

### **April 2015 to March 2016 Media coverage report**

The following list of media coverage has been divided into key areas:

1. Smoking
2. Mental Health and Wellbeing
3. Alcohol
4. Obesity/healthy living (including Healthy Business Awards)
5. Sexual health
6. Breastfeeding
7. Flu & winter health
8. Heatwave & Op Stack crisis communications
9. Other

### **Major media Public Health coverage from the past year includes:**

- Release the Pressure suicide campaign
- Know Your Score campaign
- Smoke-free parks (Ashford and Canterbury)
- Kent Sheds launch
- Changes to sexual health services
- NCMP and PHE childhood obesity figures
- Flu and winter safety advice (plus partnership with Kent Fire & Rescue Service)
- Heatwave and Operation Stack major incident.

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
- Coverage on Kent FA website, Gillingham FC website and in KCHFT magazine.

It should be noted that the coverage figures are not necessarily a fully comprehensive list as some coverage can be missed by media monitoring. Also, articles are often repeated in a range of local newspaper editions ie the Kent Messenger's Kentish Express newspaper has different editions for communities in Tenterden, Hythe & Romney Marsh and Ashford. The information below is a list of coverage from main media outlets across Kent and details the main areas of newsdesk interest over the past year.

The majority of coverage has followed proactive media work – press releases, photocalls and interview opportunities – and approximately 98 per cent is positive and neutral coverage of KCC public health services, activities and issues.

Approximately 25-30 per cent of the coverage is from a reactive response to a media inquiry where a statement, quote or background quotes have been supplied to a specific request. Statements have also been drafted for more contentious issues but some have simply been held for potential reactive inquiries which subsequently haven't arisen.

The most successful media events, in terms of widespread and positive coverage, are those when the media can be offered a *local* case studies and service users, interviews with a range of spokespeople and audio/visual opportunities, supported by Kent data and details of local services (*see, for example, Release the Pressure Suicide campaign coverage*).

Where possible, the use of traditional PR / media channels is supported by social media work on KCC's Twitter and Facebook sites, sharing messages and communications toolkits with appropriate partners. This offers a more direct public relations channel and can generate further media interest (*see Know Your Score campaign*).

## **SMOKING:**

### **Smoking in pregnancy:**

- Kent on Sunday
- BBC Radio Kent
- Kent & Sussex Courier
- Canterbury Times

### **Stoptober:**

- Hawkinge Gazette
- Isle of Thanet Gazette
- Kent on Sunday, Kent News Online and Your....series
- Hawkinge Gazette follow-up
- Kent on Sunday
- Community Health KCHFT magazine

### **Smoking in cars ban:**

- BBC Radio Kent
- Kent on Sunday, Kent News Online and Your....series
- Hawkinge Gazette
- Kent & Sussex Courier
- AHBS radio online

### **Ashford and Canterbury smoke-free parks:**

- BBC Radio Kent
- BBC SE Today
- AHBS Community Radio
- Kentish Express (Tenterden, Hythe & Romney Marsh and Ashford editions )
- Kent Online
- Ashford Extra
- Taking Liberties blog
- Hawkinge Gazette
- East Kent Hospitals website

## **MENTAL HEALTH AND WELLBEING:**

### **Kent Sheds launch event:**

- Hawkinge Gazette
- KMFM
- News Shopper
- News Shopper follow-up
- Gravesend Reporter
- Gravesend Messenger and Dartford Messenger
- Gravesend Messenger and Dartford Messenger follow-up
- Kent on Sunday
- Dover Express
- Dover Mercury
- AHBS community radio online

### **Mental Health/suicide strategy:**

- BBC Radio Kent
- Kent & Sussex Courier
- News Shopper
- Kent & Sussex Courier
- Gravesend Reporter

### **World Suicide Prevention Day/Partnership with KCFL:**

- KMFM

- BBC Radio Kent
- BBC Online
- Kent News online
- Kent on Sunday and Your.... Newspaper series
- Kent & Sussex Courier (various local editions)
- Hawkinge Gazette
- Kent Sport News
- Kent FA website
- Sevenoaks Forum online
- Kentish Football online
- LocalGov online
- Dartford News Shopper

**Kent on Sunday** re mental health issue among teenagers

**Release the Pressure Suicide Prevention Campaign** launch:

- BBC South East Today
- BBC Radio Kent
- BBC Online
- KMFM
- KMFM special programme
- Kent Online
- Kentish Gazette
- Folkestone & Hythe Express
- Sheerness Times Guardian
- Sheerness Times Guardian follow-up
- Sittingbourne News Extra
- Sittingbourne News Extra follow-up
- East Kent Mercury
- East Kent Mercury follow-up
- Kent Messenger (Maidstone, Weald and Malling editions)
- Kentish Express
- Folkestone and Hythe Express follow-up
- KM Maidstone follow-up
- Kent Extra follow-up
- Kent on Sunday
- Gravesend Reporter
- Gravesend Reporter follow-up
- Gravesend Messenger follow-up
- Dartford Messenger follow-up
- Hawkinge Gazette
- Isle of Thanet Gazette
- Kent FA website
- Gills website
- Kent Online follow-up
- East Kent Mercury follow-up
- KM Maidstone follow-up
- Kent & Sussex Courier
- Kent News follow-up

## **ALCOHOL:**

### **“Know Your Score” campaign? & Alcohol Awareness Week:**

- BBC South East Today
- KMFM
- BBC Radio Kent Heart FM
- Kent on Sunday series
- Kent News online
- Isle of Thanet Gazette
- Hawkinge Gazette
- Folkestone Herald
- Kent & Sussex Courier
- Sevenoaks Chronicle
- Canterbury Times
- Ashford Herald
- Maidstone & Medway News

### **Dry January:**

- Kent on Sunday series
- Kent on Sunday/Kent News
- Kent & Sussex Courier
- BBC Radio Kent
- Kent on Sunday/Kent News
  
- **Alcohol strategy** interview with Andrew Scott-Clark on **BBC Radio Kent**
- Statement to **Kent & Sussex Courier** re support for children of **dependant drinkers**.
- **Teen alcohol abuse** statement to Canterbury Times

## **OBESITY & HEALTHY LIFESTYLE**

### **Shake it Up, ‘Ready Steady Go’ and Sky Ride:**

- Kent Online
- BBC South East Politics Show
- Kent Online/KM
- Kent on Sunday
- InsideKent
- Folkestone Herald and Ashford Herald
- Kent on Sunday series
- KM Ashford
- Kentish Gazette

### **NCMP and PHE childhood obesity figures:**

- BBC Radio Kent
- The Sun on Sunday
- Dover Express

### **SugarSmart**

- Sevenoaks Chronicle
- Kent & Sussex Courier

### **Kent Healthy Business award:**

- Kent & Sussex Courier
- Kentish Express
- Sheerness Times Guardian

## **SEXUAL HEALTH**

- Times of Tunbridge Wells
- KMFM
- Gravesend Messenger
- Dartford Messenger
- Kent Messenger
- Dover Mercury
- Maidstone Messenger
- Kent Messenger (Malling)
- Kent Messenger (Weald)
- Statement to East Kent Mercury re sexual health services consultation
- Statement and quote to Kent on Sunday series re HIV campaign
- Pulse News online

### **Teen pregnancies:**

- Kentish Express
- Sheerness Times Guardian
- KMFM interview clips with Faiza Khan

## **BREASTFEEDING:**

Best Beginning **Breastfeeding** launch

- Kent News/ Kent on Sunday
- KMFM
- Sheerness Times Guardian
- SFM
- Heart FM online
- BBC Radio Kent
- ITV Meridian
- Isle of Thanet Gazette
- Hawkinge Gazette
- Gravesend Messenger
- Dartford Messenger

## **FLU & WINTER HEALTH**

Flu:

- ITV Meridian online
- ITV Meridian online follow-up
- BBC Radio Kent
- KMFM
- Sevenoaks Chronicle
- Kent & Sussex Courier
- Canterbury Times
- Kentish Express (Ashford and Tenterden)
- Community Health KCHFT magazine
- Dartford Messenger and Gravesend Messenger
- Thanet Extra
- Kent News

### **Winter health & home safety:**

- AHBS radio online
- KMFM
- Kent News
- Kent on Sunday

- E-watch online

**Norovirus:**

- Kent & Sussex Courier
- Kent News/Kent on Sunday
- Sheerness Times Guardian
- KM Sittingbourne

**Cold Weather alert & PH advice:**

- Heart FM and KMFM
- Canterbury Times online
- Canterbury Times
- Kent Online/Kent Messenger
- Kent News/Kent on Sunday
- Kent & Sussex Courier
- Hawinge Gazette
- Sevenoaks Chronicle
- Isle of Thanet Gazette
- East Kent Hospitals University NHS
- Kent Online/KM follow-up

**HEATWAVE and Op Stack:**

- Meridian ITV
- Meridian ITV online
- KMFM
- Kent & Sussex Courier
- Kent Online
- Dover Express
- Isle of Thanet Gazette
- Folkestone Herald
- AHBS Community radio
- The Times
- The Guardian
- Canterbury Times

**Operation Stack and Public Health messaging:**

- BBC SE Today
- BBC Radio Kent
- BBC 5Live
- KMFM
- Heart FM
- Meridian
- Kent online/Kent TV
- Kent News
- The Guardian
- BBC online
- ITV Meridian online
- The Times
- Dover Express
- Dover Express
- Canterbury Times
- Hawkinge Gazette

**OTHER:**

**Air pollution:**

- KMFM
- Kent Online
- Maidstone KM

**Public Health budget cuts:**

- BBC Radio Kent
- Kent on Sunday
- BBC Radio Kent follow-up
- KM

**Deaf card:**

- Kent & Sussex Courier
- East Kent Hospitals University
- AHBS community radio online
- Hearing Times
- Downs Mail

**Health Checks:**

- Meridian ITV coverage
- ITV online
- BBC South East Today
- KMFM
- Thanet Gazette

**HSJ Healthcare award:**

- Kent on Sunday
- Times of Tunbridge Wells

**Dental:**

- Kent on Sunday series coverage of children's dental care

**Public Health Improvement Services Consultation:**

- Kent & Sussex Courier
- Kent on Sunday
- Kent News online

**Community Health funding:**

- Kent Messenger Maidstone
- Hawkinge Gazette
- Kent Messenger
- Sevenoaks Chronicle
- Kent & Sussex Courier
- Kentish Gazette
- Kent on Sunday
- Kentish Gazette follow-up
  
- Andrew Scott-Clark New Year's message article for **Kent on Sunday**
  
- Statement to **Kent & Sussex Courier** re immigration and public health in Sevenoaks area
  
- Ashford inequalities statement to **Kentish Express**