Stay Well This Winter Campaign Report

This report summarises the performance and activity undertaken as part of the 2015/2016 Stay Well This Winter Campaign.

**Background**
The Stay Well This Winter campaign was developed by NHS England to reduce admissions via behaviour change among older people, parents of under-fives and people with long-term conditions. The desired behaviour changes were: flu vaccination, self-care, prompt seeking of medical help at the first sign of illness via pharmacies, warm homes and falls prevention (with NHS 111 as a go-to point in the event people are unsure whether or not to use urgent and emergency care).

Locally SDCCG undertook a study to identify service usage across southern Derbyshire and identified:
- People aged 85 and over accounted for the largest amount of attendances to A&E in 2014 when compared to the actual population size of that age group
- Babies and toddlers aged between 0-4 accounted for the largest volume of attendances from any age group to A&E
- 20 to 25 year olds accounted for the largest group of attendees to A&E in 2014 who did not require treatment and left with guidance and advice at most.

**Campaign Objective**
To ensure that people who are most at-risk of preventable emergency admission to hospital are aware of and, wherever possible, are motivated to take, those actions that may avoid admission this winter.

**National campaign objectives:**
- Improve patient orientated outcomes for the management of common ailments and ongoing long term condition management.
- Promote healthy lifestyles and self-care.
- Make the best use of skill mix and access utilising the local community pharmacy infrastructure.
- Contribute to a holistic approach to primary care and community provision.
- Support cost-effective use of resources both financial and personnel.
- Supports national NHS priorities: improving access to general practice, supporting urgent and emergency care review, improving plans for the prescribing of antimicrobials

**Locally focused objectives:**
- Raise awareness of Urgent Care Centres/ Minor Injury Units, particularly with the identified audiences (parents 0-5, 20-25’s, over 85’s and LTC’s) through relevant and targeted messages based on services most appropriate to local areas.
• Inform the population about changes to local services; addition of an x-ray facility at Derby Urgent Care Centre and encourage people to access MIU’s or DUCC for a wider range of physical injuries that would require x-ray.
• Promote preventative measures for common winter ailments to the most at risk groups and areas within our patch through appropriate channels.

**Approach**
The approach to the campaign was to target each age group identified with tailored messages through channels most appropriate to that audience. There was also some ‘blanket’ activity to compliment local and national key messages.

**Parents of 0-5:**
• Rubber Ducks (branded with Derby Urgent Care Centre, DUCC, information) distributed to children, alongside locally produced literature with Stay Well key messages and local service information. These were distributed through:
  • Children’s ED
    Given to children by consultant following consultation and literature passed onto parent.
  • Intu Centre Derby
    these were given to children following the a questionnaire completed by parent/guardian and a picture with the DUCC Duck and shared via Facebook campaign.
  • Local park events
    We teamed up with Derby City Council to attend a number of local parks across the city (just before winter) to talk to parents and get key messages across
• DUCC Duck
  A mascot for the Derby Urgent Care Centre who stood in the local shopping centre for two full weeks during the busiest shopping period of the year at Christmas. Also used in events, media and as engagement for social media competition.
• Lots for Tots
  A locally produced magazine distributed to over 170,000 across southern Derbyshire, national creative was localised and used in the magazine.
• Schools
  Print materials were distributed to primary schools across southern Derbyshire (some print and some electronic)
• Social media groups
  We sent key messages out to local social media accounts, popular with local parents requesting support to disseminate key messages through their social media accounts.

**65 and Over**
• Care/residential homes
  Print/electronic materials were distributed to care and residential homes across southern Derbyshire.
50+ Forum
We attended 50+ forums to disseminate key messages and generate support in further support in sharing key messages.

U3A
Information and key messages (electronic) were sent to the U3A for dissemination across their network within our patch.

20-25

Social media
Key messages through Twitter and Facebook. Including a competition, videos and targeted advertising on Facebook.

Think Twice
A game we developed that gets people to think twice about services they access, promoted through social media and in the Intu centre.

Derby University partnership
We joined up with Derby University and Derby Uni Students Union to get their support on sharing key messages across their channels including social media, intranet, literature to halls and through hall’s health and wellbeing champions.

Wider/ All Audiences

Intu Centre Derby
We spent two full weeks between the 30th November 2015 and 13th December in Derby’s shopping centre, with a kiosk providing information to the public around Stay Well and local health services. We ran a competition to win £50 shopping vouchers by sharing key messages via social media and gave away free DUCC branded rubber ducks as well as literature. We also invited the Stay Warm team from Derby City Council to join us, Winter Friends and were joined by staff from all of our providers.

Events with local community groups
We have attended and planned events with local community groups including; West Indian Association Roma Community

Website
We developed a dedicated website for the Stay Well campaign that will carry on to be our public facing website and the home to all of our external campaigns moving forward. The website contains information on staying well, the think twice game, and information around local services.

Joined approach with service providers
Derby Hospital, Derby Urgent Care Centre, Derby City Council, Derby County Council, DCHS.

Outdoor Advertising
Bus advertising on most city area routes with localised information.

Derby County Football Club partnership
We partnered with Derby County Football Club whereby we have rights to advertise
inside the stadium with localised information on where/how to access services, usage of Rammie (the mascot) and media opportunities.

**Breakdown of activity;**

**Website**

www.NHSStayWellDerbyshire.co.uk

The website replaced the previous Choose Well website used by the CCG. The website gave a local home to the Stay Well campaign, providing an overview of available services in the area and what they can treat alongside the ‘Think Twice’ game. The game aims to get people to think twice about going to A&E for the most common ailments and injuries that people attended A&E for in 2014.

Total cost - £20,000 (Website, game, imagery, videos, design & hosting)

**NHS Stay Well Derbyshire Website Stats**

30th November 2015 – 29th February 2016

<table>
<thead>
<tr>
<th>Metric</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Sessions</td>
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<tr>
<td>Users</td>
<td>2710</td>
</tr>
<tr>
<td>Page Views</td>
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<table>
<thead>
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<tr>
<td>Think Twice</td>
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<td>Services</td>
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<tr>
<td>DUCC</td>
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</tr>
<tr>
<td>MIU</td>
<td>201</td>
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<td>GP</td>
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<td>999</td>
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<td>Self Care</td>
<td>68</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>135</td>
</tr>
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</table>
Think Twice Game
The game was initially designed for the 20-25 year old audience. The broad appeal of the game extended its use to gather insight on what services the public would use for certain conditions and was used at the Intu Centre.
Total visits to the Think Twice game exceeds 1,365 visits (unique visits to the site 431 + visitors at the Intu centre 934)

Intu Centre
30th November – 13th December 2015
Total cost - £4,000

A kiosk in the Intu Centre, Derby activities included;
- Distribution and discussion of Stay Well this Winter guides (locally produced)
- ‘Think Twice’ game and questionnaire
- Facebook competition – Photo with the DUCC Duck
- Free health checks (on two days)
- Attendance from Derby city Council Stay Warm and Healthy team
- Attendance from Winter Friends team
- Distribution of Rubber Ducks with DUCC branding
The event was staffed by bringing together employees from all providers in our area including: Royal Derby Hospital, RDH engagement team, Minor Injury Unit staff, Derby urgent Care centre staff, SDCCG staff, and volunteers from Derby City Council – supporting a service wide joined up approach.

**Results during the two weeks**

<p>| | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Think Twice Game &amp; Questionnaires</td>
<td>934</td>
</tr>
<tr>
<td>Facebook Competition Entries</td>
<td>314</td>
</tr>
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</table>

The vast majority of participants played the game and answered questions in pairs or larger groups (with partners, parents, friends) meaning that the actually amount of people spoken to is likely to have been twice or three times as much as the recorded figure.

The number of participants in the Facebook competition was very positive, given that the Facebook presence was non-existent prior to the campaign, in addition to this as we were asking people to take a photo of themselves with the mascot this was quite a big ask though it not only proved incredibly successful with parents and children but also with teenagers, young adults and the elderly.

**Duck**

During the summer we attended a number of events across the patch to promote the newly renamed Derby Urgent Care Centre (DUCC). These events were held on local parks and predominantly attracted families. During the events we ran a hook-a-duck competition for children whereby they could win one of the branded DUCC ducks whilst we spoke to parents and told them about the changes and undertook a questionnaire. Based on the popularity of the rubber ducks at these events, we decided that these would be another great investment as an engagement piece for the rest of the winter campaign work.

The Facebook competition at the Intu centre involved members of the public taking a picture with the Derby Urgent Care Centre mascot (a yellow duck) holding a sign promoting the Stay Well message. Entrants would have to post the picture on to our Facebook page and share it on to their own feed and were encouraged to get their peers to like and share their photo to maximise the reach of the post. In return they would receive a free rubber duck containing information about the Urgent Care Centre and a chance to win £50 Intu vouchers paid for by One Medical Group.
The competition was successful with the primary audience (Parents with 0-5 year olds) but not limited to this group as people of all age groups participated in the competition.

Both the Duck costume and the rubber ducks worked very well in engaging the public. It created curiosity and members of the public were active in approaching us to see what was going on. The public (particularly children) were immediately attracted to the mascot and people were keen to take photos before even being informed about the competition.

Think Twice Game and Questionnaires
The Think Twice game was used as an indicator into what services people would usually access based on 20 conditions. Scores were recorded along with additional information including;

1) What score did you get in the ‘Think Twice’ game?
2) Have you got any questions about the services mentioned in the game?
3) Have you had the flu jab this year?
   If yes, did you pay for it?
4) Postcode (First four characters)
5) Which GP are you registered to?
6) Any other feedback

Facebook page created for the campaign
Stay Well Derbyshire Page - https://www.facebook.com/nhsstaywellderbyshire/?ref=aymt_homepage_panel

<table>
<thead>
<tr>
<th>Page Likes</th>
<th>478</th>
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<tbody>
<tr>
<td>Engagements</td>
<td>5,148</td>
</tr>
<tr>
<td>Reach</td>
<td>293,882</td>
</tr>
</tbody>
</table>
Facebook advertising has allowed us to communicate with a large scale audience that we had previously not had any exposure to. At a relatively low cost it provides the opportunity to get in front of a well-defined audience.

We spent a total of £270 on Facebook advertising.

Facebook activity was very successful in generating interest in the wider campaign. For such a low investment we managed to get 5,148 + people to engage with the campaign. We now have close to 500 Facebook users in Derby we can easily retarget for future campaigns.

**Twitter**

All winter related tweets supporting the national message.

| Impressions | 27,840 |
| Engagements | 381 |
| Engagement Rate | 1.12% |

SDCCG’s following on Twitter is predominantly made up of health professionals and organisations, based locally and nationally. Only small portion of followers have a direct impact on the community.

Twitter proved to be a good way to cascade key messages to local authorities, businesses and community groups however it wasn’t successful in helping us to share messages directly with the population within our patch.

**Publications**

The campaign has featured in a variety of publications to target key audiences, advertisements were placed in;

<table>
<thead>
<tr>
<th>Publication</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lots for Tots (creative targeted Parents 0-5’s)</td>
<td>170,000</td>
</tr>
<tr>
<td>Chad/Spondon/Oakwood Magazine (Creative raised awareness of local services)</td>
<td>45,000</td>
</tr>
<tr>
<td>Belper/Ripley Area Magazines (Creative aimed at over 65’s)</td>
<td>27,000</td>
</tr>
</tbody>
</table>

**Media**

Media releases (see links below) and health columns written on behalf of two member clinicians were produced and issued to local news media for use online, in print and via broadcast:

Coverage:

ITV News (Central) Weds 28 October 2015:

http://bit.ly/1ReBa8L

Examples of print coverage (unable to provide the below in full owing to newspaper licensing agreement)

- Make sure you stay well and healthy this winter
  Derby Telegraph (Main), 26/10/2015, p.18, Cheryl H Ag U E
  Doctor is calling for Derbyshire patients to protect themselves against winter germs and bugs by getting a free flu jab.

- Patients over 65 urged to get their free winter flu jab
  Derby Telegraph (Main), 26/10/2015, p.18, Cheryl H Ag U E
  Doctor is calling for Derbyshire patients to protect themselves against winter germs and bugs by getting a free flu jab.

- Time to keep winter bugs at bay with some top tips
  Derby Telegraph (Main), 12/12/2015, p.11, Unattributed
  Dr Buk Dhadda, GP at the chillest time of year Swadlincote Surgery and can also be the unhealthiest, Governing Body member of Derbyshire CCG way. What's important during our frosty season is to stay well, be prepared. As they say, prevention is better than cure.

- Duck joins in health drive at one stop shop
  Derby Telegraph (Main), 12/12/2015, p.11, Unattributed
  Clinical Commissioning Group (CCG), which plans and buys services for more than 540,000 patients in the south of the county, is reminding anyone over the age of 65 to get their free flu jab. The vaccine is free of charge and is available at the Derbyshire Clinic, 35-39 Burton Road, Swadlincote.

- Plenty of fluids and rest are key for winter bug
  Derby Telegraph (Main), 06/12/2015, p.7, Unattributed
  Dr Buk Dhadda, GP at the chillest time of year Swadlincote Surgery, is reminding patients to stay well and be prepared. As they say, prevention is better than cure.

- Top doc says standards have fallen
  Derby Telegraph (Main), 17/03/2015, p.12, Chris P E D Oy
  This news will have been received with disappointment by those who support the quality of care provided by Derbyshire CCG.

- Find out here if you are eligible for a free flu jab
  Derby Telegraph (Main), 05/09/2015, p.7, Dr Buk Dhadda, GP
  If you are over 65 or under 65 with a health condition, you may be eligible for a free flu jab.

5 Dec 2015 Derby Telegraph

The tone of all coverage was positive – with a recent exception being 17/3/16 – Derby Telegraph ‘Top Doc Says Standards Have Fallen’. Quotes and headline were used unhelpfully but this has been addressed with two follow up health columns putting the information in correct context and signposting people for advice are planned for the Burton Mail and Ashbourne News Telegraph, set to feature in the next couple of weeks.

£100 - photography
Out Door Advertising

- **Bus advertising**

Arriva Bus advertising in Derby City reaches 90,000 people per day (15 routes from Derby, 7 from Burton). The campaign ran for 13 weeks generating **8,190,000 impressions**

Total cost - £8,253

The intention of bus advertising was to add legs to the national message and to primarily target over 65’s, whilst also reaching parents with 0-5 year olds and students.

- **Derby Quad**

We ran adverts promoting the Stay Well message in the cinema and plasma screens in Derby Quad. This was to help us reach city centre and surrounding area based residents, predominantly parent with young children, people aged over 65 and students. Footfall (including cinema viewers) during the campaign was as follows;

14-20 Dec: 6,765  
21-31 Dec: 5,340  
28-31 Dec: 4,250  
1-3 Jan: 1,622  
4-10 Jan: 5,167  
11-17 Jan: 5,896  
Total: 29,040  
Cost: £564

Derby University

- Intranet article with link to website and game.  
- Internally promoted Facebook competition with £50 voucher give away.  
- Refreshers week event – DUCC team attending with a stall in the University atrium. Taking students through the Think Twice game, giving out leaflets and Rubber Ducks with DUCC branding.  
  Awaiting feedback

Royal Derby Hospital

- Posters, pull up banners and booklets in both Children’s and Adults Emergency Departments  
- Rubber Ducks given to child attendees by consultants (2,000+)  
  Feedback from the hospital was;

  “The kids liked them but felt it was a treat for coming to CED. We have seen patients given the ducks reattend CED even though they could have gone to the DUCC - one so enamoured with the duck he had carried it everywhere since and other children being offered repeat ducks to be told they already had one....
I would summarise by saying the ducks were popular but not for the original reason intended.....may have alerted parents to the DUCC but prob not enough to choose well!”

Derby Urgent Care Centre

- Pull up banners, posters and booklets

Minor Injury Units (Ripley, Ilkeston, Whitworth) & Walk-in Centres (St Oswalds & Swadlincote)

- Pull up banners, posters and booklets
  
  *Awaiting feedback*

All GP Surgeries & branch surgeries

- Pull up banners, posters and booklets

All Pharmacies in Southern Derbyshire (108)

- Posters and booklets

Community Centres / Organisations / Libraries / Leisure Centres / Education establishments

- Posters and booklets distributed to 310 sites (including all council leisure centres, private gyms, all Derby based primary schools, Derby University, all Derby libraries,

Other

50+ forum – Presentation delivered to forum group and discussions around sharing messages and advocacy.

U3A – information sent to group to share key messages and encourage advocacy.

Derby County Football Club

- Turnstile/Concourse Leaflet 2,000
- Pitchside photograph with Rammie for media purposes
- Digital display advertising (concourse, restaurant, club shop, ticket office) until the end of the season
- 1 hour session with Rammie for engagement event
Findings from the campaign

Intu Centre Engagement

As part of the Intu centre engagement event between 30\textsuperscript{th} November and 13\textsuperscript{th} December 2015, the public were taken through a questionnaire and the ‘Think Twice’ game. The largest age group of people spoken to fell within the 21-30 brackets (22%) followed by 31-40 (19%). The remainder of participants then fell within age groups between 41-70.

12\% of participants spoken to lived and were registered to GP’s outside of the CCG area. The rest of participants gave full representation of all GP practices across the CCG.

In total, only 30 participants spoken to have paid for their flu jab out of 406 (45\%) who had flu jab this year.

The most frequent scores achieved in the Think Twice game were between 75\% and 85\%. Where to go for sprains and breaks, foreign body, dislocations and rashes were the most popular questions participants answered incorrectly and gave feedback on.
175 people gave responses after playing the game relating to a lack of knowledge or awareness of the Urgent Care Centre or the Minor Injury Units.

246 participants gave positive feedback on the game.

Participants were asked to provide any other feedback about their local NHS services, feedback was reviewed and categorised providing the following insight;

- 136 participants commented about their GP in a negative light.
- 193 respondents in total made comments relating to a lack of awareness about Minor Injury Units or the Urgent Care Centre.

The word cloud below encapsulates the feedback given by respondents who were summarised as giving negative GP feedback. The bolder and more prominent words highlight key terms that were used most.
frequently in the feedback. Appointment availability, receptionist and GPs are the make up the most common terms surrounding negative feedback. The following conclusions can be drawn from these findings:

- Promotional work around the DUCC needs to continue and promotion of Minor Injury Units needs to be done at a greater and sustained scale.
- There is a need to work with the public to understand more about the challenges they face with GPs, what is causing such negative feedback around appointments, GP’s and receptionists. This is being addressed through the Patient Interaction and Access Project Group.
- The ‘Think Twice’ game can be used more to help educate people on choosing services.
- More needs to be done to speak to people about using pharmacies.
- People need to be made better aware of where to go for foreign body, dislocations, sprains and breaks and rashes.

**What worked**

**Digital aspect**
The website and Facebook page created hubs for the campaign so we could track and measure participation. Paid Facebook campaigns to target and grow the reach helped the campaign get in front of audiences previously found difficult to reach. The game also proved successful by challenging thought process about choosing health services, giving people something to think about.

**Engagement events**
The two weeks spent at the Intu Centre Derby was successful in allowing us to engage with the public from across the patch as we had representation from all GP practices, and spoke to over 1,000 people. The costume and free giveaways were also key to the success as the public and target audience responded very well to them.

The event also brought together partners from across the system working towards delivering a common goal.

**Next steps**

**Action Feedback**
The aforementioned feedback gathered during the campaign highlighted needs to be actioned;

- A greater level and sustained effort to promote DUCC and MIU’s.
- Communication around using pharmacies.
• Addressing access and experience issues with GPs

**Seldom Heard Groups**

Engagement events are now taking place with seldom heard groups across southern Derbyshire in partnership with Derby City Council. The first of these will take place in April 2016 with a Roma community focus.

**Pharmacy First**

As pointed out in the questionnaire findings, many people overlook pharmacies as a point of call when they are ill. Work being done with the Pharmacy First scheme aims to combat this. See the website [http://nhsstaywellderbyshire.co.uk/services/pharmacy/](http://nhsstaywellderbyshire.co.uk/services/pharmacy/)

**Website**

[www.NHSStayWellDerbyshire.co.uk](http://www.NHSStayWellDerbyshire.co.uk) is to become the main public facing website for the CCG and the main place to point campaigns towards.

**Social Media**

It was the first time the CCG had used Facebook as a promotional tool. We found that it has worked very well and the advertising opportunities it provides are also very good in the way that they enable us to be very specific with targeting certain groups.

**One You Campaign**

One You is the next public health campaign. This follows on from Stay Well and will encourage people to be more proactive in looking after themselves. We will support this locally. National campaign launches Monday 7th March (Local resources available on this date too) via PHE resources site.

**Continuation of way of working**

One of the most successful elements of the winter campaign was how we brought together providers and partners to help support common messages and goals. We will continue this way of working with future campaigns, starting by bringing together all comms leads to discuss an approach to ongoing communications for the summer 2016 and beyond.

**No singular focus on winter**

In our initial research we identified that despite a peak in attendances in winter (alongside the wider issues that contribute towards system wide winter pressures) we do we a high volume of attendances during the summer, particularly around the end of the school summer holiday period.

**GP’s**
Requirement to tackle negativity around general practice particularly availability and receptionist.
<table>
<thead>
<tr>
<th>Practice Name</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilson Street Surgery</td>
<td>6</td>
</tr>
<tr>
<td>Willington Surgery</td>
<td>32</td>
</tr>
<tr>
<td>Whitmoore Medical Centre</td>
<td>13</td>
</tr>
<tr>
<td>West Hallam Medical Centre</td>
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</tr>
<tr>
<td>Wellside Medical Centre</td>
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<tr>
<td>Wellbrook Medical Centre</td>
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<tr>
<td>Village Surgery</td>
<td>13</td>
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<tr>
<td>Vernon Street Medical Centre</td>
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<tr>
<td>University Campus</td>
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<tr>
<td>Swadlincote Surgery</td>
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<tr>
<td>St Thomas Road Surgery</td>
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<tr>
<td>Somercotes Medical Centre</td>
<td>4</td>
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<tr>
<td>Sinfin Health Centre</td>
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<tr>
<td>Riversdale Surgery</td>
<td>17</td>
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<tr>
<td>Ripley Medical Centre</td>
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<td>Parkside Surgery</td>
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<td>Parkfields Surgery</td>
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<td>Park Lane Surgery</td>
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<td>Overdale Medical Practice</td>
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<td>Out of CCG area</td>
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<tr>
<td>Osmaston Surgery</td>
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<td>Oakwood Medical centre</td>
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<td>Darley Dale Medical Centre</td>
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<td>Crich Medical Practice</td>
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<td>Clifton Road Surgery</td>
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<td>Chellaston Medical Centre</td>
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