

By: Peter Oakford, Cabinet Member for Strategic Commissioning and Public Health

Andrew Scott-Clark, Director of Public Health

To: Health Reform and Public Health Cabinet Committee

Date: 24 January 2018

Subject: **One You Kent Campaign 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 progress of the One You Kent campaign.

Delivering effective campaigns and communication to the residents of Kent is a key priority agreed for improving population health. The core aim is to drive behaviour change particularly in communities with the highest need.

The One You Kent campaign has been developed based upon the findings from the behavioural insights research conducted as a part of the recommissioning of healthy lifestyle services.

The approach that has been developed is to promote healthy lifestyles by delivering messages to the whole population, with the support of our partners, but ensuring that the call to action from these messages form part of a simple customer journey, ensuring that people can find information, resources and eventually local services to help them if needed.

Recommendation:

The Health Reform and Public Health Cabinet Committee is asked to:

- i) Comment on the progress and impact of the One You Kent campaign to date
- ii) Suggest additional local organisations which could support the One You Kent campaign

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.
- 1.2 Public Health Marketing and Communication has three key elements:
 - Promoting healthier behaviours
 - Giving information and advice
 - Promoting local services
- 1.3 Two guiding principles direct the work in Kent:
 - Marketing and communications should form a key part of the customer journey
 - Where Public Health England have a relevant brand this will be extended into Kent to take advantage of the national investment into social marketing, tools and resources, and to ensure that residents are not confused by competing brands, or messages.
- 1.4 During the consultation period for the re-design of healthy lifestyle services in Kent the public commented that they were not aware of the services that were available, and were unsure of where to go if they wanted further support.
- 1.5 Whilst the re-design work was underway, Public Health England (PHE) launched the One You brand to promote healthier lifestyles with the intention to create a brand awareness as strong as that of Change 4 Life (over 90% brand recognition).
- 1.6 The One You brand is supported by a series of PHE apps to support people , including apps to support giving up smoking, to encourage physical activity, and healthy meal planners.

2 The One You Kent Campaign

- 2.1 As a part of a planned programme of campaign work, KCC commissioned two agencies to work on ensuring that the One You message is promoted across Kent, in line with the findings from the behavioural insights report (e.g social media adverts have referenced the trigger points for change – e.g. becoming a grandparent. These two agencies have specific remits:
 - Zest were engaged to deliver a programme of consumer led work
- 2.2 iFour have been engaged to work with partners, providers, stakeholders and channels across Kent to understand how the One You message can be effectively spread, and what materials could be developed to support each of these groups to promote healthier lifestyles in a consistent way (using standardised wording and messaging).
- 2.3 To complement all elements of the campaign, a hub has been created at www.oneyoukent.org.uk which can be used as the unique call to action in the marketing messages.

3 The One You Kent Consumer Campaign

- 3.1 The consumer marketing campaign elements launched with a burst during March and April. (with the intention of priming, and of creating a greater brand awareness of One You).



- 3.2 The initial burst of activity consists of:

- Out of home advertising (six sheet adshells, passenger bus panels, pharmacy bags)
- Radio – advertising on Heart/KMFM
- TV (Sky Adsmart/ITV on demand) – this element was phased to coordinate with national TV advertising
- Print – hospital magazines
- Social media (Facebook)
- Digital (Network, PPC, Kentonline)
- Experiential events in Dover, Margate and Maidstone
- Local District Council publications such as Sevenoaks “In Touch”

- 3.3 The call to action of all of this advertising has been for people to either search One You Kent (radio/tv), to visit www.oneyoukent.org.uk or to click on the digital/social media ad to come through to the website.

- 3.4 In the first phase of the campaign over 85,000 Kent residents have visited the www.oneyoukent.org.uk site, with more than 25,000 people taking the How Are You (HAY) quiz.

- 3.5 The results from over 18,000 Kent people who have taken the quiz until September 2017, have recently been shared by PHE and are currently being analysed by the

Kent Public Health Observatory. These will help us to further target our campaigns based on the motivations, location and lifestyles of the people of Kent.

- 3.6 The contract with Zest ended in December, as a part of the evaluation, a survey was undertaken that established that 10% of the key target population (40-60 year olds) had made a change in behaviour as a result of the campaign.

4. One You Kent Stakeholder Promotion

- 4.1 The One You Kent campaign is designed to ensure that consistent messages are given to the people of Kent. To achieve this it was recognised that there are many organisations that have the opportunity to interact with the public at times when they are open to change.
- 4.2 Over the past year, work has been ongoing, supported by iFour the appointed agency, to develop a series of resources to help bring about the consistency of messaging.
- 4.3 A series of meetings were held with partners from across the health and public sector to understand how stakeholders could help promote the One You Kent messages, and what resources they would need to do so.
- 4.4 A set of resources have been developed, in line with the research, based around four segments of stakeholders:
- Providers of One You Kent services (such as Kent Community Health Foundation Trust - KCHFT - , District councils in West Kent, and Healthy Living Centres)
 - GP Practices
 - Partners, such as other District councils, Hospitals, Job Centre Plus
 - Wider supporters of the campaign, e.g. community organisations
- 4.5 Resources include:
- brand guidelines for providers (including designs for uniforms, leaflets, posters etc)
 - empty belly posters, business card holders and business cards for public facing areas
 - staffroom posters, and conversation tip leaflets for frontline staff
 - generic online adverts, and social media resources for people to use
 - a GP “prescription pad” for GPs to prescribe a One You app or intervention
- 4.6 The intention is that wherever people might be triggered to make a change to their lifestyles, that they will be able to see, or meet with a frontline worker who knows about One You Kent. Key trigger points can include; starting a new job, moving home, becoming a parent so for example initial discussions have been help with Job Centre Plus, Housing groups, and Libraries and Registration about getting the message out through their locations and staff.
- 4.7 The healthy lifestyle services provided by KCHFT and District Councils in the West of Kent have all been rebranded as One You Kent, and will be relaunching under this new branding during January.

- 4.8 A stakeholder conference will be held on 14th March to brief stakeholders on the resources that are available, and how they can use One You Kent in their areas of work.

5. Next phase of promotion for One You Kent

- 5.1 The consumer promotion will continue, with a focus on social media, utilising the resources that were developed during the contract with Zest
- 5.2 An agency, Pillory Barn, have recently been appointed to promote One You Kent to employees, reaching them through their place of work. They have been tasked with reaching 150,000 employees, with a particularly focus on routine and manual workers, as poor health outcomes are higher in this group.
- 5.3 Work through the STP and the Prevention work stream to build on the NHS “Making every contact count” initiative to ensure consistent messages are being given by NHS staff to people they come into contact with.

6 Conclusion

- 6.1 The One You Kent campaign has the potential to deliver clear, consistent messages to the people of Kent about how they can improve their health. By using the behavioural insights research, and the wider public sector, there is an opportunity to deliver these messages to people at key points in their life, when they are open to change, and enable them to find the right level of support for them, whether that is information, advice, and app or a service.

7 Recommendation

- 7.1 The Health Reform and Public Health Cabinet Committee is asked to:
- i) Comment on the progress and impact of the One You Kent campaign to date
 - ii) Suggest additional local organisations which could support the One You Kent campaign

Background Documents

None

Report Author

Wayne Gough, Business & Policy Manager
03000 416169
Wayne.gough@kent.gov.uk

Relevant Director:

Andrew Scott-Clark: Director of Public Health
03000 416659

Andrew.scott-clark@kent.gov.uk