

**From:** Clair Bell, Cabinet Member for Adult Social Care and Public Health

Andrew Scott-Clark, Director of Public Health

**To:** Health Reform and Public Health Cabinet Committee

14 January 2020

**Subject:** Public Health Communications and Campaigns Update

**Classification:** Unrestricted

**Previous Pathway:** This is the first committee to consider this report

**Future Pathway:** None

**Electoral Division:** All

**Summary:**

This paper reports on the campaigns and communications delivered through the KCC public health team in 2019 and outlines plans for the remainder of the financial year.

Plans for 2020/21 are currently being drawn up.

Delivering effective campaigns and communication to the residents of Kent is a public health priority and success is reliant on long term, consistent messaging which requires a whole systems approach, two-way support between key partners and providers.

We continue to promote healthy lifestyles by delivering messages to the whole population with awareness raising and call to action, signposting to support, to enable people to find information, resources to self-help and local services to help if needed.

**Recommendation:**

The Health Reform and Public Health Cabinet Committee is asked to **COMMENT on and ENDORSE** the progress and impact of Public Health campaigns in 2019/20.

**1. Introduction**

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

1.2 The Public Health Marketing and Communication has three score drivers:

- Promoting healthier behaviours and self help
- Giving information and advice
- Promoting local services

- 1.3 Three guiding principles direct the work in Kent:
- Marketing campaigns and communications should form a key part of the customer (behaviour change) journey
  - Where Public Health England already has a relevant campaign brand, this will be extended and amplified in 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.
  - There should be a consistent approach to marketing and communications across the local system to maximise campaign reach and effectiveness
- 1.4 This paper covers campaigns for 2019/20, along with key activities and plans for the remainder of this financial year.

## **2.0 Background**

- 2.1 When developing campaigns, it is key to identify the problem, understand the behaviour change needed, the target audience to be reached, what drives their behaviour, and the best ways to get messages 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 and One You. The Public Health team works with partners, and our commissioned service providers, wherever possible to ensure a coordinated approach to communicating messages to the public.
- 2.3 The Public Health team includes two posts with the KCC Communications team; PH Campaigns and Communications lead who works strategically across the Public Health system, including working with providers in order to ensure a joined up, coordinated approach to all PH campaigns and PH Communications, and a Digital Manager responsible for ensuring the content of the PH digital offer is up to date, consistent and easy to access.
- 2.4 Since the last report, the key campaigns have included:
- Change 4 Life '10 Minute Shake Up' summer campaign – raising awareness of childhood obesity, focusing on primary school aged children.
  - One You Kent 'New Year, New You' campaign – aimed at raising awareness of adult obesity and healthier lifestyles, especially for adults aged 40 to 60.
  - Alcohol awareness 'Know Your Score' campaign – raising awareness of people drinking at moderate and increasing levels of risk.
  - 'Stoptober' smoking cessation campaign – signposting to local support services.
  - HIV Awareness Week – raising awareness of late diagnosis rates and encouraging uptake of home testing kits.
  - Support of national NHS/PHE 'Every Mind Matters' mental wellbeing awareness campaign
  - Suicide prevention 'Release the Pressure' campaign – raising awareness among men, including a targeted campaign in Thanet
  - Severe weather communications – heatwave alerts during the summer

and now focussing on cold weather public health communications (also includes the flu immunisation campaign).

2.5 We continue to use existing internal and external communications channels for promoting Public Health services and messages including:

- Stakeholder engagement including partners and providers especially Districts and the Kent Association of Local Councils.
- KCC services such as children's centres, libraries, schools, gateways, adult disability centres, adult education centres, Community Wardens, frontline health and social care staff
- Traditional media and Public Relations opportunities
- Digital and online platforms including KCC website and social media channels including Twitter, Facebook, Instagram and Linked-In.

### **3.0 Campaigns and Communications 2019/20**

#### **3.1 One You Kent**

The redeveloped website [www.oneyoukent.org.uk](http://www.oneyoukent.org.uk) has been promoted through organic social media content including partnership promotion with providers through the One You Kent Facebook and Twitter channels.

A paid-for promotion will be launched in January 2020 under the 'New Year, New You' banner, using a range of media, digital and social media channels including: Kent Online; Facebook; Google Adwords; online sites for Kent Football league clubs and Kent Cricket Club; Spotify and geo targeted mobile ads. This will be complimented with adverts in print and online publications including the Kent Chamber of Commerce, Community Ad magazine and the Kent Women's Institute.

Key messages continue to raise awareness of health issues including obesity, heart disease and stroke; and signpost to support services, online assets and promote NHS Health Checks.

#### **3.2 Know Your Score**

Almost 3,809 people have visited the [kent.gov/knowyourscore](http://kent.gov/knowyourscore) page in 2019, with 1,912 completing the 'Know Your Score' test (online version of Audit-C) and receiving advice on their drinking levels.

PR, media and marketing opportunities have mainly centred on sharing of organic content but there was a paid for promotion for Alcohol Awareness Week in November and this will be developed further in Dry January, including signposting to support services through commissioned providers CGL, Forward Trust and One You Kent.

Key messages continue to raise awareness among drinkers below the high-risk groups about long term health messages including stroke and impacts on mental health. As with previous campaigns, social media content is targeted at key behaviours.

### 3.3 Every Mind Matters

Support for the launch of the NHS and PHE mental wellbeing campaign 'Every Mind Matters' has seen the integration of the online quiz at [www.kent.gov.uk/everymindmatters](http://www.kent.gov.uk/everymindmatters)

This was promoted through Kent media and social media channels along with stakeholder engagement, signposting to the online action plan and local commissioned support services including Live Well Kent, One You Kent and Release the Pressure.

There were 831 page views during the campaign promotion, peaking during the launch on World Mental Health Day.

### 3.4 Release the Pressure

Partnership working and promotion of Kent and Medway STP funding for the campaign continues. PR and media opportunities included new grant awards to community groups and a suicide prevention conference in May.

A mini campaign burst was implemented in Thanet with sponsored content in Isle Magazine, Community Ad magazines and a partnership promotion at Margate Football Club. Visits to [www.releasepressure.uk](http://www.releasepressure.uk) during this period totalled 6,080. Of those, 4,231 were new visitors and 1,838 were returning visitors. This is almost double the number of the previous quarter.

There is ongoing promotion through Google Adwords.

At the national Health Sector Journal (HSJ) Awards in November, the Kent and Medway STP Suicide Prevention Programme (which is led by KCC's Public Health team) was awarded Highly Commended (or 2<sup>nd</sup> place) in the Health and Local Government Partnership Category. The team is currently developing plans to consult on a new five year suicide prevention plan which will come to this Committee in due course.

### 3.5 Change 4 Life

KCC's Children's Centres and schools (through the Kelsi bulletin) were encouraged to take part in the national summer 10 Minute Shake Up campaign, utilising PHE toolkits.

During this period, there were 1,815 visits to the site, of which 1,357 were new visitors and 459 were returning visitors – 98 of those clicked through to the NHS 10MSU site and Healthy Lunchboxes page.

There will be further supported local paid for promotion of the national nutritional 'Sugar Swaps' campaign although PHE have delayed this from the normal start date of January to February.

We continue to promote key messages around healthy eating, reducing sugar, being more active and awareness of dental/oral health care through the @Change4LifeKent Facebook page.

### 3.6 **Smoking Cessation**

Paid for promotion of the national campaign Stoptober was carried out in Kent, signposting to commissioned support services. There were 6294 page views to the One You Kent 'Quit Smoking' pages at kent.gov, during the campaign duration. This is a 76 per cent increase on the same period in 2018.

The 'What the Bump?' campaign - providing women with a link to Stop Smoking services, and a journal to keep track of their pregnancy and their efforts to stop smoking – has now seen printed materials being delivered to key intervention points across east and west Kent – this includes midwives, health visitors, GPs, hospitals, pharmacists and children's centres.

Further marketing support and digital promotion is due to be launched in January/February 2020 to increase the conversations online and encourage women and their families to access the support services available.

### 3.7 **Sexual Health**

The kent.gov sexual health pages continue to be redesigned and are due to be completed in Spring 2020. These are currently among the most viewed of the KCC public health pages but the ambition is to increase awareness of the self-help and advice available on line including the availability of home testing kits.

Key national opportunities such as HIV Awareness Week in November led to targeted promotions aimed at the over-45s who are increasingly at risk when entering new sexual relationships after a period of monogamy, often post-menopause (when pregnancy is no longer a consideration, but little thought given to STIs). Key messages raised awareness of late diagnosis rates and encouraged people to apply for the free home testing kits.

There will be a further campaign promotion in February 2020 aimed at younger age groups of 16 to 24-year-olds which aims to reduce rates of STIs through increased condom usage.

### 3.8 **Winter Campaign**

We have a "warn and inform" responsibility during cold weather alerts and lead on the communications for public health messaging. We also support national PHE and NHS campaigns, providing partners with appropriate social media, marketing and digital asset support for level two and three alerts in Kent during the winter cold weather periods, offering advice and signposting support to enable residents to manage their health during extreme weather conditions.

We also continue to support the 'Stay Well This Winter' national campaign, sharing organic NHS content advising residents on steps to stay healthy and avoid A&Es. This included extending promotion of the national NHS flu campaign – utilising KCC social media, news media and internal communications channels (including children's centres, libraries, gateways and adult disability centres) to promote the vaccine to high risk groups.

### 3.9 **Infant Feeding Services/Breastfeeding**

Following work with commissioned providers KCHFT and Medway Council, a new countywide website 'Beside You' is due to be launched in January, signposting parents and families to local support services. We will be supporting further promotion of this resource through social media channels, health visitors and children's centres.

### 3.10 **Air quality**

A working group has been set up to deliver a brief for appointing a social marketing agency to look at behaviours and potential future delivery of a campaign around improving air quality around school gates.

We are also working with partners at Medway Council and district councils across Kent to look at consistent communications by the Kent and Medway Air Partnership.

## 4.0 **Financial Implications**

4.1 The budget for campaigns and communications is £240k for this financial year.

## 5.0 **Conclusion and Next Steps**

5.1 The Public Health team will continue to work with Kent Communications, Digital Services and commissioned partners to develop and improve the customer journey to and through its websites.

5.2 Our websites support marketing and communications campaigns while also providing an online access route through to our commissioned services and those of our partners.

Targeted digital marketing activity underpins each campaign and we will continue to work with local partners to extend the reach and effectiveness of core campaigns.

5.3 Previous successes and learning will be integrated in future campaigns, focussing on the most effective communications methods and channels to target key groups and issue areas, and on the benefits of developing and utilising social media and digital platforms.

5.4 It has also been recognised that long-term change requires long term, consistent messaging, and it is important to continue working with local partners and nationally with Public Health England, to provide stakeholders with appropriate resources.

## 6.0 **Recommendation**

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

**COMMENT on and ENDORSE** the progress and impact of Public Health campaigns in 2019/20

## **7.0 Background Documents**

7.1 <https://www.kent.gov.uk/social-care-and-health/health>

## **8.0 Contact Details**

### **Report Author:**

Gemma Smith, Campaigns and Communications Manager  
03000 416699  
[Gemma.smith@kent.gov.uk](mailto:Gemma.smith@kent.gov.uk)

### **Relevant Director:**

Andrew Scott-Clark: Director of Public Health  
03000 416659  
[Andrew.scott-clark@kent.gov.uk](mailto:Andrew.scott-clark@kent.gov.uk)