

From: Jamie Henderson, Cabinet Member for Environment,
Coastal Regeneration and Public Health
Dr Anjan Ghosh, Director of Public Health

To: Adult Social Care and Public Health Cabinet
Committee – 8 July 2026

Subject: **Public Health Communications and Campaigns
Update**

Classification: Unrestricted

Past Pathway of Paper: None

Future Pathway of Paper: None

Electoral Division: All

Summary: This paper is a review of the performance of the campaigns and communications activity which supported the delivery of public health priorities in 2025/2026 based on activity between 1st April 2025 until 31st March 2026, when the new campaign cycle started.

The report notes an overview of the campaign and communications activity agreed by Public Health Consultants, activity that was carried out in support of public health objectives, and where possible the impact on behaviour change or service uptake.

Recommendation: The Adult Social Care and Public Health Cabinet Committee is asked to **NOTE** the public health campaigns that were delivered in 2025/26 and the need to continue to deliver.

1. Introduction

1.1 Marketing and communications activity continued to play a critical role in supporting our residents and providing trusted and timely information about public health priorities throughout the year

1.2 2025-2026 was a period of change with One You Kent services (Smoking cessation, healthy weight and lifestyle) and NHS Health Checks going through transformation programmes. MRX has supported public health commissioning with communicating these changes and ensuring access to key services during the transition/onboarding periods.

1.3 For the planning cycle 2025/26 the following public health priorities were identified with clear, measurable objectives set, against which a campaign was planned, developed and delivered:

- Mental Health & Suicide Prevention
- Smoking Cessation
- Drugs & Alcohol
- Best Start in Life
- Healthy Lifestyle
- Sexual Health
- Health Protection (including seasonal health)
- NHS Health Checks

1.4 Marketing and communication campaign activity continued to focus on three main drivers:

- Promoting healthier behaviours and self help
- Giving information and advice
- Promoting local services where available and highlighting online and digital support.

1.5 Campaign objectives are aligned to core public health outcomes and often operate to build long-term resident **capability, motivation, and opportunity** to change. They are not the same as the service objectives.

Shifting deep-seated behaviours and cultural norms takes time, and marketing activity does not always result in an immediate spike in service uptake/referrals or evidential behaviour change. Highly effective preventative marketing ultimately aims

to reduce long-term dependency on services to improve health outcomes and reduce costs.

Campaigns and communications activity amplifies public health messages and services to reach larger audiences and motivate change, alongside partnership working to reach underserved groups and communities.

Performance metrics vary by tactic/channel. Key metrics used for campaigns and communications are:

- **Impressions:** The total number of times campaign content has been displayed on a screen
- **Reach:** The number of unique, individual users who have actively been served targeted campaign content
- **Engagements:** Combination of clicks, link clicks, video plays or shares
- **Opportunities to See (OTS):** The standard industry metric estimating how many people were exposed to TV, radio, and out-of-home (billboard) advertising content
- **Audience Size:** The total number of unique users who follow or subscribe to KCC's owned digital channels
- **Website Visits:** The total volume of traffic to KCC and/or partner web pages

2. Overview of Public Health Campaigns and Communications 2025/2026

Below is a breakdown of the main campaign and marketing activity that was delivered in 2025/26 across each priority area.

2.1 Mental Health & Suicide Prevention

- Signposting and promotion of local services and support through social media, newsletter and media features:
 - [Mental Health and Wellbeing Information Hub](#)
 - [Mind Training](#) (specifically Suicide Prevention & Everyday Mental Health)
 - [Live Well Kent Services](#)
 - [Safe Havens](#)

- [Release the Pressure campaign](#) promotion
 - 'Always on' google ads to promote Release the Pressure helpline to Kent residents who are searching for related key terms
- Media features and social media content around pre-agreed key awareness dates and times of year:
 - [Baton of Hope event](#)
 - Mental Health Awareness Week
 - World Suicide Prevention Day
 - World Mental Health Day
- Awareness raising promotion using targeted advertising in key locations and times of year:
 - Football stadium advertising (Dover FC, Dartford FC and Folkestone Invicta FC)
 - Pharmacy bag advertising
 - Petrol pump advertising
 - Radio and digital audio ads
 - Social media advertising
- Sharing national toolkit assets and key messages including [Every Mind Matters](#) and [Kooth](#) across social media channels

- **Advertising Impact (of the above activity)**

- **Impressions** – 9,369,958
- **Reach** – 2,469,392
- **Engagements** – 9,723
- **Website views** – 29,513 (Release the Pressure)

2.1.1 Key campaign priorities for 2026-27

- Promoting the Release the Pressure helpline including the updated text support line 'STAND'. Advertising through a variety of out of home and digital channels in key areas to raise awareness of the updated services.
- Rebranding the '6 Ways to Wellbeing' preventative campaign using digital channels to support Kent residents with a toolkit to support their mental

wellbeing. Using advertising channels to boost awareness and reach to key audiences

- Communications and PR support for the launch of the New Suicide and Self-Harm Strategy 2026-2030.

2.2 Smoking Cessation

- Signposting and promotion of local services and support through social media, media features and advertising:
 - [Smokefree Kent](#) webpage and services
 - One You Kent
 - [Allen Carr's Easyway programme](#)
- Supported the launch of the [South East Smokefree Alliance](#) regional smoking and mental health campaign through KCC channels, including the Kent leg of the roadshow (Folkestone Invicta FC matchday). Attended alliance calls throughout the year.
- Media features and social media content around pre-agreed key awareness dates and times of year
 - Stoptober
 - New year
 - National No Smoking Day
- Awareness raising promotion using targeted advertising in key locations and times of year:
 - Football stadium advertising (Dover FC, Dartford FC and Folkestone Invicta FC)
 - Pharmacy bag advertising
 - Petrol pump advertising
 - Radio and digital audio ads
 - Social media advertising
- Sharing national tools and key messages across Kent including [NHS stop smoking services](#) through social media channels

2.2.1 Key campaign priorities for 2026-27

- Work closely with the South East Stop Smoking Alliance to amplify regional campaigns

- Awareness raising campaign to support the benefits of quitting smoking and the local stop smoking support (including One You and Allen Carr), with specific campaign activity targeted towards key areas/audiences
- Campaign advertising and communications support (PR) to amplify key awareness days (Stoptober, Stop Smoking Day and the new year)
- Promotion of the vaping survey for 16-18 year olds using targeted advertising

2.3 Drugs & Alcohol

- Awareness raising promotion of the Drug and Alcohol brand campaign and Know Your Score quiz, using targeted advertising in key locations and times of year:
 - Football stadium advertising (Dover FC, Dartford FC and Folkestone Invicta FC)
 - Pharmacy bag advertising
 - Petrol pump advertising
 - Internal bus ads
 - 6 sheet ads – convenience stores
 - Radio and digital audio ads
 - Google / digital ads
 - Social media advertising
- Signposting and promotion of local services and support through social media, media features and advertising:
 - Preventative Know Your Score campaign
 - [Know Your Score online quiz](#)
 - [Lower my drinking webpage](#)
 - One You Kent referral form
 - Drug and Alcohol support
 - [Advice and information](#)
 - [Referral services in Kent](#)
- Media features and social media content around pre-agreed key awareness dates and times of year
 - Alcohol Awareness Week/Summer
 - Winter/Dry January

- Sharing national tools and key messages across Kent including [NHS alcohol advice and tools](#) and [Alcohol Change UK unit calculator](#) using social media channels

- **Advertising Impact**

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|---|
| <ul style="list-style-type: none">○ Impressions – 11,300,939○ Reach – 3,782,822○ Engagements – 185,052○ Website views – 11,290 |
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2.3.1 Key campaign priorities for 2026-27

- Promotion of the Know Your Score quiz and Drug and Alcohol Service so residents are aware of units and support options available in Kent.
Upweighted for key areas/audiences
- Campaign advertising and communications support (PR) to amplify key awareness days and periods (Alcohol Awareness Week/Summer and Dry January/new year).
- Use of case studies where possible using ‘Alcohol and me’ branding.
- Content toolkit creation to raise awareness of Naloxone for target audiences

2.4 Best Start in Life

- Sharing national tools and key messages across Kent including [Best Start in Life information and resources](#), [NHS Healthy Start](#) and [National Breastfeeding Helpline using](#) social media channels
- Media features and social media content around pre-agreed key awareness dates and times of year:
 - World Breastfeeding Awareness Month
 - Infant feeding campaign
- Branding and creative support for the supervised toothbrushing programme in key settings/areas of Kent

- Signposting and promotion of local services and support through social media, media features and advertising:
 - [Best Start in Life local](#) and [Kent Family Hub](#) information and services
 - [Infant feeding](#) webpage and partner services such as [Beside You](#) & [local Breastfeeding support](#)
 - [NHS Healthy Start](#) and free vitamins in Kent
- [Infant Feeding campaign](#) promotion and advertising in Jan-March 2026
 - Creation of new infant feeding animations to support new parents
 - Promotion of key information and signposting to support services (Beside You, NCT, mental health helpline, healthy start and breast pump hire)
 - Advertising included:
 - [Printed](#) items (posters/coffee cup sleeves in country parks/cafes)
 - Internal bus advertising
 - Advertising at soft play/leisure centres
 - Digital advertising including Mumsnet, KM 'My Kent Family', Meta and Google ads
 - Digital radio/spotify
- **Advertising Impact**

- **Impressions** – 7,062,995
- **Reach** – 1,404,244
- **Engagements** – 23,515
- **Website views** – 11,820
- **Video views** – 31,993

2.4.1 Key campaign priorities for 2026-27

- Promotion of national Best Start in Life information and advice.
- Campaign advertising to promote infant feeding advice and support in for expectant and new parents. Using new animations and upweighted for key areas/audiences
- Campaign advertising and communications support (PR) to amplify key awareness days (World Breastfeeding Awareness Week)

2.5 Healthy Lifestyle

- Sharing national tools and key messages across Kent including [NHS Better Health](#) and [Healthy Choices quiz](#) through social media channels
- Signposting and promotion of local services and support through social media, partnerships, media features and advertising:
 - [One You Kent](#) ([Healthy weight](#) and [get moving](#) pages) – promoting walking groups and referrals
 - KCC content ([Dinspiration](#) and [Healthy eating on a budget](#) pages)
 - [Kent Connected](#) & WeRoam tools
[Everyday Active](#) and [Explore Kent](#)
- Media features and social media content around pre-agreed key awareness dates and times of year:
 - National Walking Month
 - January - March
- Promotion using targeted advertising in key locations:
 - Creation of short recipe animations for 'Dinspiration' campaign
 - Printed ads in the community ads local magazines
 - Digital screens at play centres, cinemas and leisure centres
 - KM ads
 - Spotify ads
 - Social media advertising
- Attended and contributed to the Countryside comms partnership meetings to collaborate and amplify partner projects
- Supported with the communications for the change of commissioned service provider for One You Kent
- **Advertising Impact**

- **Impressions** – 12,532,485
- **Reach** – 2,012,702
- **Engagements** – 24,781
- **Website views** – 11,552
- **Healthy Choices** - Kent data - 24,200 quiz completions and 3,443 email registrations

2.5.1 Key campaign priorities for 2026-27

- Promotion of NHS tools and information to Kent residents to live a healthy lifestyle. Promotion of the NHS healthy choices quiz in Kent
- Support the new provider of One You services in Kent, to provide guidance and amplify communications and content through the One You Kent social media channels
- Promote the One You website pages around healthy weight and being active to increase referrals and signposting to local and national tools
- Campaign advertising and communications support (PR) to amplify key awareness days (National Walking Month, New year/healthy recipes and spring/ being active)
- Attend partnership calls to work collaboratively and amplify partner campaigns

2.6 Sexual Health

- Signposting and promotion of local services and information through social media, newsletter and media features:
 - [KCC Sexual health](#) webpages
 - STI information and access to home and clinic based STI testing
 - Contraception choices (including free condoms for under 25 year olds)
 - Healthy relationships
- Media features and social media content around pre-agreed key awareness dates and times of year:
 - Sexual Health Week
 - World Contraception Day
 - National HIV Testing Week

- Awareness raising promotion using targeted advertising for STI testing and Contraception choices in Kent
 - Internal bus panel advertising
 - Digital boards (leisure centres/cinemas)
 - Printed posters and merchandise (Colleges and organisations)
 - Pharmacy bag advertising
 - DAX and Spotify advertising
 - Search advertising (Google)
 - Social media advertising

- **Advertising Impact**

- **Impressions** – 11,762,800
- **Reach** – 3,433,563
- **Engagements** – 96,311
- **Website views** – 42,585

2.6.1 Key campaign priorities for 2026-27

- Promotion of the sexual health information and support options available in Kent. Upweighted for key areas/audiences
- Social media and communications support (PR) to amplify key awareness days and periods
- Campaign advertising to raise awareness of the 'Free Condom programme for under 25 years and STI testing and contraception choices.

2.7 Health Protection (including seasonal health)

- Promotion of NHS information to Kent residents around immunisations and vaccinations to eligible groups
- Media feature, website and social media content to raise awareness of the UK [HSA Heat-health and Cold-health alerts](#) in winter on the health of vulnerable residents in Kent (All residents if red alert)
- Signposting and promotion of local services and information through social media, newsletter and media features:

- Seasonal health ([This Winter](#) and [Heatwave](#) content)
- Seasonal flu vaccinations and Covid boosters
- Childhood vaccines
- MMR uptake
- Kent Air alerts
- Ticks
- Infection prevention
- Media features and social media content around pre-agreed key awareness dates and times of year.
- Budget contribution to NHS Kent & Medway in the targeted promotion of the seasonal flu and covid booster campaign to key audiences.
 - Social media advertising (Meta and LinkedIn)
- Attend partnership calls to work collaboratively and amplify partner campaigns/priorities

2.7.1 Key campaign priorities for 2026-27

- Promotion of seasonal flu vaccination and Covid booster campaign supporting NH Kent & Medway. Joint funding opportunity to increase advertising reach to key audiences
- Promotion of childhood immunisation at key periods (children under 5)
- Promotion of MMR uptake to college and university students
- Social media and communications support (PR) to amplify key awareness days and periods
- Targeted advertising linked to temperatures (high and low) of key messages to key audiences

2.7.2 NHS Health Checks

- Supported communications via GPs due to changes to the way people have been invited to their NHS health Check (via text through GPs).
- Due to changes in the commissioning and NHS Health Checks no paid for promotion has been completed in 2025-26.

2.7.3 Key campaign priorities for 2026-27

- Awareness raising promotion of the way you are invited to an NHS Health Check and to promote booking your check will be planned for 2026-27 to raise uptake of the checks.
- New creative will be developed and targeted advertising will be used.

Total MRX public health campaign spend for 2025-26 - £249,174

4. Conclusion and Next Steps

4.1 We continue to develop the public health communications plan in line with priorities agreed by the Director of Public Health. These include:

- Mental Health & Suicide Prevention
- Smoking Cessation
- Drugs & Alcohol
- Marmot
- Best Start in Life
- Healthy Lifestyle
- Sexual Health
- Health Protection (including seasonal health)
- NHS Health Checks

4.2 Previous successes and learning continues to be integrated into future campaigns, developing effective communication methods and channels to target key groups and issue areas, across all platforms.

4.3 It has long been recognised that for long-term change requires long-term, consistent messaging, and it is important to continue working with local partners and nationally with the UKHSA to create and deliver consistent public health campaigns and marketing activity.

5. Recommendation

5.1 Recommendation: The Adult Social Care and Public Health Cabinet Committee is asked to **NOTE** the review of the public health communications and campaigns in 2025/26 and the need to continue to deliver throughout 2026/27.

6. Background Documents

None

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