HSE COVID and Winter Communications
Week 40 report September 28 – October 4th

The HSE is a highly trusted source of COVID and health service information. We reach a large proportion of the population over multiple channels each day - building public trust in our health service, supporting our staff to do their work and connecting with our partners in health and beyond.

Public health advice and campaigns

Messages: Living with COVID; Symptoms and Testing; COVID Tracker App
Channels: TV, TV players, Out of Home; Digital; social media; paid search (Facebook, YouTube, Twitter, Instagram, TikTok)
Reach of audiences: -- October: Radio 89% of adults, TV: 54% of adults; 1.2m digital views

Focus on: Younger Adults 19 - 25

A new social media creative and content-sharing campaign will start from next week. In advance of this, we have promoted focused social media messages and posts for this age group over last weekend and this week. Dedicated content has been created and promoted on Facebook and Instagram.

Reach:
Social: Targeted Facebook and Instagram campaign 18-24, 85k reach
TV and Radio: 43% of 18-25s, OOH: Frequency 10.7
Digital Display: 52% reach, Frequency 4

Staff Communications

COVID-19 Staff content: 13,777 page views
• PPE Content and Attend Anywhere remain the most viewed content by staff
Content themes:
• National Breastfeeding Week begins today
• QUIT Smoking Month
• Video messages from CEO, Paul Reid – 1,185 views
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HSELive
• Total COVID-19 Calls: 17,117
• Total BAU Calls: 1714
• Total Emails: 1115
• New cloud based telephony solution deployed across 4 contact centres

Social
• Over 1.5 million Twitter impressions
• Reach of nearly 1.7 million on Facebook
• Over 850 queries responded to on social

Web
• 320k sessions
• Major updates on protecting your child and close contact pages

Top searches
• HSE flu vaccine 2021
• Who vaccine covid
• COVID symptom checker
HSE COVID and Winter Communications
Horizon: Week 41+

**Short Term**

Week 41
From 6 October

- Symptoms and testing advertising continues
- Flu vaccine campaign being finalised
- The bubble - new 18-25 campaign for TV, AV, digital and social media being finalised
- New targeted social media sharing and ambassadors campaigns being finalised and due to commence w/c Oct 12
- Traveller and mother infant resource, Traveller flu vaccine information video
- Research Wave 6 quantitative survey goes live

**Medium Term**

Week 42–45
From 12 October

- Flu vaccine campaign for at risk and children aged 2-12
- The bubble - new 18-25 COVID campaign goes live on TV/AV/Social/Digital
- New social media ambassador campaign
- Research: Wave 6 Quantitative research results

**Long Term**

Week 45 +
From 2 November

- Advertising, information and social media ongoing
- Social Media ambassadors work continues
- Keep Well - Household booklet and advertising campaign for older adults/vulnerable people in planning
- Protection from COVID updated creative ready and live
- Resources development continues as required