

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

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**To:** Health Reform and Public Health Cabinet Committee - 13 March 2018

**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 KCC public health team.

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 the highest need.

The approach that Public Health is developing and embedding 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 comment on the progress and impact of Public Health campaigns in 2017/18.

## **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

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

1.3 During 2017/18 the KCC Public Health department delivered a series of campaigns aimed at increasing awareness of public health issues, and directing people to sources of support

1.4 The Public Health department have recognised that there is a great opportunity for further development in this area, particularly through working with local partners and the following was one of the Division's strategic priorities for action in 2017/18.

“Ensuring a coordinated 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.”

1.5 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 in 2017/18**

2.1 When developing campaigns it is key to identify the problem, understand the behaviour change needed, the core audience to be reached and what drives their behaviour, and the best messages and channels that 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 2017/18 a series of campaigns have been delivered, alongside targeted press releases that resulted in increased awareness of the role of KCC 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

- Change 4 Life
- One You Kent
- What the Bump - smoking in pregnancy pilot on Sheppey
- Sexual Health – STI awareness

These campaigns (apart from What the Bump) are covered in more detail in appendices 1-5 of this document.

2.6 KCC Public Health campaign team have developed a strong reputation over the past year, and this success has been recognised in a number of ways, including:

- Change 4 Life work being selected by PHE as a case study for other local authorities to learn from
- Being asked to present to the PHE Marketing department on our work
- Being approached by other local authorities about licensing our campaigns in their areas

### **3    Headline results for 2017/18**

#### One You

- 3.1 The One You Kent campaign has continued to deliver strong results, with over 110,000 visits to One You Kent since 1<sup>st</sup> April, and over 35,000 Kent residents taking the How Are You quiz.
- 3.2 The sign up rate for national One You support in Kent is 16.5 residents per thousand, compared to 9.4 per thousand England average rate (a 72% higher rate).
- 3.3 Over 130 people from public sector organisations across Kent have registered to attend the stakeholder event on 14<sup>th</sup> March to learn how they can promote One You to the people they work with.

#### Know Your Score

- 3.4 Over 38,000 people have visited the alcohol pages on kent.gov, with 20,313 of them taking the Know Your Score test (online version of Audit-C), and receiving advice on their drinking levels.

#### Release the Pressure

- 3.5 Introduction of an always on presence so that anyone searching high risk terms such as “I want to die”, “How to commit suicide” will be shown the Release The Pressure advert. Analysis of data shows that Monday mornings between 9-12 is the time when these searches are at their highest

#### Change 4 Life

- 3.6 Close working with Children’s Centres to produce an events kit and conversation tips for each centre, to enable frontline workings to talk to their communities about nutrition and exercise in fun, engaging ways.

### 3.7 Over 18,000 visits to the Change 4 Life pages

#### What the Bump

- 3.8 Since September, 84 pregnant smokers in Swale have sought to give up due to the What the Bump project (for context in 2016 there were 290 pregnant smokers in Swale). The project has attracted additional funding from Swale CCG.

#### Sexual Health

- 3.9 The STI campaign has led to a 55% increase in traffic to sexual health pages since 1<sup>st</sup> January, with 5,000 extra visits to the condom pages in seven weeks.

#### **Financial Implications**

- 4.1 The budget for campaigns and communications is £500,000 for this financial year.

### **4 Conclusion**

- 4.1 Well planned, targeted campaigns can have a positive impact on people's behaviour. The campaigns that KCC Public Health have undertaken during 2017/18, 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.
- 4.2 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.

### **5 Recommendation**

The Health Reform and Public Health Cabinet Committee is asked to comment on the progress and impact of Public Health campaigns in 2017/18

#### **Background Documents**

None

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