

## Corporate Policy Overview Committee – 27 September 2007

**Target 50: Introduce a hard-hitting public health campaign targeted at young people to increase their awareness and so reduce the damaging effects of smoking, alcohol, drugs and early or unprotected sex**

**Lead Cabinet Members:**

Mark Dance/ Chris Wells/Graham Gibbens

**Lead Managing Director:**

Graham Badman

**Lead Officer:**

Marilyn Hodges

### **Progress to date:**

Too many young people have their lives blighted by the effects of drugs, alcohol, unplanned pregnancy and sexually transmitted infections.

Kent aims to target the health and well being of all its C&YP through a number of complimentary 2010 targets which together will provide the support needed at all stages of their development to enable them to develop the emotional intelligence to make informed choices. The health campaign is one element of this wider agenda KCC has been liaising with key partners and has carried out an audit of existing work in order to ensure that the hard hitting campaign builds on rather than duplicates existing activity in this field. There is now a comprehensive picture of existing campaign activity by all partners in Kent and nationally.

In addition, research has been conducted into young people's needs, values and behaviour and finding out which campaigns actually result in behaviour change. The key focus for this campaign will be behaviour change so as to ensure impact.

The campaign will reinforce messages included in the new personal, social and health education (PSHE) strategy, which will be launched for consultation in 2008 and complement other activity aimed at improving young peoples lives

A small campaign steering-group has been formed to steer this and it is planned that the campaign will end in 2010 with a high-profile event where young people involved report back on how it has impacted upon their lives.

### What are the next steps

- Design and deliver pilot interventions alongside focus groups of young people who are known to be vulnerable to risk-taking behaviour and then to roll-out the campaign based on the evaluations. The interventions will be evidence-based and aim to raise awareness, ensure young people can access appropriate services and emphasise responsibility and the skills needed to build positive relationships.
- Continue to work with and engage C&YP in the campaign and the future development of supporting materials and activity
- Build on existing strategies, projects and activities to provide young people with the tools they need to make informed decisions
- Ensure a focus on young men as research has shown that they are missed by campaigns and health services
- Provide parents and carers with effective information to help them