



# Keeping Well campaign

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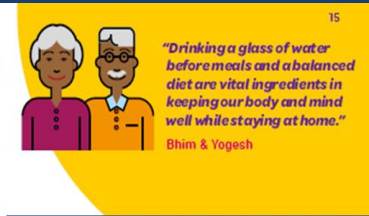
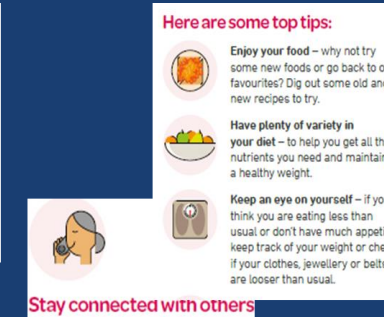
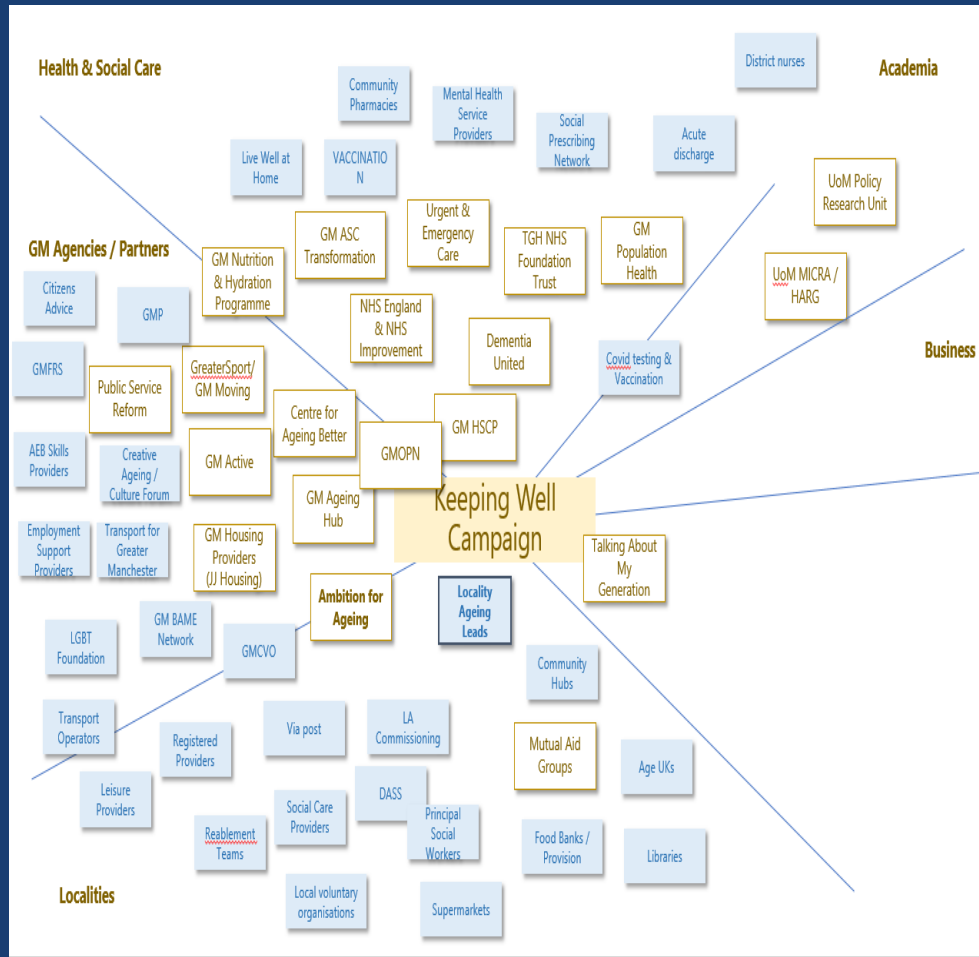
UoM Project Lead – Jane McDermott  
(Healthy Ageing Research Group)

Greater Manchester Ageing Hub at the Combined  
Authority





# GM Eco System



The *Keeping Well at Home* campaign has been brought to life through the following two videos:

[Working Together](#)

[Valuable not Vulnerable](#)



Evaluation Report  
August 2020

Greater Manchester  
66,000 Printed Copies  
15000 digital  
downloads



Adapted  
versions across  
the UK &  
Ireland, Canada  
and Australia



World Health Organisation case  
study, Nov 2020



# Keeping Well This Winter: talking tips

Talking about Keeping Well this Winter is more important than ever this year - especially with older people who are not online.

Here are some talking tips for frontline workers, volunteers, family or friends developed with older people's groups to help the conversation go well.



## Ask me...



How are you doing today?



What's on the menu tonight?



Are you warm enough at home?



How are your loved ones doing?



Have you had some fresh air today?



Are you keeping up with your health appointments?



## Recommendations for policy and practice:



Ensuring public communications are inclusive is critical, digital by default excludes large numbers of our population.



Building future resilience by tailoring public communication to non-digital users is useful.



Proactively reaching those not connected to the internet needs to be considered for all public communications.



Including target group representatives as co-editors to advise on content and stylistic design is key to ensure content is relevant and useful.



Print-based communications are preferred over digital communications for some groups.



During national or local restrictions on physical movement, providing printed information to those self-isolating and shielding is important and of value.

“In Greater Manchester we want to make sure everyone, no matter what their situation, can access the information and advice they need to keep safe and well during the outbreak. Not everyone in the city-region can access the internet and this booklet will go a long way to ensuring that our older residents can find out what they need to do to look after themselves and their family.”

**Andy Burnham, Mayor of Greater Manchester**

## Resources:

**Working Together video** – <https://youtu.be/-0wUt5snGDA>

**Valuable not Vulnerable video** – <https://youtu.be/350WAI4utGk>

**Keeping Well Booklet** – <https://documents.manchester.ac.uk/display.aspx?DocID=49104>

**Evaluation Report** – <https://documents.manchester.ac.uk/display.aspx?DocID=52025>

**WHO Case Study** – <https://www.who.int/news-room/feature-stories/detail/keeping-well-at-home-greater-manchester-combined-authority-s-ageing-hub-booklet>

**Keeping Well this Winter Resource pack** – <https://www.greatermanchester-ca.gov.uk/what-we-do/ageing/keeping-well-this-winter>

**Winter wise booklet** - <https://www.independentage.org/get-advice/winterwise>

**Thank you....**

