comprised of 4 males and 4 females drawn from Central/North of/South of central Barnsley. They were aged between 20 to 45

The Research – Focus groups with target audience

Participants provided the following comments to explain why some people used A&E for minor illnesses.

- Because its quicker (don't have to wait for an appointment with GP)
- Because of lack of knowledge of other facilities and services
- Some people are suicidal and attention seeking
- “You think you'll get better care – they've got all the equipment”
- Its easy
- All they have been educated to do is to use A&E. This is reinforced through television programmes such as Casualty. The public know about A&E. It was suggested that there are no dramas about out of hours services.

The Research – Focus groups with target audience

Participants made the following comments about the configuration of the Out of Hours

- Some participants (principally male) expressed concerns about what the Out of Hours Service would offer: “Never even heard of out of hours, don’t know what I’m going to get.” “You can’t wait 20 minutes for urgent call back if your kids are getting uptight.”
- Some participants reported that in relation to children, if there was a high risk they would take the child to A&E. If it was low risk, it would be out of hours.
- Participants recognised there was a need for an Out of Hours Service; however, “people have to know whether to go to A&E.”
- People needed to be educated in using the service
- One participant suggested that at the hospital there should be a way of filtering people either to A&E or the ‘walk in centre’.
- Some participants agreed that having the Out of Hours as an extra option was a step in the right direction

The Research - Conclusions drawn

- The most promising target audience for the campaign is men aged between 20 and 45 – with a focus on men in their twenties – from working-class backgrounds in four Lifestyle Types (D23, D24, G42 and H44).
- If it does not cover the whole of the PCT, the campaign should focus on Barnsley itself and the area to the west of Barnsley.
- Promising methods of communication may include posters and direct mail
- Although it was not possible to determine whether repeat users were also inappropriate users, experience suggests that repeat users – who have an entrenched pattern of behaviour, and may well have complex and multiple health needs – are unlikely to be influenced solely by a social marketing campaign.

The Campaign

- In partnership with the PCT a direct mail campaign was designed and would be mailed to over 95,000 targeted homes in Barnsley
- The direct mail gave important information regarding the use of A&E during daylight hours and alternative advise points such as local pharmacies and information on how to contact the out of hours service
- Two posters were designed giving information on out of hours and the importance of keeping A&E for emergencies only and were dispatched to GP surgeries, dentists, chemists, supermarkets, post offices, libraries, churches, opticians and leisure centres
- Two days of public engagement were carried out in Barnsley town centre and The Mall, members of the public were given information on out of hours and A&E use

The Campaign designs

Barnsley **NHS**

Barnsley **NHS**
Primary Care Trust

Dear Resident

Did you know you can call a doctor 24 hours a day?

The Out of Hours Doctor Service is available whenever your normal doctor's surgery is closed. It means you can always see a doctor at any time of day or night.

Just phone your surgery on the usual number and you'll be put straight through to someone who can arrange an emergency appointment with a doctor.

A&E is for serious medical emergencies only

Of course, if it is a serious emergency you can still call an ambulance or go to A&E.

In every other case you'll find the Out of Hours Doctor Service provides the best care for you and your family. You'll see a qualified GP and you can wait for your appointment in the comfort of your own home, rather than in a busy hospital.

There are other places you can get medical help from too

You don't always have to phone your GP for an appointment. Remember NHS Direct is also available 24 hours a day and your local pharmacy has highly qualified staff on hand to offer instant, free advice during opening hours.

Make use of these services to get the best care for you and your family and help keep hospital A&E departments free for serious medical emergencies.

If you'd like more information on NHS services, or to find contact details for local GP surgeries and pharmacies, call us on 01226 730 000 or go to www.barnsleypet.nhs.uk

Yours sincerely,

Barnsley Primary Care Trust



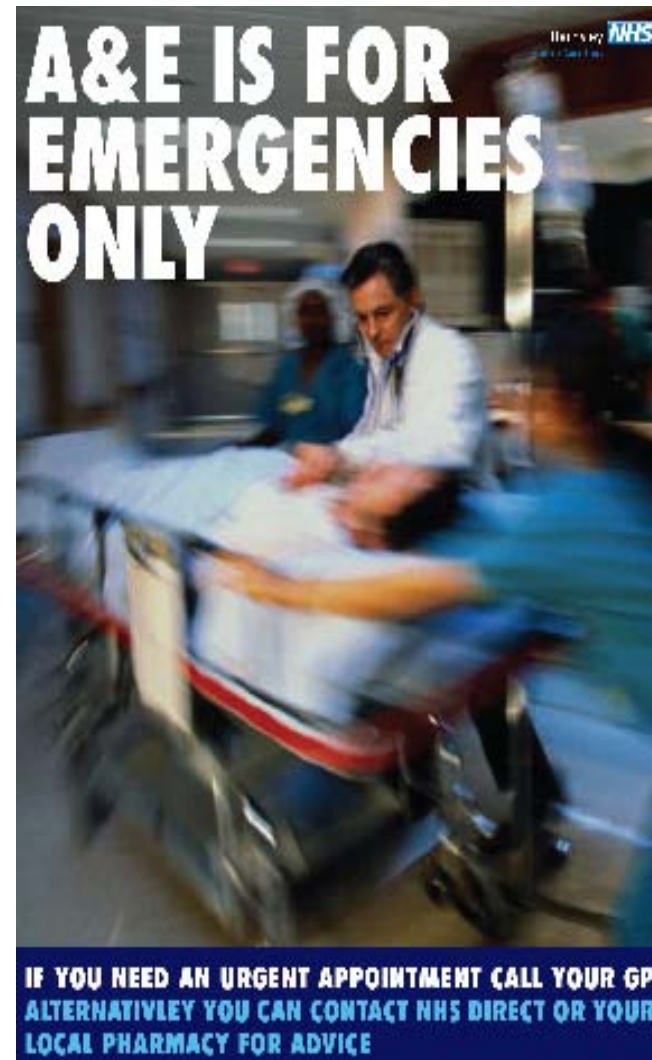
Barnsley Presentation Title

**IMPORTANT
MEDICAL
INFORMATION
ENCLOSED**

NHS

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The Campaign designs



13 Reducing inappropriate use of A&E in
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The Campaign designs



FRONT



BACK

The Campaign designs

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A&E IS FOR SERIOUS MEDICAL EMERGENCIES ONLY

Of course, if it is a serious emergency you should still call an ambulance or go to A&E.

And remember, you can still call NHS Direct or ask the advice of your local pharmacist if your need is less urgent.

**NHS Direct 0845 4647. For contact details
of local GP surgeries and pharmacies go
to www.barnsleypct.nhs.uk or
phone 01226 730 000**



Thank you