

North East
Urgent and Emergency Care

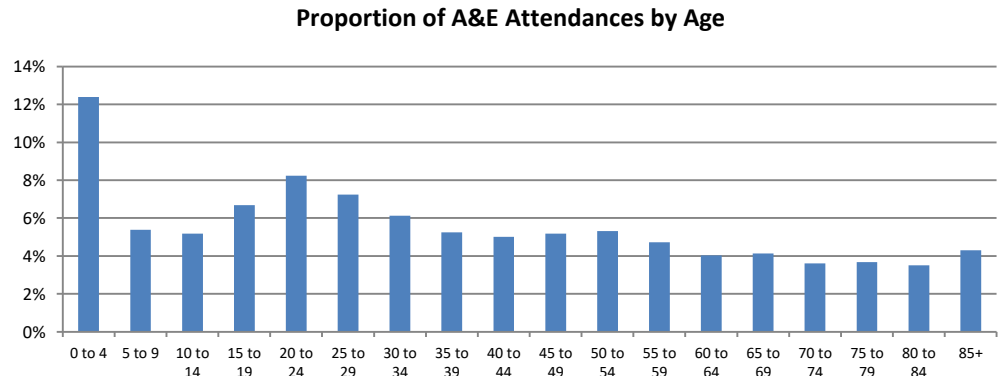
network

Self care for parents and carers of children under five years old – NHS child health

Helen Fox

The challenge

- Research shows that parents are becoming less confident about what to do about their child's health and are seeking more medical intervention earlier
- Children account for a high proportion of attendances but 60% of 0-4 years are discharged with no treatment
- Attendances at Emergency Departments for under 5s in the North East region is 763.6 per 1,000 population (England average is 540.5 per 1,000)
- A&E seen as the safe choice and reported being more likely to attend with a third party (particularly with a child)



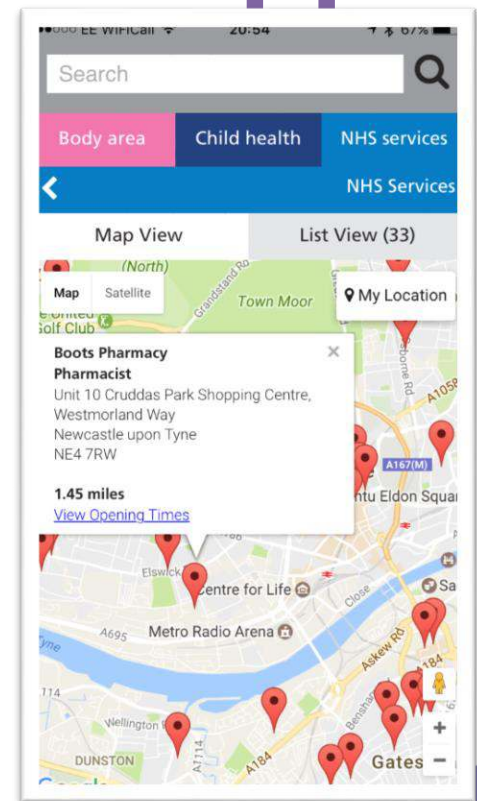
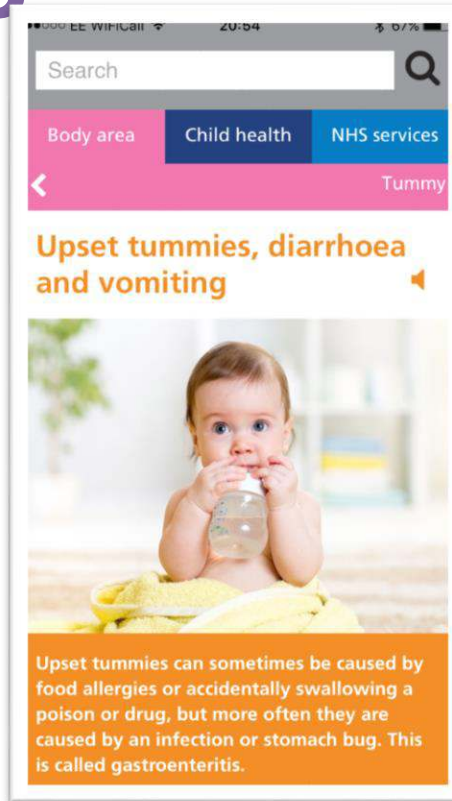
Development of the solution

- **Solution:** develop educational tool for parents and carers with children under five to give them advice and support
- Mosaic segmentation was review to understand behaviour of attendees at A&E
- Family basics (Mosaic Group M) is the group that is overrepresented



- As a result - app and booklet developed as the educational tool

Introducing the booklet & app



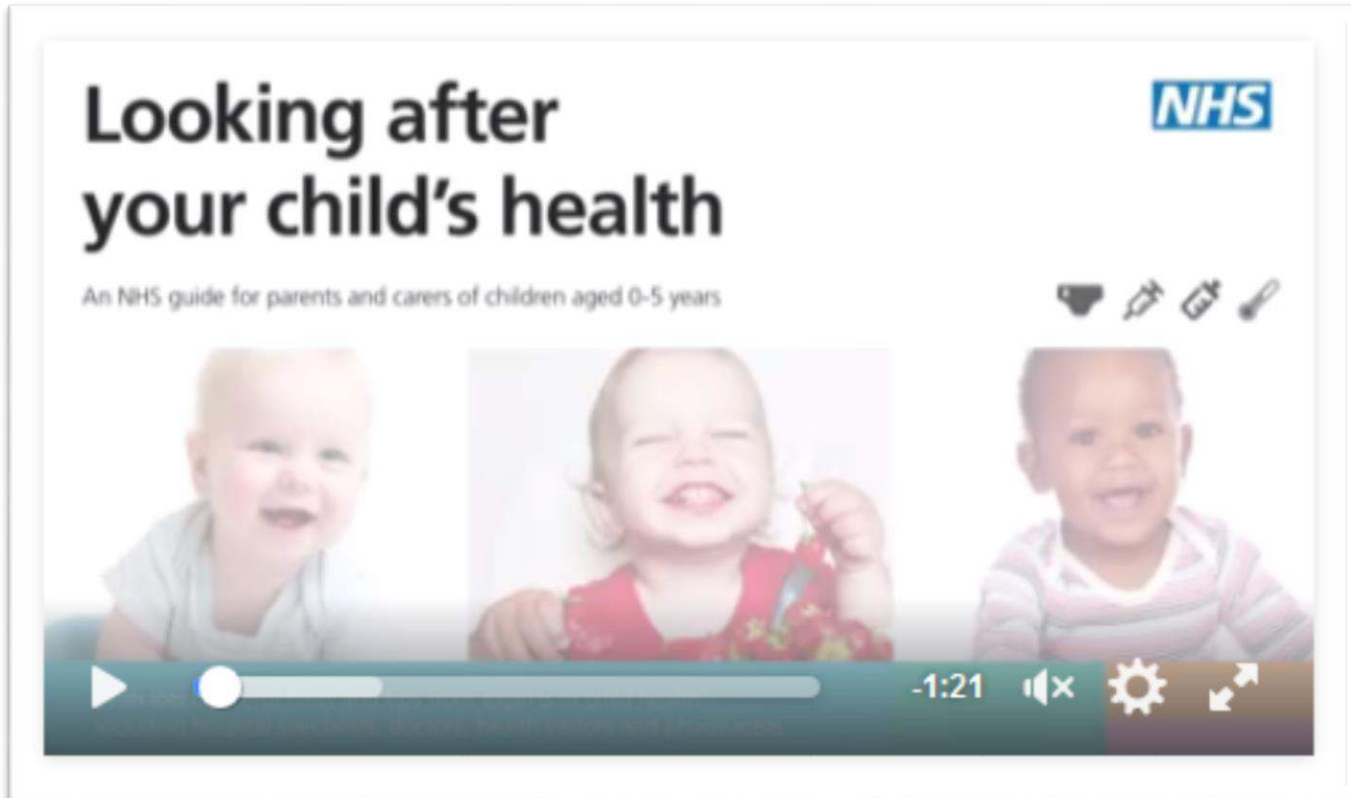
Testing and development

- Developed using a social marketing approach
- Tested with clinicians across the North East
- Tested with the target audience
- Received constructive feedback on how improvement could be made

Promotion

- 16k booklets printed and distributed to GP practices, children centres and EDs, UCC, WIC – governed by budget
- Campaign
 - Currently in preparation phase
 - Launch: working with Metro Radio/TFM and supported by PR
 - Promotional phase: low level digital activity supported by partners
 - Ongoing promotion: promotion will be ongoing and added to existing materials eg Council News, supplements and websites
 - Visiting children's centres across the North East to speak to groups about the app

The video



Available
at
<https://www.youtube.com/watch?v=udlbHWuboY4>

Evaluation to date

- The NHS child health app and booklet has been available for over five months (at 28 February 2017) and it has achieved the following:
- Positive comments from the target audience and healthcare professionals
- Over 6,700 downloads
- 79,000 page views of the app by individuals
- On average, users spend over two minutes on the app
- 61% of users of the app are under 35
- Social media reach of 272k, over 300 shares and 85k view of the video

So to download the app....



Search for NHS child health on Google Play or the App Store