

## Appendix 1: Our Future Health pre-invitation communications plan

This communications plan is designed to:

- Align with the Confidentiality Advisory Group's purpose of protecting and promoting the interests of the public and facilitating appropriate use of confidential patient information for purposes beyond direct patient care
- Ensure effective integration across audiences
- Reach our target audience in each region sustainably and effectively
- Enable testing and learning to further optimise our approach as we grow and expand

We have balanced a number of priorities:

- The needs of a variety of audiences – including those of potential volunteers, partners, the media and stakeholders
- Audience reach, frequency, campaign costs and our ability to replicate this activity
- Our ability to test, learn and improve as we roll our campaign out to new regions

Becoming a volunteer in Our Future Health is strictly voluntary and by consent only – there is no default enrolment of any kind.

### Objectives

Raise awareness of the forthcoming Our Future Health invitation, the opportunity to opt-out from receiving an invitation in advance, maximise visibility of the opt-out mechanic and ensure stakeholders and partners are prepared for enquiries and concerns from the public.

### Audiences

Primary: Adults 18+ in the following regions:

- West Yorkshire
- Greater Manchester
- Birmingham
- South-East London

Secondary: Partners, stakeholders and NHS professionals

Tertiary: Media and influencers

### Strategy

**Multi-channel:** Our communications plan looks to maximise reach of our campaign through a multi-channel integrated approach. We will look to exploit existing digital channels (owned), secure online and offline press/media coverage in relevant regional channels (earned) and support these channels with commercial media channels (paid) where we feel significant gaps exist. We will not solely rely on digital channels to avoid excluding audiences without digital access.

**Maximise exposure with available resources:** This approach seeks to maximise exposure whilst minimising above-the-line advertising costs. By focusing on reach (rather than frequency) we ensure the maximum number of potential volunteers will have the potential to be exposed to our campaign.

**Messaging consistency during opt-out window:** Each channel and every execution will carry the opt-out message up to the point of data being processed for the invitations by NHS Digital. This

ensures that, no matter where a potential volunteer sees or hears our message prior to the cut-off, they will be reminded of their choice. Once the cut-off has occurred, we will switch to simply encouraging people to volunteer.

**Campaign outcome:** As a result of this campaign, we expect our audience to feel able to take one of the following actions:

- Register their decision to opt-out of being invited to join Our Future Health
- Find out more by visiting the Our Future Health website and/or calling the support number
- Do nothing if they still wish to be invited

### **Owned channel strategy**

Our Future Health already owns several digital channels that will be used to support this campaign.

**Our Future Health website** <https://ourfuturehealth.org.uk/>

We will ensure that our public-facing website contains messaging that highlights the choice to opt-out and the mechanic for doing so. Our website is built with search-engine optimisation in mind so we can be confident this will help deliver visibility via major search engines should anyone search for details about the campaign.

*See Appendix 5a for proposed website content.*

We will also publish a news story on our website which will discuss the campaign and repeat the opportunity to opt-out. This story will be shared via our social channels.

Our Support Team that handles enquiries will be briefed on the campaign and will be able to answer any questions that may be asked by the public via phone or the support email address on the Our Future Health website. The ability to talk to 'real people' is an important addition to the broadcast nature of the campaign.

### **Our Future Health social media channels**

We will use our social media channels (<https://twitter.com/ukfuturehealth>, <https://www.linkedin.com/company/our-future-health-uk/mycompany/> and soon-to-be-launched Facebook) and create campaign specific posts that our followers will amplify.

*See Appendix 5d for social media copy.*

### **Earned channel strategy**

**Press and media:** We will include a note to editors referencing the opt-out function in campaign press notices. All media coverage will be amplified via our social channels thus increasing the reach of any publicity.

Our Media and PR Manager and Strategic Partnership team will work with our charity and industry partners to encourage them to share our social media activity.

The reach of our network's network is one way in which we hope to maximise the visibility of our campaign. 16 of the UK's leading health charities have endorsed our pilot phase and can be expected to share our messaging with their audience. For instance, Cancer Research UK alone has just under 340,000 followers on Twitter and has shared our messaging across multiple social channels.

## **Paid channel strategy**

**Regional and local radio:** We will work with a media planning agency with experience of radio advertising to plan a campaign designed to maximise reach of our messaging. Radio offers a cost-effective, trusted broadcast medium capable of delivering high levels of awareness in a short space of time. We will place advertising to maximise the reach of our messages whilst controlling costs. We assume the need for a 30" commercial to allow time to introduce Our Future Health and to highlight the opt-out opportunity.

*See Appendix 3 for regional and local radio audience reach.*

*See Appendix 5b for radio ad script.*

**Regional print and online press:** Regional print and online press offers several options including advertising, inserts and advertorials. We will use the most cost-effective solution/s that will enable us to reach the widest audience most efficiently.

*See Appendix 4 for regional print and online press reach.*

*See Appendix 5c for press ad copy.*

**Social media advertising:** Social media advertising offers tight regional, local and hyper-local options. We will deliver a social media advertising campaign to target specific audiences where our media planning agency feels they may be under-represented by our proposed offline channels.

**Channel exclusions:** Certain channels have been excluded from our planning and these include TV, outdoor (static or digital poster sites including buses etc), cinema and pay-per-click (PPC).

- TV and cinema advertising poses high-production costs outside of our budgets
- National press advertising offers too much wastage and was discounted on price
- Poster advertising typically has long booking lead times and relevant space may or may not be available to us to allow for sufficient pre-invite promotion
- PPC (or Google advertising) is felt too wasteful a spend, given the strong search engine optimisation (SEO) performance of our brand name (felt to be the most likely search term)

## **Key messages/assets**

Our communications team will create all supporting campaign material and will bring in any external support required for elements outside of our skillset (for example video production). Radio and press advertising will be managed through a media planning and buying agency.

Using our internal copywriting and design resources Our Future Health will design our press advertisements and our radio scripts ensuring alignment with our brand guidelines and the inclusion of the opt-out call to action message.

Our Social Media Officer will manage the development of our supporting social media content and the creation of our new Facebook page. They will share content, monitor channels, help answer any questions from the public and amplify PR and partner content.

To add context to the message, the benefits of volunteering will be included, in brief, in the messaging (see appendices for copy.)

The messaging is being user tested to ensure recipients:

- understand they have the option to opt-out

- understand the mechanic for doing so

Any feedback suggesting this isn't the case will be implemented into the messaging.

A detailed explanation of how recipient's names and addresses have been obtained will be included in the full invitation.

### **Timings**

We intend to ensure all owned, social media, press and radio channels are updated/populated with campaign content at least one month prior to the invitations being sent.

Media and press coverage is harder to predict in terms of timings, but we will factor in the time required to meet advance publishing schedules.

### **Evaluation**

Typical pre and post campaign awareness tracking is felt to be out of scope for this campaign as the likely cost of the research will exceed that of the campaign budget.

We will therefore look at the metrics that are available and use these to track the campaign performance.

We will monitor and report on:

- Website visits to
  - Our homepage
  - Clicks from the homepage opt out link to the NHS Digital website
  - Views of our news story
  - Clicks from the opt out link in the news story
- Social media engagement
  - Shares/likes of posts on Twitter, LinkedIn and Facebook
- Number of media placements
- Advertising equivalent value of any media exposure secured
- Reach of our radio campaign (showing the estimated audience reach of our advertising based on supplied radio planning data)
- Reach of our regional press campaign (showing the estimated audience reach of our press ad/s based on supplied press advertising planning data)

We will provide a final evaluation report on completion of the first regional campaign including campaign learnings.

## Appendix 2: indicative timeline for regional opt-out campaigns

Our Future Health is taking a regional approach to recruitment, concentrating efforts in two to four UK regions at a time. However, across the lifetime of the programme, Our Future Health will be recruiting in every region of the UK.

Ahead of launching in each region, we will always run a local opt-out campaign. Below is an indicative blueprint and timeline for regional rollout.

Milestone	Timings	Details
<b>Opt-out campaign launches</b>	4-6 weeks before invites sent. Lasts for 2 weeks.	Multi-channel campaign across owned channels (Twitter, website), earned channels (press) and paid channels (newspaper ads, radio ads, Facebook ads). Campaign explains concept of Our Future Health and how to opt-out from invites.
<b>Invites sent</b>	2-4 weeks before regional clinics open.	Invitations sent via DigiTrials and other partners.
<b>Recruitment live</b>		Regional clinics open for sample collection.
<b>Ongoing communications and engagement</b>	Throughout live recruitment period.	<p>Promotional activity for Our Future Health will include activity on owned channels (Twitter, website) and earned channels (content in partner newsletters and social media channels).</p> <p>Opt-out messaging will remain on our owned channels (website homepage, Twitter), and will be present on adverts in areas where invitations are still being sent out via DigiTrials.</p>

Below is an indicative timeline of all campaign activity planned up to March 2023. It remains subject to change given ongoing operational planning for the programme. The timings shown are based on our current projections for being live in different regions (subject to completing procurement and Covid advice) and therefore when invitations will be sent in each region. Example media outlets for paid activity are shown, and a costed media plan will be produced upon confirmation of operational timings.

### Key

- Owned and earned channel activity (Twitter, website, partner newsletters and social media)
- Paid advertising campaign (newspapers, radio ads, Facebook ads)
- Invitations sent (DigiTrials)
- Ongoing communications and engagement

Region	5/23	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23
West Yorkshire											
Greater Manchester											
Birmingham											
South East London											

### Appendix 3: regional and local radio audience reach

- For West Yorkshire potential radio stations/audience reach include:

Station	Total population covered
Capital Yorkshire	4,710,000
Heart Yorkshire	3,240,000

- For Manchester potential radio stations/audience reach include:

Station	Total population covered
Capital Manchester	3,036,000
Viking	922,000

- For Birmingham potential radio stations/audience reach include:

Outlet	Total population covered
Heart West Midlands	3,922,000
Capital Birmingham	2,308,000

### Appendix 4: regional print and online press reach

- For West Yorkshire potential print and online titles/audience reach include:

Outlet	Reach	Unique visitors per month
Yorkshire Evening Post	36,512	237,450
The Yorkshire Post	21,817	256,221

- For Manchester potential print and online titles/audience reach include:

Outlet	Reach	Unique visitors per month
Manchester Evening News	29,613	1,808,899

- For Birmingham potential print and online titles/audience reach include:

Outlet	Reach	Unique visitors per month
Birmingham Mail	11,676	893,329
Sunday Mercury	8434	292,300

## Appendix 5a: website content

We're building a community of up to five million volunteers to create the largest ever health research programme involving members of the public in the UK.

[Embedded explainer video: [What does taking part involve?](#)]

### Helping future generations live in good health for longer

Despite advances in healthcare and medicine, large numbers of people in the UK still spend many years of their later life in poor health because of common diseases and health conditions.

Our Future Health is designed to transform the prevention, detection and treatment of conditions such as dementia, cancer, diabetes, heart disease, arthritis and stroke, so future generations can live in good health for longer.

### Who can join Our Future Health?

To help all kinds of people, we need every kind of person

Everyone over the age of 18 will be eligible to take part, from all backgrounds and communities across the UK. It is vital that a diverse range of people join, so we can make discoveries that benefit everyone. We all have something unique to contribute.

### Taking part in Our Future Health

If you live in one of the areas where we are inviting people to take part in Our Future Health, the NHS may contact you. Look out for your invitation letter in the post.

### Opting out

Taking part in Our Future Health is voluntary. There are no consequences if you choose not to take part or choose to leave at any point. You don't need to give a reason why.

If you don't want receive a letter from the NHS inviting you to join Our Future Health, you can opt out by contacting the NHS on 0300 303 5678 or visiting the [NHS Digital website](#) [link to opt out webpage]

*NHS Digital is the national custodian of health and care data in England. It collects and holds some information from the patient records that health and social care providers collect and maintain.*

### What does taking part involve?

If you join Our Future Health, we will build a picture of your health and lifestyle, by asking you to:

- Donate a small sample of your blood – researchers will study DNA information and other natural substances in blood samples, called biomarkers, to discover links to early signs of diseases
- Fill in questionnaires about yourself – these will help researchers identify the earliest signs of common diseases by understanding differences in peoples' health and lifestyles
- Allow us to securely access your health records – this helps us to identify previous health events and continue to receive updates about your health after you join, including detail that we cannot collect from blood samples or questionnaires, such as X-ray or scan results

Volunteers will also be given the option to receive feedback about their health and the opportunity to take part in additional cutting-edge research studies.

## **Appendix 5b: radio ad script (30 second slot)**

At Our Future Health, we are bringing people together to develop new ways to prevent, detect and treat disease. By collecting information from millions of volunteers right across the UK we will create one of the most detailed pictures we've ever had of people's health.

By understanding more about how diseases like cancer start, they can be detected earlier, treated sooner and allow more people to live healthier lives for longer.

Look out for your postal invite to join Our Future Health. If you don't want to receive your invite, visit [opt-out webpage placeholder] or contact the NHS on 0300 303 5678.

## **Appendix 5c: press ad content**

(Headline) Let's prevent disease together

Many people suffer from poor health as they get older.

Our Future Health is a health research programme bringing people together to develop new ways to prevent, detect and treat diseases so future generations can live in good health for longer.

We're inviting adults across the UK to help, so look out for your letter in the post. If you don't want to receive your invite, visit [opt-out webpage placeholder] or contact the NHS on 0300 303 5678.

*Find out more at [ourfuturehealth.org.uk](http://ourfuturehealth.org.uk) now.*

## **Appendix 5d: social media**

To help all kinds of people, we need every kind of person. Look out for your postal invite to join Our Future Health. If you don't want to receive your invite, visit [opt-out webpage placeholder] or call 0300 303 5678.

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We all have something unique to contribute. Look out for your invite to join @ukfuturehealth in the post to help prevent, detect and treat diseases. If you don't want to receive your invite, visit [opt-out webpage placeholder] or call 0300 303 5678.

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Let's prevent disease together. Look out for your invite to join @ukfuturehealth in the post to transform how we tackle diseases like cancer, dementia and diabetes. If you don't want to receive your invite, visit [opt-out webpage placeholder] or call 0300 303 5678.