

Lancashire and South Cumbria Health and Care Partnership decided to work with their most vulnerable communities during the pandemic and winter, ensuring those that were at most risk were a priority.

Health and care partners across Pennine Lancashire recognised there was a need to act to support those who are most vulnerable and most at risk in communities during winter and the pandemic. The ICS Campaign was a collaboration between East Lancashire CCG, Together an Active Future (the Sport England LDP in Pennine Lancs) and Active Lancashire. The campaign included images of local GPs being active.

East Lancashire already have good partnership working and benefit from good understanding and strong links with their local communities.

The vulnerable groups they aimed to support included people who are overweight, people with respiratory conditions, people who have diabetes, older adults, from Black, Asian and Minority Ethnic (BAME) backgrounds and people with learning disabilities.

Together an Active Future and the 'Let's do it For...' campaign

Together an Active Future is the name of the Sport England's Local Delivery Pilot in Pennine Lancashire. There are twelve LDP's across the country, all exploring new approaches to physical activity to enable more people to be more active, lead happier and healthier lifestyles.



It has the support of Sport England, Healthier Lancashire and South Cumbria ICS, Pennine Lancashire Health & Wellbeing Board, Local Authorities, Leisure Trusts, Primary Care Networks and several local charities and groups.

Together an Active Future (TaAF) saw the initial Let's Do It For campaign and wished to support it by creating messages that would encourage and inspire residents to be more active to help maintain a healthy weight. As the most successful Covid messages were those delivered by leaders, it seemed right to approach GPs to share the benefits of being active. Many of the GPs shared the campaign on their personal social media channels and local authorities shared them too. Blackburn with Darwen Council shared images of BwD GPs on their large digital screens.

Examples of this imagery are given below.

18 local GPs were contacted:

13 said yes and provided images and quotes as part of this initiative, **2** said yes but I never received any images, so a **72%** response rate was very positive!

Lancashire Football Association shared the campaign materials with



6594 members

across Lancashire

&

2263 (34.87%)

people opened it.



Some social media statistics of the reach of the campaign are highlighted below.



NHS
Blackburn with Darwen
Clinical Commissioning Group



NHS
East Lancashire
Clinical Commissioning Group



**Together
an Active
Future**
»»»»»

494 tweets 12k followers 2.2k engagements 5.6k clicks

156 tweets 465 followers 791 engagements 16 clicks



NHS
Blackburn with Darwen
Clinical Commissioning Group

NHS
East Lancashire
Clinical Commissioning Group

713 posts 6.9k fans 13k engagements 6.1k clicks

Printed material:

NorthernLife

120,000
readers

Digital screens in town:



650,000
pedestrians



TOP TIPS

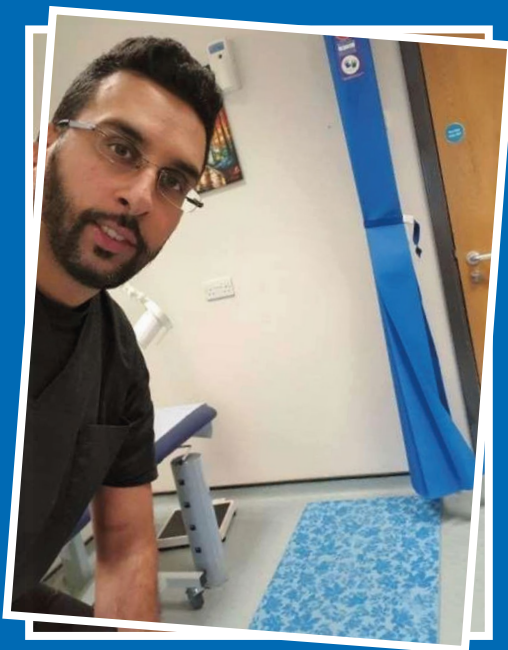


Top tips from your local GPs...

"I enjoy running and like to set myself goals and enter events to help me stay motivated. Running can fit in around your lifestyle as you can choose when and where you go and for long you run for. If you'd like some advice on starting check out 'Couch to 5K' app".

Look after each other this winter and share these tips with your family, loved ones and neighbours.

Dr Tom Accialini
GP at Cornerstone Practice
Blackburn



Top tips from your local GPs...

"Being active and doing yoga several times a week helps me stay happy and healthy. Regardless of your age and ability, yoga can help improve your strength, flexibility and balance and is also suitable for people with high blood pressure, heart disease and lower back pain."

Look after each other this winter and share these tips with your family, loved ones and neighbours.

Dr Qashuf Hussain
GP Partner at Darwen
Healthcare



Top tips from your local GPs...

"We have some wonderful parks and countryside locally on our doorsteps.

Get out there and enjoy and enjoy a walk, run or cycle ride."

Look after each other this winter and share these tips with your family, loved ones and neighbours.

Dr John Randall
GP in Blackburn with
Darwen



Top tips from your local GPs...

"Eating well, being more active and maintaining a healthy weight will help you reduce your risk of becoming seriously ill if you catch Coronavirus".

Let's look after each other, share these tips with your family, friends and neighbours.

Dr Yasara Naheed
GP Principal at Thursby
Surgery in Burnley



Top tips from your local GPs...

"Being active is so important to me, especially as a family. It makes everyone feel so much better and there is always a little adventure when children are involved!"

Let's look after each other, share these tips with your family, friends and neighbours.

Dr Emma Gladwinfield
GP at St James Medical Centre
Rawtenstall



Top tips from your local GPs...

Being active, whatever you age and ability, can help you lead a happier and healthier life. One of the great things about being active is that there are endless possibilities and there is an activity to suit everyone!

Let's look after each other, share these tips with your family, friends and neighbours.

Dr Russell Robb
GP Principal at The Castle
Medical Group in Clitheroe

