

Evaluation Report 2018/19

1. SERVICE DESCRIPTION

This report provides evaluation of the coldAlert service for the winter period 1 November 2018 to 31 March 2019.

For information on how the coldAlert service operates, visit the website www.coldalert.info

2. MET OFFICE SUMMARY OF WINTER WEATHER 2018/19

This winter was milder than average, though during January there was a tendency for temperatures to drop, and the end of that month and start of February saw some sharp frosts and snowfall. Much of December was broadly unsettled, with only transitory quieter interludes. January saw more in the way of high pressure, but increasing numbers of active frontal systems as the month went on, ending with the coldest spell of the winter with snow in many areas. After a cold start, February became predominantly mild, with record-breaking daytime temperatures in the last week and some spells of settled weather.

The Met office forecast is reflected in the number, duration and timing of coldAlert issued this winter.

3. SERVICE DELIVERY AND PERFORMANCE

3.1 coldAlerts issued

Seven coldAlerts were issued during the 2018/19 winter, five at Level 2 – ‘Alert and Ready’- be prepared and two at Level 3 – ‘Take Action’.

Alerts were issued to cover 34.5% of the winter period days (38 days out of 110).

Date	Alert Level	Duration	Comments
14.12.18	2	48 hours	
03.01.19	2	48 hours	
17.01.19	2	1 week	
27.01.19	2	72 hours	
31.01.19	2	48 hours	
31.01.19	3	48 hours	Escalation from level 2 to 3
01.02.19	3	72 hours	Extension of cold alert

Table 1: coldAlerts sent between 1 November 2018 and 31 March 2019

3.2 coldAlert subscribers at 31 March 2019

Subscribers in East Sussex: **1046** (an increase of 192 – target 250)

Total number of subscribers: **1428** (an increase of 336)

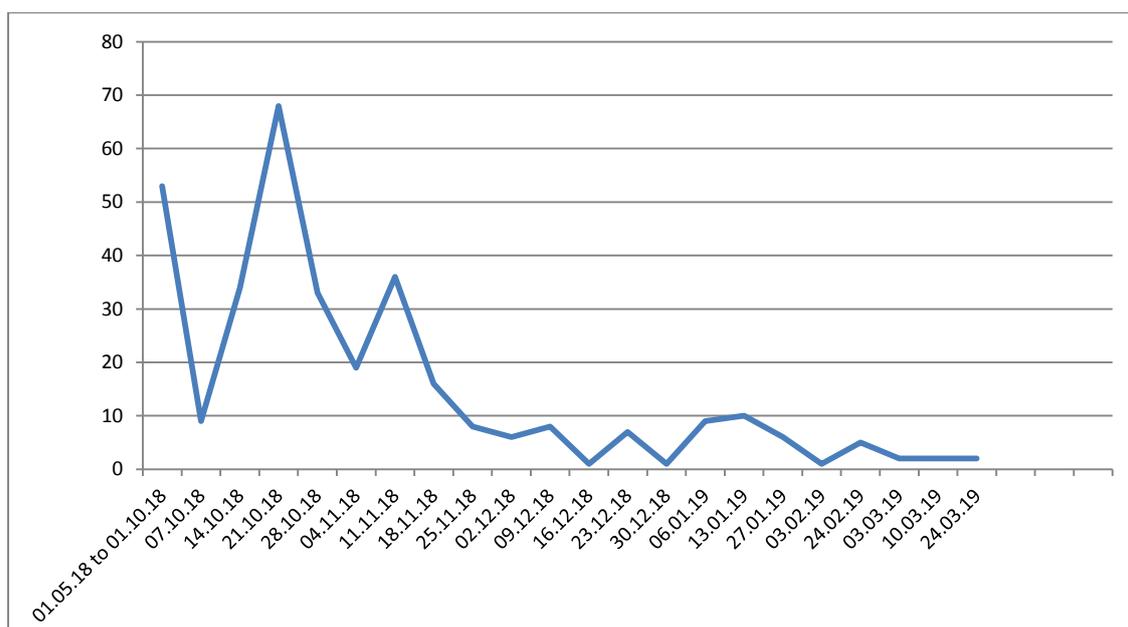


Figure 1: Peaks in coldAlert registrations 2018/19

3.3 Delivery methods

Delivery of coldAlerts to the 1428 subscribers has been via the following methods:

Method	
Text message (to mobile phone)	573
Voice message (to landlines)	373
Email	380
iOS App	57
Android App	45
Total active subscribers	1428

Table 2: Delivery methods of coldAlerts

3.4 GDPR

Due to the introduction of GDPR legislation in May 2018, the amount of data held by Sussex-air has been reduced significantly. The service captures subscriber names and postcodes, however the service can no longer capture health conditions or ethnicity of subscribers, with age and full address being optional, as we have no legal basis on which to ask for this information.

Subscribers to the coldAlert service create a username and password when they register for the service and can manage their subscription, including suspending and deleting the account. Where subscribers are unable to access the website, they can call the coldAlert contact number and the Sussex-air project officer will make amendments to the account on their behalf.

Where clients are referred through STEPS and Homeworks we were able to capture the postcode, age and health conditions (with their consent) see tables below.

Area	No.	85+
Peacehaven (BN10)	1	
Crowborough (TN6)	6	3
Bexhill on Sea (TN39)	16	4
St Leonards on Sea (TN27)	13	1
Uckfield (TN22)	2	
Hailsham (BN27)	9	2
Hastings (TN34)	6	2
Polegate (BN26)	6	1
Heathfield (TN21)	5	2
Eastbourne (BN21)	3	1
Battle (TN22)	2	
Rotherfield (TN6)	2	
	71	16

Health condition	No.
COPD	8
Asthma	0
Parkinson's disease	0
Heart condition	10
Limited mobility	22
Arthritis (osteo/rheumatoid)	7
Diabetes	5
Mental health/depression	3
Dementia	6
Cancer	4
Stroke	6
	71

Table 3: Postcode area and aged over 85

4. CASE STUDY

Mrs A is 82 years old and is a carer for her 84 year old husband. Mr & Mrs A live independently in rural East Sussex with support from a range of services including STEPS. Mr A is blind and in poor health due to a stroke, he has a heart condition, breathing difficulties and feels cold all of the time. The STEPS case worker referred Mr & Mrs A to the coldAlert service in July 2018. Mrs A receives coldAlerts by voicemail to the home phone, she has found receiving coldAlerts very useful in helping to manage her husband's health conditions and medication during periods of severe cold weather. The service has prompted Mrs A to dress her husband in additional layers and keep the home warm during this time. Mrs A has also re-arranged doctor and hospital appointments so that they do not need to leave the home during cold and icy conditions. Mrs A shares the coldAlert information with elderly neighbours and has recommended the coldAlert service to her friends and family.

S is a case worker for STEPS, her clients are spread over a large geographical area of East Sussex and she is based in Eastbourne. S uses the coldAlert service to help plan her client visits and routes during the winter months, she is extremely busy and doesn't always have time to check the weather forecast. Receiving a coldAlert enables S to pre-plan visits and prepare ahead of bad weather, S drives to her clients and finds that receiving a coldAlert enables her to prepare her car, plan routes and avoid roads that would be more difficult to drive in icy conditions. Receiving a coldAlert prompts S to check on vulnerable clients, provide them with information and advice on how to stay warm and well during the extreme cold weather. S advises all her clients to register for the coldAlert service and assists those without internet access to register during her support visits. S finds the service really helpful and shares the information with STEPS colleagues, friends and family.

5. SERVICE COSTS

Item	Cost (£)
Project Officer (registration & support, issuing alerts, marketing, evaluation)	£8,400.00
Website hosting & security	£175.00
Messaging costs (texts)	£660.00
Marketing	£1,000.00
Total service cost	£10,235.00

Table 7: Breakdown of costs to deliver the coldAlert service in Sussex in 2018/19.

The cost equates to £7.17 for each service user in East Sussex (this is the unit cost for all 1428 subscribers, not just those in East Sussex) during the winter period 2018/19, this shows a reduction in cost from £8.91 per person in 2017/18 and a continual reduction in service costs year on year for the last three years.

It is anticipated that costs of delivering the service will reduce further in 2019/20 as subscriber numbers continue to increase and service costs remain relatively stable and low.

6. PROMOTIONAL ACTIVITIES

The coldAlert service was promoted throughout the winter period starting in October 2018. Promotional information, including a combination of hard copy leaflets and email electronic leaflets, were sent to Breathe Easy groups, hospitals, GP surgeries and 3rd sector partners and Children's centres across Sussex.

A social media campaign was launched in November 2018 by ESCC communications team with regular posts on the ESCC Facebook page and via Twitter. The coldAlert service has also been promoted through the coldAlert Twitter account with information re-Tweeted by CAB, Sussex FRS, Care for the Carers, Sussex Young Carers, third sector organisations and individuals. Care for the Carers hosted coldAlert information on their Sussex site during the winter months.

Information regarding the coldAlert service was published in Brief Encounter, To the Point and the Public Health Bulletin in November 2018 and in the electronic edition of Your County magazine.

In addition the service paid for £200 of Facebook (FB) adverts through the ESCC FB site, the adverts ran for a 6-week period in Nov/Dec 2018 and the most popular ads repeated in Jan/Feb 2019. There was a noticeable spike in the number of subscribers during each period of social media activity (see figure 1, page 2).

In addition to the social media campaign the service was promoted through partners at the East Sussex Energy Partnership, Fuel Poverty Network and Sussex-air Quality Partnership meetings.

The service continues to engage with health professionals and targeted health groups (respiratory, cardiovascular groups, British Lung Foundation, British Heart Foundation, Age UK, Age Concern, Care for the Carers, Young Carers, GP surgeries), as well as local authority housing and fuel poverty partnership groups.

6.1 Warm home check service

The Warm Home Check service has been promoted alongside coldAlert again this winter. Advice messages were sent in December 2018 and January 2019 to all registered coldAlert subscribers, to promote the East Sussex Winter Home Check (WHC) Service. The coldAlert service has also promoted the WHC service regularly through the coldAlert Twitter account, several advisory Tweets

have been re Tweeted by followers including East Sussex Fire and Rescue service, Care for Carers, Age UK and local Citizens Advice Bureau offices.

7. KEY FINDINGS AND RECOMMENDATIONS

7.1 Subscription data

The subscription data captured on the coldAlert website has been updated to ensure it complies with the GDPR legislation.

Outcome:

The impact of the GDPR legislation means that we hold less personal information relating to the subscribers, this has impacted on the detail we are able to provide in the evaluation report.

7.2 Collaborative approach to marketing

We continue to promote the coldAlert service across Sussex via social media and traditional methods of promotion (postcards, newsletters and via websites.)

We have developed good relationships with the Havens CCG and will build on this to work with frontline staff to promote the coldAlert service to individuals accessing healthcare services across East Sussex CCGs this winter (2019/20.)

Outcome:

We will continue to explore marketing opportunities for reaching vulnerable people in deprived areas of East Sussex by working closely with Public Health colleagues and front line services.

We promote the service across Sussex and Brighton and Hove, and will continue to use best practice in sharing information with Sussex-air partners, Public Health colleagues and communications teams in other authorities to ensure we are reaching as many people as possible, who could benefit from the service.

8. CONTACT INFORMATION

The coldAlert service is managed by the Sussex Air Quality Partnership (Sussex-air.)

All correspondence should be directed to Jeanette Brown, Project Officer, Sussex-air.

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