

# Making Every Contact Count

## Public health promotion in Derby and Derbyshire's Vaccination Centres

**Giving our time, words and presence to others can...**


- Help lower your blood pressure
- Improve your mood
- Help you to live longer



**Fun fact:** Looking at cute animal pictures can reduce stress and anxiety (good to know, the next time you send your friend a cute cat picture).

**Learning something new can improve your mood**


While you wait, why not learn how to say hello in a few languages!



**Fun fact:** When we speak a word we use over 70 muscles!

**Connecting with others is good for us!**


- It can boost our immune system
- It can improve our mood
- And laughing is good for your health!



**Fun fact:** Scientists found that just 10 minutes of laughing a day can boost your immune system!

**Being more active can...**

- Improve your memory and brain function
- Boost your immune system
- Improve your mood



**Fun fact:** Over a lifetime the average moderately active person walks the same distance as going around the Earth five times!

**Taking notice of what's around us can boost our mood**

Why not start now?  
What colours can you notice in this room?  
What sounds can you notice?



**Fun fact:** There is an owl somewhere in this picture!



# Background

In Derby and Derbyshire as we entered Phase 3 of the vaccination roll-out we recognised there were significant opportunities for public health promotion at vaccination sites, as we welcomed thousands of local citizens to the centres for their booster doses (or in some cases their first, second, third or booster doses).

Derbyshire County Council and Derbyshire Community Health Services' Psychological Insights Team led this project. The team working on this project comprised a Clinical Psychologist, a Research Officer (with a design background) and a Health Psychologist.

As such, we set ourselves the task:

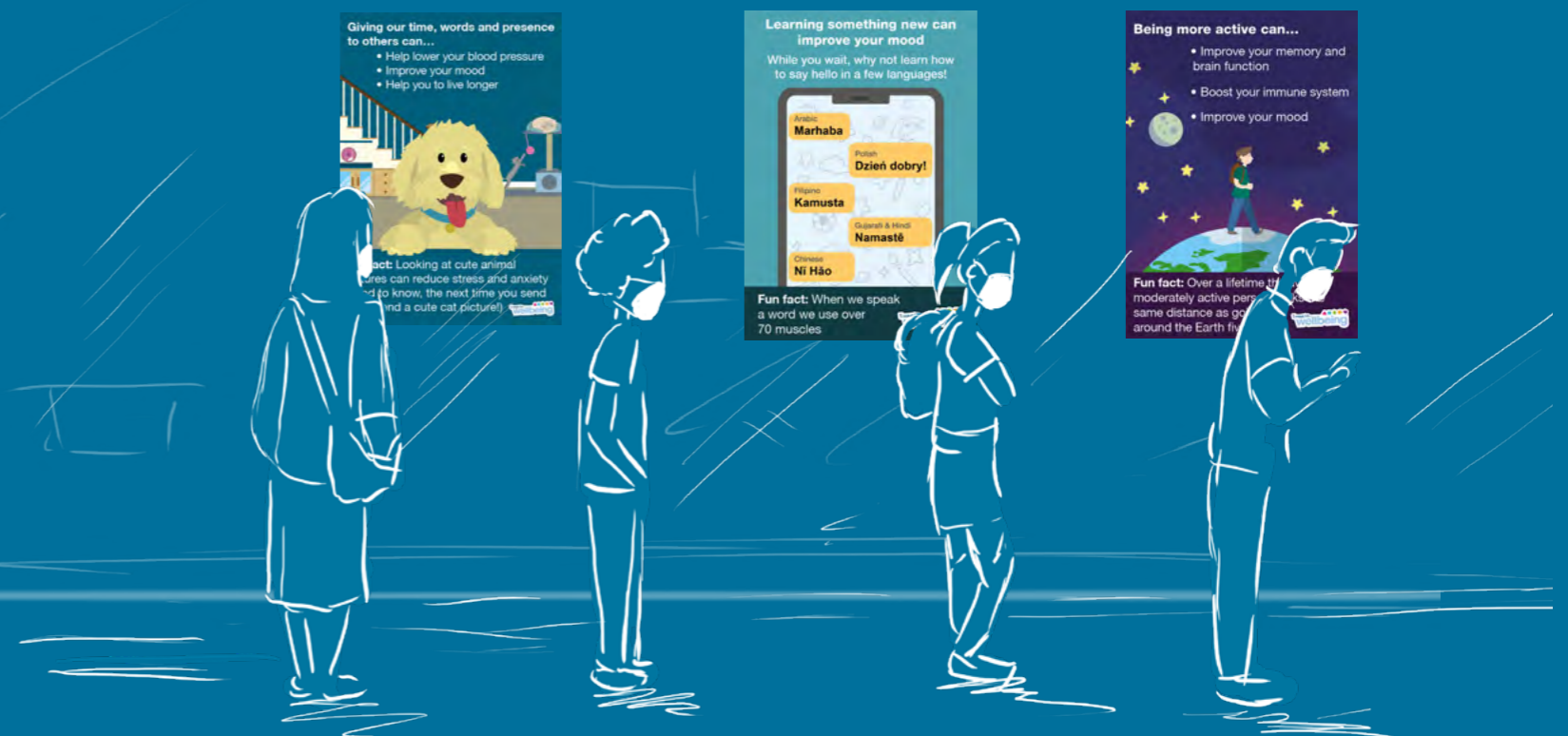
- As a system to promote public health messages at the vaccination sites.
- To weave psychological insights into our project.
- To increase the likelihood of positive change as a result of this initiative.

# Scoping the project - Site visits

First the feasibility of the project was considered with local site leads, and local site visits helped the team consider the options.

Scoping visits included looking at the physical space, how the space was being used, the needs of the staff, observing the patient experience.

This led to important generation of ideas, mainly staff led – back-of-chair posters, posters in the waiting area pre-vaccination to calm people, posters in the vaccination hubs to distract during the vaccination, and posters in the post-waiting area to sign-post and let people know about opportunistic wellbeing opportunities.



# Theoretical basis for the project

The project aligned with the Making Every Contact Count Approach (MECC; Making Every Contact Count, 2021), and the value of making every interaction with an organisation count in the promotion of health and wellbeing.

We therefore considered the teachable moments through the vaccination site visit, both in terms of staff interactions and time for patients to read and take on information when they might be receptive.

Ecological models of Public Health such as Dalgren and Whitehead's 1991 model were pivotal in the approach to wellbeing and health promotion adopted in the project, and which sought to address the wider determinants of health and wellbeing

As such, campaign messaging was based on the known determinants of wellbeing and health, financial and accommodation security and social

connectedness/support. This was accompanied by positive wellbeing messages that were health literacy friendly. We underpinned this project with a psychological insights approach; from the introduction of the project, to the design of the project, to the implementation of the project to increase the acceptability, feasibility and effectiveness of the interventions.

For example, we considered the cognitive load/stress/exhaustion levels of the staff, and that any

MECC interventions needed to be low impact for staff if they were to be acceptable and feasible. From a behavioural perspective, we considered the target behaviours associated with each MECC intervention, and the known enablers and barriers.

For example, in terms of promoting the mental health support line we considered the impact of stigma and therefore placed these messages on the back of chairs so the number could be discretely taken down (the behavioral target).

An example of a back-of-chair poster, promoting winter wellness support in Derby.



# Project Design

## What are we trying to accomplish?

To Make Every Contact Count in Derby and Derbyshire's vaccination sites.

## How will we know a change is an improvement?

Increased uptake in services promoted, positive feedback from site visitors, positive feedback from staff at sites.

## What changes can we make that will result in an improvement?

Information on local health and wellbeing support offers/initiatives - Back-of-chair posters in post vaccination waiting areas, wall posters in vaccination pods, wall posters in waiting areas, floor stickers throughout. Opportunistic blood pressure testing.

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## An Indirect benefit!

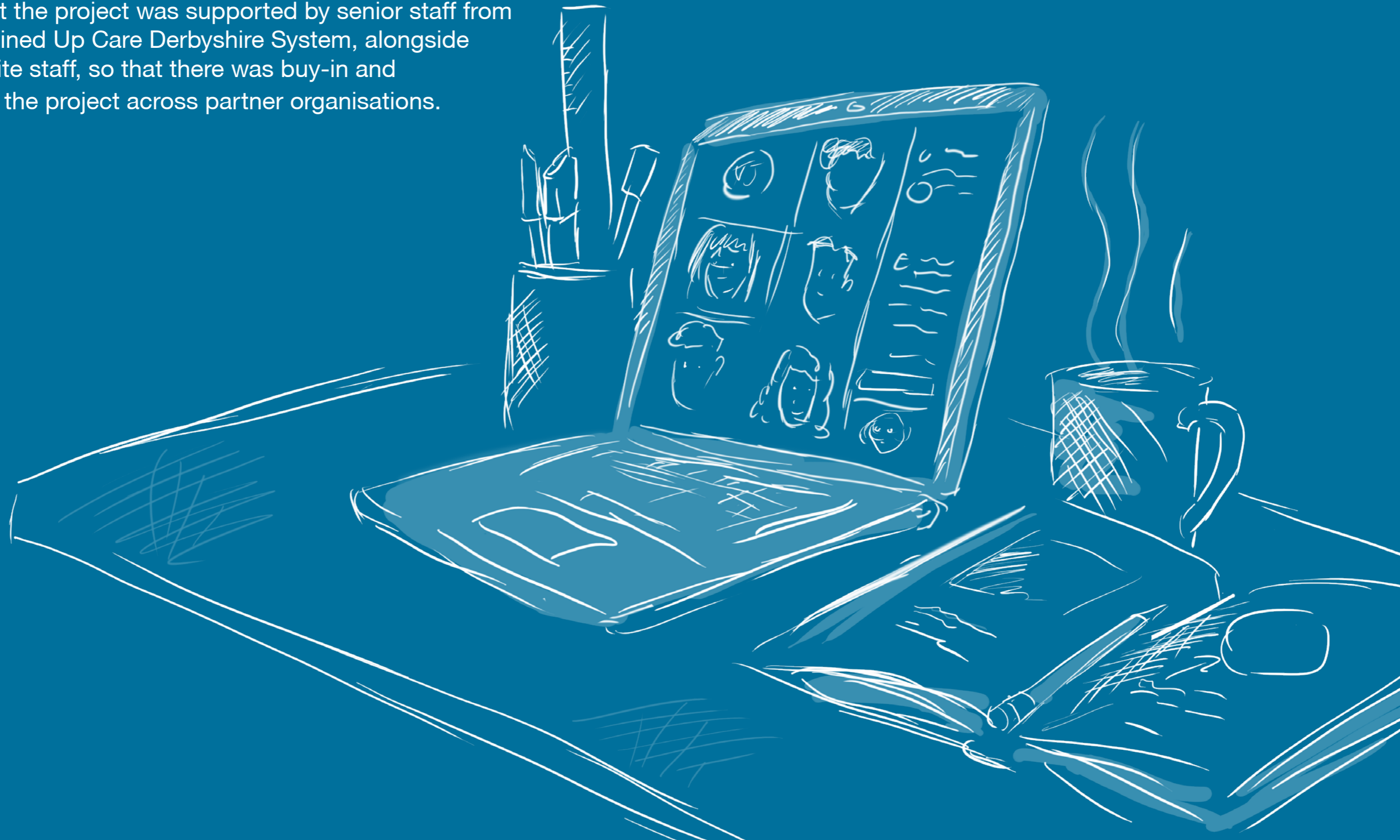
Staff feedback indicated this poster was popular with vaccinators as it gave them a conversation point (distraction method) as they gave injections to people (particularly those who were more anxious). This was an indirect benefit of the project. The languages chosen reflect the ethnic minority groups within Derby and Derbyshire.



# Getting started.

The project was funded by the local Public Health department, and coordinated by Derbyshire's Public Health and Derbyshire Community Health Services joint 'Psychological Insights team'.

From the start the project was supported by senior staff from across the Joined Up Care Derbyshire System, alongside vaccination site staff, so that there was buy-in and awareness of the project across partner organisations.



# Dissemination and feedback

With orders made, and materials delivered we sought feedback from partners. What was working well? What was working less well?

We learnt that our Covid vaccine selfie floor stickers (that were initially thought to be a fantastic idea for promoting the social norm of vaccination) were confusing people a bit, they were also only suitable for floor space on the exit. We reduced the use of these as a result.

We also learnt that the dog poster was particularly good for engaging children during their vaccination, so we got quite a few more of these printed!

We got feedback from partners about areas in sites that still needed more posters, and further posters were ordered.

We've still got ideas coming forward from system partners; other topics to cover such as harmful drinking, attending cancer screening appointments. Also, other methods of making every contact count such as through business cards with signposting numbers on them, or opportunistic health monitoring such as rhythm checks.



## Another indirect benefit!

A vaccination site lead told us this floor sticker was great for her staff and volunteers to point at when letting people know the importance of ventilation at the site (and why it might feel a bit cool at times).

Both the A4 posters and the 500mm round stickers were designed to work with the respective services branding. Any services that lacked necessary branding our in house designer worked with them.

## Back of chair posters (A4)

**Stay warm and well this winter**

Call us on 01332 640000, option 5 or go to [derby.gov.uk/cold-weather](http://derby.gov.uk/cold-weather). Deaf people can text us on 0777 4333412.

**Talk to us - anytime**

Derbyshire 24hr Mental Health Helpline and Support Service.

**0800 028 0077**

Derbyshire Mental Health Helpline

**Would you like to be a bit more independent?**

Joining our group can help you feel stronger, improve your balance – and is a great way to meet new friends!

To find out more call: **01773 766922**

Or search for: **Strictly No Falling Derbyshire**

**Struggling to make ends meet?**

To speak to the Council's benefit helpline call: **01629 531535**

Mon / Tues / Thurs / Fri 11am – 4pm

Derbyshire Welfare Benefits

**Do you get your State Pension?**

You may be missing out on money that's there to help you. To find out if you're due Pension Credit, call: **01629 531 515**

You can own your own home, or have more than £10,000 in savings, and still get it!

**Been a while since you had a cuppa and a chat?**

Call 07305 049 959 or e-mail [befriending@sdcv.org.uk](mailto:befriending@sdcv.org.uk) to connect with a friendly befriending volunteer

(If you'd like to volunteer with us, we'd also love to hear from you)

## Floor stickers (500mm)

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Strictly No Falling Derbyshire

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**Let fresh air in to blow the virus away**

Hands, Face, Cough and Fresh Air

**You did it! #DerbyshireVax**

Hold your card here

**I'M VACCINATED**

Let friends and family know you've had your jab

**Been a while since you had a cuppa and a chat?**

Call 07305 049 959 or e-mail [befriending@sdcv.org.uk](mailto:befriending@sdcv.org.uk) to connect with a friendly befriending volunteer

(If you'd like to volunteer with us, we'd also love to hear from you)

Isolation and Loneliness Action Networks Derbyshire (IsLAND)

# A1-A3 posters

These posters were made to be put up in waiting areas (pre-vaccination), vaccination pods, and in the post-observation areas.

The “Thank you” poster was designed for staff waiting areas, as a way of saying thank you with a locally-personalised poster, and boosting morale.

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**Fun fact:** One study found that just 10 to 15 minutes of laughing a day can burn up to 40 calories!



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**To all Derby & Derbyshire Covid-19 vaccination site staff and volunteers**

**THANK YOU**

**We couldn't have done this without you.**



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Please note as these posters are up in active and busy vaccination sites photos of the posters in situ (without patients) are difficult to obtain without disruption.

If you wish to talk to the team behind this do contact us.

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We would like to thank the following:



Derby City Council

Joined Up Care  
Derbyshire



Derby and Derbyshire  
Clinical Commissioning Group



Derbyshire Healthcare  
NHS Foundation Trust



Derbyshire Community  
Health Services  
NHS Foundation Trust

Community Action

