



South Yorkshire and Bassetlaw Healthier Together Website

Acknowledgements: Dr. Nic Jay: Paediatrician, Clinical Lead; Nicola Ennis: Children's Network Manager; Conrad Guiney: Project Officer, on behalf of: South Yorkshire and Bassetlaw Organisations

Why do we need the website?

- Increase in paediatric ED attendances across SYB
- The challenge for families to navigate a multitude of providers and organisations
- Need for standardised resources for families about common illnesses, clearer guidance on local referral pathways for GPs
- Demand from parents for a central place for consistent information

What does the website address?

- Unwarranted **clinical variation** in quality and access across primary and secondary care
- **Increasing demand** for primary and secondary care which is unsustainable
- **Unnecessary access** to primary and secondary care
- **Uncoordinated care** between healthcare settings

The features of Healthier Together

- It is a locally editable web-based resource
- Red, amber, green system helps parents/carers make the right decisions for their children
- It provides a free SMS facility for information to be shared
- Local services directory
- Parent surveys indicate the impact of the content on parents' healthcare decisions
- It contains the web accessibility feature 'ReachDeck' which translates and reads out aloud text in over 70 languages and dialects



What professionals have said about the website

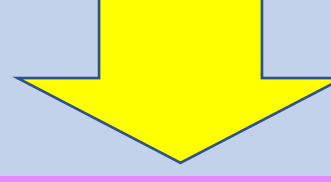
"I've been using the website regularly during my working week. I even used it on one occasion when my own children were ill and had to check rules for school!" *GP Rotherham*

"Parents who may be less confident at identifying sick children have been reassured by having access to this information, resulting in a reduction in some children presenting with self limiting illness." *GP from Bassetlaw*

"Easy to navigate and uses a variety of ways to deliver the information, certainly a valuable resource for the SYB region on a one stop website." *Service Manager, Barnsley*

The engagement

- Co-production of CYP pages
- Sought feedback from families and services
- Online education session to GP practices, schools and nurseries
- Social media campaign
- BBC Look North Special
- Letter to all schools across SYB
- Posters with QR codes to all GPs, Pharmacies and ED departments
- **73% of users who filled out the survey on the acutely unwell pages stayed at home**



Users 2021				
January	February	March	April	May
1.5k	515 66%	568 1%	373 31%	596 66%
June	July	August	September	October
648 5%	2.1k 224%	2k 5%	1.5k 15%	3.9k 145%
November	= 17k users			
5.4k 34%				