

## A2 – Whole Population Multi-user Licence: Implementation

Project: Solihull Approach Antenatal, Postnatal and 0-18 years online courses: area wide access

Key contact:

Lead communications officer:

'You have to say it, say it again, say it again, and again, and again – and just about the time you are sick of saying it, your audience is hearing it for the first time.'

### Initial meetings: who to invite?

Comms and Marketing Team  
IT support?  
Family and Parenting Support Team  
Family Information Service  
Public Health team  
Midwifery  
Health Visiting  
Education  
Early Years

### Things to think about

	Check ✓
Identifying Solihull Approach Online Resource leaders/champions/coordinators?	
Deciding on the Access Code (this should be based around a word that is not obviously from your area, e.g a historical reference, symbol or famous name associated with the area.) The code is validated with a postcode so it is important that someone out of area cannot easily identify where the code hails from as this would enable them to enter a random postcode from that area.	
Identify all the postcodes for the Borough, and whether and how you would like these clustered for reporting purposes. Send to the Solihull Approach.	
Identify your monitoring questions. We ask learners to identify gender (male, female, non-binary). Most areas ask where people heard about the course – we can create a drop-down list of local services. You will need to tell the Solihull Approach what you would like on your list. We caution against too many demographic questions as our experience is that people very easily disengage with online content. <b>(Form A: Sponsorship Access Plan set up)</b>	
Methods of distribution. Are you going to use postcards or similar?	
A schedule of initial and on-going communications – to organisations/services, - to wider population. See A1 – Sample Project Plan spread sheet –	

How are you going to describe the initiative without implying any stigma?	
Testimonials from parents: we have true ones until you have your own.	
Timescales (we have a sample project plan document (A1) to assist with this)	
Copy/Templates required e.g. postcard design (supplied free by SA), digital image (for GP waiting rooms, council website, antenatal waiting rooms etc), pop up banner design. Does anything need developing in-house locally?	
Monitoring –Monthly reports are supplied by SA). Other methods? E.g. focus groups, random sampling questionnaires.	
Methods for encouraging uptake?	
On-going monitoring of comms schedule – maintaining impetus	
Go Live Launch? Identify potential date, decide on activities. Separate or joint launch for professionals, schools and public?	
How to get potential promoters on board. For example, in the West Midlands as part of the initial pilot, all GP surgeries were sent postcards with the access code on in a brown Jiffy bag, for their waiting rooms and consultation rooms. In terms of this project, the top GP surgeries soon requested digital images for their websites and technology in the surgery. The more challenging GP surgeries, by the 3 <sup>rd</sup> mailout, were still asking ‘Jiffy bag, what Jiffy bag? I may have seen one in the back room’. Schools are generally keen to email out the code (we have a Launch Pack for schools which includes email templates). Nurseries can offer the access code to all parents. This ‘normalises’ the courses. See Section 3.	
Any existing systems available? E.g. Access code in with ‘invitation to scan letter.’ Innoculation letters from Child Health? Include postcard/ flyer in Baby Box scheme? First booking with midwives?(one area included info about courses in schedule of texts sent to every woman from first antenatal booking onwards) School Admissions offer letter (primary and secondary)?	
Screen savers are a great way to promote the courses once you have your poster/postcard design ready. NHS and Council IT departments can arrange to put it on all employee computers across both agencies	

### Potential promoters

- The public
- Parents who have benefited from the Solihull approach courses
- SCHOOLS\* and Academies
- Private nurseries
- Early years community-led groups (parents and toddler forums)
- Maternity services
- Health Visiting service

- GP surgeries, Primary care settings, staff, intranet
- Children's Centres
- Early years education settings and workers
- Housing providers
- Social care services
- Mental health and wellbeing providers
- Local FIS
- Local parenting Coordination Team
- Job Centre Plus settings and DWP workers
- Relevant third sector organisations (Mind, NCT, counselling)

\*SCHOOLS are a key partner, however they are inundated with incoming emails. Even in areas where there have been multiple attempts to share the offer with schools it is often the case that relevant people in

### **Possible channels for promotion**

May include:

- FIS
- Key professionals
- Libraries, pharmacies,
- GP surgeries
- Display posters
- NHS & Council – as employers (screen savers are a quick win - can be postcard images with extra badge saying 'Tell all your local friends and family, and your patients and service users!')
- Local Businesses, large employers
- Promotional postcards
- Media press releases
- Radio and local media advertising
- Use of incentive (prizes)??
- Social media sites
- Websites/blogs
- Pop-up promotional events.

Our experience so far is that a communications plan is very important, with multiple reminders across time to all professional groups and promoters.

Using Facebook adverts and other digital communication may be part of the comms mix, more general adverts on buses or hoardings could be considered, but having a face to face recommendation from a practitioner or contact from a school or nursery or seeing the initiative in a 'trusted place' such as a GP surgery seems to be part of a core comms strategy. It is likely that a parent seeing the initiative from multiple sources may be more likely to access it.

Once parents access the courses they tend to like them. One area interviewed parents for feedback. One parent hadn't realised it was a course and wasn't that bothered about doing it, but 3 Modules in and she had already changed how she related to her children.