

<b>CCG name:</b>		
<b>Case study title: Social Marketing Campaign – Tackling Misuse of A&amp;E for 18-24 year olds.</b>		
<b>CCG case study number:</b> (specify 1 to 5)	x of 5	<b>Word length for this case study</b> (up to a maximum of 3,000 words in total across the submitted case studies)
<b>Does the case study provide core evidence?</b>	Y/N	<b>If yes, state domain criteria by deleting as appropriate:</b>  2.1, 2.2, 2.4
<b>Does the case study provide supplementary evidence?</b>	Y/N	<b>If yes, state for which domain criteria:</b>
<b>Patient groups</b>		<b>Please tick all relevant:</b>
• Mothers and newborns		<input checked="" type="checkbox"/>
• People with need for support with mental health		<input type="checkbox"/>
• People with learning disabilities		<input type="checkbox"/>
• People who need emergency and urgent care		<input checked="" type="checkbox"/>
• People who need routine operations		<input type="checkbox"/>
• People with long-term conditions		<input type="checkbox"/>
• People at the end of life		<input type="checkbox"/>
• People with continuing healthcare needs		<input type="checkbox"/>
<b>Description:</b>	<i>This is the section for which the word limit applies</i>	
<b>1) Context:</b>	<b>Context</b>	
• Why did you do it?	<i>Unscheduled Care is a clinical priority for North East Hampshire and Farnham CCG. As part of its QIPP, it has developed a number of projects to target inappropriate use of A&amp;E.</i>	
• Who was involved?		
• When?		
<b>2) Action</b>	<i>This case study demonstrates how the CCG has developed an innovative and holistic approach to effectively engage and communicate with young people accessing the local health economy. The CCG is committed to social marketing activity as a way of influencing behaviour change by developing this campaign to promote appropriate use of A&amp;E. The project began in May 2012 and will end in September 2012.</i>	
• What did you do?		
• How did you do it?		
<b>3) Impact</b>	<i>The project employs a collaborative approach working with Commissioning Managers, Uscreates, a Social Marketing agency and our in-house NHS Creative design team.</i>	

*Its concept emerged from a data scoping exercise on the local use of A&E services. The data revealed that young people aged between 17-24 accessed A&E at disproportionate rates in comparison to other population groups within the 0-24 cohort.*

#### *Action*

*One of the basic principles of this project was to develop a co-production model working alongside the target audience.*

*The project methodology utilised a range of qualitative and quantitative techniques including:*

- *A review of existing local and national research, previous marketing materials re: appropriate use of A&E*
- *a series of semi structured interviews with 17-24 year olds attending A&E*
- *The use of a touring consultation cube, known as a RANTBOX, to allow young people to share their opinions, experiences and knowledge in a 'diary room environment.*
- *A co-design workshop with target audience to develop interventions aimed at 18-24 year olds, development of effective dissemination routes*
- *The development and testing of prototypes and interventions with key stakeholder groups*
- *The development of an implementation and continuation strategy. This will be aligned to the QIPP Programme and Unscheduled Care Strategy*
- *A project evaluation.*

#### *Impact*

*This project through its local research and extensive consultation has confirmed key barriers to using alternative health services for 17-24 year olds. This engagement activity has informed a wider understanding of patients' needs and experiences of health services and will inform the priorities and areas of improvement regarding service and pathway re-design for young people.*

*This work will contribute to the development of the CCGs stakeholder engagement and communications strategy and act as supporting evidence for the Unscheduled Care Strategy.*