

Digital access – local opportunities

Social Media in the UK – the current landscape

The top 10 most popular platforms:

1	YouTube	41.3million users
2	Facebook	38.7million users
3	Facebook Messenger	22.5million users
4	LinkedIn	21.8million
5	Twitter	20.9million
6	WhatsApp	16.7million users
7	Instagram	16.5million users
8	Google+	12.8million
9	Pinterest	11.5million
10	Snapchat	7.5million users

Source: Ofcom communications market report August 2016



Changing landscape

	2006	2011	2016
	44,000	34,900	17,520
	9.9hrs	14.2hrs	20.5hrs
	n/a	30%	66%
	22% (2007)	44%	72%

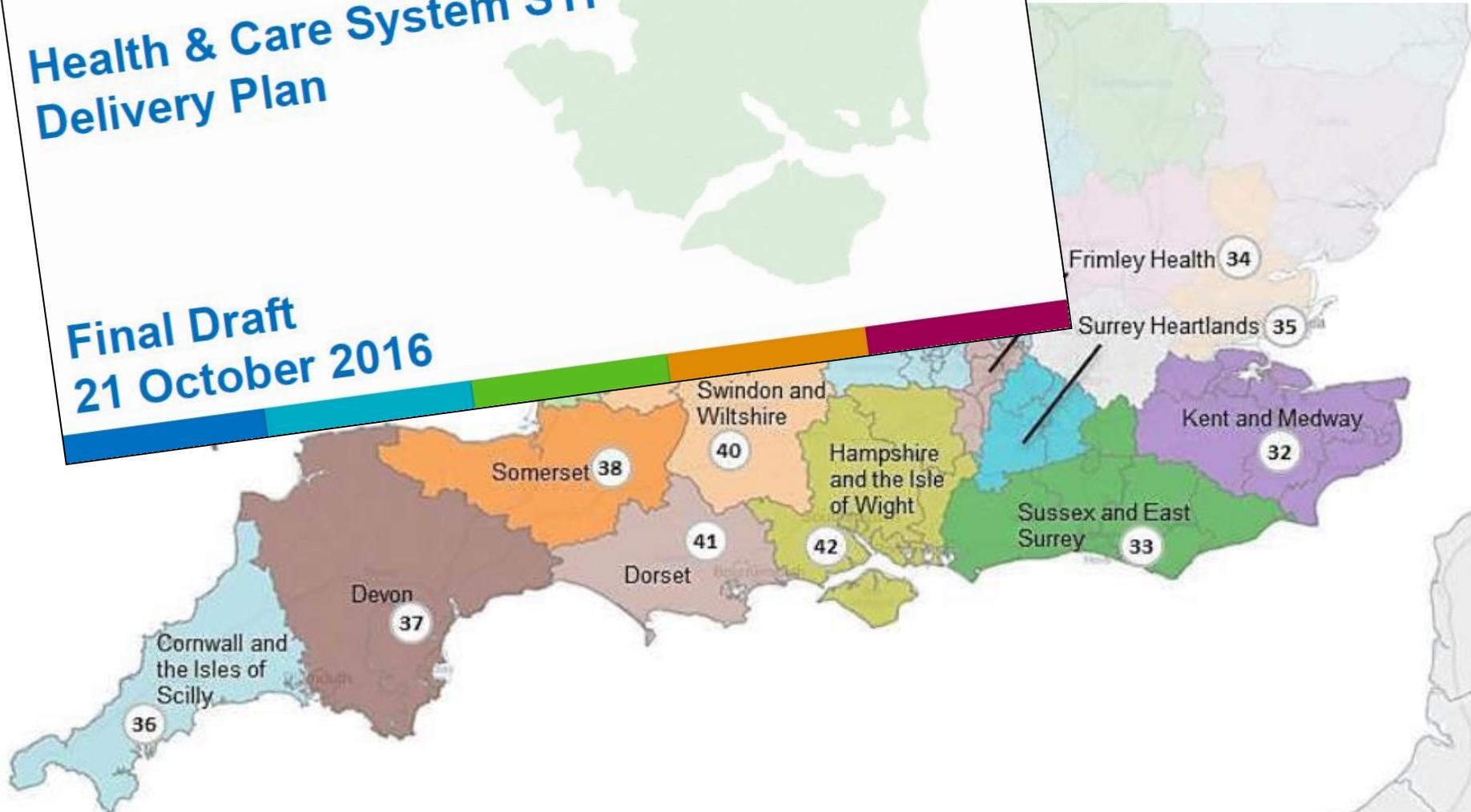
Dominant media



Hampshire and Isle of Wight

Health & Care System STP Delivery Plan

Final Draft
21 October 2016



The aim of the Prevention workstream is to improve the health and wellbeing of our population

- **improving healthy life expectancy and improving equality** supporting more people to be in good health for longer and reducing variations in outcomes
- **targeting interventions to improve self-care** for people with key long term conditions (Diabetes, Respiratory, Cancer, Mental Health) to improve outcomes and reduce variation
- developing our infrastructure, using technological (including digital) solutions to **reduce demand for and dependency on** health and care services
- improving the health of our workforce as well as the people of H10W - **developing our workforce to be health champions**; having 'healthy conversations' at every contact

The aim is PREVENTION AT SCALE

As Simon Stevens, Chief Executive of NHS England, has repeatedly emphasised, the NHS itself - both through NHS Trusts, CCGs, GPs and other service providers and as a major employer - has a critical role to play in public health. This is not yet happening at sufficient scale.

Project Objective:
 Project 1 aims to scale up existing interventions that have been demonstrated to be effective but need to be delivered consistently across the STP area

Project Description

Prevention Project 1 represents the short term deliverables (quick wins) to make significant savings and reduce health complications and/or workload across the system.

Project 1

- “Stop before the op”**
 Reducing complications in electives due to impact of smoking
- Changing behaviour using advice and information**
 Reducing A&E attendance for minor conditions
- Cancer – improved screening uptake**
 13,000 fewer people have received screening than comparators
- Digital entry for lifestyle services**
 Digital front door for services to support lifestyle change (stop smoking/weight management/alcohol interventions)
- Sexual health – digital self-service**
 Introduce STI Home-Sampling Kits in place of face to face appointments for low-risk asymptomatic residents

Project Timescale

Projects	2016 /17	2017 /18	2018 /19	2019 /20	2020 /21
“Stop before the op”	■				
Changing behaviour – A&E	■				
Cancer – improved screening uptake	■	■			
Digital entry for lifestyle services	■	■			
Sexual health – digital self-service	■				

Outcomes and benefits to be delivered

- Reduce complications in electives due to impact of smoking
- Reduce A&E attendance for minor conditions
- Provide universal access to support lifestyle change using digital technology
- Introduce STI Home-Sampling Kits in place of face to face appointments for low-risk asymptomatic residents

Key per

Digital front door for services to support lifestyle change (stop smoking/weight management/alcohol interventions)

5 year Investment and financial benefits

Investments Required: £XXm

SAVINGS: £XXm net

- Streamline
- Patients/Public

Discussion

1. Why do we need a digital front door?
2. What is in place/development at the moment locally?
3. How can we make digital access to lifestyle services consistent across the STP footprint?