



# 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%				