

Contents

Chapter	Page
Foreword	2
Main Contacts	3
Section 1 – Introducing the Campaign	
Campaign Aim and Objectives	4
Key Themes and Messages	5
National Campaign Partners	7
National KWTW Coordinator	8
How the Campaign Works: (National and local partners, Steering Group, Mailing list, Newsletter, Regional Briefings, Launch)	9
Evaluating the Campaign	11
Making the Links – KWTW and Other Strategies and Plans	14
Section 2 – Getting Involved	
Partnership Working: (Who to work with, How to engage others)	16
Example for planning multi-agency campaign	21
Targeting hard to reach groups: (Black and minority ethnic communities, Housebound people, Rural areas, Other hard to reach groups)	21
Holding events	25
Template event planning checklist	30
Getting publicity	36
Tips for writing a press release	38
Template press release	41
Example press release	43
Local evaluation form template	45
Resources Available: (KWTW Coordinator, Website, Newsletter, Packs, Audio materials)	50
Funding	52
Useful contacts	55
FAQ	57

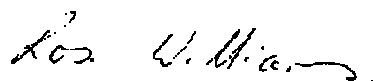
Foreword

This handbook is aimed at anyone who is interested in being involved with the Keep Well this Winter campaign, particularly on a local level. Hopefully, you will find it interesting whether you are new to the campaign or if you have been involved for years.

The handbook has been updated this new this year and will be a work in progress so if you have any ideas for ways in which it could be improved, please let me know. All feedback would be gratefully received. Some information, such as local contacts, has not been included because this is constantly changing, but any information not included in the book should be available from myself. As we all face cutbacks in budgets it is ever more essential to share ideas and good practice using minimal resources.

Thank you for your interest in taking part in the campaign to help the most vulnerable older people in Wales at a difficult time of year and good luck with all your activities!

Thank you,



Rosalyn Williams
KWTW Coordinator

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Campaign Aim and Objectives

Aim

To provide information and support to people aged 60 and over to enable them to keep well this winter.

Objectives

1. To increase awareness among the target audience of the key issues that will enable them to keep well this winter.

- See also:
 - Key themes and messages (page 5)
 - Resources available (page 54)
 - Holding events (page 25)
 - Getting publicity (page 40)

2. To increase the uptake of the flu vaccine among the target audience

3. To improve access to help and support for the most vulnerable within the target audience

- See also:
 - Targeting hard to reach groups (page 21)

4. To encourage a co-ordinated and multi-agency approach among service providers

- See also:
 - National campaign partners (page 7)
 - How the campaign works (page 9)
 - Partnership working (page 16)

Key Themes and Messages

More information is available on messages within these themes on the www.kwtw.org.uk website or by contacting the KWTW Coordinator. There are three key themes, with specific messages falling under each theme. You are welcome to also involve other messages under these themes at activities you organise, but remember that this is a *winter* campaign and any activities should always have this focus rather than just being general health and wellbeing activities.

For 2009/10, there will be an extra emphasis on winter flu. Only 64% of the target groups were immunised in 07/08, when the target for older people is 70%. One in every five catches winter flu. Flu outbreak in 2007 claimed an estimated 1500 excess deaths in Wales. Currently there is a Swine flu outbreak and information needs to be clear and supportive to influence older people to get immunised against winter flu initially and Swine flu when vaccines are available. Older people are currently not a priority group for Swine flu vaccination. Emphasis needs to be placed on ensuring that the most vulnerable older people can access flu immunisations.

Keep Well

Winter Specific

- Keep Warm – fuel prices are at their highest level have risen an average 37% in 2008, whilst prices have reduced marginally it is vital that older people are supported to get energy efficiencies, maximise their income through benefits checks and pay the cheapest tariff possible. Adequate warmth is essential for older people and those with chronic conditions as low body heat exacerbates illness.
- Make sure your winter store cupboard is well stocked with healthy longlife foods
- Get advise on Luncheon Clubs, food co-operatives and shopping services in your locality

Year-round messages with winter benefits

- Stay active
- Call NHS Direct Wales on 0845 46 47 with any health concerns

Keep Warm

Winter Specific

- Keep rooms heated to 18 - 21 °C
- Contact the Home Energy Efficiency Scheme to see if you can claim help with central heating or insulation

Year Round messages with winter benefits

- Be energy efficient to make energy bills more affordable
- If you are struggling with fuel bills, a benefits check by the Pensions Service may reveal extra income you are entitled to

Keep Safe

Winter specific

- Make sure you have electric blankets safety tested regularly
- The Fire and Rescue Service will carry out a free home safety check and fit smoke alarms if you do not already have them – Telephone 08001691234

Year Round messages with winter benefits

- Slips are more common in winter – consider installing grab rails and other measures to avoid slips and trips
- Home security is more important than ever in winter when nights are dark – consider fitting spy holes, door chains etc.
- Keep an eye on vulnerable friends, relatives and neighbours especially in the winter months

National Campaign Partners

Strategic

Strategic partners are those organisations that provide significant input to the Keep Well This Winter campaign that is additional to their normal services, operating across Wales and contributing to the planning and development of the campaign. Strategic Partners are entitled to identify themselves as partners in Keep Well This Winter and to display the KWTW logo in their literature. Strategic Partners would be featured as such in KWTW literature. Strategic partners are also represented on the steering group

- RNIB Cymru
- Care & Repair (Wales)
- AGA Partnership Wales
- Age Concern Cymru
- Welsh Assembly Government
- Wales Pension Service
- Energy Saving Trust
- Food Standards Agency
- Firebrake Wales
- National Public Health Service

Associate

Associate Partners are those national organisations that participate in, or otherwise provide practical support to, Keep Well This Winter. Associate Partners would be able to state that they contribute to the Keep Well This Winter campaigns. Associate Partners would be acknowledged where appropriate and a complete list of all partners will be maintained on the KWTW website

- Energy Efficiency Advice Centres
- NEA Wales
- RoSPA Wales
- Citizens' Advice Cymru
- NHS Wales
- Help the Aged Cymru
- Consumer Direct
- Local authorities
- Care Forum Wales

KWTW Coordinator

The role of the KWTW Coordinator is to support campaign development and partners by:

1. Ensuring a co-ordinated approach to the campaign

- Organising regional briefings and launches
- Distributing campaign packs and audio materials
- Getting more relevant partners involved with the campaign
- Evaluating campaign annually, including analysis of public feedback forms, and ensuring findings of evaluation inform future campaigns
- Producing materials and advice to help partners run the campaign locally
- Acting as a central point of contact for all involved with the campaign: offering a cross-county perspective

2. Keeping campaign partners and others informed of campaign progress

- Producing campaign newsletter
- Maintaining contacts database
- Organising and chairing steering group
- Helping local partners share good practice

3. Publicising and promoting the KWTW campaign

- Contributing to website content
- Distributing national press releases
- Representing the campaign for media interviews
- Gaining and monitoring media coverage
- Writing articles for national newsletters
- Representing the campaign at national meetings and consultations, and giving presentations on the campaign where appropriate

The KWTW Coordinator is available all year round to help and support those interested in the campaign with promoting it and getting involved with the campaign in their area. Please feel free to contact the Coordinator with any queries, ideas or requests relating to Keep Well this Winter.

How the Campaign Works

National and local partners

National partners are listed on page 7 of this guide and are divided into two categories of Strategic and Associate partners. These national partners inform the campaign and offer resources to the campaign such as expertise, contacts and information materials. However, most of the work in actually promoting KWTW is done by locally based partners. Page 16 gives a more detailed breakdown of who these partners might be but in most areas, the campaign lead is a representative from either the Local Public Health Team (NPHS) or from the local Age Concern. The local lead liaises with the national coordinator on behalf of a local KWTW group consisting of a number of different organisations working within that locality.

Steering Group

The steering group consists of WAG Public Health Lead, KWTW Coordinator, Age Concern and Help the Aged in Wales Healthy Ageing Manager and the Lead NPHS who consult with and are supported by our National Partners who in turn provide information and support the campaign. The function of the steering group is to provide a national steer for the campaign focus and to discuss local issues where national support is needed. If local partners have an issue or suggestion which requires a national decision, they are welcome to contact the KWTW Coordinator to raise this at the steering group. Partners and associate partners are invited to the briefing in August and debriefing in March to advise on and evaluate the campaign.

Mailing list

The Coordinator holds a database of all people interested in the campaign, whether they work for a small local organisation or belong to a large national body. This mailing list is used to distribute the KWTW newsletter and to circulate other items of interest. The database can be searched by a number of criteria including locality, so if a local campaign partner wanted to know who was interested in the campaign in their area, they could contact the KWTW Coordinator and request a list of all interested parties based in their county, to facilitate joint working.

Newsletter

The KWTW newsletter is produced and circulated monthly between September and March. It is circulated via e-mail to the majority of partners, and by post to those who do not have access to e-mail. The newsletter is now available on the KWTW website www.kwtw.org.uk Campaign partners are free to circulate the newsletter to any colleagues they feel may be interested in it. The newsletter is available in both English and Welsh.

Briefing

There is now one briefing meeting in August that affords the opportunity to bring together NPHS Coordinators, Older People's Strategy Coordinators, Partners and the main campaign steering leads. Relevant information is presented to the group and opportunities are made for sharing best practice and networking.

Launch

There is no official Launch though the campaign starts in September. The media publicises the First Minister or Welsh Assembly government Minister getting their flu immunisation. This gives an opportunity to raise media awareness of the campaign, gain ministerial support and kick-start each winter's activities.

Evaluating the Campaign

The advice in this handbook is all a result of evaluation. One of the key functions of evaluation is to allow us to develop the campaign and not to repeat mistakes.

KWTW evaluation takes many forms:

Five Year Evaluation

The Keep Well this Winter campaign has been running since 2000 and underwent an external evaluation by CRG Research Ltd. on behalf of the Welsh Assembly Government in 2005/6.

Most of the advice in this evaluation was aimed at the national co-ordination of the campaign but this will filter down to impact the local running of the campaign.

Annual Evaluation

Every year, the KWTW Coordinator produces an overarching evaluation at the end of the campaign. This outlines how the campaign has met its objectives, how the national partners have contributed to the campaign, what media coverage the campaign has achieved and what implications the evaluation has for the following year's campaign.

Public Evaluation

NPHS Coordinators and other partners delivering KWTW projects are encouraged to evaluate the target group through the use of a simple evaluation form. Please see the template on page 45.

Informal Evaluation

Not all evaluation is formal and the KWTW Coordinator is in constant contact with partners throughout Wales whose feedback on their activities all helps to inform advice for other areas and future campaigns. One example of this informal evaluation is through the collation of feedback at regional briefings and debriefings, much of which has influenced this handbook.

Local Evaluation

Effective evaluation is key to improving on the campaign each year to make best use of resources and reach more of the older people who really need to hear the KWTW messages. Due to the localised nature of campaign organisation, it is also crucial for ensuring that the same mistakes are not repeated 22 times in each county of Wales so that different areas can learn from each other. It also offers an opportunity for local campaign planners to show the national steering group what can be done nationally to help local organisers run the campaign on the ground.

Debriefing

This is the event which allows for feedback from Partners, KWTW Coordinators and Older People's Strategy Coordinators. This event offers the opportunity to interact with the Steering Group Leads and inform what has worked well and what has not. Local campaigns are reported on verbally which in turn helps to share ideas and best practice.

Grants

All local public health teams and Age Concern organisations receiving grants have to return an evaluation of their activities as a requirement of their funding. Although there is no requirement on local organisers to submit a multi-agency evaluation of KWTW activities, a number of areas choose to do so and reap benefits such as:

- Their feedback can help to influence the future national direction of the campaign
- Their activities tend to be more successful because the process of writing an evaluation ensures they analyse what has and hasn't worked thus influencing future campaign development
- They are more likely to be held up as examples of good practice because the national coordinator is fully informed of activities and can clearly see which are worth highlighting to other areas
- Funding is more likely to be given to areas where they can demonstrate that plans are firmly founded on consideration of past experience

Note that evaluation is not merely a recording of events but is only really beneficial when it shows a measured and honest consideration of what has and hasn't worked and how this will affect future campaign planning

An evaluation template is available in Section 2 of this handbook.

Making the Links: **KWTW and Other Strategies and Plans**

Keep Well this Winter campaign links in with a wide range of other strategies and plans and can complement work you are already involved with. Here are a few examples:

Health Challenge Wales

Health Challenge Wales is the national focus of efforts to improve health and well-being.

It recognises that a wide range of factors - economic, social and environmental - have an impact on health, so that action in all these areas can help create a healthier nation.

www.healthchallenge.wales.gov.uk

Designed for Life

This is the National Assembly's 10 year strategy for health and social care.

www.wales.nhs.uk/documents/designed-for-life-e.pdf

Older Persons' NSF

The National Service Framework (NSF) for Older People in Wales, published in March 2006, sets out the standards required of health and social care services for older people in Wales, and an action plan for achieving these standards.

www.wales.nhs.uk/nsf

Older Person's Strategy for Wales (especially chapter 6)

This Strategy and implementation Action Plan addresses priority issues for older people in Wales over the next decade and beyond.

www.wales.gov.uk/subisocialpolicy/content/older/older-people-final-e.pdf

The Health Promotion Action Plan for Older People in Wales

The Plan is a key element of the Assembly Government's overarching Strategy for Older People in Wales, and contributes to its response to Health Challenge Wales. It links with other Welsh Assembly Government initiatives, including the Healthy and active lifestyles in Wales: a framework for action, the nutrition strategy "Food and Well Being", and the National Service Frameworks for Coronary Heart Disease, Diabetes and Mental Health, and the health promotion standard of NSF for Older People in Wales.

www.cmo.wales.gov.uk/content/publications/consultations/action-plan-consultation-e.pdf

Warm Homes and Energy Conservation Act 2000 – A Fuel Poverty Commitment for Wales

The National Assembly for Wales' response to the Warm Homes and Energy Conservation Act 2000, which sets out the Assembly's strategy for reducing fuel poverty.

Partnership Working

Who to Work With

Keep Well this Winter is a multi-agency campaign and the more organisations you involve, the more you increase your chances of reaching vulnerable older people and attracting visitors to any events you are holding. It is unlikely you will include everyone on the lists below in your campaign – they are just to give some ideas. Even those you do want to include may have different levels of involvement – some as signposts to other organisations, some as attendees at events, and some as members of your planning group. However, the organisations highlighted in bold have been very active in Keep Well this Winter throughout Wales, and should be particularly useful to have on board. Any phone numbers given are for national signposting to your local contact, but if you already know of someone local, you won't need these.

Note that Age Concern organisations and local public health teams have access to Keep Well this Winter grants which they can use for multi-agency work so are especially important to include.

Voluntary Sector

- **Your local Age Concern and Help the Aged in Wales organisation** - 029 2043 1555
- **Your local Care & Repair** - 029 2057 6286
- **Your local Energy Efficiency Advice Centre** - 0800 512 012
- RNIB Cymru (Royal National Institute of the Blind) - 029 2045 0440
- RoSPA Cymru (Royal Society for the Prevention of Accidents)
- Your local Citizens Advice Bureau
- Health and Social Care Facilitator (based at your local Community Voluntary Council)
- Walking the Way to Health Co-ordinators (at your local Groundwork)
- Groups/projects working with BME communities
- Carers projects / Crossroads

- Places of worship
- Mothers unions, Women's Institutes, Townswomen Guilds
- Lions Groups and Rotary Clubs
- RNID Cymru

Local Authority

- Local leisure centres
- Your local Community Safety Partnership
- **Communities First**
- Council's press/communications team may be able to help with media contacts, writing press releases and putting information in the local authority newsletter as well as disseminating information to all council employees.
- **Older Persons' Strategy Co-ordinator**
- Home Care Manager
- HECA (Home Energy Conservation Act) Officer/Energy Manager
- Carers Support/Project Worker
- Healthy Living Centre Managers
- **Health Alliance**
- Older Person's Development Officer (based within Social Services)
- Trading Standards (to assist with electric blanket testing and bogus caller information)
- Meals on Wheels
- Environmental Health
- Public Library Service

Health Services

- **Local public health team** (usually based within the Local Health Board) – these receive a grant specifically for KWTW activities
- Hospital discharge co-ordinators
- Primary care facilitators in LHBs
- Local pharmacies
- Your local NHS Trust
- Regional Immunisation Co-ordinator

- Message in a Bottle Scheme organisers – contact the Welsh Ambulance Trust for details of who organises this in your area
- GP surgeries
- District and Practice Nurses

Other Organisations

- Local Age Concerns, WRVS and Red Cross Luncheon clubs, shopping schemes and food cooperatives
- A locally based Healthy Eating Peer Educator – a volunteer aged over 50 who has been trained by Food Standards Agency Wales with healthy eating Keep Well this Winter messages. Contact Jay Berry on 029 2067 8953 for more information
- **Fire and Rescue Service**
- **Wales Pension Service** - 01685 306 551
- Local Housing Associations
- Disability Benefits Centre - 029 2058 6329
- Tenants' residents' associations
- Local police force
- Sheltered Housing
- EAGA Partnership (who administer the HEES grant)

Private Companies

- The Home Heat Helpline
- Wiltshire Farm Foods work alongside Meals on Wheels in a number of areas
- Powergen Stay Warm Advisors
- Transco Warm Zones Officers
- British Gas Here to Help Officer

How to Engage Others

- Gain the support of other professionals by involving them right from the start in any launch of your activities.
- Care & Repair found that producing a checklist for professionals to use with clients proved popular.
- It is important to show professionals how taking part in KWTW can be seen as part of their professional development.
- You need to stress to professionals that taking part is not going to cost them anything and in fact will reap benefits.
- The best way to open doors for working with other professionals is through personal contact.
- Make sure that you are working with people on all the same levels in different organisations and make sure that messages about KWTW are being cascaded down to all those who need to hear them.
- Partnership working is cumulative – the more you do, the more contacts you will find and the more you will link in with others.
- Use trade press to get messages across.
- Unified assessments may become an important tool in getting key messages across.
- If you are worried about having too big a variety of agencies on your steering group spending time listening to things being discussed that aren't necessarily relevant, then you could break into themed steering groups.

Engaging GP Surgeries

Doctors' surgeries can be excellent places to promote KWTW messages however some people have come up against problems being allowed to exhibit there and so extra work may be needed.

- When trying to engage health services, you need to present your proposal in terms of how it will cut down admissions and what benefits health professionals will receive by engaging with the campaign. Show GPs how engaging with KWTW would improve their quality of service, which is something they are assessed on.

- Link in with Better Advice, Better Health Wales in GP surgeries and Citizens Advice Bureaux.
- Contact the practice manager and seek suggestions from him/her as to how the practice might be able to help in publicising the campaign.
- Offer to run presentations for practice nurses to increase their knowledge of the campaign so that they can disseminate key KWTW messages.
- The Practice Nurse Facilitator trains and updates GP practice nurses and may offer a way in to getting KWTW messages to these. In September they will probably do an update on the flu jab which KWTW can be tied to.
- Many LHBs facilitate regular meetings of Practice Managers in their area. Try contacting the Head of Primary Care at your Local Health Board so that you can talk to the group about KWTW.
- Flu vaccination clinics offer an ideal opportunity to engage with a large number of the target audience but you will need to liaise carefully with individual practices to have access to the clinic. Personal contact is better than cold calling.

Example of how to co-ordinate a multi-faceted campaign engaging different partners and sharing responsibility across different agencies are now located on the KWTW website www.KWTW.org.uk under promoting KWTW

Hard to Reach Groups

It is important for all older people to keep well in the winter but the aim of the campaign is particularly to target *vulnerable* older people – especially those who are unlikely to hear the campaign messages through other routes. If you are recognising the same people returning to your events each year, then you are not targeting those who need the information. If most of the people receiving the information are already networked into groups and engaged with the community, they are unlikely to benefit from receiving yet more information about services available to them. The KWTW campaign has very limited resources so it is crucial that they are targeted at those who will benefit the most. Here are some examples of people who are more likely to be particularly vulnerable and in need of hearing the KWTW messages and ways in which these groups may be reached.

Black and Minority Ethnic (BME) communities

- Some people might not be able to read English so will need someone to sit down with them and explain the information in the pack on a one-to-one basis.
- People in BME communities need to be involved in activities and not simply given information for something they see as outside the community.
- Certain BME groups are more likely to be home owners and may be initially hostile to KWTW if they think the information is only for those in council/housing association owned properties so it needs to be made clear that the information is also of benefit to home owners.
- Getting information translated into the appropriate language is not always the most important way to engage – it is often more important to make sure the communities are fully involved and see that there are clear benefits to them from having this involvement.
- Younger contacts can be useful for taking the message back to their families and communities.

- People in some BME communities place a high importance on information which comes from a doctor or nurse so it is important to engage these.
- One to one contact has had the biggest success with BME communities and also actually going to the groups.
- If anyone has had information translated into community languages, please contact the national coordinator to see if it could be shared with others.
- Literacy levels may be very low among certain ethnic groups, even for reading their own language, let alone English, which may make written translation not very worthwhile. You may find the CDs and tapes are useful with people who cannot read English but would understand the spoken word.
- Receiving information in one's own language is not necessarily enough – access to culturally specific services can be just as important.
- Consider alternatives to simply translating written materials, for example word of mouth, presentations at group workshops or use of appropriate media such as community newspapers or radio programmes.
- Consult with communities before embarking on translation to find out what they actually want.
- Use of pictures in information may help to show what is being referred to.

Further Reading

Communicating with diverse audiences – a practical guide to producing translated materials in appropriate languages and formats for people from minority ethnic communities. Produced by Age Concern www.ageconcern.org.uk

Contact: Martin Jones, BME Development Officer, Age Concern Cymru on 029 2043 1579 or Martin.jones@accymru.org.uk

Case Study – Reaching BME communities

Neath Port Talbot public health team funded the translation into Bengali of a leaflet produced by Age Concern Neath Port Talbot which gave localised contacts and general information relating to the KWTW messages. These were distributed with a free gift to members of the Bengali community aged over 65.

Housebound people

- Link in with professionals who visit vulnerable people in their homes such as home carers or the podiatry service for them to explain the information in the packs and give the packs to isolated people they come into contact with.
- Hold events at groups for housebound people, day centres and day hospitals. Communities First may be able to help you find these in your area.
- Carers (meaning friends or relatives with unpaid caring responsibilities) are often the gatekeepers for cooking and for the nutrition of older people they care for so make sure you target these as well.
- Around 50% of carers care for people aged over 75, and nearly 20% of carers are older people themselves so it is important to target these.

Case Study – Reaching housebound people

Torfaen KWTW Partnership co-ordinated lists of people receiving services from domiciliary care, NPHS, nurses, pharmacies, pension service, social care, police, Age Concern, Care & Repair and contacts of health social care and wellbeing to make sure vulnerable people were targeted but only once to maximise resources. In addition, local leaflets were produced to give out at events so that the majority of packs could be reserved for housebound people.

People in rural communities

- Link in with rural health week.
- Link in with mobile library services to get information to rural communities.
- Hold events in different areas of the borough so all can have access – always holding events in the main towns may stop people who live more rurally from attending.
- Hold events in GP surgeries in outlying areas.

- It is hard to get good contacts in rural areas so it is important to use existing networks.

Other considerations

- The RNIB 'Make it Accessible' File gives advice on making sure your information is accessible.
- The NPHS blue bag internal mail system can be a good way of getting information to places older people may go such as surgeries, dentists etc. Other organisations have internal mail that can be used in the same way such as the libraries, local council etc.

Case Study – Reaching men who are not interested in health messages

Age Concern Cardiff & Vale produced beer mats with Keep Well this Winter messages and contact details and then contacted working men's clubs to ask permission to attend. Although initially resistant to health messages in their clubs, some were willing to accept the beer mats and allow Age Concern to spend time in the club talking to the patrons about health messages. The success of these attendances has now opened a door so that Age Concern have been invited back to do the same thing again next year.

Holding events

Getting People In

- Promote events with a press release to the local papers and by putting posters up in local shop windows.
- Link in with existing groups and activities such as coffee mornings and luncheon clubs.
- Health checks, pension advice and freebies such as lunch or gifts prove very popular at events and can be a good pull to get people in if well publicised.
- Sending a personal invite to an organisation for your event will increase attendance more than a general poster.
- If you hold your event somewhere difficult to get to, you will need to lay on community transport. However, when trying to target small communities, events held in places where people are used to going are generally more successful than those where community transport is needed.
- If you have a local authority contact, they may be able to organise community transport for events through Social Services but it might be hard to organise if you do not work for the local authority.
- Electric blankets can be collected for testing if people can't get to the event, and the collection provides an opportunity for giving an information pack.
- Consider timings – some older people may rely on care workers to help them at certain times of day.

Timing Your Event

- Where possible ensure there is no other similar event on that time
- What time does the local transport run near to your venue?
- Community transport is often unavailable early am and mid afternoon whilst conveying people to and from day centres
- Older people often need carers to help them with their personal hygiene – care is sometimes not received to mid morning
- Older people taking certain medications, i.e. diuretics do not feel confident to leave their home setting until later in the day

Location, location, location

- It is important to have car parking close by.
- Healthy living centres can be good venues for events, especially those centred around healthy eating.
- It is important to use familiar venues.
- Multi-agency roadshows were good in large towns but smaller community events were needed to reach more isolated communities and were held in places like churches, cinemas, luncheon clubs and sheltered accommodation.
- Venues need to be disability accessible and have fully accessible toilet facilities available. Some older people may need to visit the toilet reasonably frequently and may be embarrassed about this.
- Venues where care is on hand can be useful in case anyone needs help, for example to go to the toilet. Examples include sheltered housing complexes, residential homes and day centres. This may also allow carers to have some respite while the event takes place.

Case Study – Going to the community

Ceredigion and Monmouthshire developed a Keep Well Calendar to inform older people about events and well being. This calendar was handed out at KWTW events and through pharmacies, care services and G.P practices. The evaluation showed this was well received and did motivate people to attend events. Reminders were included about keeping well in winter which promoted well being.

The calendar reached older vulnerable who had not previously heard of KWTW

Having a Successful Event

- Running an event with the feel of an informal social occasion can be a good way of getting messages across in a relaxed way.
- Raffles and buffets always go down well.

- One way of encouraging people to visit stalls is by beginning the day with a 2 minute presentation by each partner so people know what they do.
- Make sure events are for older people and not just networking opportunities for organisations.
- Holding more half day events rather than a few whole day events can be a better use of time and resources.
- Giving one theme to your event can help to focus the information.
- Flu jab outreach sessions can provide good opportunities for other agencies to attend with information.
- If your event requires people to follow a certain programme rather than just wandering around looking at stalls, make sure you factor in regular comfort and refreshment breaks and circulate a timed programme so people know how long each section is.

Case Study – Targeting vulnerable groups

Vale of Glamorgan public health team organised a series of multi-agency Keep Well This Winter lifeskills classes at the Safetyzone Treforest for groups of older residents from sheltered housing, Communities First areas and older persons groups including a visually impaired group and a hearing impaired group from the Vale of Glamorgan.

Eight community groups of up to twelve Vale of Glamorgan residents attended two-hour lifeskills sessions at the Safetyzone, covering all the key KWTW messages. Sessions were spread over four days.

Groups were transported by minibus, and were accompanied by local Police Community Support Officers (PCSOs). Lunch was provided at a local public house.

A media call released in advance resulted in coverage on Radio Wales' Good Evening Show as well as in local press. Feedback from participants and topic leaders was excellent and a number of agencies reported direct outcomes as a result of their involvement.

Standing out at other agencies' events

- In addition to holding your own event, it is good to have a KWTW presence at as many other events as possible.
- Have a couple of people on stands so that someone is available to talk one-to-one to people who are interested.
- Free gifts are always good incentives for people to show an interest, e.g. energy efficient light bulbs, door stops, grabber sticks, handwarmers, pens, magnets etc.
- If you are offering help with Benefit claims remember that older people are not likely to want this support at the event so provision needs to be made for one to one visits
- If your KWTW stall is one of many, have someone with a sandwich board positioned some distance away to direct people to the stall.

Other Ideas

- Rhondda Cynon Taff held an event in August to gain the element of novelty in giving out winter messages.
- Carers Week is in June but might offer a way of promoting the messages and some areas offer activities specifically for carers such as pamper days, which you may be able to attend.
- A tea dance offering KWTW information are well attended
- A helpline can be used to solve simple problems.
- You could give older people 'Help cards' to put in their window if they are in trouble.
- It can be an idea to work with schools or Duke of Edinburgh Award schemes as an extra activity because children may take the messages home and pass them on to those who need them.
- Offering hot drinks sachets in a mug with the KWTW messages on remind older people
- Raffle a hamper of store cupboard goods
- Calendars that help enforce the KWTW messages but also encourage social interaction with information of local events

Common mistakes

Don't

- Hold an event in a venue where only active and interested older people are likely to attend – you will have poor attendance and those who do come will probably already know all the messages and not yet be particularly at risk from winter related illnesses.
- Feel you have to use electric blanket testing. It is expensive and many people will bring old electric blankets they never use just to get a new one. While the electric blanket testing is a good draw to events, so also are health checks which are much cheaper. If you are very keen on an electric blanket theme, consider that around 65% of blankets fail the test and are exchanged for new ones – would it be more cost-effective to just give out new blankets to everyone who is willing to exchange their old one without having the testing? Also, does it make more sense to give out fleece blankets than electric ones to avoid storing up future problems of electric blankets which will become unsafe a few years down the line?
- Make your event so general that the winter focus is lost. There are health and well-being events all year round but winter brings particular health problems and the campaign should bring those specific messages to the fore.
- Target people aged 50 – 60. The KWTW campaign is specifically aimed at those aged 65+ because over 95% of winter deaths occur in this age group.
- Forget about people who cannot attend events. No matter how accessible you make your event, there will always be those who cannot attend so you should ensure you have other plans in place to get KWTW messages to those who do not attend.
- Feel you have to hold a KWTW event at all! There are many ways of reaching older people, such as training health and social care staff with KWTW messages, publicity in local media, leaflet drops to all homes in your area – is your event really the best way of spending your funding to reach those who are particularly vulnerable?

KEEP WELL THIS WINTER EVENT ORGANISATION CHECKLIST

<u>KEY ISSUE</u>	TASK	BY WHOM	TIME SCALE	<input type="checkbox"/> WHEN COMPLETE	COMMENTS
Audience	Decide on target audience and find out what their needs are, e.g. mobility, care needed, language, sensory impairment				
	Consult representatives from target audience to identify potential issues with plans				
	Organise anything needed to meet needs e.g. interpreter, care assistant				
Budget	Establish where this sits and how much				
Programme	Draft Programme for the day				

Venue	Decide date and venue and check if these are convenient for target audience and if there are any clashes with other events				
	Book venue				
	Disabled access?				
	Car parking available / Good public transport links				
	Organise community transport				
	Establish room layout				
	Send letter of confirmation to the venue				

	Inform venue of any special requirements of audience				
	Check venue procedures eg. fire safety, smoking policy, emergency exits				
Invitations	Develop invitation list				
	Send invitations to groups /organisations within the target audience.				
	Develop a record of attendees				
Catering	Consider catering requirements				
	Consider and book menu if required				

Speakers	Prepare speaker notes/briefings				
	Identify speakers' equipment needs, e.g. microphones				
	Select com'pere				
Registration	Establish a registration process to establish numbers attending (are they part of target audience, how did they find out about event)				
	Ensure tables etc. available				
	Staffing of reception				
	Print name badges				
Publicity	Write Press release				

	advertising event to raise awareness and circulate to papers and local radio				
	Write Press release after event and circulate to papers and local radio				
	Invite Press				
	Where else do we want to feature? Council, LHB, Trust newsletters				
	Create and distribute posters and flyers				
Packs	<p>Consider pack content:</p> <ul style="list-style-type: none"> • Programme • Attendee list • Copies of speakers' slides 				

	Compile pack contents				
Exhibition Materials if needed	Establish list of exhibitions				
	Identify equipment needs				
	Identify helpers and request assistance				
Evaluation	Create evaluation forms				
	Ensure forms are collected				
	Write report of feedback and of event in general				
	Ensure report is circulated to all partners and KWTW Coordinator				

Getting Publicity

General

- All media can be really useful for getting basic messages to lots of people but personal contact is the most effective way of getting messages across to individuals. Inform as many people as possible and encourage them to pass messages on. Try attending older people's groups with a KWTW presentation to stimulate interest in an event you have planned.
- Keep messages clear and concise.
- Fire service, community groups and schools can help with distributing leaflets through doors.

Newspapers and newsletters

- See page 38, 'Tips for writing a press release' for detailed advice on getting your story in the local press.
- Get any contacts you have in local authorities to see if they can get an article printed in the council newspaper (if your area has one) which will go to every home in the county borough. However, make sure you plan well in advance as stories are often decided a month or two in advance and the papers are not printed very regularly.
- Local area columns are often quite easy to get into and although some people may not read them, others will.
- Make sure you know what papers are read by over 65s in the community you are targeting.
- Is there a Parish Magazine distributed by a local church?
- What community newsletters can you place an article in?
- The more localised a medium is, the more likely they are to promote local messages.
- Each Community First area should send a Communities First newsletter to every home in their area which you may be able to promote KWTW in.
- Photos bring an article to life.
- The Chief Medical Officer (CMO) will be sending out a series of themed articles during the course of the campaign to the local press. A timetable of these should be available in

advance so you can send your press releases out around these, or encourage your local editor to tie your local angle into the national news.

Radio

- In West Wales local radio is very significant as a medium but in different geographical patches, different media may be more appropriate.
- In Ceredigion, radio is very popular with older people and Radio Ceredigion has been supportive in the past.
- Radio coverage has increased attendance at events.
- If you are thinking of using local radio for advertising, data is available from the Welsh Assembly Government's Public Health Strategy Division for listener numbers and reach.

Case Study – Getting media coverage

Pembrokeshire KWTW partnership produced a press release promoting their roadshow events which was sent to all local newspapers and the local radio station. This was followed up with a press release about the failure rate of electric blankets tested at the roadshows. In addition, Age Concern Pembrokeshire were able to benefit from interest in a national press release about pensioner winter deaths and were invited to comment on it by some of their local media. This all led to a total of 20 traced cuttings, including 9 CMO articles in a local paper. Public evaluation forms returned to the national coordinator showed that Pembrokeshire had the second highest number of people who heard about the campaign through their local paper. In addition to this use of local press, information was made available via the local authority website on the 50+ web page, in the Age Concern Pembrokeshire newsletter and the PAVS newsletter and some of their KWTW funding was used to purchase short bulletins on Pembrokeshire Radio.

Tips for writing a press release

Format and content

- Journalists receive many press releases every day and do not have the time to read through each release to the end to find interesting points. The purpose of your heading is to grab the journalist's attention, or show clearly what the release will be about (as long as this doesn't involve having a very long title). Be aware that the title will almost definitely change when it is printed.
- Similarly your first line should have punch and show the journalist what the release is going to be about, encouraging them to read on.
- Bear in mind that journalists generally cut press releases from the bottom up so succinctly get all your key points in the second paragraph, and use the rest of the press release to elaborate.
- Keep your press release brief. Aim for one page, but two pages should be the absolute maximum.
- Use simple plain English and avoid jargon.
- Make sure you answer the key things people will want to know about your news: who, what, when, where, why, how and how much (as appropriate).

Sending the Press Release

- E-mail is the format that journalists prefer for press releases. If you have to fax or post it, type your press release and only print on one side of the piece of paper.
- Press releases should be in Arial, font size 14.
- Make sure you always include contact details and ensure that you are available to take further enquiries. It might be worth including contact details for Age Concern Cymru and Help the Aged in Wales and for the Keep Well this Winter Coordinator as well as your own details.
- Proof-read your press release before sending it out. Try reading it aloud and see if it all flows. Check your spelling and grammar.

- Sending a photograph can increase your chance of having the press release printed and increase the space dedicated to your article. If sending a photograph, make sure you have permission from the person in the photograph, or if necessary, from their family or carer. Include their full name (and their age ideally) in the caption, and also mention what area they are from. E.g. Joan Llewelyn, 86, from Aberaeron enjoying some keep fit classes. You may want to ask them to sign a consent form to ensure they understand what their photo is being used for.
- If you are quoting anyone, make sure you have cleared the quote with them before sending it. Similarly, if you mention another organisation in your release, run it past them before you send it out.

When to send releases and getting them printed

- If you are holding an event, you may want to send out two press releases: one before the event telling people it is coming up so they attend, and one after the event saying how it went. You should also send out a press call to encourage journalists to attend. Even if a journalist does attend the event, it is often worth sending a press release to them afterwards, to encourage them to include all the information you want them to.
- If your press release is not printed, try chasing it up by phone. Sometimes you will be able to sell the story verbally better than you did in writing. It may even be worth ringing the paper to tell them about your story before you send the release as well so they are expecting it.
- Things that make a press release newsworthy include;
 - Highlighting if it is the first of its kind, biggest ever, first in the area, 10th anniversary etc. Give your story a significance.
 - Giving a quirky angle.
 - Giving a human interest side. Give an example of someone who has been affected by the thing you are publicising.
- Examples of Keep Well this Winter press release opportunities are:
 - Publicising a KWTW event.

- Publicising a KWTW information leaflet.
- Inviting people to contact you to request packs.
- Reporting on how an event went.
- Encouraging people to go for their flu jab.
- Reminding people of key KWTW messages when cold weather is forecast.



Keep Well This Winter Gofal Piau Hi Y Gaeaf Hwn

Press Release/Datganiad i'r Wasg

[Date]

[Title]

[Snappy first line]

[Second paragraph should contain all the key facts]

[Main body of press release]

[Try to include a quote here]

Room thermometers, Keep Well This Winter information packs and a range of information leaflets are available from [place your details here].

Ends

Notes for Editors

[1. Add additional notes if required]

2. "Keep Well This Winter" is a Welsh Assembly Government Campaign which aims to provide information and support to people aged 65 or over to enable them to keep well in the winter months.

For further information regarding Keep Well This Winter (KWTW) contact Rosalyn Williams, KWTW Coordinator on 029 2043 1552; Email: Rosalyn.williams@accymru.org.uk



Keep Well This Winter *Gofal Piau Hi Y Gaeaf Hwn*

Press Release/Datganiad i'r Wasg



Keep Well This Winter Gofal Piau Hi Y Gaeaf Hwn

Press Release/Datganiad i'r Wasg

3 November 2009

Winterland says Bah Humbug to Bad Weather

Older people in Winterland county borough can receive information, advice, welfare entitlement, and health checks at a 2 day free event organised to help keep older people well this winter.

The event, entitled “Bah humbug to bad weather”, will be held at the Winterland town hall, Main Street, on Monday 12 November between 10am and 1pm and on Tuesday 13 November between 1pm and 4pm and all are invited to drop in when passing to see how they could keep well in the colder months.

The event has been organised as part of the Welsh Assembly Government **Keep Well this Winter** campaign. It will be attended by a number of organisations including Age Concern Winterland, Trading Standards, Social Services, Winterland Care & Repair, the pension service, East Wales Fire Service, community nurses, Winterland Crossroads and the police.

A number of activities will be available such as cholesterol checks, foot massage, welfare entitlement advice, and healthy eating cookery demonstrations.

Annette Body, Chief Executive of Age Concern Winterland, said, “Keeping well in the winter can be a difficult task for older people, and in the winter of 2004/5, 1900 people in Wales died because of the cold weather. This event will give older people a good opportunity to find out simple measures that they can take to feel warmer, healthier and safer during the winter months”



Keep Well This Winter Gofal Piau Hi Y Gaeaf Hwn

Press Release/Datganiad i'r Wasg

Even if you can't get to the event, you can still contact Winterland Age Concern on 0123 456789 for a Keep Well this Winter information pack or to ask for advice on looking after yourself in the colder months.

Ends

Notes for Editors

1. Please contact Annette Body on 0123 456789 for more information about the Winterland events.
2. A photo opportunity will be available at the opening of the event on 12 November.
3. "Keep Well This Winter" is a multi-agency campaign led by the Welsh Assembly Government Campaign which aims to provide information and support to people aged 65 or over to enable them to keep well in the winter months.

For further information regarding Keep Well This Winter (KWTW) contact Rosalyn Williams, KWTW Coordinator on 029 2043 1552;
Email: Rosalyn.williams@accymru.org.uk



Keep Well This Winter Local Evaluation Form 2009/10 Campaign

County	
Lead Name(s)	
Organisation	
Telephone	
E Mail	

Evaluation to be emailed/posted to:

Rosalyn Williams, Keep Well This Winter Co-ordinator

Age Concern Cymru

Tŷ John Pathy, 13/14 Neptune Court, Vanguard Way, Cardiff, CF24 5PJ

Tel: 029 2043 1552

Rosalyn.williams@accymru.org.uk

- **This form is designed to help you with ongoing evaluation but any additional information you can give would be very much valued**
- **Electronic copy of this form available by e-mailing KWTW Coordinator**

Deadline: 9 March 2010

COMPLETE BEFORE STARTING ACTIVITIES

1. What planning have you done and would you do anything different with planning in future?

2. What other organisations in your area have you involved?

COMPLETE DURING AND IMMEDIATELY AFTER ACTIVITIES

3. What activities have you organised?

4. How successful were your activities? (E.g. Numbers attending event, quantities of leaflets distributed)

5. What went well and what would you change in future? Based on your experience, is there any advice you would give other areas thinking of doing a similar activity?

6. What media interest did you encourage and what coverage did you actually receive? Please include copies of any press releases or cuttings.

COMPLETE SHORTLY AFTER YOUR ACTIVITIES FINISH

7. What feedback, if any, did you receive?

8. Any other comments?

9. Do you have any suggestions for how we could improve this form or the evaluation process in general?

Please return to Rosalyn Williams, Keep Well this Winter Coordinator as soon as possible. All feedback will be gratefully received.

Resources Available

KWTW Coordinator

See page 8 for more information on how the KWTW Coordinator can support your campaign planning and management.

The KWTW Coordinator holds a unique position of being aware of activities in every county of Wales and a knowledge of what has worked and failed in other areas so it is worth consulting the Coordinator with new plans as other areas may already have learned lessons which could help you.

Website

The Keep Well this Winter website is hosted by Age Concern Cymru and Help the Aged in Wales on www.kwtw.org.uk

The website was originally aimed at members of the public and still has that role, but following feedback from those visiting the site and from partners, the function of the site has now been extended to include a section aimed at helping professionals involved with the campaign.

Resources currently available via the website include downloadable copies of most of the materials in the campaign packs which can be photocopied, advice sheets on various aspects of promoting the campaign locally, lists of key contacts and powerpoint presentations.

Newsletter

See also page 9 'How the Campaign Works'. Many people use the newsletter as a message board to promote the work they have done on KWTW in their areas. However, more importantly, the newsletter offers an excellent opportunity for partners to share experience by highlighting what did and didn't work in their campaign planning, and to inspire partners in other areas with unusual ideas for getting campaign messages across. The

newsletter also acts as a message board for national and local partners to become aware of each other's engagement in the campaign. This year we have listened to feedback and the format will have part for information to older people and the other for professionals.

Packs

30,000KWTW packs were distributed across Wales in 2009. A certain number of packs are initially allocated to each county on the basis of older population density to ensure a fair spread but packs are only distributed on a request basis and are not sent to anyone automatically. Therefore, if towards the end of the campaign one area has not requested their full allocation and another area wants more than they were initially allocated, the remaining packs are distributed according to demand. Packs are generally sent to one key person in each county as nominated to lead the campaign in their area by local partners, but all packs are expected to be shared between everyone engaging with the campaign in that area.

Materials within the packs vary each year but generally include information leaflets by strategic partners and a room thermometer.

Large amounts should be ordered by partners from the KWTW Coordinator but single packs can be ordered by older people from NHS Direct Cymru.

Audio materials

As a strategic partner in the campaign, the RNIB produce a CD and audio tape containing all the key campaign messages. This was initially aimed at people with sight problems and as such is promoted separately from other campaign materials in media such as Talking Books and by targeting local societies for blind people. However, feedback from campaign partners has shown that the audio materials serve other purposes too. It has been suggested that they are useful for sharing with people whose first language is not English (or Welsh) and may understand the spoken language but have difficulties reading it. In some areas, the CD has been played in GP waiting rooms to help disseminate campaign

messages. The audio materials are available from the KWTW Coordinator, from NHS Direct Wales or from RNIB Cymru.

Funding your Keep Well this Winter activities

Much of Keep Well this Winter is able to take place thanks to local organisations giving up their time, donating their resources and encompassing the KWTW messages in their existing work.

However, there are two Welsh Assembly Government funding streams to support Keep Well this Winter activities.

1. NPHS Grant – This is a grant of £2000 for each county which is distributed via the National Public Health Service to a nominated KWTW lead in local public health teams. The public health team in each local authority area is eligible to receive this, providing they nominate a lead person and submit an action plan. They are then welcome to pass this funding on to an alternate agency if appropriate and are expected to use the funding to work in partnership with others in their area. **NB. The Welsh Assembly Government has to make cuts in funding. As at yet the NPHS budget has not been made available for this year's campaign.**
2. Age Concern organisations grant – This is a grant of up to £750 for Age Concern organisations to use to support their activities. The grant funding is competitive as there is not enough for every Age Concern in Wales to receive the funding.

In addition, the Welsh Assembly Government produces key KWTW resources as well as funding some actions by national partners and national media activity.

Alternate Funding Sources

There is no guarantee you will be able to access these funds for Keep Well this Winter in your area, but here are some examples of alternate funding streams that have been used in some counties to support Keep Well this Winter activity.

Older Person's Strategy Budget

-Contact your local authority's older person's strategy co-ordinator

Health Challenge Wales Funding
- Contact your local authority Health, Social Care and Wellbeing Manager

Communities First Funding
- Contact your local Communities First Officer

Donations in Kind

A number of areas have found that local organisations can be very generous in supporting Keep Well this Winter activities. It may be worth contacting:

Local supermarkets
for cans of soup and other store cupboard ingredients to give away with packs
for use of their foyers to hand out KWTW information

Energy suppliers
for free energy efficient light bulbs
for additional thermometers

Local transport companies
for permission to display posters on buses etc. to raise awareness

Local halls
for free use of their facilities for events

Local media
for free radio airtime in community slots to promote KWTW messages
for coverage of your activities and the KWTW messages in local newspapers

Local celebrities
for endorsement of your campaign
for appearances at your event to encourage publicity

Local businesses
for sponsorship of events

Local fire and rescue service or Firebrake Wales
- electric blanket testing

Useful Contacts – Strategic Partners

Age Concern Cymru

Tel: 029 2043 1555

Age Concern Cymru aims to improve life for all older people in Wales. The network of 27 local Age Concern organisations based around Wales offer a range of services which may include for example, information and advice, befriending, hospital discharge, Ageing Well projects, social groups, advocacy and income maximisation. Most local Age Concerns take referrals and can be contacted directly or via Age Concern Cymru.

Care & Repair Cymru

Tel: 029 2057 6286

Care & Repair offer advice and practical assistance with repairs, grants and adaptations. For more information or to make a referral, contact your local agency or Care & Repair Cymru.

EAGA Partnership

Tel: 0800 316 2816 (dedicated KWTW number)

EAGA administer the HEES grant for heating, insulation and other measures and they can also offer benefits entitlement checks and discounted improvements. The freephone number can be called by referrers or directly by those in need of help.

Energy Saving Trust (Wales)

Tel: 0800 512 012

Energy Saving Trust work through three Energy Efficiency Advice Centres in Wales to provide callers with impartial advice about saving energy in the home and grants available.

Firebrake Wales

Tel: 01633 654000

Firebrake Wales works with the Welsh Assembly Government and the three Welsh Fire & Rescue Services, who can offer free home fire safety audits, including free smoke alarms, and give information and advice on a range of fire safety issues. Contact your local fire and rescue service to make referral.

Food Standards Agency Wales

Tel: 029 2067 8963

The FSA provides advice on food safety, nutrition and diet and produces a wide range of publications, many of which are available free of charge.

National Public Health Service (NPHS) for Wales

Tel: 01978 727 098

The NPHS brings together public health resources across Wales to improve the health of the population. They have a local public health team in every local authority area who can provide information, specialist advice, support and consultation on a range of health promotion related issues. Each team will have a nominated KWTW contact through whom your local funding is distributed.

RNIB (Royal National Institute of the Blind) Cymru

Tel: 029 2045 0440

RNIB Cymru offer practical support and advice to anyone with a sight problem

Wales Pension Service

Tel: 0845 60 60 265 (0845 60 60 275 for Welsh language).

The Pension Service can deliver a range of pension-related services either in the home, over the telephone or in another place that's convenient for the client.

All local contacts are available from your local KWTW coordinator or via the national KWTW Coordinator.

Frequently Asked Questions

There were more professionals than older people at my event – what did I do wrong?

Was the event somewhere that was easy for people to get to? Did you provide community transport? Did you use local papers and radio to promote the event?

We have a really poor flu jab uptake rate – what can I do to improve it?

Consider improving your networking with local pharmacies and nurses so that they can promote the jab to all those they come into contact with who are eligible for the vaccination.

I can't afford advertising – how can I promote the campaign in my area?

Editorial space or articles in newspapers are free of charge – follow the 'Writing a press release' advice for tips on how to get your story in the paper. Take advantage of the multi-agency nature of the campaign and use those with experience of press releases such as local council press teams, who will not only know how to write press releases and will have relationships with local journalists but may also produce a council newspaper where they can place an article. Similarly, local radio stations often have a 'community slot' where they will promote the campaign for free as well as editorial slots which you can target with your press release.

This is all new to me – where do I start?

Every area is already involved with KWTW activities and you will be able to join in with existing activities. Contact the KWTW Coordinator to be put in touch with those in your area who are involved with the campaign.

This planning handbook hasn't answered any of the things I wanted to know – what now?

Contact the KWTW Coordinator who can give you further information and advice, put you in touch with people who may be able to help and can revise the handbook to ensure it is useful to those using it.