



# 'Porl-E' Schools Competition: Campaign Overview

**Campaign activity:** November – December 2019

**Area:** South East Essex

**NHS Castle Point and Rochford CCG**

**NHS Southend CCG**

# What's it about?

The 'Porl-E' competition ran locally across schools in south east Essex – and formed part of **wider winter plans** across the south east Essex CCGs.

The competition ran during **November – December, 2019** and focused on getting school children and wider audiences to think about self-care and prevention more generally.

The competition **engaged system partners** and schools across south east Essex in order to get key audiences thinking about how they might stay well in the winter and **help to prevent the spread of winter illnesses, such as colds/flu and stomach bugs.**



# Key objectives

- To encourage **self-care and prevention** across key audiences (school-aged children and their parents, schools, public sector staff/system partners)
- To contribute to **wider winter pressure** plans locally across south east Essex
- To improve **resilience** across communities in south east Essex.



# How we did it

We asked children across south east Essex to help us defeat 'Porl-E' by:

- **Writing a story** – about how they can stay well through winter/prevent and stop the spread of winter illnesses
- **Drawing a picture** – that showcases prevention, self-care and staying healthy and well in general.



# Engagement spectrum



**Inform**



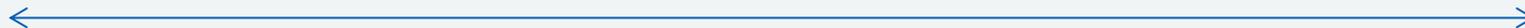
**Engage**



**Involve**



**Co-  
produce**



# Engagement and reach



With a relatively minimal budget, the campaign relied on partnership working in order to be successful in reaching intended audiences.

**Partnership working** – with local health and social care, local authorities, councils and school networks. Strategic partnerships included:

- **Southend Healthy Schools Network**
- **Southend Borough Council – Early Years Network**
- **A Better Start Southend (ABSS).**

Other partners engaged included: **CCG staff, SUHFT, GP practices, CAVS, SAVS, RRAVS, Healthwatch Southend, PCNs, Schools (primary, pre-schools and children's centres), Essex County Council, Local Authorities, Libraries, Community Services, Essex Child and Family Wellbeing Centres, School Nurses.**

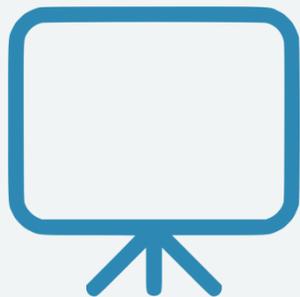
**Up to 50**  
Partners/organisations  
engaged.



# Engagement at a glance



- ✓ Healthy Schools Network engagement
- ✓ GP presentation in Porters Grange School
- ✓ Staff engagement across the local health system
- ✓ Partnership working across local councils



## School/Youth Club Engagement/Submissions (bold):

- **Our Lady of Ransom**
- **Greenways Primary School**
- **Porters Grange Primary School**
- Rayleigh Grovewood Primary School
- Rayleigh Heycroft Primary School
- Eastwood Lubbins Park Primary School
- Rayleigh 5th Southchurch Beavers
- Southchurch 3rd Thorpe Bay Cubs
- Thorpe Bay 7th Downhall Rainbows
- **Canvey Downhall Primary School**
- **Thorpe Hall School**
- **St Marys Boston Avenue Southend**
- **3<sup>rd</sup> Rayleigh Girls Brigade**
- Rayleigh Friars Primary School
- **Kidzone**
- **Downhall Primary School**
- Southend Grovewood Primary School
- **Leigh North Street Primary School**
- Tracey Smith Childminder (Southend)
- **Eastwood Primary School**
- Plus 9 children's centres across Southend.

# Engagement at a glance



THE CHILDREN SHARED BRILLIANT IDEAS ABOUT HOW TO KEEP WELL

Dr Siddiqui's presentation at Porters Grange Primary School. Watch video: <https://youtu.be/e1h0wok8AkI>



Dr Jose Garcia-Lobera, Chair of NHS Southend CCG,

# Summary analytics



**448**

Entry packs/posters and other resources viewed or downloaded.



**309**

Page views across both campaign websites.



**13**

Schools/clubs participated.



**4,700**

Entry packs disseminated to partners.



**114**

'What's Bugging Johnny' books downloaded during campaign.



**4,133**

Impressions/people reached (total) across social media (CCG/ABSS).

# Entries analysis

Of the entries submitted, below are the amount of submissions per category, and a breakdown of the topics covered within each category.



Entries submitted.



## Self-care

Staying warm (20), keeping fit (19), healthy eating (41), staying clean (14).



## Prevention

Hand-washing (52), flu jab (9), avoiding germs/binning used tissues (16).

For more information about the competition, please visit:

[bit.ly/porl-e](https://bit.ly/porl-e)

Contact us at:

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