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Introduction to Population Health Management partner toolkit

This partner toolkit has been developed to help Integrated Care Systems increase the uptake of e-learning and use of resources dedicated to helping health and care professionals take a Population Health Management (PHM) approach to delivering care.

There has been significant emphasis placed on the implementation of PHM in all Integrated Care Board (ICB) Joint Forward Plans and PHM remains a core enabler to delivery of personalised, proactive and preventative care and tackling health inequalities.

While there is generally a good understanding across system leaders and senior managers, there is still much to do to upskill frontline teams – particularly integrated neighbourhood teams – and help them to understand their role in this shift to data-driven care.

Working with ICB communications and engagement colleagues from across the country there was a clear ask for consistent messaging and materials to help engage with local teams.

These resources, co-produced with systems, sit alongside a range of other resources as a package of support on the Population Health Academy and will help place and neighbourhood teams increase the uptake of PHM e-learning and communities of practice locally and nationally.

The assets are all templated and can be adapted to include your system's branding, local messaging and links to your resources.



What is Population Health Management?

Population Health Management (PHM) is a critical component for everyone working in integrated care, striving to improve health outcomes for all. It actively helps to reduce health inequalities and offers proactive, targeted healthcare for every community.

To help achieve the goals of PHM and to ensure we have a unified and consistent approach, we have developed this toolkit to help teams raise awareness and understanding of PHM across Integrated Care Systems and equip them with resources that can be locally adapted in a way that works best for them.

PHM is built around three pillars that will transform the way we work:

- **Know** – PHM brings together a broad range of insight and data, across everything that impacts a person's health, and builds a holistic view of people's needs to help identify collective resources needed to accelerate prevention programmes.
- **Connect** – PHM connects health and social care, public services and the voluntary sector, ensuring people receive the right service at the right time, from the right people.
- **Prevent** – PHM changes the focus from reactive care to proactive, personalised, preventative care, allowing long-term health solutions to be developed.



Messaging



Messaging framework

Population Health Management (PHM) – proactive, targeted healthcare for your community.

PHM is a strategic tool built around three key pillars – Know, Connect, Prevent – that you can use to transform the way you work, and the way you care for people.

Know

- Gathering insight and data about health and the wider aspects that impact a person's health such as housing and employment.
- Identifying where best to focus collective resources for greatest impact and targeted on prevention.
- Monitoring impact, driving continuous improvement and measuring success.

Connect

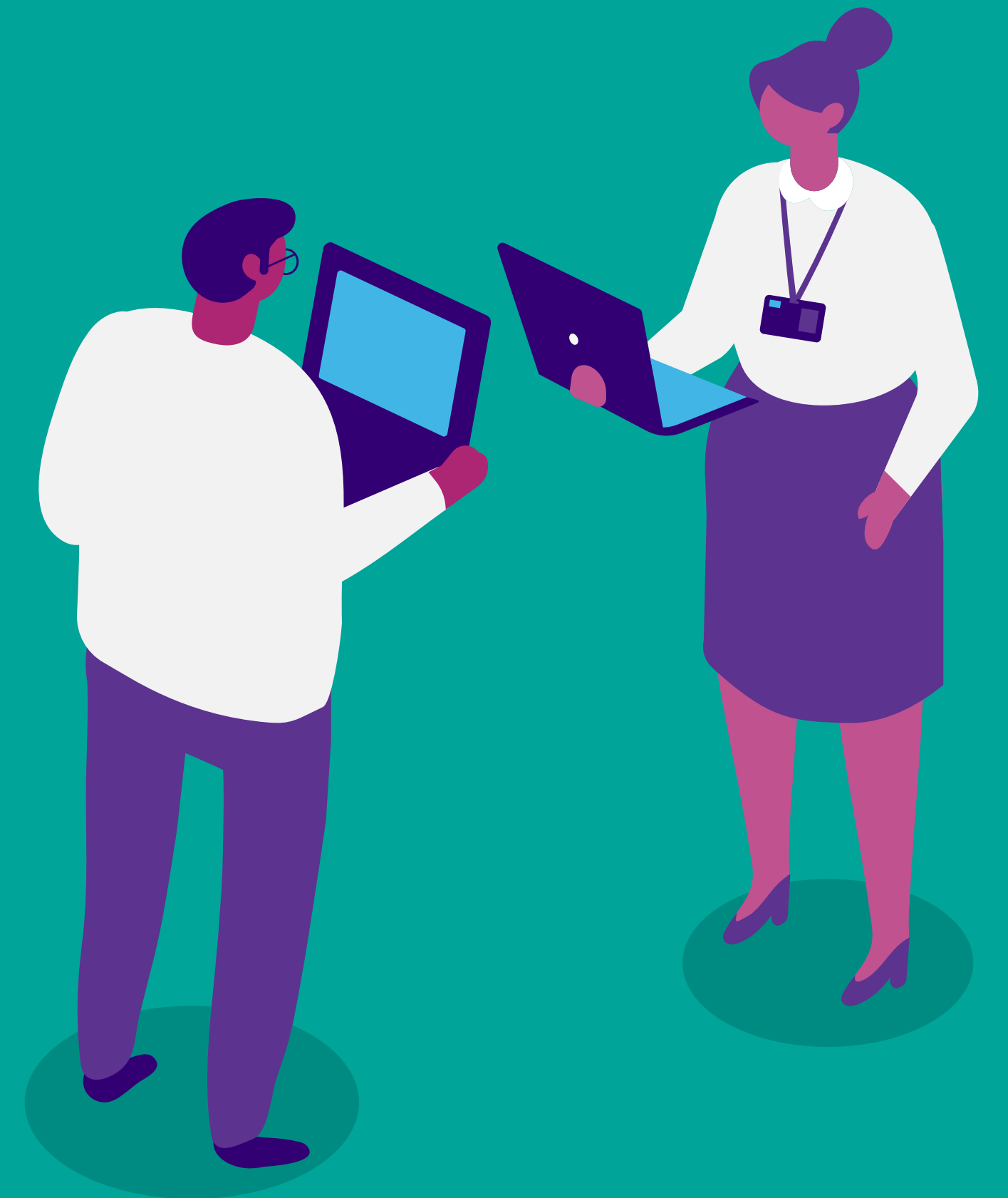
- Connecting all of us working to improve health outcomes across health, social care, public services and the voluntary sector.
- Ensuring people receive the right service at the right time, by the right people.

Prevent

- Changing the focus of healthcare from reactive care to proactive, personalised, preventative care.
- Helping us reduce health inequalities and develop long-term health solutions.
- Supporting people to live their healthiest lives, based on what matters to them and making every contact count.

Using this messaging framework we have developed a range of creative resources that can be found on the following pages.

Creative resources



Creative approach

To ensure we have a unified approach to PHM and drive consistent conversations across Integrated Care Systems, we have developed a bespoke area on the Population Health Academy to host a range of assets that will help teams to raise the awareness of PHM, and encourage people working in integrated care to find out more.

The assets include:

- **Editorial copy** in long and short format – can be used for creation of web content, blogs, newsletters and any internal comms to your colleagues or members.
 - **Infographic posters** – can be printed and displayed across your organisation or used at events. They can also be used as online posters across your digital channels.
 - **Social assets** – to be used on your social media channels or as online banners across your digital channels.
 - **Digital assets** including email signature and screensaver – to be shared internally and used on comms tools such as emails, laptops and tablets.
 - **Video assets** including PHM explainer video and three role-focused videos that can be used on your website, in your presentations and during events or meetings.
 - **Key messages** specific to certain roles across Integrated Care System, including GP, social prescribing link worker and public health specialist.
 - **Badging device** – can be featured on your own materials relating to PHM.
 - **E-learning module** – for systems without a local learning offer, the recently refreshed national 'Introduction to PHM' can be used to increase local learning.
- [Visit NHS England elf-h Hub](#)**

All assets can be localised, and you can find out how later in this toolkit.

Editorial long copy

Long copy can be used in e-bulletins, blogs or websites, intranets or other channels, including emails and newsletters.

The copy can be adapted to incorporate any bespoke, local information.

People's health is changing, and care needs are evolving. Our lifestyles are crucial to our long-term health and the health inequality gap is getting bigger. We all need to be more proactive in responding to that change.

Population Health Management (PHM) is key to making it happen sooner. It actively helps to reduce health inequalities and offers proactive, personalised, and preventative healthcare for every community.

PHM techniques will transform the way we work and the way we care for people. It's for everyone working in integrated care, striving to improve health outcomes for all.

A way of working built around three key pillars: Know, Connect, Prevent.

Know

Evidence and knowledge are fundamental to how we make the best decisions for individuals and communities. PHM takes this to the next level by bringing together a much broader range of data. Gathering insight from health and the wider aspects that impact a person's health, including housing, finances, employment and education, will help us to build a holistic view of people's needs and identify risk factors that are driving poor health outcomes in different population groups. This will help us to recognise where best to focus collective resources to accelerate prevention programmes and tackle health inequalities and deliver personalised care.

Connect

Working in partnership is key to all of us working in integrated care. By connecting across health, social care, public services and the voluntary sector we can ensure people receive the right service at the right time, from the right people. PHM allows us to connect more effectively to create a more personalised offering that responds to people's wants and needs.

Prevent

PHM changes the focus from reactive care to proactive, personalised and preventative care – an approach that allows long-term health solutions to be developed. By understanding who is at risk today we can predict who might be affected in the future. Effective prevention models in hospitals and at home can help to improve the lives of people with complex social needs, who feel lonely or isolated living with conditions such as obesity, diabetes, heart disease and cancer.

By supporting people to live their healthiest lives, based on what matters to them, we ensure that every contact and every tailored intervention is effective. This leads to greater job satisfaction for us all and better health outcomes for everyone.

PHM is a critical component in our integrated care system and the foundation to building a healthier future together.

Visit the [Population Health Academy](#) to find out more about how it can help you or take the [Intro to Population Health Management e-learning module](#).

Editorial short copy

Short copy can be used in channels where space is more limited.

The copy can be adapted to incorporate any bespoke, local information.

Population Health Management is for everyone working in integrated care, striving to improve health outcomes for all. It actively helps to reduce health inequalities and offers proactive, personalised and preventative healthcare for every community. PHM is built around three pillars that will transform the way we work.

Know

PHM brings together a broad range of insight and data, across everything that impacts a person's health, including housing, finances, employment and education. It builds a holistic view of people's needs to help identify where best to focus collective resources to accelerate prevention programmes and tackle health inequalities and deliver personalised care.

Connect

Connecting across health, social care, public services and the voluntary sector we can ensure people receive the right service at the right time, from the right people.

Prevent

PHM changes the focus from reactive care to proactive, personalised and preventative care – an approach that allows long-term health solutions to be developed. By understanding who's at risk today we can predict who might be affected in the future.

PHM is a critical component in our integrated care system and the foundation to building a healthier future together.

Visit the [Population Health Academy](#) to find out more about how it can help you or take the [Intro to Population Health Management e-learning module](#).

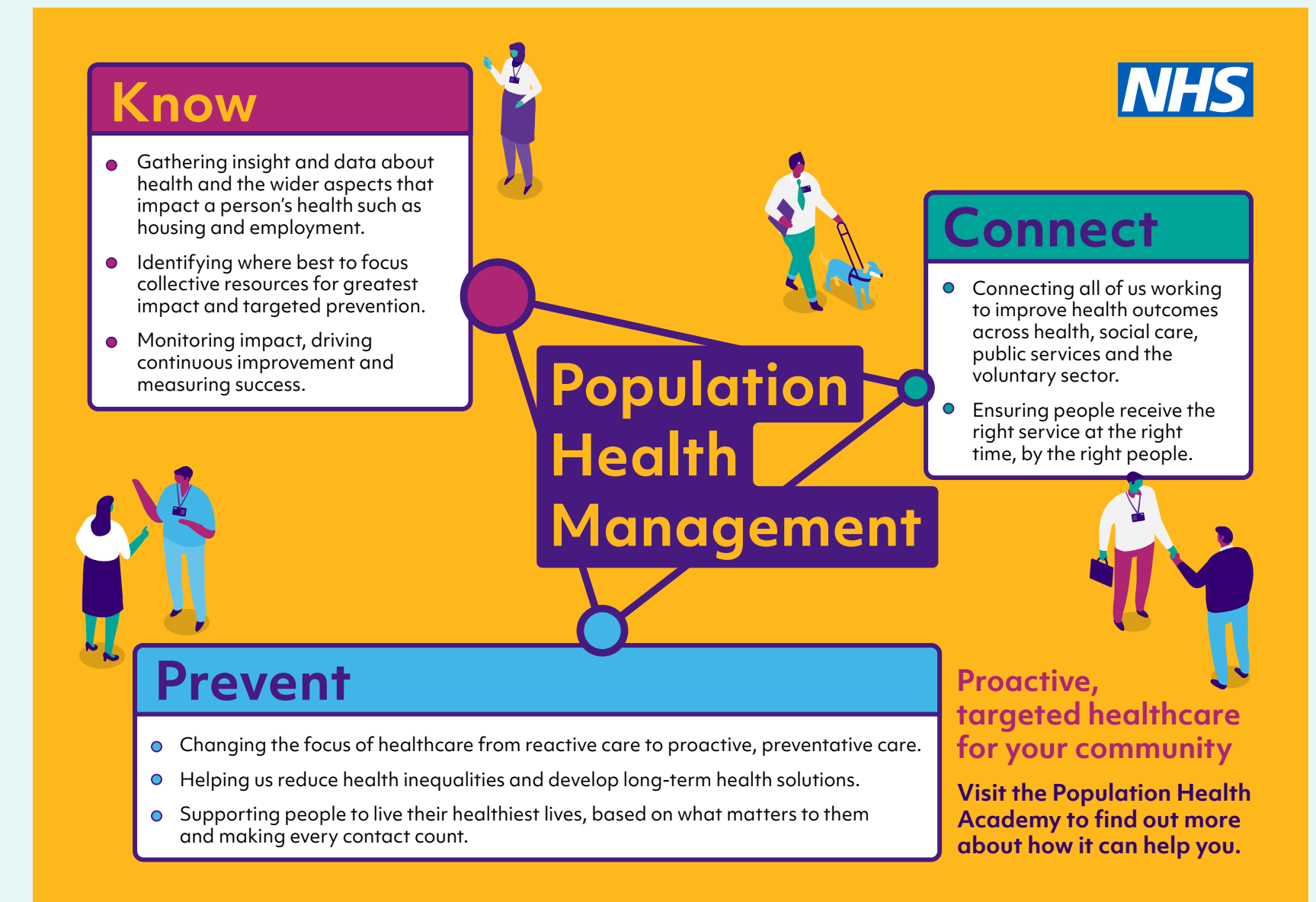
Infographic

Infographic posters are available in portrait and landscape format.

The posters can be:

- printed and displayed across your organisation or used at events
- used as online posters across your digital channels
- localised by adding your logo or bespoke CTA – see ‘Localisation’ section for more information. Alternative CTA can be: Take the [Intro to Population Health Management](#) e-learning module to find out more.

You can download them [here](#).



Social assets

Social assets are available as landscape (16x9), portrait (9x16) and square (1x1) assets.

They can be:

- used on your social channels (including Facebook, Instagram or Twitter)
- used as an online banner across your digital channels
- localised by adding your logo – see ‘Localisation’ section for more information.

You can download them [here](#).



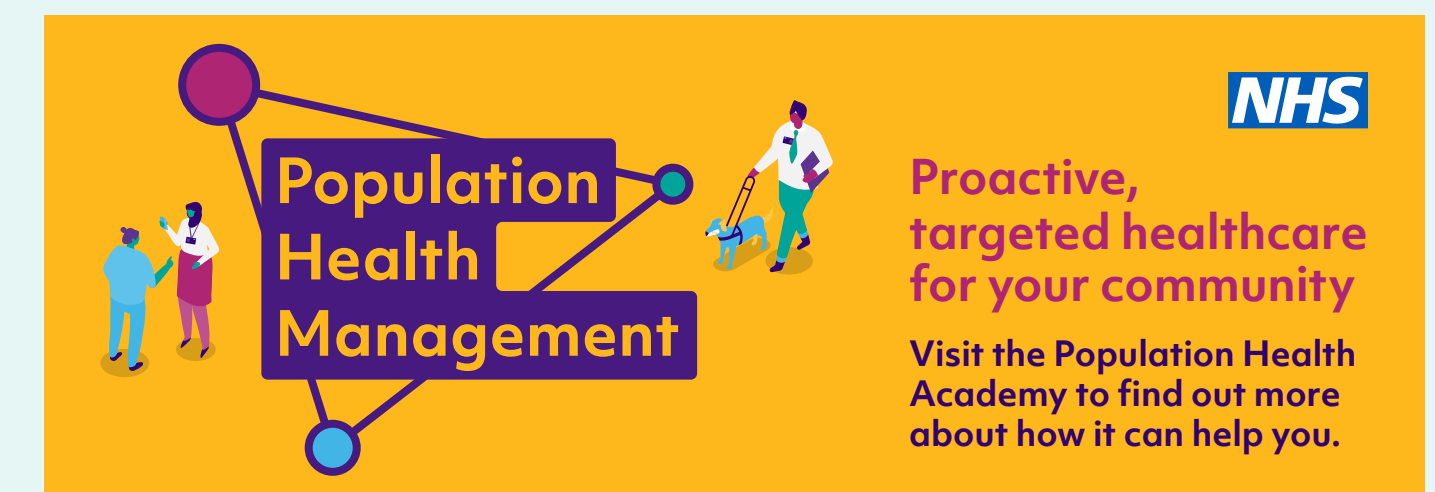
Digital assets

Digital assets are available as email signature and screen saver.

They can be:

- used as a signature on your emails
- used as a screensaver
- featured as online banners on your digital channels
- localised by adding your logo or bespoke CTA – see ‘Localisation’ section for more information.

You can download them [here](#).



Video asset – PHM explainer film

A 2-minute explainer film with and without subtitles.

It can be:

- placed on your website and other online platforms such as digital screens
- used in your internal comms, e.g. newsletters or presentations
- played during any external events or meetings
- localised by replacing the call to action and URL on the last frame of the video to your bespoke one.

You can download it [here](#).



Role-focused video asset – GP

A GP role-focused video with and without subtitles.

It can be used:

- on your website and other online platforms such as digital screens
- in your internal comms, e.g. newsletters or presentations
- during any external events or meetings.

You can download it [here](#).

You can also download **key messages specific to GP and social prescribing link worker roles**, that outline key reasons why they find PHM useful and how it helps them to reduce health inequalities and offers proactive, targeted healthcare for their patients and wider community.



Role-focused video asset – Voluntary Sector

A role-focused film delivering social prescribing in the voluntary sector with and without subtitles.

It can be used:

- on your website and other online platforms such as digital screens
- in your internal comms, e.g. newsletters or presentations
- during any external events or meetings.

You can download it [here](#).

You can also download **key messages specific to social prescribing link worker roles**, that outline key reasons why they find PHM useful and how it helps them to reduce health inequalities and offers proactive, targeted healthcare for their patients and wider community.



Role-focused video asset – Public Health

A Public Health role-focused video with and without subtitles.

It can be used:

- on your website and other online platforms such as digital screens
- in your internal comms, e.g. newsletters or presentations
- during any external events or meetings.

You can download it [here](#).

You can also download **key messages specific to public health specialists**, that outline key reasons why they find PHM useful and how it helps them to reduce health inequalities and offers proactive, targeted healthcare for their communities.



Localisation



Localisation of resources

To engage your audience further, you can localise creative resources by:

- **Cobranding the existing assets** by adding your logo to accompany NHS branding
- **Branding the existing assets** by replacing the NHS logo with your logo and by personalising the call to action
- **Branding your own PHM assets** with the universal badging device.

Examples of localisation can be found on the following pages.

And for further and more detailed information on partnership branding, see www.england.nhs.uk/nhsidentity/identity-guidelines/partnership-branding/

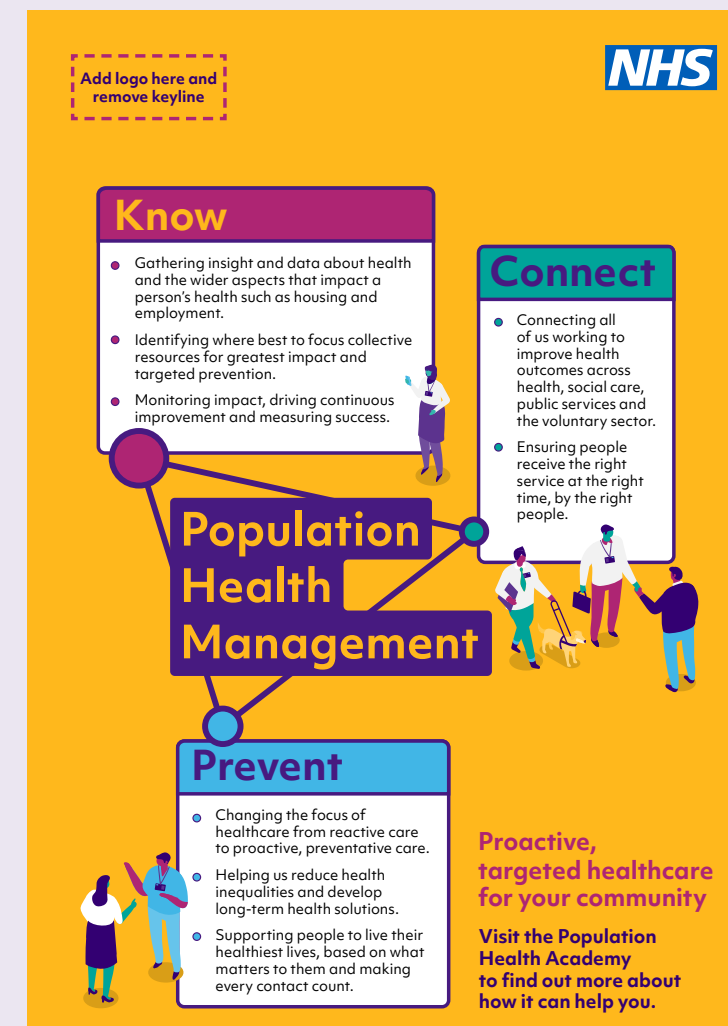


Co-branding existing assets

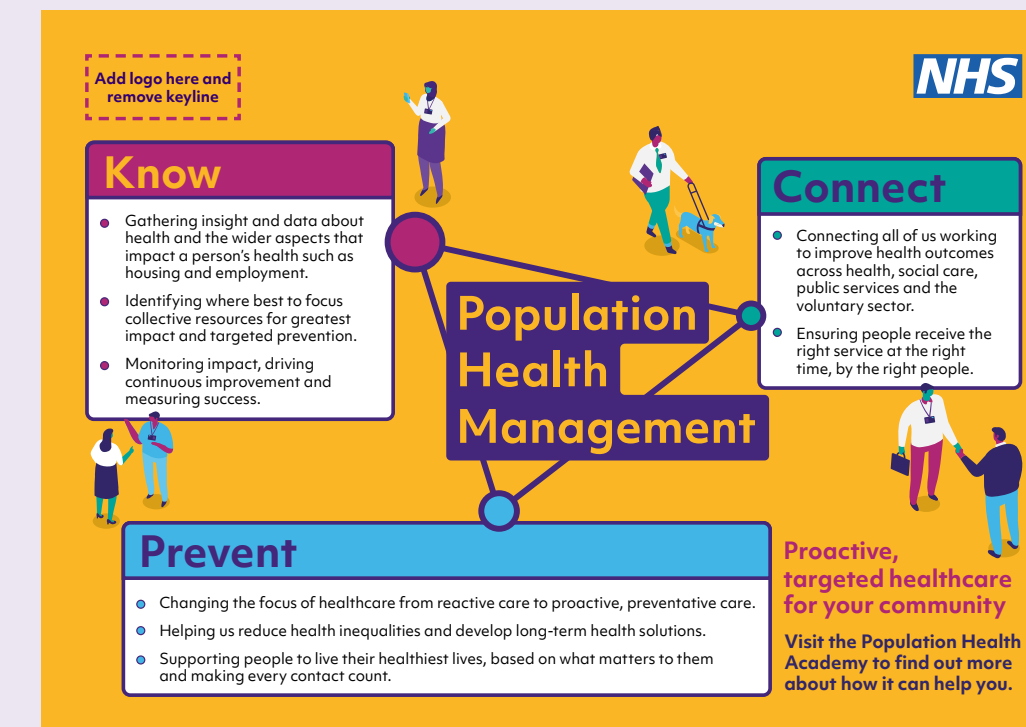
You can cobrand the existing assets by adding your logo to the top left.

Your logo can be less, but should never be more than the height of the NHS logo. Both logos should feel equal and balanced.

For further information on partnership branding, see www.england.nhs.uk/nhsidentity/identity-guidelines/partnership-branding/



Portrait Poster



Landscape Poster



1x1 Social (also available in 16x9 and 9x16)



Digital Screen



Email Signature

Branding existing assets

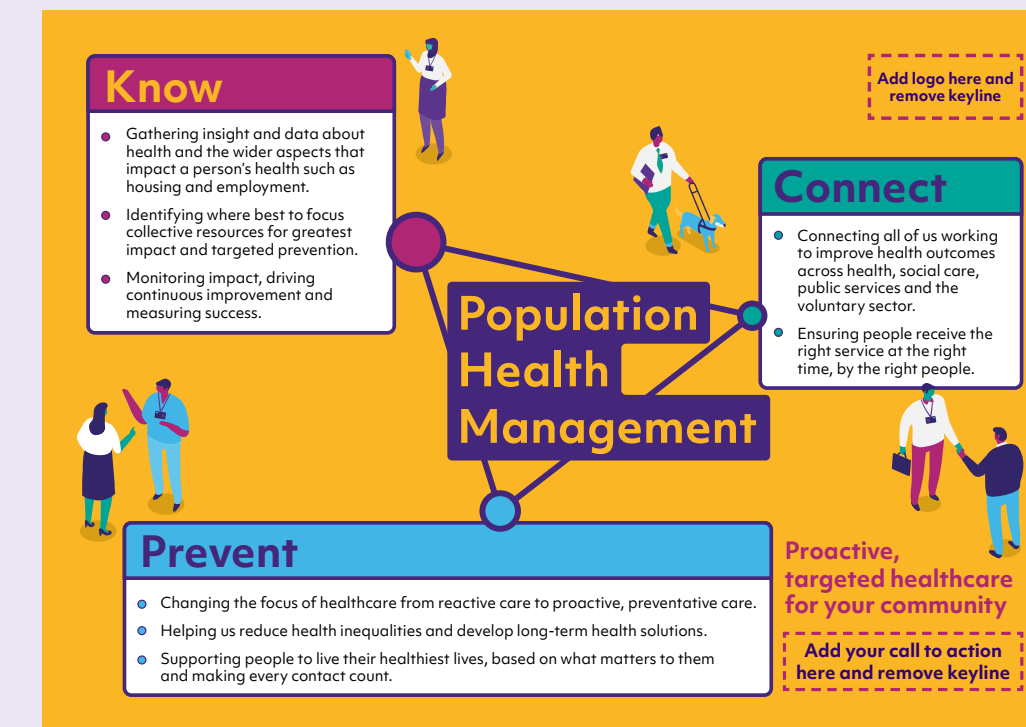
You can brand the existing assets by:

- replacing the NHS logo with your organisation's logo and removing the keyline
- personalising the call to action.

The size of your logo should not be bigger than the indicated area and the call to action should be legible and not exceed three lines.



Portrait Poster



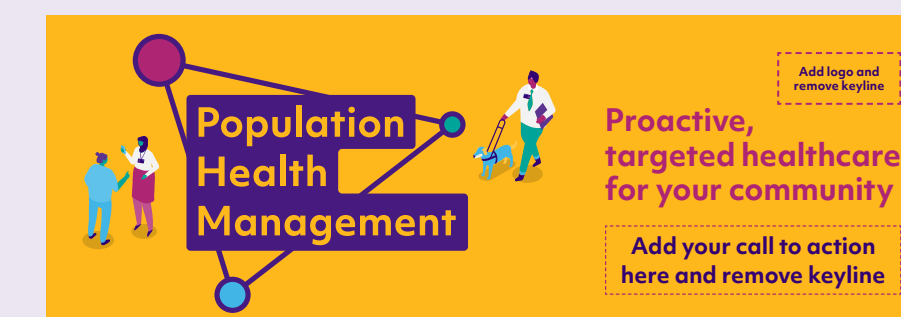
Landscape Poster



1x1 Social
(also available in 16x9 and 9x16)



Digital Screen



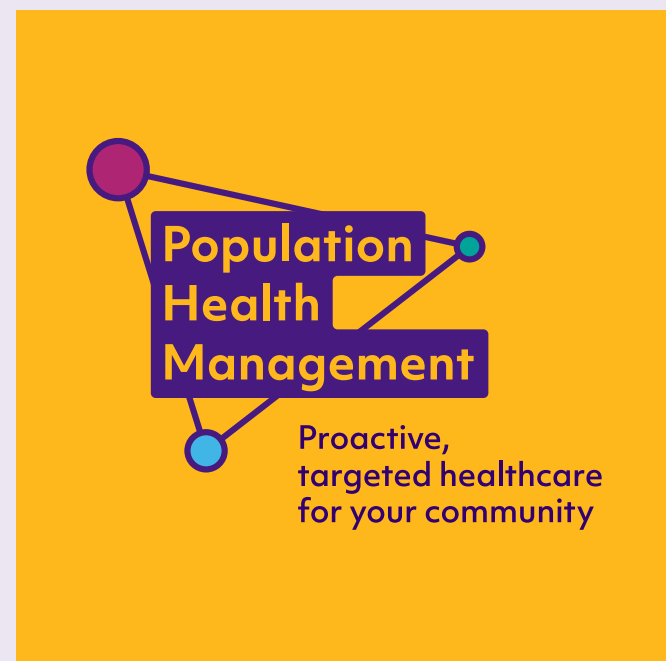
Email Signature

Branding your own assets

If your communications promote any aspects of PHM or any of its messaging, you could brand it with the new PHM badging device.

There are **two versions** of the badging device:

1. Purple version
to be used on light backgrounds such as yellow or white.



2. White version
to be used on dark backgrounds.



Using the badging device

Please apply the badging device as supplied.

Do not – warp, distort or skew the badging device

Do not – remove parts of the badging device

Do not – use the badging device on busy backgrounds



Minimum size

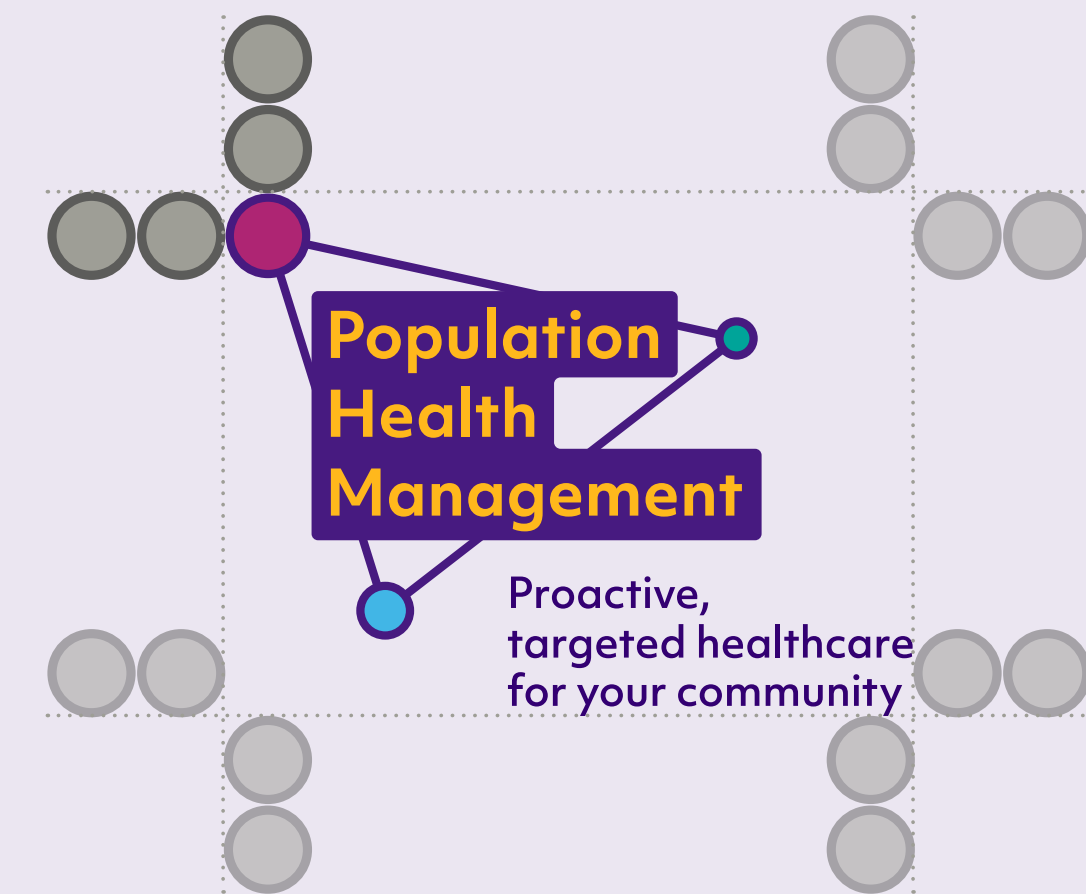
Please don't use the badging device below its minimum guided size. This allows for it to be readable to the broadest possible audiences.

Minimum size – 35mm/132px wide

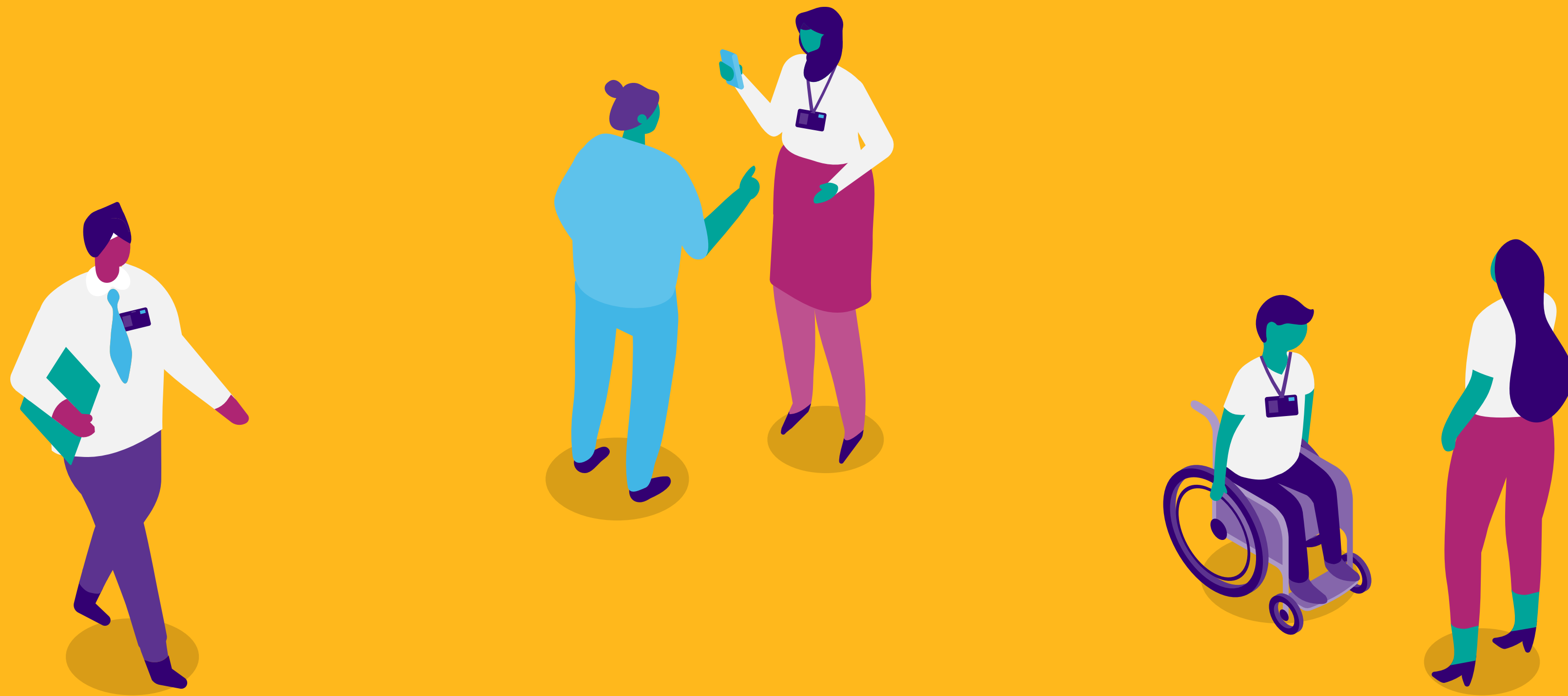
Badging device application

Safe zone

Place the badging device on your comms material, giving it a prominent position. The badging device should be allowed room to breathe. Please do not bunch up logos if many are applied together on a single asset. Our safe zone is calculated as two of the largest circle elements within the logo. This is illustrated below.



Thank you for your support



For any additional information please contact:
england.phmsupport@nhs.net