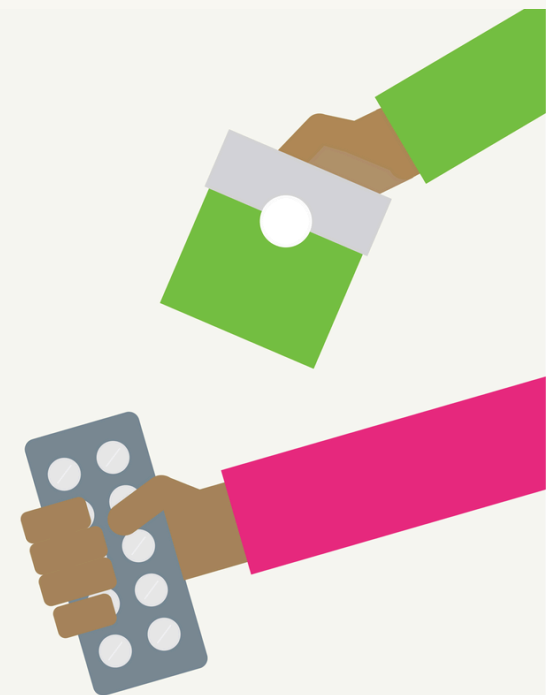




Only order  
what you  
need



Campaign report

1 February to 31 March 2024

# Background

It is estimated that 1.6 million repeat prescription items are unused and thrown away in Dorset each year.

This contributes to medicine shortages. It can also have an environmental impact if not disposed of correctly.

The main purpose of this campaign was to help reduce the number of unnecessary repeat prescriptions. The primary target audience were Dorset residents aged 65+ as they have the highest number of repeat prescriptions.



# Campaign overview

## Task

An awareness-raising campaign encouraging people to only order repeat prescriptions if they needed them (to help reduce waste, save money and ensure enough stock).

## Success metric

A 2% reduction in repeat prescriptions.

Target audience



**Aged  
65+**

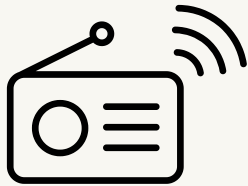
Target audience



**People with  
repeat  
prescriptions**

# Campaign channels

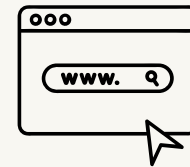
Radio advertising



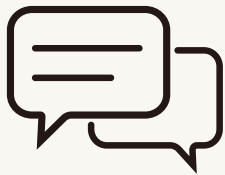
Media



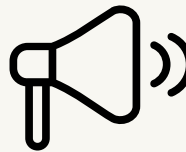
Website



Patient SMS



'Paid for' socials



Organic socials



NHS App



Stakeholders



# Overall success highlights

Approx

**£350-550K**

saved

= 13,216 GP appointments

Over

**31**

GP practices  
involved

Approx

**344,712**

kg CO<sub>2</sub>e saving

= 586 round trip flights to Munich

**65,162**

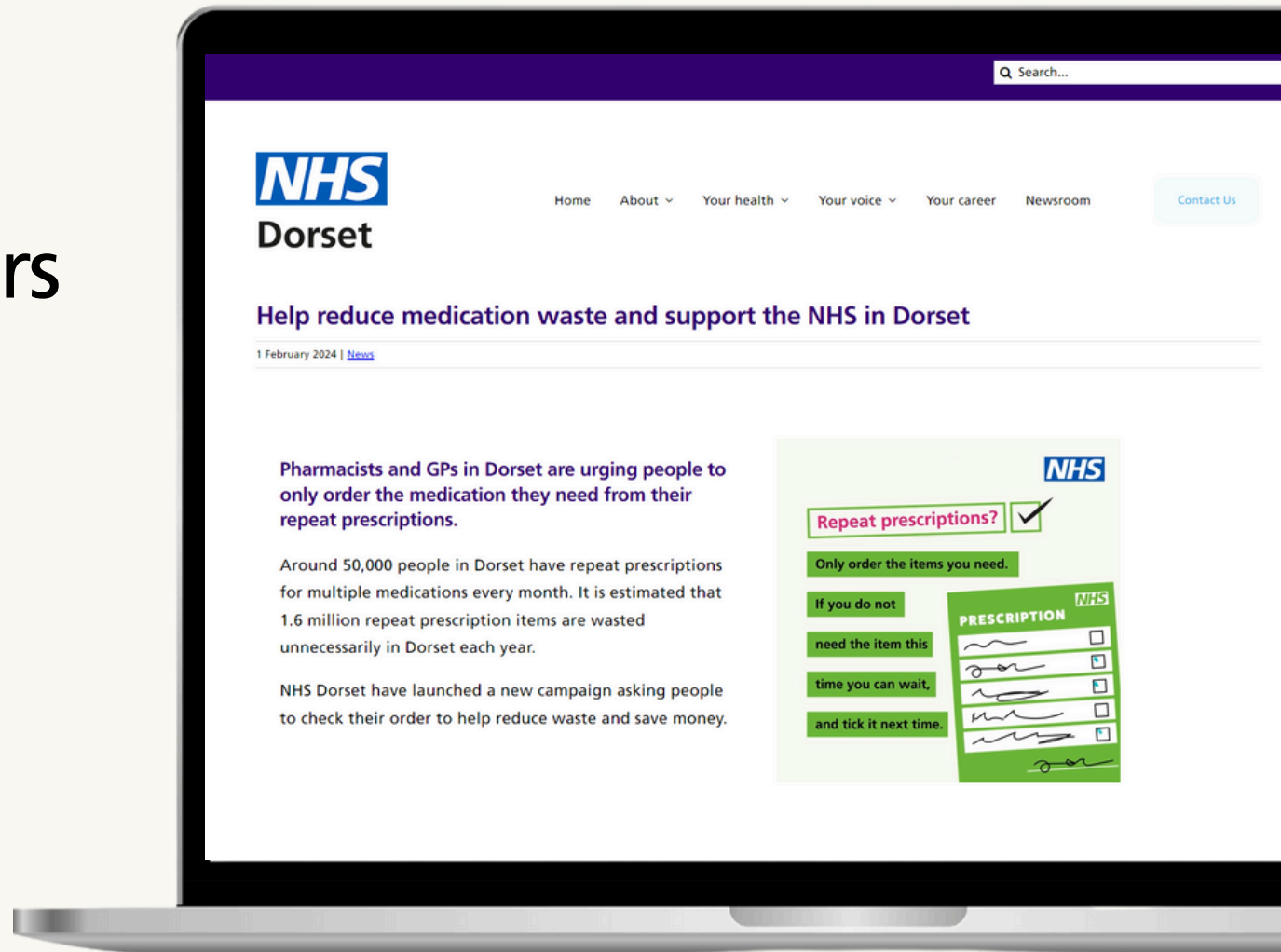
fewer items ordered from  
repeat prescriptions

# Website

Over **14,600**  
unique visitors

Over **42,000**  
campaign  
page views

\*Further breakdown currently  
unavailable due to technical issues

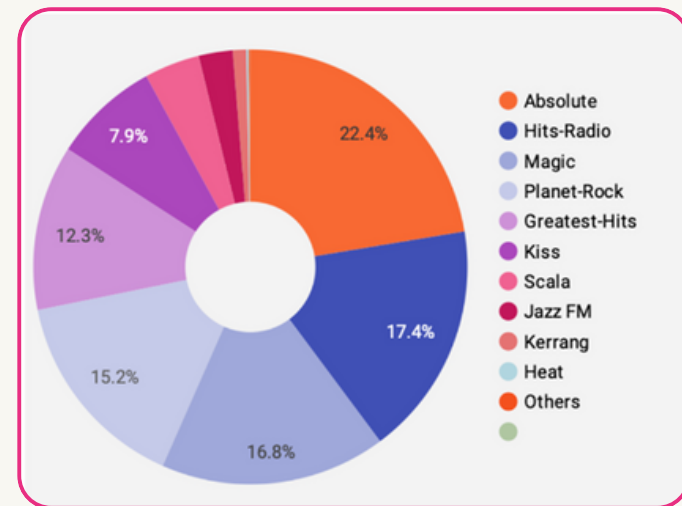


# Radio advertising (Bauer brand)

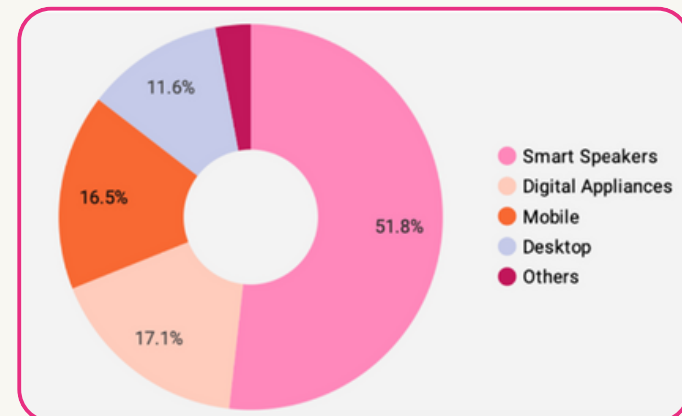
A radio ad ran for one month targeting people aged 45+ in Shaftesbury, Gillingham, Christchurch, Sherborne, Blandford, Mid-Dorset and the Crane Valley.

- Nearly 13,000 unique users
- Over 80,000 impressions
- A listening rate of over 99% (core listeners between 9am and 11am)
- Absolute Radio was the top station for listeners with over 22% of impressions
- Listeners mostly used smart speaker

Pie chart of impression breakdown:



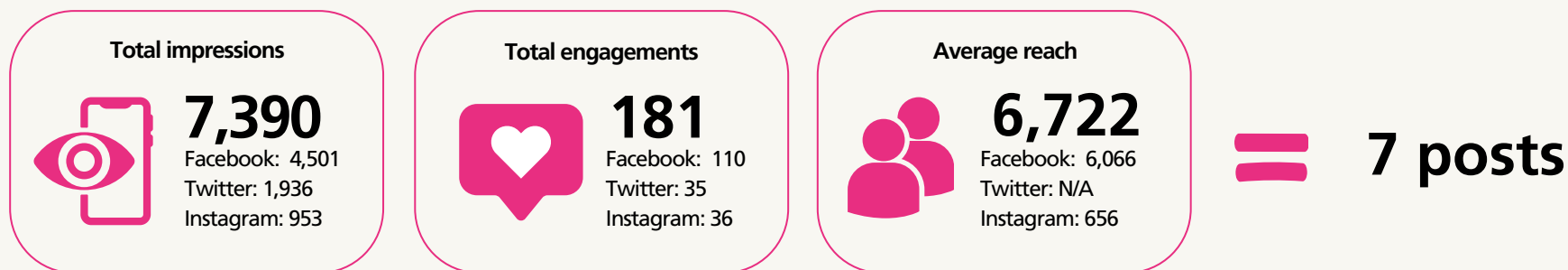
Pie chart of device type:



# Organic social media (Phase one and two)

#Dorset #RepeatPrescriptions

## Phase One: launch week, daily posts (graphics-led approach)



## Phase Two - ad hoc posts from 14 March (photographic-led approach)



**Impressions** = Number of times content is displayed on user screens regardless of whether they click or engage

**Engagements** = Number of people interacting with a post/s. These will need breaking down further to see if they were meaningful engagements

**Reach** = Number of unique users who see content



# Organic social media (Combined stats)

## Twitter

- 13 organic posts
  - Impressions: 2,744
  - Reach: n/a
  - Engagements: 58 (8 likes, 8 retweets, 4 post link clicks)

## Facebook

- 12 organic posts
  - Impressions: 5,891
  - Reach: 5,866
  - Engagements: 136 (20 shares, 4 comments, 9 post link clicks)

## Channel growth

Over the duration of the campaign our followers increased by 402 across our social media channels.

## Instagram

- 12 organic posts
  - Impressions: 1,593
  - Reach: 972
  - Engagements: 48 (44 likes, 4 shares, 1 comment)

## LinkedIn

- 1 organic post
  - Impressions: 826
  - Click through rate: 3.75%
  - Engagements: 47 (12 likes, 4 reposts, 31 link clicks)

## Most successful channel

Facebook was the most successful organic social channel with 136 engagements and 5,891 impressions

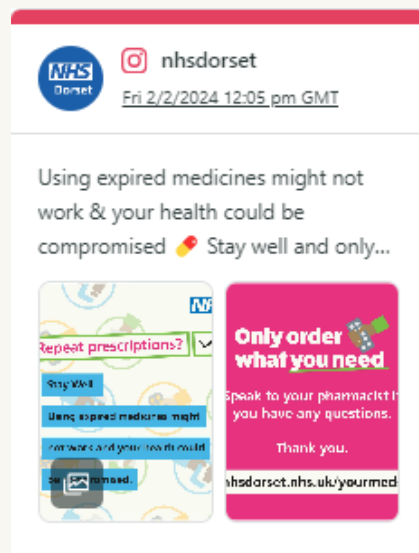
# Organic social media

## Most popular post overall

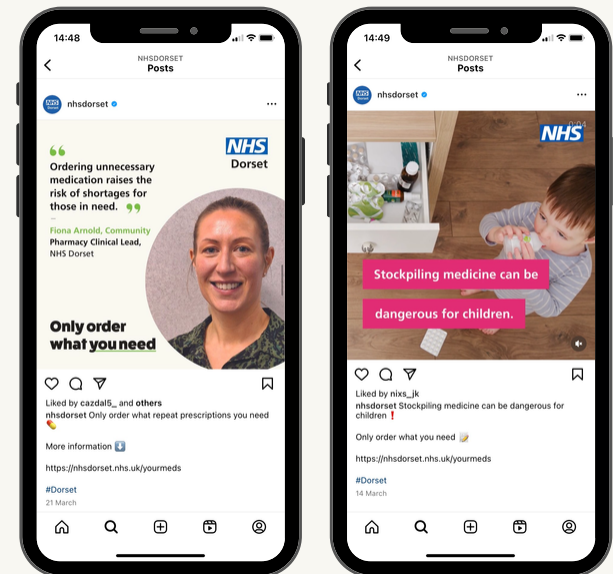


Facebook carousel on 06/02

## Least popular post overall



Instagram carousel on 02/02



Images of people also worked well as they resonated with our audience, in line with social media trends.

The reasons behind post popularity will be explored by the team

# Paid social media

Six posts were promoted on Facebook and Instagram over a period of 7 weeks (12 Feb to 4 April) targeting those 45+ in Dorset.

The total spent was **£608**.

Be mindful animation	Don't share animation	Bottles animation	Stockpiling children animation	Repeat prescription animation	Toilet carousel
Engagement 3710	Engagement 8555	Engagement 7528	Engagement 10224	Engagement 110	Engagement 159
Impressions 73528	Impressions 71302	Impressions 71315	Impressions 75354	Impressions 92612	Impressions 119657
Reach 72002	Reach 66235	Reach 65826	Reach 67135	Reach 86008	Reach 115521
Link Clicks 29	Link Clicks 47	Link Clicks 57	Link Clicks 58	Link Clicks 103	Link Clicks 153
Spend £79	Spend £100	Spend £100	Spend £79	Spend £79	Spend £79

\*The child-related animation received the most enagements

\*The toilet carousel received the most impressions, reach and link clicks

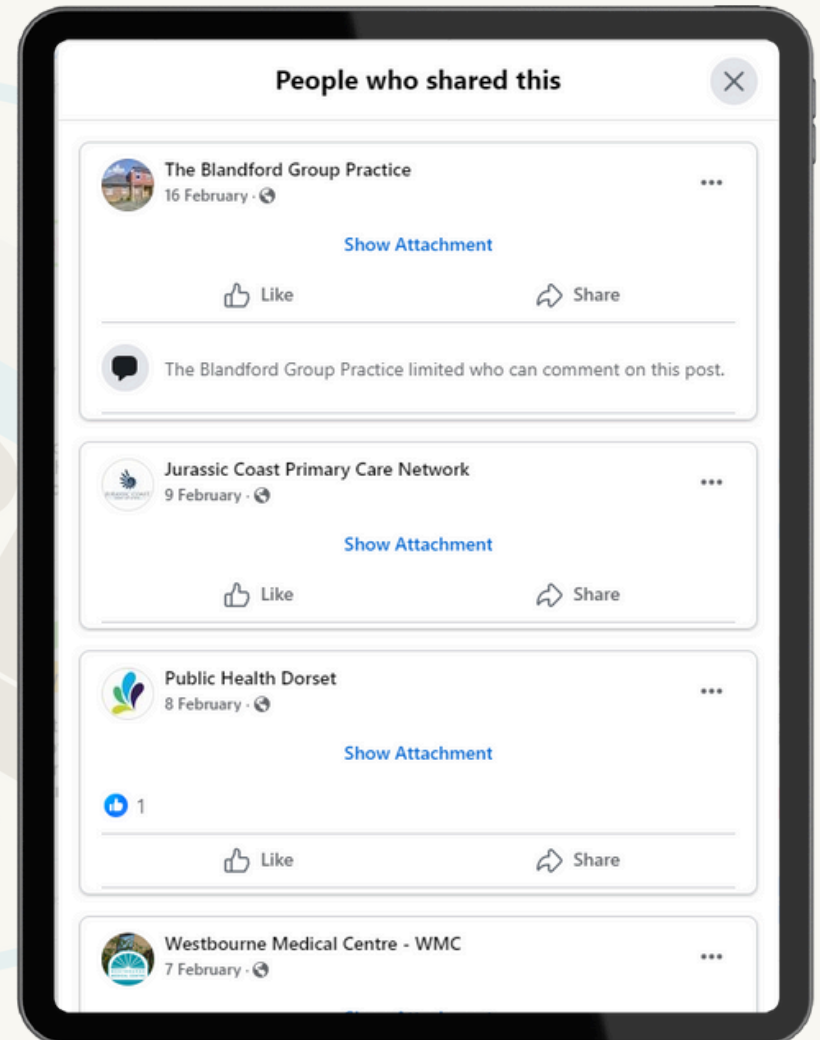
# Meaningful engagement

Analysing meaningful engagement across the campaign showed that our stakeholders were interacting and sharing our messages on social media.

This ensured our key messages had a wider reach, and patients could see that the information came from a reliable source.

## Our top 3 posts were shared by:

The Blandford Group Practice, Jurassic Coast Primary Care Network, Public Health Dorset, Westbourne Medical Centre, The Birchwood Practice and Ammonite Health Partnership.



# Media relations & stakeholder texts

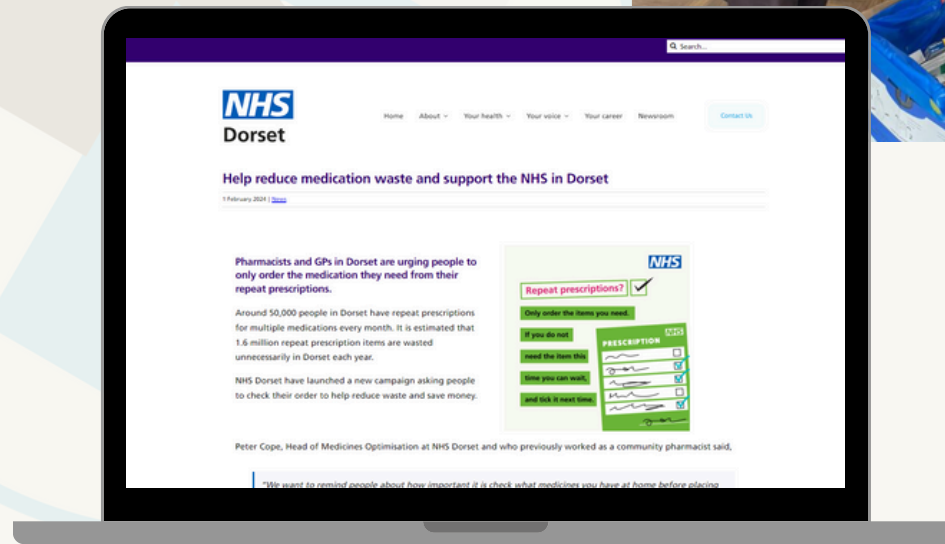
13 clicks in Health Involvement Network email sent to 1006 people via NewZapp

1 press release sent to 60 media contacts across Dorset

Campaign SMS (text) had a approximate reach of 180,000 people

Free media coverage with Keep 106, Healthwatch news bulletin & 3 local magazine articles such as Portland News.

Regular updates on the Primary Care Bulletin which goes to over 600 members of staff.

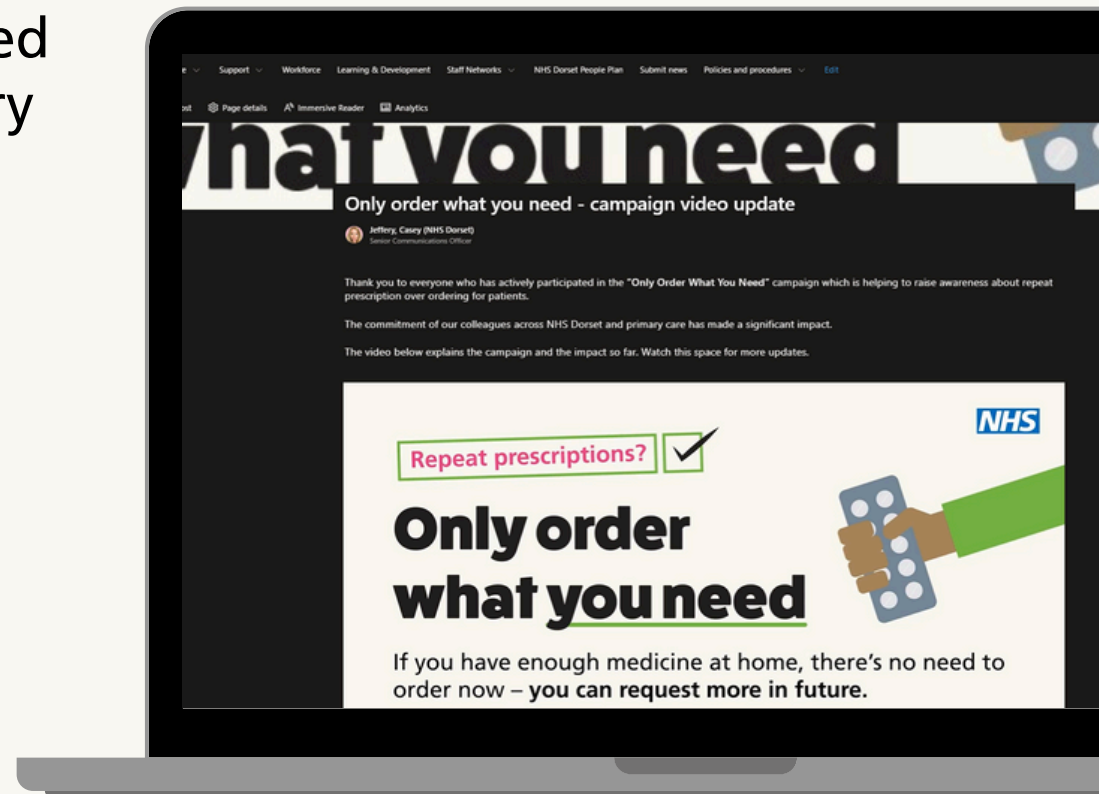


# Internal comms

Shared with internal staff at NHS Dorset, and across the Integrated Care System, including voluntary organisations.

There were **39 views** on #FYI (NHS Dorset Intranet).

[Help reduce medication waste and support the NHS in Dorset](#)





# Design showcase

## Website



## Social media assets



## Newsletter insert



## GP screen



# Summary (lessons learnt)

- Facebook was the most popular channel of our social media platforms with over 100,000 total impressions on one paid advert alone
- Radio was also a highly successful platform, with 80,000 impressions
- Signposting people to a dedicated landing page on our website helped to drive impressions and capture our audience, demonstrated through our page views
- Real life images of people resonate highly with our audience on social media
- Stakeholder engagement positively amplified the campaign with positive results
- We were unable to receive our QR code analytics, we would look to track this in future campaign phases
- Campaign SMS had an approximate reach of 180,000 users. Around 30% of messages were sent to the NHS App
- Staff intranet engagement in comparison with employee numbers was quite low
- Although some of the unique user figures seem high, when in the context of the Dorset population (800,000 people total, 200,000 aged 65+) these figures may be considered relatively low, therefore campaign success relies on the financial savings metrics