

# While You Wait

A communications toolkit to promote health messages to those waiting for a hospital appointment or treatment.



## Summary

More people than ever are waiting for their planned and elective procedures due to a backlog that stems from the pandemic.

Sometimes surgery cannot go ahead if a person's fitness worsens or if a long-term condition has not been under control in the months before surgery. This can be devastating for the person concerned.

While the Norfolk and Waveney health system works collaboratively to reduce the number of people waiting for procedures, providing information and resources to help them "while they wait" is an important component to helping procedures proceed as planned which will help to clear the backlog.

A new online portal [www.whileyouwaitnw.co.uk](http://www.whileyouwaitnw.co.uk) has been created where people will find information and resources to help them maintain their health, and be fit and ready for their treatment or surgery.

## Campaign Messages and Materials

It is important that we promote messages that are accurate, compassionate and that will help people to maintain, or even improve, their health.

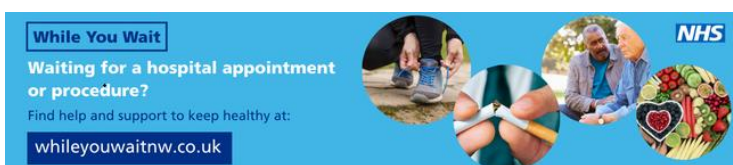
We have developed these materials with input from healthcare professionals, exercise referral specialists, as well as using feedback from the patient panels at the Norfolk and Norwich University Hospital.

Assets include:

- A4 poster
- Social media graphics
- Newsletter and Intranet news copy
- Exercise booklet ([printed copies are available to order](#))
- Reception screens
- Email & Web banners

[Click here to access the assets on Google Drive](#)

Or email [nwicb.communications@nhs.net](mailto:nwicb.communications@nhs.net)



## How you can help promote the campaign

We have provided this menu of ideas for how you can help us to spread messages locally.

You don't have to do everything – just choose ones that you think will work best for your local area.

### Share information digitally

- Social media (Facebook, Twitter, etc)
- Email banners
- Intranet articles
- Newsletter articles

### Put posters and information in key locations

- Surgery screens
- Pharmacies
- Notice Boards
- Post Offices
- Social clubs and village halls
- Libraries
- Schools
- Local businesses
- Local care homes
- Local village websites or forums

### Display information at meetings and events

This can help you target health and wellbeing information to specific groups

- Wellbeing groups
- Lunch clubs
- Village fetes or festivals
- Special clinics at the GP practice

### Tell your friends and family

When out and about or speaking to friends and family, you can help by sharing the simple messages below. Hearing information from someone you know often has more impact than anything else.

### Key Messages to share about While You Wait

- Long-awaited surgeries or treatments may not be able to proceed if your fitness has deteriorated in the lead up to your procedure.
- Look after your health to make sure you're fit and ready for treatment when you're called forward.
- Doing gentle exercises, reducing or stopping smoking, and eating a healthy balanced diet will help you to have more energy to do the things you want to do, and can help you to manage pain levels.
- Make small, achievable changes to your diet and exercise routine gradually, so you can stick with them and not give up.
- If you're feeling anxious about your upcoming treatment, you're not alone. Speak to friends and family about your feelings or reach out to the many mental health support services that are available.
- Stopping smoking is one of the best things you can do to improve your fitness for surgery, reduce your time in hospital, and speed up your recovery.