

YOUR LOCAL HEALTH TEAM

Campaign update
April 2025





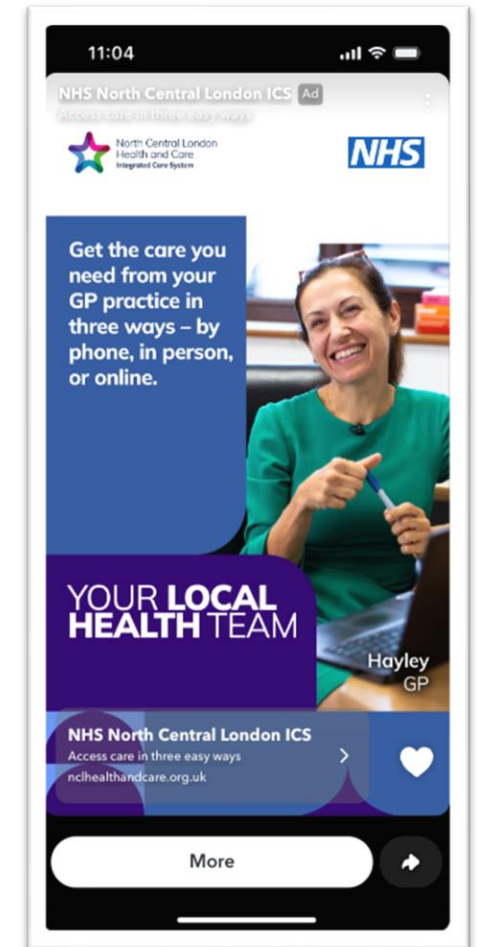
North Central London
Health and Care
Integrated Care System



Campaign overview

An 18-month campaign launched in October 2024 to:

- improve trust and understanding among residents and stakeholders that the Integrated Care System in North Central London is taking action to improve the health of local people
- improve recognition and understanding of the breadth of local services on offer to support the health and wellbeing of residents
- provide information to support residents to feel confident about how to improve their health and access appropriate services
- be local and resident focused, adaptable and distinctive





Phase 1: October to January 2025

Key messages focused on awareness raising of three main areas:

- **Get the care you need from your GP practice in three ways** – by phone, in person, or online
- **Flu and COVID-19 can cause serious illness.** Protect yourself and your family this winter by getting vaccinated
- **Aged 75-79? Book a free RSV vaccine** to protect against serious lung infections this winter

YOUR LOCAL HEALTH TEAM

There's a whole team of skilled health professionals on hand in your local neighbourhood to help you stay well.

You can contact your GP practice in three ways: online, by phone, or in person. We want to help you get the care you need, in the right place for you.

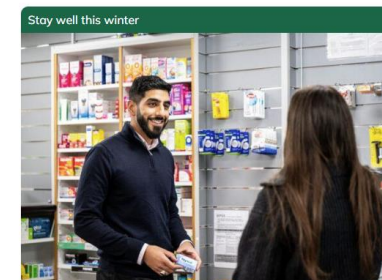
We'd like to introduce you to your local health team and share some important steps you can take to stay well and to protect the health of you and your family.



Get the care you need
Find out how to book appointments, order repeat prescriptions and get the care you need for your physical and mental health.



Get protected, get vaccinated
Protect yourself and your family from becoming unwell. Find out how to get flu, COVID-19, and RSV vaccines and see who is eligible.





Localised content

- The [campaign hub](#) signposts support for residents at both a place and borough level.
- The campaign features local GPs, practice staff and pharmacists in videos and photos
- We have promoted the content in collaboration with NHS Trusts and local authorities, producing co-branded and customisable materials.
- The councils have also supported us to amplify our reach – including through council magazines and on-street advertising.





Stories and events

- Sharing stories on NCL ICS social media channels including films
- Working with partners including CNWL to promote the campaign at local events
- Rt Hon David Lammy opened Welbourne Health Centre in Tottenham and spoke in support of the campaign
- Co-ordinated organisational winter pressures messaging to alleviate demand on A&E services in January and February 2025.





North Central London
Health and Care
Integrated Care System



Phase 2: January – May 2025

Phase 2 of the campaign was informed by learning and feedback from Phase 1

Content focuses on the following themes:

- Your local pharmacist can offer expert advice without an appointment
- Your local health team is made up of many skilled professionals to help you stay well
- Vaccines during pregnancy are safe and protect both you and your baby from serious infections





Phase 2: January – March 2025

We also ran radio adverts featuring NCL staff on:

- **Hale Radio**, a local radio station in Tottenham – including an interview with a health professional and discussing the campaign on air, and posting about the campaign on their Instagram page and stories (8,000 followers)
- **London Greek Radio** – including a live interview with a health professional
- **Royal Free Radio**
- **Radio Brockley (RNOH)**





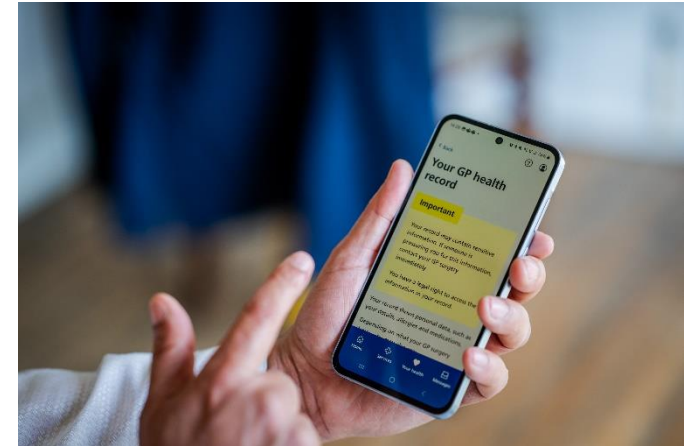
North Central London
Health and Care
Integrated Care System



Phase 3 - NHS App campaign (launches mid-May 2025)

We'll feature the NHS App on our Your Local Health Team hub, sharing key messages around the App.

1. **Do more with the NHS App:**
 1. Order repeat prescriptions
 2. View your health records
 3. Book appointments
2. **Secure and simple:** Take control of your healthcare by using the NHS App – it's secure, easy to use
3. **Self-care:** You can use the NHS App wherever you are, for managing your healthcare on the go





Filming residents for phase 3 – NHS App



Those pictured are all real North Central London residents who have experience using the NHS App to order repeat prescriptions, book appointments and view medical records.



Community engagement

Overview

Working with VCSE partners, CB Plus and Bridge Renewal Trust, we have commissioned **targeted community engagement activity** to reach into some of our more underserved communities. This will include practical help, such as helping people to register with a GP

Both organisations are distributing campaign materials and content via local newsletters to **signpost residents to local services and support them** in downloading the NHS app.

Recent community outreach includes:

- Stalls at a Romanian Cultural event and a residents' event in High Barnet.
- Focus groups with the African Refugee Community and Primary Care Group volunteers
- A workshop with the Barnet multifaith forum
- A digital inclusion and primary care workshop for Turkish women, also supporting women to book check-ups for long-term conditions.
- Carers' Forum event