



# MEDIA RELEASE

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## **Two projects from Leicestershire Partnership NHS Trust named as finalist entries at prestigious awards**

Two ground breaking websites and a creative social media campaign have been selected as finalist entries in the national E-Health Insider Awards.

The [healthforkids.co.uk](http://healthforkids.co.uk) and [healthforteens.co.uk](http://healthforteens.co.uk) are unique NHS-firsts, created to complement and raise the accessibility of school nurses with local school children.

The websites were entered into the category: Best use of technology to share information with patients and carers. Entries were required to meet a set of criteria:

- Demonstrate how the entrant is using technology to share information with patients and/or carers in practice
- Show well-evaluated benefits that flow from the sharing of information with patients and/or carers
- Describe how the entrant's approach to sharing information with patients and/or carers could be replicated elsewhere

The initiatives, led by Leicestershire Partnership NHS Trust (LPT) school nursing service, has been co-designed with over 200 children and young people, shaped by how they want to be communicated with to best support them.

Both websites are primarily about health promotion and health and wellbeing advice, aligning to the type of support a pupil can receive from a school nurse. The content has been written in consultation with children and young people, to inform and empower, but also acts as a fantastic resource for parents, teachers and health professionals.

Margaret Clarke, Professional Lead School Nursing (Queens Nurse) for Leicestershire Partnership NHS Trust, said: "We are absolutely delighted with being named finalists at this year's EHI Awards. A lot of hard work and close partnership

working with local schools and their pupils went into the making of the sites, but to see how well it is working for young people now is absolutely fantastic.

“The websites have enabled our school nurses to widen their support onto an online platform, and provide choice about how they can be contacted by pupils, releasing time to deal with those needing most help. It is a ground-breaking evolving project, far exceeding expectations already, by enabling us to not only share information but gain information through clinically robust online health needs surveys for school nurses to provide evidence based targeted appropriate care.”

Over 100,000 people have visited [healthforkids.co.uk](http://healthforkids.co.uk) since launched in July 2014, with many schools adopting it into their school lessons.

Equally the Trust’s social media campaign about flu, created to prepare 97,000 children and young people, and their parents, for the largest childhood nasal flu vaccination pilot in England, #PassItOnButNotTheFlu has also been named a finalist entry in the category for Best use of social media to deliver a health campaign.

Again the entry was required to meet a set of criteria, including:

- Describe an innovative campaign that exploits the chosen social media well
- The project must have been evaluated and shown to deliver proven results for a health campaign
- Include ideas and campaigning techniques that could be used elsewhere.

The LPT social media campaign involved the creation and sharing of two animated films (Flu Hero aimed at 5-11 year olds, and Pass it on but not the flu aimed at 12 – 14 year olds). The teens film was pushed through YouTube and both are now embedded onto the [healthforkids.co.uk](http://healthforkids.co.uk) website. Both were promoted through the first NHS-run thunderclap campaign. The thunderclap reached over 367,000 people simultaneously at 4pm on 30th September 2014 using Twitter and Facebook, and escalated into thousands more as a result.

Suzanne Leatherland, Programme Lead for children’s nasal flu at Leicestershire Partnership NHS Trust, said: “We are overjoyed to be named finalists for our work on flu. The campaign was put together by a working group of a programme coordinator, immunisation nurses, the communications lead and school nurses as well as administration, and tested with head teachers, school children and parents to ensure that it would be easily understandable and meet the needs of the young people using it.

“We are so lucky to have the UK’s first NHS website within LPT, [healthforkids.co.uk](http://healthforkids.co.uk), which has been the driving force for promoting these important campaigns.”

The campaign encouraged youngsters to #BeAFuHero, by passing on the films and information on the healthforkids website to parents, teens, healthcare professionals, and others that knew 5-14 year olds.

The LPT social media campaign successfully helped to inform the parents of over 97,000 school children, of whom nearly 60% took up the vaccination. It received Department of Health recognition, featured on NHS Choices and was used by other pilot areas across the country.

The EHI Awards is a fantastic celebration of great information technology and informatics happening in the NHS across the UK. The winners of both categories will be announced at a celebratory dinner on Thursday October 1, 2015 in Central London at the Park Plaza, Westminster Bridge.

On the night people can follow LPT at the awards by going onto twitter, follow @LPTnhs and @EHIAwards and use the hashtag #EHIAwards

For more information on any of the projects mentioned log onto [www.healthforkids.co.uk](http://www.healthforkids.co.uk) and [www.healthforteens.co.uk](http://www.healthforteens.co.uk).

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#### **NOTES TO EDITORS**

Leicestershire Partnership NHS Trust (LPT) provides a range of health and wellbeing services mainly for people living Leicester, Leicestershire and Rutland. The Trust serves a population of one million, has a budget in excess of £267 million and employs approximately 5,400 staff. For more information visit: [www.leicspart.nhs.uk](http://www.leicspart.nhs.uk).

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