



Evaluation and Reported Effectiveness of the Winter Warmth Toolkit

Phase 1 (May 2012 – January 2013)

Acknowledgements

The authors would like to acknowledge and thank the partners involved in the development and implementation of the Winter Warmth England toolkit and the evaluation. Funding to develop the toolkit came from the Department of Health Warm Homes Healthy People Fund 2011/12 and the evaluation was funded by Yorkshire and Humber Strategic Health Authority.

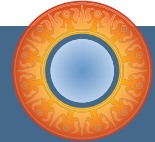
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Foreword



Now more than ever before the issues relating to people being unable to afford to adequately heat their homes are being recognised as a health and wellbeing challenge.

It is vitally important that the people whose work, both professionally and voluntarily, brings them into contact with vulnerable and low income households struggling to pay their energy (and other) bills, along with strategic planners have up to date and relevant information at their fingertips. In addition, there are many myths out there such as not heating bedrooms and using electrical and other appliances rather than central heating which need 'busting'.

The Winter Warmth toolkit provides a 'One Stop Shop' for all of the above people and especially older people. It is a much needed, easy to navigate, resource which I fully endorse and recommend that people use.



Jenny Saunders

Chief Executive National Energy Action

I am delighted to have worked with so many public health professionals across the Yorkshire and Humber region to develop and deliver a true partnership-based approach to tackling health inequalities in general, and more specifically fuel poverty and excess winter deaths.

The Warm Homes Healthy People Fund acted as a catalyst to involve wider stakeholders from local authorities and voluntary organisations alongside the Yorkshire and Humber public health affordable warmth leads. This group subsequently explored the most efficient and effective ways to support professionals to tackle the detrimental impact on health for people who live in cold homes.

With the advent of responsibility for public health moving across to local authorities in April 2013 it seemed sensible to consider a joint sustainable resource across all disciplines.

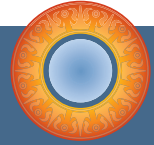
This toolkit is the result of much hard work by a whole range of people across the Yorkshire and the Humber region. I believe the facts and figures illustrated in this report speak for themselves in highlighting the success of this free innovative resource.



Paul Moore

Health Inequalities Policy & Partnership Manager

Contents



Executive Summary	6
Part 1 - Aims of the project.....	8
Background to the Winter Warmth Project.....	8
What is the problem and why this work was undertaken?	9
What the project aimed to achieve.....	10
Why 'older' people?	11
How would this be achieved?	11
Project Evaluation	13
Part 2 - The starting point.....	14
The baseline for evaluation	14
Part 3 - Findings of the evaluation.....	16
Output measures	16
Target: Engagement and collaboration between organisations and services	16
Target: Encourage organisations to plan, prepare for winter and deliver basic interventions	20
Target: Ensure that our vulnerable target audience receive correct, clear, consistent and actionable information and messages that will help them reduce the risk of harm from cold weather.....	26
Target: Return on investment – time and money	31
Part 4 - Outcome measures	33
Target: Engagement and collaboration between organisations and services	33
Target: Encourage organisations to plan, prepare for winter and deliver basic interventions	35
Target: Ensure that our vulnerable target audience receive correct, clear, consistent and actionable information and messages that will help them reduce the risk of harm from cold weather.....	36
Target: Return on investment - Opinion	38
Part 5 - Conclusions and Recommendations	39
Target: Engagement and collaboration between organisations and services	39
Target: Encourage organisations to plan, prepare for winter and deliver basic interventions	39
Target: Ensure that our vulnerable target audience receive correct, clear, consistent and actionable information and messages that will help them reduce the risk of harm from cold weather.	40
Target: Return on investment.....	40
Recommendations	40

Table of figures

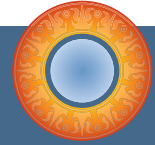
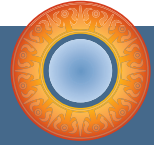


Figure 1 - Partner and supporting organisations	8
Figure 2 - Levels of preparedness in line with Cold Weather Plan for England	9
Figure 3 - Factors relating to definition of most vulnerable.....	11
Figure 4 - Targets relating to successful completion of Winter Warmth Project	12
Figure 5 - Method of evaluation.....	13
Figure 6 - Baseline for evaluation.....	15
Figure 7 - Organisations represented at the 'launch' events	17
Figure 8 - Graphs depicting feedback from 'launch' events	17
Figure 9 - Examples of Winter Warmth materials in use	20
Figure 10 - The Action Plan Checklist for Mangers	21
Figure 11 - Winter Warmth Factsheets	22
Figure 12 - The Winter Warmth E-Bulletins	23
Figure 13 - Graphs depicting feedback on E-Bulletins	24
Figure 14 - Winter Warmth communication resources	27
Figure 15 - Winter Warmth design resources.....	28
Figure 16 - The Winter Warmth 'Print on Demand Service'.....	29
Figure 17 - Hard copies of resources in the promotional packs	30
Figure 18 - Table depicting the cost efficiencies created by Winter Warmth Toolkit.....	31
Figure 19 - Winter Warmth resources used in GP Surgeries and on staff notice boards	32
Figure 20 - The spread of organisations engaging with the Winter Warmth Toolkit	33
Figure 21 - Location of organisations engaging with the Winter Warmth Toolkit.....	33
Figure 22 - The Winter Warmth resources in action.....	37



Executive Summary

Introduction

The Yorkshire and Humber region has around half a million households living in fuel poverty. Nearly 90 per cent of all excess winter deaths are of people over the age of 65. Older people are particularly at risk of dying during the winter as they are often less resilient to cold-related illnesses, especially people with existing health problems.

Cold, damp homes affect health, increasing the risk of common ailments such as colds and flu, respiratory illnesses and more serious long term circulatory conditions for example stroke and cardiovascular disease. Living with fuel poverty causes excessive stress for both adults and children and can lead to long-term depression and anxiety.

Fuel poverty levels rose to over 6 million in 2012 in the UK. The failure to tackle this issue will result in increased strain and burden on the NHS and social care in the form of GP visits, hospital admissions and excess winter deaths. Currently, there are an average of 2,500 excess winter deaths in the Yorkshire and Humber region each winter.

With fuel prices increasing disproportionately to income over the last decade, the end of treasury funded energy efficiency schemes for low income, vulnerable householders and imminent reforms of the welfare state system due at the time of writing (February 2013) there has never been a more pressing time to address this agenda.

Background

In 2011-12, a range of organisations across Yorkshire and the Humber came together to secure funding from the Department of Health's 'Warm Homes, Healthy People Fund'. The funding supported the 'Winter Warmth' project, to help those whose work impacted on people who were vulnerable to the harm caused by cold weather, and to plan and prepare more effectively in line with the Cold Weather Plan for England.




The Winter Warmth project led to the successful development of an online toolkit which provided a wide range of resources to enable organisations and their vulnerable target audiences to prepare for winter and receive messages which would help them reduce the risk of harm from cold weather.

The project partners recognised that although many different groups within society are considered 'vulnerable' to the adverse effects of cold weather, the time and resources available for the development of the toolkit meant that resources should be focussed around a specific target group. Using local evidence gathered from the Keeping Warm In Later Life project (KWILLT) findings phase one of the toolkit focused on older people.

Project Aim

To produce a suite of resources aimed at assisting organisations in the local delivery of the 'Cold Weather Plan for England'.

Project Objectives

-  *To build engagement and collaboration between organisations.*
-  *To provide practical assistance and knowledge to plan and prepare for winter.*
-  *To facilitate a collaborative approach to communication across organisations; ensuring that vulnerable households receive correct, clear, consistent, useful and actionable advice and information (in line with the '4 stages of winter preparedness' contained within the Cold Weather Plan).*

Outputs

The toolkit is now operational and available at www.winterwarmthengland.co.uk. Between its launch in May 2012 and January 2013 there have been:

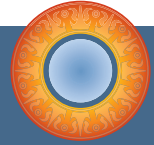
- *2018 unique visitors totalling 3486 visits and 10,475 page views*
- *8 monthly mailers now going to 489 people who have signed up to the e-bulletins*
- *792 people visited the video resources developed from the pen portraits used to illustrate the segmentation model for the KWILLT project and 131 people have downloaded the videos*

The statistics shown above however represent the web usage only, the evaluation report demonstrates wider engagement and collaboration. The toolkit was originally intended for use by a Yorkshire and Humber wide audience but there has been significant interest and take up across England and Wales.

Recommendations

- 1** *The toolkit remains updated with current statistical information, data and research.*
- 2** *The collaboration and partnerships between organisations are further supported through launch of new materials and communications.*
- 3** *The toolkit is expanded to include additional target audiences who are also vulnerable to poor health outcomes associated with cold weather, poor housing and fuel poverty.*

¹ *Cold Weather Plan for England: Protecting health and reducing harm from severe cold weather – The Department of Health November 2011*



Part 1

Aims of the project

This evaluation report overviews usage of the Winter Warmth Toolkit (www.winterwarmthengland.co.uk) since its development and launch in 2012 to date (February 2013). The report includes both qualitative and quantitative findings sourced from a range of organisations, individuals and Winter Warmth Toolkit web site statistical information.

Background to the Winter Warmth Project

In late 2011, a number of organisations across Yorkshire and the Humber came together to secure funding from the Department of Health 'Warm Homes, Healthy People Fund 2011-2012'. The funding was used to support a project aimed at assisting those whose work impacted on people who were vulnerable, to the harm caused by cold weather and to enable them to plan and prepare more effectively in line with the Cold Weather Plan for England¹. The project (and the funding secured - £35k), was hosted by Rotherham Metropolitan Borough Council and NHS Rotherham on behalf of all Yorkshire and Humber regional partners. A core team was responsible for the delivery of the project and included Kath McDaid (National Energy Action), Catherine Homer (Public Health - NHS Rotherham) and externally appointed project manager, Amanda Stocks (AJ Stocks Limited), to add capacity and lead the work, and design experts Creative Media Services from NHS Rotherham.

The programme acknowledges and thanks:

Barnsley Metropolitan Borough Council	NHS Rotherham
AGE UK	Department of Health – Yorkshire and the Humber
Doncaster Metropolitan Borough Council	Yorkshire and the Humber Public Health Observatory
Kirklees Metropolitan Council	East Riding of Yorkshire Council
NHS Leeds	Leeds City Council
Rotherham Metropolitan Borough Council	NE Lincolnshire Care Trust Plus
Department for Work and Pensions	North Lincolnshire Council
Sheffield Hallam University	NHS North Lincolnshire
NHS Bradford and Airedale	Wakefield District PCT
Hull City Council	Wakefield District Council
NE Lincolnshire Council	

Figure 1 - Partner and supporting organisations

¹ Cold Weather Plan for England: Protecting health and reducing harm from severe cold weather – The Department of Health November 2011

What is the problem and why was this work undertaken?

Between December 2010 and April 2011, 2754 people across Yorkshire and the Humber are estimated to have died additionally compared to the previous 4 months of autumn and the following four months of spring and summer. (see Appendix 1 for local breakdowns).

These deaths, known as ‘excess winter deaths’ are acknowledged to be, in the main, preventable deaths. By encouraging people to take simple actions and invest in warm homes, the impact of cold weather can be reduced and improvements made to the lives of some of our most vulnerable citizens. Cold weather brings also huge increases in the numbers of people requiring hospital admission and suffering from illness either caused or exasperated by living in a cold home.

The Cold Weather Plan aims to encourage local organisations and individuals to take certain actions at each of the four levels of ‘preparedness’ outlined in the plan:

Figure 2 - Levels of preparedness in line with Cold Weather Plan for England

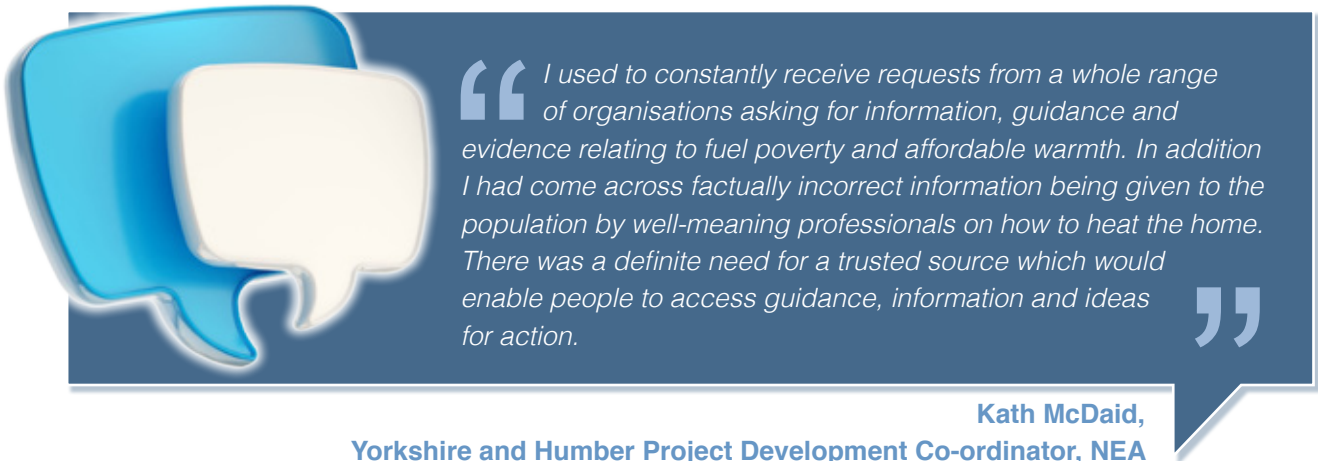
Level of preparedness in line with Cold Weather Plan			
1	Long term planning and winter preparedness	3	Severe weather action
2	Alert and readiness	4	Major incident & emergency response.

Although some excellent work has been done to encourage individuals to prepare for winter; for interventions and communications to be effective they must be targeted at the people they aim to reach. Part of the initial problem, which was recognised by the project partners, was the myriad of untargeted, conflicting and sometimes confusing messages and communications used across the region. This applied not only to communications and interventions aimed at the public but also within the environments and practice of professionals whose work impacts on the vulnerable.



“ There are so many other things that you would associate with ill health, and there are so many things you know, diets, obesity and smoking. There seems to be, heart disease, and there’s now the thing about stroke, you know, the FAST campaign, so there’s all these campaigns about health messages, health promotion messages and what to look for, but there isn’t really anything out there about warmth. ”

Extract from staff interview; Keeping Warm in Later Life Project (KWILLT) Sheffield Hallam University






It became apparent at regional meetings attended by lead officers and managers working on the affordable warmth agenda that there were huge amounts of duplicated effort across the region, within sectors and even within organisations. Furthermore recent findings from the 'Keeping Warm In Later Life project' (KWILLT) also highlighted many problems with the clarity and reliability of messages about keeping warm targeted at older people and professionals (Tod et al 2012)².

What the project aimed to achieve.

The overarching aim of the project was to assist local delivery of the 'Cold weather Plan for England' (CWP). The CWP provides advice for individuals, communities and agencies on how to prepare for and respond to severe cold weather as part of wider winter planning. The Winter Warmth Toolkit was devised to support delivery at the Yorkshire and Humber regional level by providing 'ready-made' information with branding, templates, guides and other information. This would save time, effort and money and ensure that factually correct and consistent messages were delivered across the region.

The objectives of the project were further aligned to the CWP as follows:

-  *Building engagement and collaboration between organisations.*
-  *Providing practical assistance and knowledge to plan and prepare for winter.*
-  *Facilitating a collaborative approach to communication across organisations; ensuring that vulnerable households receive correct, clear, consistent, useful and actionable advice and information (in line with the '4 stages of winter preparedness' contained within the Cold Weather Plan).*

² Keeping Warm in Later Life Project – Professor Angela Tod et al (2012) for further information visit www.kwillt.org

Why 'older' people?

The project partners recognised that although many different groups within society are considered 'most vulnerable' to the adverse affects of cold weather, the time and resources available for the development of the toolkit meant that resources needed to be focussed around a specific target group. Using information garnered from KWILLT research, the project team decided in this instance to focus on the population group considered to be most at risk of serious illness or even death due to cold homes – older people.

Figure 3 - Factors relating to definition of most vulnerable

The person may be	They may have health problems including	Their circumstances may include
Over 75 years old	Frail	Living in deprived circumstances
Elderly and living alone	Pre-existing cardiovascular or respiratory illnesses and other chronic medical conditions	Living in a home with mould
	Severe mental illness or Dementia	Being fuel poor (needing to spend 10% or more of household income on heating the home)
		Living in an under-occupied property

How would this be achieved?

The work would use the latest insights from research and related literature. A key source of information in developing the content was the KWILLT project. KWILLT is a research project funded by the National Institute for Health Research, but based in Rotherham, in South Yorkshire. KWILLT explored older people's beliefs and influences regarding keeping warm and identified the most effective ways to help them (Tod et al 2012). The findings identified barriers and factors that conspired against older people keeping warm.

The next table illustrates the targets that were set for the project. It was decided that the development and use of a common set of tools would increase the impact and effectiveness of activity (including effective communications) around this agenda and subsequently assist in building a greater understanding within local organisations of how to work collaboratively on this aspect of winter planning. It was also intended to reduce duplication of effort, freeing up staff time and resources.

Figure 4 - Targets relating to successful completion of Winter Warmth Project

Target	How the Winter Warmth Toolkit aimed to achieve this
1. Engagement and collaboration between organisations and services	<ul style="list-style-type: none"> A. Bringing people together at dedicated meetings B. Sharing of knowledge – knowledge transfer and use of existing research and learning C. Education – providing accurate information and statistics
2. Encourage organisations to plan, prepare for winter and deliver basic interventions	<ul style="list-style-type: none"> A. Assisting joint planning and preparation – providing resources and tools B. Helping professionals to recognise the issues and support the delivery of basic interventions C. Assisting appropriate referrals to services that can help D. Encouraging more effective use of cold snap forecasting
3. Ensure that our vulnerable target audience receive correct, clear, consistent and actionable information and messages that will help them reduce the risk of harm from cold weather.	<ul style="list-style-type: none"> A. Providing a set of pre-tested ‘messages’ for the target audience and to engage other professionals who: <ul style="list-style-type: none"> 1. Informed of health risks associated with cold weather 2. Encouraged vulnerable people to invest in their warmth 3. Helped vulnerable people to plan for cold weather in a timely manner 4. Aided engagement with services and provide routes to assistance B. Providing basic templates and tools for communication, media and PR work C. Ensuring access to accurate and up to date information
4. Return on investment	<ul style="list-style-type: none"> A. Creating a significant return on the initial investment B. Enabling organisations to maximise resources by providing ‘ready-made’ tools and materials

The toolkit needed to be easily accessed by professionals and therefore a predominantly on-line approach was adopted.

This allowed for ‘future-proofing’ by allowing!:



information to be updated



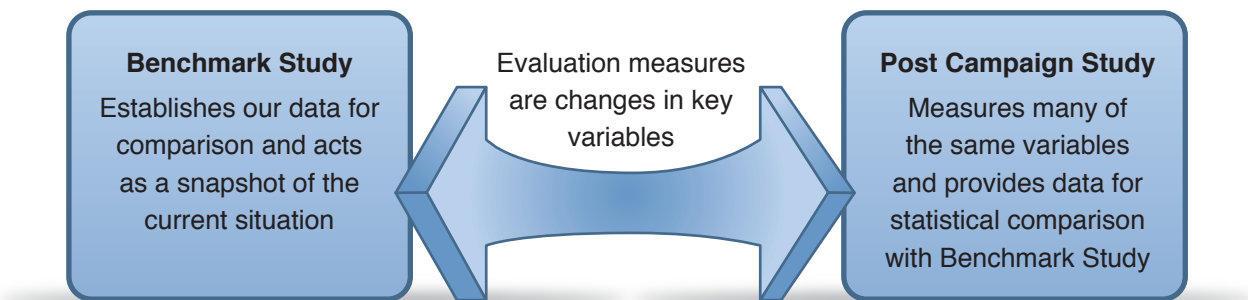
additional resources to be added expanding to cover additional target audiences such as families, the disabled and the long term sick

Project Evaluation

Evaluation method





The method of evaluation for this programme uses a pre and post-campaign/intervention evaluation method.

Figure 5 - Method of evaluation



Research and data collection

The research methods used to collect the data were as follows:

-  *16 in-depth interviews with both engaged and non-engaged stakeholders*
-  *3 group feedback sessions*
-  *82 event evaluation and feedback forms from the 'launch' events*
-  *56 completed on-line surveys*

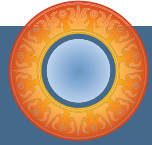
Data was also collected through informal mechanisms as the project team worked with stakeholders - for example network meetings, email exchanges offering comment and feedback, invitations to present at seminars and conferences and via the website enquiry form.

Sampling methods

A purposive sampling method was used as both feedback and data were required from those identified as key stakeholders for the Winter Warmth Project. The toolkit was developed with a view to be used by organisations from all sectors not just health and local authority professionals. Therefore, to reflect this wide target audience, the authors of this report compiled a list of stakeholders known to be both engaged and not engaged in using the resources from across the Yorkshire and Humber region. A number of stakeholders from outside of the region were included to gain insight into how the toolkit could be expanded in the future.

Limitations and bias

It is accepted that due to the short turn around period, the subjects involved in the evaluation had to be selected by availability to take part. However, it is felt that they are a fair representation of the overall stakeholder mix as the informal and ad-hoc mechanisms provided a wider reach.



Part 2

The starting point

The baseline for evaluation

A baseline has been created against which the outputs and outcomes have been measured. This will include both quantitative and qualitative measures.

There were however limitations placed on the work and these were due to:




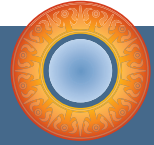
-  *Use of existing tacit knowledge – informed judgements had to be made*
-  *Time and limited resources due to nature of project funding*
-  *This being a relative 'snap-shot' and basic evaluation*



Figure 6 - Baseline for evaluation

Target	Starting position	Quantitative	Qualitative
Engagement and collaboration between organisations and services	<ol style="list-style-type: none"> 1. Regional meetings held quarterly for Affordable Warmth Leads from Primary Care Trusts. The joint regional bid for funding brought local authority Leads into the group and this has been sustained subsequently. 2. Regional Fuel Poverty Forums held 3 times per year 	<ul style="list-style-type: none"> • Current activity • Access to accurate information and statistics • Network members/ involvement in networks – who was around the table? 	<ul style="list-style-type: none"> • Attitudinal – support and joint working • Myths/levels of knowledge • Willingness to share info • Needs and wants
Encourage organisations to plan, prepare for winter and deliver basic interventions	<ol style="list-style-type: none"> 1. Local authority led Affordable Warmth partnerships in some local authorities across the region 2. Affordable Warmth Strategies with health focussed targets in few local authority areas 3. Support, guidance and information/signposting supplied by NEA Regional Co-ordinator where possible for Affordable Warmth Leads. 4. Hotspots referral schemes operating in 12 local authority areas with North Yorkshire happening on an ad hoc basis as funding permitted. 	<ul style="list-style-type: none"> • Tools and resources available and their use 	<ul style="list-style-type: none"> • Levels of knowledge • Attitudes and beliefs in organizations about ability to act/ make a difference/ responsibility • Barriers to action
Ensure that our vulnerable target audience receive correct, clear, consistent and actionable information and messages that will help them reduce the risk of harm from cold weather.	<ol style="list-style-type: none"> 1. Activity: <ul style="list-style-type: none"> • Ad hoc winter planning across region • Department of Health 'Keep Well Keep Warm' most used website and source of leaflets and information – NHS branding. • Get vulnerable people to invest in their warmth • Help vulnerable people plan for the cold weather in a timely manner • Aid engagement with services and provide routes to assistance 	<ul style="list-style-type: none"> • Resources and tools available • Access to reports and statistics • Access to pre-designed resources • Easy access to procurement of printed resources 	<ul style="list-style-type: none"> • Feedback from staff – barriers and blocks to communication • Needs and wants • Pre campaign knowledge levels/ attitudes to cold and health • Current activity



Part 3

Findings of the evaluation

Within this section the report will detail the outputs and outcomes in relation to the overall targets of the project.

Output measures

Target: Engagement and collaboration between organisations and services

Events - the organisations represented and their feedback.

In order to begin the process of building further and sustainable collaboration between key stakeholders, a 'stakeholder mapping' exercise was carried out to identify the organisations and individuals key to the success of this project. The stakeholders identified spanned the private, public, voluntary and third sectors. In order to facilitate engagement and expand collaboration between these stakeholders a number of 'Winter Warmth Toolkit Launch' events were held across the Yorkshire and the Humber region.

The aim of these events was to bring together the mix of stakeholders whose work impacts on the most vulnerable and who could potentially work together to have greater impact on reducing the harm caused by cold to these individuals. By bringing people together to share information, best practice and access to the toolkit; it was hoped to build engagement and collaboration between organisations and provide practical assistance and knowledge in order to plan and prepare for winter.

135 people representing over 80 different organisations attended the 4 events held in Rotherham, Barton upon Humber, Leeds and Beverly. The word cloud opposite indicates the mix of organisations who attended the 'launch' events.



Figure 7 - Organisations represented at the 'launch' events



Feedback was taken at the close of the event through the use of a simple questionnaire in which delegates were asked to mark their level of agreement to a number of statements. The results from the 4 events are as follows:

The graphs below and on the next page show that of the 82 people completing a questionnaire:




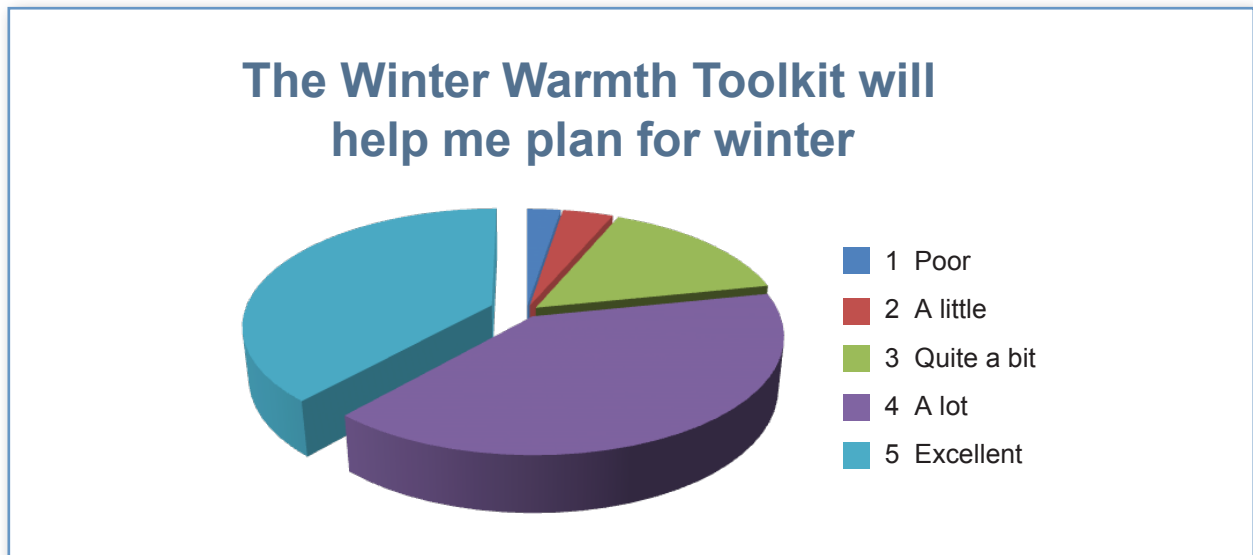
-  78% of people agreed that the toolkit would help a lot or be excellent in helping them to plan for winter
-  83% of people agreed a lot or thought that that the toolkit would be excellent in terms of applying to their work
-  76% of people agreed a lot or thought that the toolkit would be excellent in saving time and money

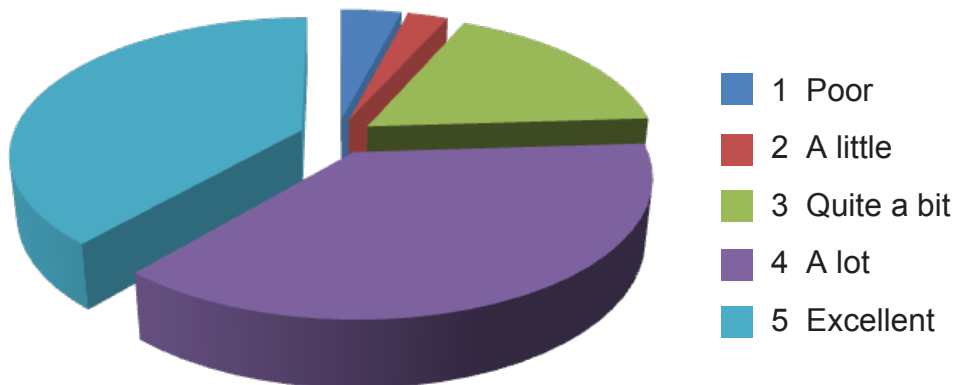
Figure 8 - Graphs depicting feedback from 'launch' events



I can apply this to my work





It will save me time and money



Collaboration between organisations and services

Stakeholders and end-users were involved in every step of the development of the toolkit. In the early stages of this process many stakeholders related that they were struggling to obtain accurate and up to date statistical information pertaining to the impact of cold on health. The lack of information was particularly in relation to regional excess winter death numbers, admissions to hospital and the economic cost v benefit impact of measures to alleviate fuel poverty and/or achieving affordable warmth. The Yorkshire and Humber region is fortunate in having an excellent Public Health Observatory (YHPHO) and a staff member from the Observatory was included as a stakeholder within the project at an early stage. The YHPHO worked with other stakeholders and responded to information requests from them by producing data sets, presentations and access to statistics in a manner which could be updated and made easily available across the region.

Feedback from stakeholders has informed the project team that this information has assisted in the development of:

-  Business cases and funding bids
-  Reports and briefings

The information has been useful in...

“Helping get over the important of the issue to stakeholders such as elected members”.

(Manager – NHS Leeds)

“Having up to date statistics to hand rather than having to trawl and understand the web is invaluable”.

(Jill Poole, Health & Wellbeing Development Worker Lead - South West Yorkshire Partnership NHS Foundation Trust)

The use of this resource was also reported by managers as a time saving tool as it provided a ‘One Stop Shop’ for up to date and relevant information. In addition, the project has facilitated on-going collaboration between organisations and the YPHO.



“ Producing the data pack for the Winter Warmth Toolkit was useful in bringing together health data and further regional analysis on excess winter emergency hospital admissions. This has increased the accessibility of the data to a range of audiences linked to affordable warmth and increased the awareness of the health intelligence and analysis support that YPHO can do. As a result, within the Yorkshire and Humber region further links have been forged with groups involved in affordable warmth and the PHO continues to be a part of that and is now focussing on further more specific analysis of health intelligence to support people locally.”

**Ceri Wyborn,
YPHO**

With the advent of Public Health teams moving across to local authority responsibility from 1 April 2013, the Regional Department of Health Public Health team has commissioned NEA to further develop and chair the Regional Affordable Warmth Group meetings. This is in recognition of the importance of local authority officers/ managers and public health professional working collaboratively on affordable warmth issues and is at the request of those members of the group who have come together to support and facilitate this project.

There are many examples across the region where the Winter Warmth Toolkit has facilitated and supported collaboration between partners to deliver clear, consistent information, actionable messaging and signposting to the vulnerable target audience.

The bulletins promote the Winter Warmth Toolkit and offers access to printed materials from the toolkit for professionals whose work impacts on the vulnerable, to use in their work. The ‘thermometer card’ below is an additional example of how the materials were used by Rotherham Metropolitan Borough Council.

Figure 9 - Examples of Winter Warmth materials in use



Target: Encourage organisations to plan, prepare for winter and deliver basic interventions

Tools and resources to assist planning and preparation

Stage 1 of the Cold Weather Plan for England suggests – ‘Long term planning and winter preparedness’ as being vital to reducing the detrimental impact of cold on health. The toolkit aims to assist managers/ decision-makers to forward plan for winter by providing an action plan checklist. The checklist prompts action on partnerships, reviewing of current plans and resources and targeting those at risk.

Figure 10 - The Action Plan Checklist for Mangers

Action Plan Checklist for Managers

Web version

This checklist is a basic list of considerations and actions for those who need to plan and prepare to support the most vulnerable in our communities through winter. This IS NOT intended to replace your Cold Weather Plan but help you systematically work through key actions.

This checklist is intended to assist those working for health and social care or other organisations whose work interacts with those most at risk.

To accompany the action points, there are links to relevant policy documents or sources of information as well as resources within the Winter Warmth Toolkit.

Planning and partnerships

ACTION

Review your plans – are they SMART enough?

- Do you have a 'Cold Weather Plan' in place and does it need reviewing? Many factors that will protect the vulnerable require action before winter. This requires year round co-ordination between agencies to protect people and infrastructure; preparedness requires partnership planning.

Think about:

- How severe weather can cause surges in demand or activity.
- How will you cover staffing requirements?
- Who needs to know what – have key emergency contacts been identified?
- Any changes needed to individual care plans for example, if you provide care for the vulnerable, are more home visits needed?
- Transportation issues for staff and services such as home delivery of medication and household repairs.

- Is cold weather planning brought into all applicable aspects of your planning cycles and partnership agreements, such as winter weather planning within health and social care organisations as well as with multi-agency Local Resilience Forums?
- Do you have a clear picture of the situation in your area? Gaining a commitment to local analysis could help, this could include at ward level or clinical commissioning cluster groups. Trends and future prevalence can be established to help planning as well as overlaying data with housing types. For example, this would help target potential households in fuel poverty or homes containing at risk individuals.
- Ensure that the use of the Winter Warmth resources is written into your plan. This will help to ensure clear and consistent messaging reaches the right target audiences as well as saving time and money.

For information and tools:

The Cold Weather Plan for England – Protecting health and reducing harm from severe cold
www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_130564

Excess Seasonal Deaths Toolkit – a systematic approach to reduce the risk of seasonal excess deaths in older people
www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dhv/@eni/@ps/documents/digitalasset/dh_115098.pdf

Making the Case: Why cold weather planning is essential to health and well-being
www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_130564

For information and tools:

Visit www.winterwarmthengland.co.uk for useful information and practical tools such as:

- Referral templates
- Fact sheets for the public and staff
- Posters, leaflets and other communication tools
- Press releases and media packs

The Cold Weather Alert Service:
www.metoffice.gov.uk/health/public/coldweatheralerts

National Energy Action – information on energy efficiency to tackle heating and insulation problems in low-income households. www.nea.org.uk

Enable

ACTION

Support your workforce

- Are community staff checking the household temperatures of those at risk?
- Are staff able to help and advise their clients?

Think about:

- Do they have the correct information and tools they need to do this?
- Are they able to advise those at risk to keep warm and well?
- Are they able to help those at risk access health advice, practical help and benefits advice for those living in homes that are too cold?
- What do you want them to do?
- What needs to be in place for them to do this?

For information and tools:

Visit www.winterwarmthengland.co.uk for useful information and practical tools to ensure staff can spot the problem signs and offer consistent and actionable help and information to those most at risk – PDF, downloads and leaflet templates including:

- Household, habits and health – simple things that could save a life
- The signs of a cold home – spotting the signs
- Is someone living in a cold home – who can help?
- Keep warm, keep well – top tips on keeping warm this winter
- Keeping warm in winter – who can help?
- Keep warm, keep well – top tips on keeping warm this winter fact sheet
- Keeping warm in winter – who can help fact sheet

A little bit of extra help to be prepared

The Winter Warmth Toolkit Website has a hassle free 'print-on-demand' facility. This means that you can not only localise the leaflet, poster and factsheet templates in the toolkit; you can order small or large amounts of printed materials at the touch of a button.

The service, which has already been through procurement protocols, will save you time and money by allowing you to order materials in a fast and effective way.

www.winterwarmthengland.co.uk

“The action plan check list was very, very useful.

It helped us focus”

(Public Health Lead – NHS North West)

One issue relating to planning and preparedness identified by organisations was the lack of understanding/awareness around cold weather planning. This lack of awareness and understanding has meant a lower prioritisation of resources and resulted in ‘reactive’ rather than ‘proactive’ preventative action. In order to help dispel ‘myths’ and provide clear and concise facts, a number of fact sheets were developed aimed at professionals and the public and vulnerable individuals.

“Press release used in funding bid to Scottish Power.

*Also using same info in briefing paper
for Parish Councils.”*

(Community Development Officer –
Humber and Wolds Rural Community Council)

Figure 11 - Winter Warmth Factsheets

Advice on keeping warm

Top 10 tips to keep snug, warm and well this winter

1. Don't let the cold catch you out - check the weather forecast and be ready for cold weather.
2. Hot meals will keep you snug and warm so make sure you have food in the house. Tinned, dried and frozen foods are great as they will keep fresh.
3. Have plenty of hot drinks like tea, coffee or hot water as this will help to keep you warm. Just boil the amount of water you need each time and this will save you money too!
4. Make sure you have enough of your prescription medicines. If the weather turns bad you may not be able to collect or have your medicines delivered, check the forecasts and make sure you have enough in stock.
5. The flu is much more serious than a cold; it often leads to a hospital stay and can be fatal. Keep yourself safe and make sure you have your flu jab. People over 65 or people with existing medical conditions, get this for free so make sure you get yours.
6. Make sure you can check the temperature in your living room and bedroom. If possible have a simple thermometer or set your heating controls to the right temperature. Ask someone for help if you cannot work your heating controls properly.

FACT
To keep warm and well the room where you sit should be 21C and your bedroom should be 18C.

7. Wear a few layers of thin clothing rather than 1 thick layer; this will trap the heat better to keep you warm. Socks and hats are great too and are a good idea to keep you warm in bed.
8. Cover yourself with a blanket or shawl if you are sitting for long periods, this will help keep you warm and put your feet up if you can; the air is colder near the floor.
9. Tuck curtains behind radiators, this will keep the heat in the room
10. Keep moving if you can, this will help keep you warm. Try not to sit for more than 1 hour – get up and walk around, make a hot drink and spread housework throughout the day. If walking is a problem try moving your arms and legs whilst sitting or wiggling your fingers and toes.

Ask *<add as appropriate to your organisation>* for more information on keeping you and your home warm and getting help with benefits, heating costs and insulation.

<Add contact details appropriate for this audience>

Winter

The Cold Hard Facts

During winter months in Yorkshire and the Humber up to 27 people a day die as a result of being too cold in their own home.

Being too cold in the home is not just uncomfortable; underlying health problems can be made much worse or even fatal by being cold, for example breathing problems, risk of stroke or heart conditions. These people would not have died anyway, these deaths are preventable with simple advice and referrals to agencies that can help.

Spotting the signs of a cold home

1. **It feels cold in the house** - do you keep a coat on when you visit this house?
2. **Damp patches** on walls
3. **Condensation** – wetness on the windows or window sills
4. **Draughts** – through windows, doors and floors
5. **Blocked vents** – to stop cold getting in
6. **No (or not using) central heating**
7. **Safety issues** – overloaded sockets, exposed wires, clothes and furnishings too close to fires/heaters

Habits

1. **Wearing lots of clothes indoors**
2. **Heating just one room in the house**
3. **Struggling to keep warm** – are there blankets or hot water bottles by the chair they sit in?
4. **Fighting the cold** – are the curtains closed through the day?
5. **Poor eating habits** – wrappers and empty cans, no evidence of proper hot meals?

Health

1. **Mobility** – are they able to move around the house, get up and about?
2. **Breathing problems** – Are they having difficulty breathing?
3. **Difficulty using hands**

What you can do


The best thing to do is try and make sure they can access the help and information they may need. This can be done by referring them to the right people if they want you to or giving them the information. It is a good idea to carry some leaflets or information sheets about the dangers of cold, how to keep warm and who can help locally. This simple action could save a life!


Not everyone who lives in a cold home cannot afford to pay the bills. It may be due to money worries but it may be because of broken or hard to work controls, poor insulation or even a belief that being cold is better for you

There are free leaflets and factsheets to download and print out on www.winterwarmthengland.co.uk

It may be possible for you to measure the temperature in the home whilst you are there and let them know if it is below the safe level for good health.
21C for a living room and 18C for a bedroom

Here are some people who can help the vulnerable in your area:
<Add contact details appropriate for this audience>





The Winter Warmth Toolkit was a....

*“Conduit to stimulate exciting pieces of work,
stirred us on more”*

(Health and Wellbeing Development Worker Team Lead
– South West Yorkshire Mental health Trust)



“ The Winter Warmth resources have been a great aid to Doncaster’s Keeping Well in Winter Campaign and Doncaster PCT Public Health Winter Warmth plan, the resources are so easy to access, with so much variety of promotional material.

I found the website easy to navigate through; the supportive materials (action plan, fact sheets and communications pack) were a great aid when writing the 6 month Public Health Winter Plan, using the action plan as a template for the winter plan. ”

Vanessa Hoyland Powell
NHS Doncaster

Ongoing engagement through various communication channels

Many staff and managers within stakeholder organisations working to reduce the impact of cold weather on the vulnerable have undergone re-structures and financial cuts in line with recent political and economic pressures. The Yorkshire and Humber Regional Affordable Warmth Leads Group accepted that continuing engagement to build ongoing relationships and prompt the 'calls to action' had to be developed to cut through some of the restructuring 'distraction' from the issue. In response, a series of e-newsletters have been developed to support stakeholder activity. Delivery of the e-newsletters was timed across the year to prompt action and signpost to tools and resources within the toolkit that would facilitate this action. For example, a call to take action on flu vaccination by staff included: a prompt to develop an in-house campaign link to materials contained within the website. Other communications and links to resources covered: meteorological office alerts, the planning cycle and partnership working, plus staff capacity to take action and plan resources.

Figure 12 - The Winter Warmth E-Bulletins

Welcome to the June 2012 Winter Warmth email update. The Winter Warmth Toolkit is now officially launched. [Email not displaying correctly? View it in your browser.](#)

Winter Warmth
Preparation for winter

News update
The Winter Warmth Toolkit is now officially launched

With events taking place across the Yorkshire and Humber region. The first event was held in Rotherham at the Lifewise Centre; this and the other events have been well attended and have had great feedback.

The aim of these events was to introduce the range of resources and tools that have been created to help any professionals who work with, or whose work impacts on those most at risk, plan for winter. If you haven't already; [log in](#) today to access all the **FREE** resources and tools at www.winterwarmthengland.co.uk

Spread the word – please pass this e-bulletin on to any organisation who you feel could benefit from this resource.

You can also check out the quick and easy [Print-on-demand](#) service. You can customise template posters, leaflets and factsheets to your own needs and have them professionally printed and delivered in a matter of days.

Click this link <http://bit.ly/wwmailer1> to view in web browser

Welcome to the September 2012 Winter Warmth email update. New resources available on the winter warmth website. [Email not displaying correctly? View it in your browser.](#)

Winter Warmth
Preparation for winter

News update
New resources available this month

Watch >>

Ever wondered about the day to day lives of people who live in your communities that struggle to keep warm?
New films and resources have been added to the Winter Warmth website that will help you understand more about who needs help.
[Click here to view videos](#)

Actions this month

Make sure that you, your frontline staff and individuals have the information and resources they need to advise those who are most at risk from the harm that being too cold in their own home brings.

Research has shown that there can be a lack of knowledge within organisations about the real harm that cold can cause, and the sheer scale of the problems and related suffering which can result.

This research has also highlighted the dangerous beliefs within many vulnerable people that being cold is just uncomfortable and can be 'put up with'. It has shown that they do not always link being too cold to the worsening of existing illnesses such as heart conditions and chest problems.

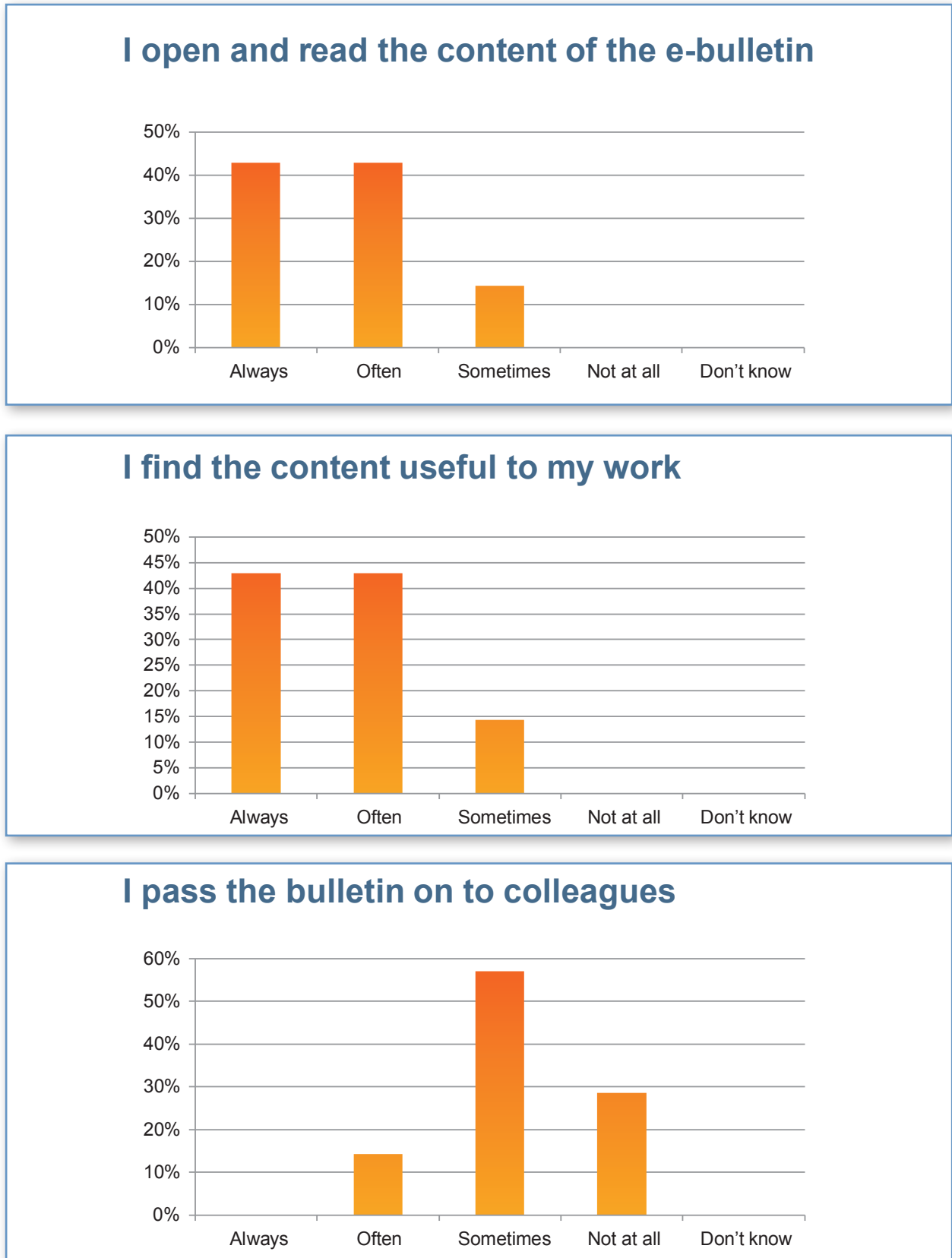
The Winter Warmth toolkit contains some '**myth busting**' fact sheets for staff and those at risk as well as '**top tip**' leaflets and posters about **keeping warm in winter**. The leaflets are easy to localise and you can print them yourself or use the '**quick print**' service provided by the toolkit.

To access these tools and more simply log on to

Click this link <http://bit.ly/wwmailer2> to view in web

Respondents to a Survey Monkey poll about the e-bulletins reported that most recipients opened and read the content, found the information useful and often passed it onto colleagues.

Figure 13 - Graphs depicting feedback on E-Bulletins



Engagement and use of the website, tools and network communications

The statistics below relate to users engaging with the Winter Warmth Toolkit website and associated communications. This includes visits, downloads and individual page visits since the launch of the website at the end of May 2012 until the end of January 2013, a total of 8 months.

- *2018 unique visitors totalling 3486 visits and 10,475 page views*
- *8 monthly mailers now going to 489 people who have signed up to the e-bulletins*
- *792 people visited the video resources developed from the pen portraits used to illustrate the segmentation model for the KWILLT project and 131 people have downloaded the videos*

Visitors to the site have stated that they find the resources 'excellent':

- *352 separate resources were downloaded in the first 2 weeks of January 2013 alone.*

The ability to track downloads was not added to the website until the end of December 2012 but the feedback from users about their use and appreciation of the resources would indicate January's figures being a fair indication of usage per month.


This compares very well when compared to national documents such as the Cold Weather plan for England (web views 5,211 unique views) and Making the Case (downloaded 591 times).


Target: Ensure that our vulnerable target audience receive correct, clear, consistent and actionable information and messages that will help them reduce the risk of harm from cold weather.

Readymade and pre-tested messaging and communication tools




In order to achieve this target a number of things needed to happen:


- 


A simple and easily recognisable brand be built that would link communications, events and interventions across the region.
- 

Audience-appropriate messages, information and signposting to organisations were required to be delivered through channels appropriate to the target audience (for example through carers, families, GPs etc). An insight-based approach was adopted which related to the beliefs and behaviours of older people as found in the KWILLT research findings.

In order to encourage professionals to use them, the resources needed to:

- 

Be accessible and easy to use yet adaptable to meet local needs
- 

Have the facility to enable co-branding to meet partnership needs
- 

Be easy to use and understand in order to save time and money

To meet the above requirements, the Winter Warmth Toolkit contains a wide range of resources which professionals can easily access, download and adapt to local needs.

Resources available on the Winter Warmth website include:

- *Communication pack – outlining key messages, the evidence base and insight that has shaped them and appropriate use*
- *Media pack to brief media on issues pertaining to cold weather and cold homes when trying to gain coverage or place health related messages into press/TV*
- *Myth buster sheets – Simple downloadable sheets that can either be printed professionally or in-house for front-line workers to use with vulnerable clients*
- *Posters, flyers and factsheets – For media and communication campaigns*
- *Press releases – ready written with information and quotes which can be adapted to provide a local ‘flavour’*

Figure 14 - Winter Warmth communication resources

The figure displays several communication resources from the Winter Warmth website. On the left is the 'Key communications pack' featuring a portrait of an elderly man and the Winter Warmth logo. In the center are two fact sheets: 'Excess Winter Deaths - Facts and Figures' and 'Keeping warm and cosy keeps you well'. On the right is a 'Media Release' titled 'People You Well!' with a 'Media Release' header and a 'Key messages' section. The 'Media Release' includes a quote: '...will help protect your health; being too cold can cause serious ... to bad chests. Sitting for long periods of time in a cold home ... circulation too. This can lead to very serious problems such ...' and another quote: '...Add local figures: people died from illness caused by being too ... people who may be frail or have existing health conditions are ...'.

“The communications pack was used to identify key messages that NHS Doncaster’s Director of Public Health could add into preparing for winter press release, it was also used for the TRAX FM winter warmth campaign in December.”

(Vanessa Hoyland Powell –NHS Doncaster)

Design resources

For those organisations who had funding or access to design teams, a set of brand guidelines, supporting images and design files including templates is also included on the Winter Warmth website.

Figure 15 - Winter Warmth design resources



“The materials and information given out provide a solid foundation for those who are interested in tackling fuel poverty but have little experience in putting together their own campaigns. It is also helpful for those unable to create their own professional promotional materials in a cost effective way”

(Hotspots Coordinator – West Yorkshire)

Print on demand

During the development stage of the toolkit, professionals were involved in discussion and feedback sessions to highlight some of the issues that they felt hindered their ability to plan and prepare for cold weather. Financial resources and procurement procedures were listed as barriers, particularly when either very small or very large print amounts were required. In order to assist professionals with this issue the toolkit includes a 'Print on Demand' service that has been through procurement procedures and satisfies public sector requirements. The service is extremely competitive and can deliver small or large amounts within 2 to 3 days of order. Professionals can choose from a series of templates, select pre-done copy and photography choices and add their own details.

Figure 16 - The Winter Warmth 'Print on Demand Service'.

The screenshot displays the 'Winter Warmth' website interface for creating a public poster. The page is titled 'Information for Public - A3 Poster'. On the left, there is a sidebar with 'Editing Steps' including 'Form Filling', 'Printing', and 'Finish'. The main content area contains a form with various input fields and buttons. The form fields include 'Information Telephone Number', 'Information Email Address', 'Information Website', 'Address', and 'Post Code'. There are also buttons for 'Update', 'PDF Preview', and 'Next Step'. A preview of the poster is shown on the right, featuring a photograph of three elderly women and the text 'A hot meal a day helps to keep the cold away'. The poster also includes a small text block at the bottom: 'Being properly dressed is really important in keeping warm and well in winter. It's really important to have at least one hot meal per day and plenty of hot drinks (tea, coffee or a warm drink). Hot meals and drinks will give you extra warmth and energy that will help protect you against the harmful health caused by being cold. For more information on heating you and your home, visit our website and getting help with benefits, heating costs and installing a boiler.' The website logo 'Winter Warmth Preparation for winter' is visible in the top left corner.

Although most respondents indicated that they felt the 'print on demand' service was a good idea, it has not been used as expected by the project team.

When asked if they would use the print on demand service

"yes - like idea of ready designed posters."

(Manager – Hull Warm Zone)

A number of respondents indicated that they were able to access internal printing arrangements and some were obliged to use those. However a small number appeared to have reservations about this being a commercial business partner and assumptions could perhaps be made about their 'trust' and views on profit making.

When asked if they would use the print on demand service.....

*“No, would print in-house.
Looked more like a business than a partnership”*
(Home Energy Officer – Lincolnshire)

NB the Print on Demand service is a direct contract between the user and printer – at no stage is a commission given to any third party.

Off-line access to resources

It was reported by some professionals who worked remotely or from home, that internet access could be difficult at times. With this in mind, and to act as a promotional vehicle, Winter Warmth Toolkit Boxes were procured and contained:



-  Information on the resources explaining who they are for and how to use them
-  CDs containing a range of the resources contained on the website

Figure 17 - Hard copies of resources in the promotional packs



Target: Return on investment – time and money

Feedback from stakeholders who have used the materials commented on how it had saved them time and money. The case study below gives actual examples efficiencies within just one piece of work

The Toolkit.....

“saves money in paying for designers’ time and provides an opportunity to offer a consistent approach and improve confidence.”

(Local Authority Housing Manger, private Sector – South Yorkshire)

Case Study: Public Health Doncaster

“The promotional materials have really helped save time and money, being able to design the leaflets and posters bespoke to Doncaster and then print on demand has been of great assistance.”

(Vanessa Hoyland Powell –NHS Doncaster)

Like many organisations using the Winter Warm Toolkit, NHS Doncaster found the resources in the toolkit valuable in planning activity to help the vulnerable prepare for winter and protect themselves from the harmful effects of living in a cold home. As well as using the planning materials to help prepare their organisation for winter, the team at Doncaster used the resources to build communication campaigns, engage professionals whose work impacts on the vulnerable and raise awareness and prioritisation of the issue within partner organisations.

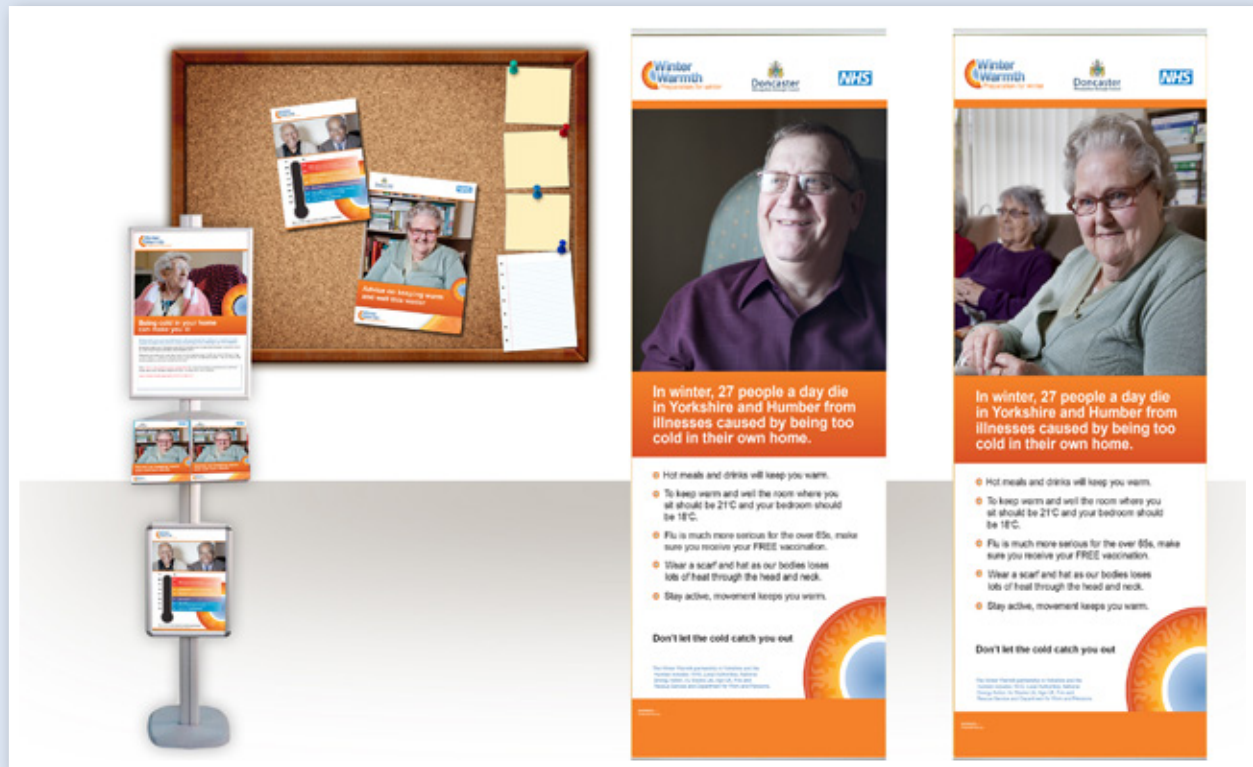
Below are examples of the resources used by NHS Doncaster and an estimate of the savings delivered by the Toolkit in terms of staff and production costs. The costs are excluding production costs.

Figure 18 - Table depicting the cost efficiencies created by Winter Warmth Toolkit

Resources used by NHS Doncaster	Staff time saved*	Estimated cost	Designer time saved** (creation of designs and materials)	Estimated cost	Total saving
Logo, branding	1 day	£115	5 days	£925	£1040
Press release	1 day	£115	2 hours	£50	£165
Poster	1 day	£115	4 hours	£100	£215
Leaflet	2 days	£230	1 day	£187.50	£417.5
Pop up stand	1 day	£115	3 hours	£75	£190
PPT presentation	1 day	£115	3 hours	£75	£190
Total saved by use of Winter Warmth Toolkit Resources					£2217.50

*Staff time calculated using a band 6 NHS (as of 1st April 2012) working with designers, photographer, proof reading, writing copy, editing and researching information and **day rates for designers.

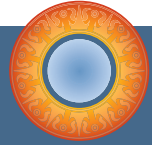
Figure 19 - Winter Warmth resources used in GP Surgeries and on staff notice boards



Although the example above is a small one, it demonstrates quite clearly the savings made by one small project. These savings when multiplied across the region and other parts of the country using the resources, demonstrate a return on investment far in excess of the funding secured for the project.

Part 4

Outcome measures



Although it is relatively early days to demonstrate longer term outcomes, there are already clear indications of the impact of the toolkit.

Target: Engagement and collaboration between organisations and services

The graph below illustrates the spread of organisation engaged with and using resources or retrieving information from Winter Warmth Toolkit.

Figure 20 - The spread of organisations engaging with the Winter Warmth Toolkit

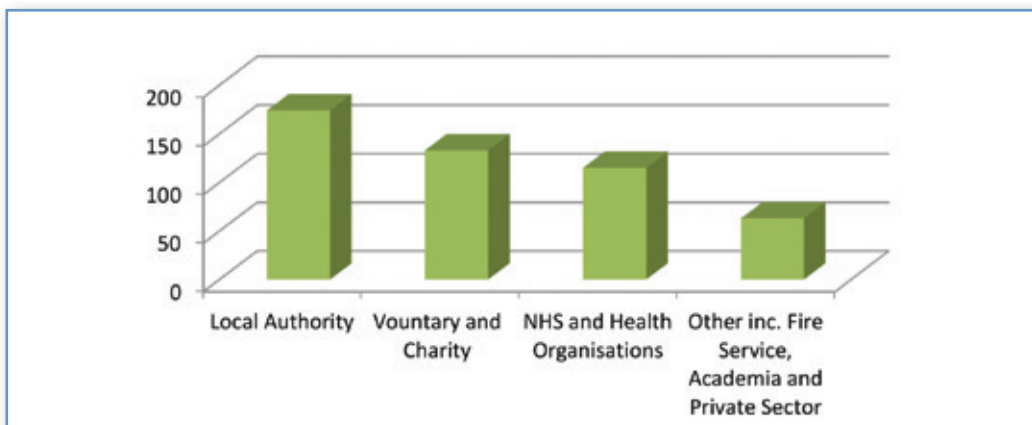


Figure 21 - Location of organisations engaging with the Winter Warmth Toolkit

Although the Toolkit was originally developed for organisations within the Yorkshire and the Humber area, it quickly became apparent that interest and engagement was coming from all across the UK. Organisations within other regions have used the resources and contributed to the evaluation. The map opposite shows geographical spread of users. This has created links between geographical areas and collaboration on related areas is currently (February 2013) being discussed.

Link to the map opposite and locations in full: <http://bit.ly/winterwarmthmap>



“Thought out and well put together resource. This has been adapted locally and allowed us to pull together a number of related schemes together in one co-ordinated event, under the ‘Winter Warmth’ umbrella.”

(Hotspots Coordinator – West Yorkshire)

The case study below illustrates one example of how the Winter Warmth work has facilitated partnership working across organisations.

Case Study: Winter Warmth Project at Work - Partnership Working Made Easy(er)!

Partners involved

- *South West Yorkshire NHS Foundation Trust*
- *Wakefield District PCT*
- *Wakefield Metropolitan District Council*
- *Yorkshire Energy Services*
- *Age UK Wakefield District*

Catalyst for Action

Several interested professionals from across the Wakefield District attended the Leeds-based launch of the Winter Warmth Toolkit in the summer of 2012. Enthused by the launch and the prospect of having a resource which they could all utilise; 5 people remained behind at the launch and drafted what was to become a multi-disciplinary, uniform approach to engaging with senior managers within associated organisations across the Wakefield District.

The aim of approach to senior managers was to inform them of the costs of living in cold, damp homes in social, economic and environmental terms and to offer co-ordinated training for frontline staff across the many partners in Wakefield. This training would raise awareness and provide guidance on what staff could do in terms of giving guidance to householders and also inform them of referral mechanisms available to them to ensure that support is given to vulnerable and low income households. Using Winter Warmth information and branding across the District enabled a uniform approach to be delivered to managers and staff along with consistent, trusted messages.

Outcomes

- *As a result of the engagement and training with other organisations Wakefield District Housing requested Hotspots (local referral mechanism) training for 90 of their frontline workers;*
- *The Hotspots Co-ordinator formed a new partnership with Age UK;*
- *All partners who attended the Winter Warmth Toolkit launch stated that the toolkit has saved them time in producing the training and awareness raising resources and providing general information for their day to day work on this agenda;*
- *The information contained within the toolkit enabled the partners to develop a staged- approach to winter planning and tackling fuel poverty which recipients reported dispelled a lot of confusion;*
- *Information contained within the toolkit has been used in the development of e-learning resources;*

Policy areas addressed

- *Public Health Outcomes Framework*
- *Wakefield District Older People's Strategy – Positive Ageing Strand*
- *Wakefield District Plan – Greener Homes, Healthy Homes Strategy*

Happiness Factor

“All agencies at the event (launch of Winter Warmth Toolkit) sat together in a row so we took advantage and formulated a plan and put further dates into our diaries there and then”

“The Toolkit strengthened our work as it was one package – it enabled us to pull it all together”

“We are now all partners together”

“The launch (event) captured our attention – we were given something useful rather than a concept”

“It's a reliable source and helps us to make the case”

Target: Encourage organisations to plan, prepare for winter and deliver basic interventions



“ I think the things I can use to fill gaps in my resources or knowledge etc. So for example I used the resources; they are just so easy to pick up and go. I have used the flyers and pre-done templates for both the public and professional facing work. I have put things into payslips and done posters to place where services are delivered. ”

**Health improvement Manager
West Yorkshire**

“The action plan check list was very, very useful as were all the PDFs on the disc.”

(Public Health Lead – Midlands)

“Used the poster templates to print posters, tips, planning tools. The work has also been used in a newspaper spread about cold and health in the [Doncaster] Free Press... Also had an event in August to launch strategy and found the planning stuff really useful for that. It makes working on this issue a lot easier.”

(Director of Public Health – South Yorkshire)

Target: Ensure that our vulnerable target audience receive correct, clear, consistent and actionable information and messages that will help them reduce the risk of harm from cold weather.

Feedback from the interviews and survey mechanisms revealed great appreciation of the resources covering the style, content and accessibility of the materials and tools

“It speaks to real people with simple messages.”

(Director of Public Health – South Yorkshire)

In answer to the question ‘what do you like about the toolkit’?

“The messages, pre-done templates and the communications - especially the language to use. All of it...its brill!”

(Public Health Lead - Cheshire)

“All ready to use and can print off straight away. Ready for both public and professional”

(Home Energy Officer – North Lincolnshire)

“I love the way the resources are split between professional and public facing work. The colour coding for this is great too - blue for professionals and the orange for the public. It is nice and simple and it works.”

(Health improvement manager – West Yorkshire)

“Colours! The fact that it is there to go through and select the most appropriate information to own need. I would be confident to sign post others to a professional resource.”

(Local Authority manager, private sector housing – South Yorkshire)

Case Study: Protecting the vulnerable in Barnsley: Winter Warmth Toolkit means NHS and LA partnership ready to tackle severe weather

Working with the Winter Warmth resources, Barnsley MBC were able to ensure they were ready for action when severe weather struck at the end of January 2013. 4,000 winter survival kits have been handed out to the most vulnerable people in Barnsley, particularly the elderly and struggling families.

Figure 22 - The Winter Warmth resources in action



The partnership produced a winter survival kit ready for distribution. The kits consisted of necessities to help people keep warm within their home. Items include a blanket, gloves, hats, socks, porridge oats, and an alarm to make people aware when a room drops below a certain temperature, as well as Winter Warmth literature advising people on how to stay warm and well this winter.

The kits are part of the council's and NHS Barnsley joint campaign warm homes, healthy people which aims to reduce excess illness and deaths caused by vulnerable people living in cold housing.

The initiative gained regional TV coverage which further generated actionable messages around health and cold weather and tips on keeping warm.

A key recurring theme from the feedback relates to the current target audience for the toolkit. When asked what improvement could be made to the toolkit many respondents indicated that they felt the toolkit

should be 'expanded' to cover other vulnerable target audiences. Examples given included: disabled, young children, families and those suffering from mental health problems.

" I love the blanket in the pack – I didn't know whether to put it on my bed or keep it in my chair. It was like Christmas! I have read the leaflets included with the pack because you are never too old to learn. I now know that I have to keep my bedroom at 18 degrees and my living room at 21 degrees. I have kept my heating on with this cold weather since then".

(Recipient of Barnsley Winter Warmth pack - aged 85 years)

"Barnsley supports the toolkit - used on a weekly basis and is having to now devise resources for children and families. Time taken could be saved if central information available. Happy to support local collective funding for region (to develop these missing resources)"

"Massive gap for families and children"

(Public Health Business Manger – South Yorkshire)

"Development of other case studies -young families/low income households"

(Housing Project Manager – West Yorkshire)

Target: Return on investment - Opinion

It is clear from comments [examples below] that stakeholders appreciated the fact that this project had eliminated the need for each separate region or organisation to start from scratch in developing interventions; this therefore facilitating efficiencies and cost savings.

"The fact that we have got something that we can all use across the region rather than each area doing their own and spending unnecessary funds by doing that."

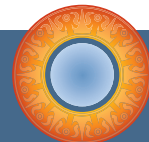
(Director of Public Health – West Yorkshire)

"It definitely saves time and therefore money! It stops people re-inventing the wheel and delivers upon the 80/20 rule. It also works on the economies of scale theory too, the large work being done at a regional level and then used/applied locally."

(Director of Public Health – South Yorkshire)

Part 5

Conclusions and recommendations



Conclusions

The overarching aim of the project was to assist local delivery of the 'Cold weather Plan for England' by assisting local organisations, whose work impacts on the vulnerable, to plan and prepare for winter, deliver effective messages and calls to action thus reducing the potential harm and suffering to those at risk from the harmful effects of cold weather. In order to achieve this aim, a set of targets were established for the project against which success could be measured.

Target: Engagement and collaboration between organisations and services

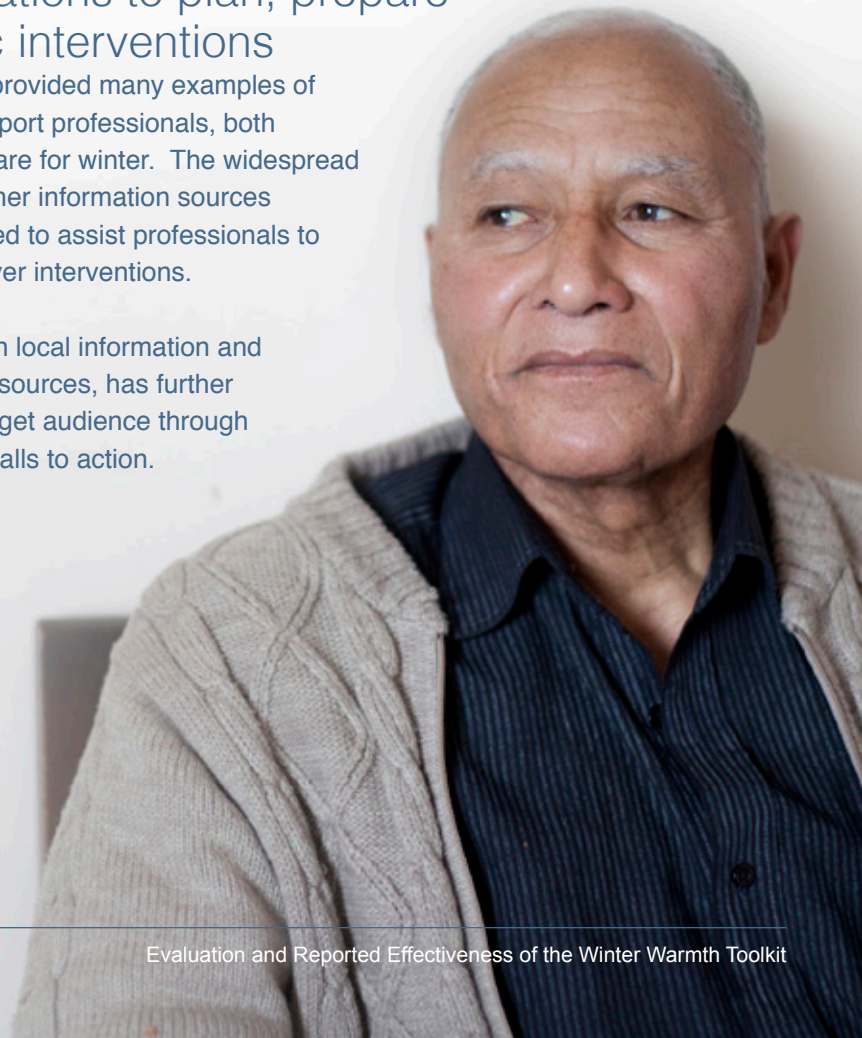
The launch events provided partners with the opportunity to share ideas and form collaborative working relationships across partnerships which had not previously existed around this issue. The inclusion of partners such as the YPHHO has allowed ease of access to plus sharing and dissemination of knowledge. Research has been shared through collaboration between the project and Sheffield Hallam University and this research has been applied in practice through the use of insights gained from the KWILLT project.

Target: Encourage organisations to plan, prepare for winter and deliver basic interventions

Qualitative feedback from the evaluation has provided many examples of how the planning tools have been used to support professionals, both individuals and partnerships, to plan and prepare for winter. The widespread downloading and use of the factsheets and other information sources within the toolkit demonstrates support provided to assist professionals to recognise the issue, prioritise and plan to deliver interventions.

The ability of professionals to include their own local information and signposting to templates, within the toolkit's resources, has further supported engagement with the vulnerable target audience through the delivery of interventions, information and calls to action.

The on-going channels of communication with professionals through regional meetings, local meetings, and e-bulletins have ensured that the issue stays high on the agenda. This has also provided call to action throughout the year to prompt planning and timely use of resources for example Flu campaigns and the cold snap weather forecasting service provided by the Met Office.



Target: Ensure that our vulnerable target audience receive correct, clear, consistent and actionable information and messages that will help them reduce the risk of harm from cold weather.

The toolkit allows easy access and use of materials through the website or CDs. The materials use pre-tested messages in a clear, consistent, and actionable manner for the target audience and professionals. The materials:

- *Inform of health risks associated with cold weather*
- *Encourage vulnerable people to invest in keeping their homes warm and energy efficient*
- *Assist vulnerable people in planning for cold weather in a timely manner*
- *Aid engagement with services and provide routes to assistance*

Clear and consistent messaging has also been supported through the provision of a communication / media pack in addition to templates and tools for media and PR work.

A recognisable brand to integrate activities across the region is being built by the use of the Winter Warmth materials/templates and the Brand Guidelines supplied in the toolkit. The branding has been adopted by several local authorities and other partners and used across all of their cold weather planning, fuel poverty and affordable warmth activities.

The photographic library has received widespread praise in terms of ease of access and hassle free usage due to the pre-done permissions to use.

The evaluation has shown that the tools have been downloaded and used extensively. It is also obvious when considering the number of hits and downloads that the Winter Warmth Toolkit website has received between the end of May 2012 and the end of January 2013, that this initially Yorkshire and Humber-focussed website has proved to be of interest to a large number of broad spectrum users across the whole of the UK.

Target: Return on investment

The feedback from users and the case study examples given have shown that the toolkit has resulted in cost savings across the region. This has been not only in relation to staff time but also in terms of investment in designer time, researcher time, marketing and communications.

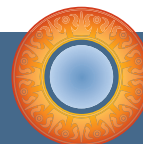
This evaluation has demonstrated that The Winter Warmth Toolkit has successfully achieved the 4 overarching targets above. In many instances the toolkit has delivered results in excess of expectations and use, interest and potential for further impact continues to grow.

Recommendations

From the findings of this evaluation, it is recommended that:

- 1 *The toolkit remains updated with statistical information, data and research current to this issue.*
- 2 *The collaboration and partnerships between organisations are further supported through launch of new materials and communications such as the e-bulletins.*
- 3 *The toolkit is expanded to include additional target audiences which are also vulnerable to poor health outcomes associated cold weather, poor housing and fuel poverty. Any such expansion to mirror the current materials and resources available that have proven to be successful.*
- 4 *Additional resources are included:*
 - *Additions to the photo library to reflect diversity within communities*
 - *Provision of updated 'handy guides' to include for example Green Deal and Energy Company Obligation information*
 - *Inclusion of list of useful addresses and telephone numbers both nationally and locally (Yorkshire and Humber wide)*
 - *Extension of links to other relevant sites and inclusion of bibliography plus useful addresses*
- 5 *Materials with a focus on housing and energy be added including:*
 - *Inclusion of Frequently Asked Questions section including questions such as 'How do I get the best out of my heating system'? 'How can I use appliances more efficiently?'*
 - *Materials to engage the private sector housing providers and private sector suppliers*
 - *Myth busters on fuel efficiency and energy use*
- 6 *Local areas within the website to support local networks of professionals – including information updates, events and local referral schemes for example.*
- 7 *The viability of the Print on Demand service is further reviewed with a view to either promoting use by removing barriers/misunderstandings about the service or closing the service.*
- 8 *Further work on communicating the target audience for the toolkit as a small number of professionals did not appreciate that it is not public facing and is intended for professional use only.*

Appendices



Appendix 1.

Yorkshire and Humber region Excess Winter Death local breakdown:

Area	Excess Winter Deaths	Area	Excess Winter Deaths
Selby.....	59	East Riding.....	192
Craven.....	50	Hambleton.....	44
Rotherham.....	188	North East Lincs.....	93
Doncaster.....	215	Leeds.....	350
Richmondshire.....	27	Barnsley.....	122
Ryedale.....	34	Wakefield.....	163
York.....	101	Scarborough.....	66
Kingston upon Hull.....	144	Bradford.....	217
Sheffield.....	284	Kirklees.....	171
North Lincs.....	93	Calderdale.....	82
Harrogate.....	61		

Three year average 2006/07 to 2008/09 – Source Yorkshire and Humber Public Health Observatory 2011

