

By: Graham Gibbens, Cabinet Member for Adult Social Care and Health
Andrew Scott-Clark, Director of Public Health

To: Adult Social Care and Health Cabinet Committee - 12 July 2016

Subject: Public Health Communications and Campaigns Update

Classification: Unrestricted

Past pathway: This is the first committee by which this issue will be considered.

Future pathway: N/A

Electoral Divisions: All

Summary

Marketing and communications is a key element in delivering successful public health interventions. This paper reports on the recent campaigns delivered through the County Council public health team and our plans for the coming year.

Delivering effective campaigns and communication to the residents of Kent is one of the key priorities agreed for public health this year, with the core aim of driving behaviour change particularly in the communities with highest need.

Recommendation:

The Adult Social Care and Health Cabinet Committee is asked to:

- i) **COMMENT** on the progress and impact of Public Health campaigns in 2015/16; and
- ii) **COMMENT** on and **ENDORSE** the key developments planned for 2016/17

1. Introduction

1.1 Marketing and Communications is a key element of the public health strategy to support Kent residents to improve both their physical and mental health.

1.1.1. During 2015/16, the County Council Public Health department delivered a series of campaigns aimed at increasing awareness of public health issues, and directing people to sources of support

- 1.2. The Public Health department has recognised that there is a great opportunity for further development in this area, particularly through working with local partners, and has identified the following as one of the Division's strategic priorities for action in 2016/17.

“Ensuring a co-ordinated and effective programme of Health Improvement Campaigns across the health and care sector, delivering consistent health improvement messages to the public. Raising awareness of key public health challenges both through proactive public relations and through a series of campaigns, with the aim of educating and supporting people to take more responsibility for their own health and wellbeing.”

- 1.3. This paper will cover some of the recent campaigns, the coverage received and the evidence of impact, before looking at the key developments planned in the coming year.

2. Campaigns and Press in 2016/17

- 2.1. When developing campaigns it is obviously key to identify the problem, understand the behaviour change needed, the core audience to be reached, and what channels can be used to get the message across most effectively.
- 2.2. Wherever possible, national campaigns are supported, and their reach extended where needed, rather than trying to create something new, and therefore competing against national campaigns and brands such as Change 4 Life. The Public Health team work with partners, and our suppliers, wherever possible, to ensure a co-ordinated approach to communicating messages to the public.
- 2.3. During 2015/16 a series of campaigns was delivered, alongside targeted press releases that resulted in increased awareness of the role of the County Council in delivering public health interventions, and the options available to improve their healthy behaviours.
- 2.4. The key campaigns delivered during the year were:
 - Know Your Score – Alcohol Awareness
 - Release the Pressure – Suicide Prevention
 - Sugar Smart Campaign Extension
 - Smokefree – Campaign Extension

These campaigns are covered in more detail in appendices 1-4 of this document.

3. Press coverage during 2015/16

- 3.1 In addition to the planned campaigns during the year, the County Council Public Health team has been keen to utilise the press to promote health messages, and to take advantage of opportunities as they arise throughout the year.
- 3.2 There has been clear interest from the press in public health-themed stories and over the past year, there have been:

- 57 countywide and localised press releases
- 32 reactive statements
- 36 television and radio interviews
- 175 articles in regional newspapers
- 52 online articles

3.3 More detail on the press coverage during 2015/16 can be found in Appendix 5.

4. Key Developments for 2016/17

- 4.1 In line with the changing approach by the County Council's Corporate Communications department, Public Health will be commissioning future work from the Creative Services Framework.
- 4.2 Two key areas of focus will be to extend the two key Public Health England branded campaigns further in Kent, with a focus on targeting areas of high health inequalities. Public Health will be using the Creative Service Framework to bring on board an agency to deliver a programme of Change 4 Life promotions from July – March, and an agency to deliver a programme of work aimed at promoting healthier lifestyles for adults, utilising the PHE One You brand (which encompasses smoking, drinking, healthy eating and physical activity).
- 4.3 Work will be undertaken to redevelop the Public Health web pages to ensure that there is a smooth customer journey that is able to provide support to Kent residents to enable them to develop healthier lifestyle behaviours. In a similar way to the process described above for the Smokefree campaign, for residents who just need a tool such as an app or a quit kit, the website will support them to find the resources they need. For those that will require the more intensive support provided by a service, the website will be designed make it easy for them to access this.
- 4.4 The Kent Public Health team has developed a strong working relationship with the PHE Communications team over the past twelve months, and has been selected as one of five authorities to be involved in a pilot project called the Local Authority Marketing Measurement Framework. This will provide real-time data on response to national campaigns in local areas. The aim is to provide local authorities with data such as response to online ads in a certain location (e.g. at ward level). This will then allow us to extend campaigns in a much more effective way, utilising the kind of targeting detailed above, but in a much more timely manner.
- 4.5 There will be further investment in promoting the Release the Pressure campaign, utilising the intelligence gathered from the work in March and April to target even more effectively.
- 4.6 A campaign to promote condom use is planned for later in the year, and will be built upon the results of research that is currently being undertaken by the Health Protection team.

5. Conclusion

- 5.1 Well-planned, targeted campaigns can have a positive impact on people's behaviour. The campaigns that the County Council Public Health team have undertaken during

2015/16, as well as delivering strong results, have also provided excellent learning on the best methods to target groups, and on the benefits of utilising social media.

5.2 Close working with PHE during the coming months will bring about even more effective targeting, and will help the County Council Public Health team to provide Kent residents with access to the tools they need to improve their health.

5.3 However, it is important to recognise that long-term change requires long-term, consistent messaging, and it will be important to work ever closer with local partners and to provide them with the leadership and resources to support strong social marketing in their area.

6 Recommendation

6.1 The Adult Social Care and Health Cabinet Committee is asked to:

- i) **COMMENT** on the progress and impact of Public Health campaigns in 2015/16; and
- ii) **COMMENT** on and **ENDORSE** the key developments planned for 2016/17.

Background Documents

None

Report Author

Wayne Gough, Business Planning & Strategy Manager
03000 416169
wayne.gough@kent.gov.uk

Karen Sharp: Head of Public Health Commissioning
03000 416668
karen.sharp@kent.gov.uk

Relevant Director:

Andrew Scott-Clark: Director of Public Health
03000 416659
andrew.scott-clark@kent.gov.uk