

**From:** Graham Gibbens, Cabinet Member for Adult Social Care and Public Health

Andrew Scott-Clark, Director of Public Health

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

15 January 2019

**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:**

Marketing and communications continue to play an important role in delivering successful public health interventions. This paper reports on the recent campaigns and communications delivered through the KCC public health team and outlines some plans for 2019/20.

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

We will continue to promote healthy lifestyles by delivering messages to the whole population with awareness raising and where possible, a call to action and signposting to support to enable people to 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 and Endorse** the progress and impact of Public Health campaigns in 2018/19.

**1. Introduction**

- 1.1 Marketing and Communications continues to be a key element of the public health strategy to support Kent residents to improve both their physical and mental health.
- 1.2 The Public Health Marketing and Communication has three score drivers:
  - Promoting healthier behaviours
  - Giving information and advice
  - Promoting local services

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

1.3 During 2018, the KCC Public Health department delivered a range of campaigns and communications aimed at increasing awareness of public health issues, making it easier for people to make small changes that can help improve their health and directing people to sources of support.

1.4 It should be noted that more activity has been through PR and earned media rather than paid for marketing channels following the Public Health restructure in March 2018 when the existing Campaigns and Business Manager changed roles, and a review into how we deliver campaigns identified a more effective way of working. There has also been a budget underspend this year and the forecast budget for Campaigns and Communications in 2019/20 has been reduced.

1.5 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 explore new partnerships, some of which are already in the planning stage for 2019/20.

This approach seeks to continue to support and build on the service strategic priority of: “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.”

1.6 This paper covers some of the 2018 campaigns so far, along with key activities and plans for the coming 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 During 2018, a series of campaigns have been delivered alongside targeted PR and media activity which reinforce our reputation and role in delivering public health interventions, and the options available to residents to improve their healthy behaviours.
- 2.4 The key campaigns delivered during the year were:
- One You Kent – healthier lifestyles, especially for adults aged 40 to 60
  - Know Your Score – Alcohol awareness and harm reduction in adults
  - Stoptober – Smoking cessation and health harms caused by tobacco smoking
  - Heart Age and Health Checks – encouraging people to identify their specific health risks
  - Release the Pressure – Suicide prevention, especially amongst men
  - Change 4 Life and Sugar Swaps – reducing childhood obesity and encouraging dental-oral health care, focusing on primary school aged children
  - Sexual Health – STI awareness and prevention
  - Severe weather communications – staying safe and well, and avoiding hospital admissions, during severe weather in the summer and winter months (also includes the flu immunisation campaign).
- 2.5 Following a restructure earlier this year, a new Campaigns and Communications Manager role has been created and appointed. As well as overseeing all communications and campaigns for public health the role is also the lead KCC representative at several public health communications partnerships and networks, locally and regionally.
- 2.6 We have identified the importance of working with partners on campaigns, both nationally – with Public Health England (PHE) and other regional Local Authorities – and locally, through the STP Prevention workstream and the Kent and Medway Health Communications network. This includes development of partnerships with district councils, commissioned providers and other organisations in the charity sector, to ensure sharing and support of key communications messages and objectives.
- 2.7 We continue to use existing internal and external communications channels for promoting Public Health services and messages including:
- Stakeholder engagement including partners and providers
  - 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 2018/19**

#### **3.1 One You**

- 3.1.1 The One You Kent campaign has continued to deliver strong results in 2018,

with nearly 77,000 visits to One You Kent in 2018, and over 35,000 Kent residents taking the How Are You quiz.

- 3.1.2 The KCC stand at the Kent County Show focussed on the One You campaign and was staffed by partners and providers. It received 1000 visitors and won the Best Large Trade Stand award. We also supported the national Stoptober campaign with digital marketing and a local PHE extension of promotion of the Heart Age tool with KM advertorials in October.
- 3.1.3 A planned partnership with the Kent Football Association in 2019 will see promotion of the One You Kent brand to its 60,000 players of all ages – focussing on signposting to smoking support services with providers Kent Community Health NHS Foundation Trust (KCHFT).
- 3.1.4 Key messages will 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.
- 3.1.5 A project plan has been created by Digital Services to develop and improve the One You Kent website with input from commissioned partner organisations on structure, layout and content.

## 3.2 **Know Your Score**

- 3.2.1 Almost 32,000 people have visited the alcohol pages on kent.gov, with 18,936 completing the 'Know Your Score' test (online version of Audit-C) and receiving advice on their drinking levels.
- 3.2.2 PR and media opportunities included Alcohol Awareness Week in November and Dry January, supporting social media campaigns from charities including Alcohol Concern, and commissioned providers CGL, Forward Trust and AddAction.
- 3.2.3 Plans are underway in 2019 to refresh the videos with new health professionals (who feature at the end of the 'Know Your Score' test). Further partnerships with providers and partners are being explored to raise awareness among drinkers below the high-risk groups about long term health messages including stroke.

## 3.3 **Stoptober**

- 3.3.1 The national PHE campaign was extended in Kent with media and PR promotion plus supporting advertising on Facebook which reached over 143,000 users and achieved approximately 3,600 click throughs.

## 3.4 **Heart Age and Health Checks**

- 3.4.1 PHE requested a regional extension in Kent after it was selected for extra funding to promote the Heart Age tool. We supported a partnership with the KM newspaper/online news group including advertorials and digital marketing.
- 3.4.2 Targeted outreach activity by commissioned providers KCHFT in Thanet and

Swale during December and January will be promoted by KCC through Facebook advertising, KM online and DAX radio paid for inserts, alongside organic media, social media and PR opportunities. There is potential for similar outreach activity and promotion to be rolled out across Kent in 2019.

### **3.5 Release the Pressure**

3.5.1 Continuation of Google search terms and 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. Calls to the Release the Pressure helpline average 2,000 per month.

3.5.2 Partnership working and promotion of new Kent and Medway STP funding for the campaign continues across the county and now also encompasses Medway. PR and media opportunities included new grant awards to community groups with innovative ways of raising awareness of the campaign and the issues. Further campaign bursts due in January and March 2019 to include materials highlighting tips on what people can do to help people who might be feeling under pressure.

3.5.3 Building relationships with key community groups remains an important part of the activity. Current focus is on grassroots football in the county, with a view to broadening this to other sports during 2019.

### **3.6 Change 4 Life**

3.6.1 KCC’s Children’s Centre colleagues have been working closely with PHE to develop an events kit and conversation tips for each centre, to enable frontline workers to talk to their communities about nutrition and exercise in fun, engaging ways. This will be rolled out nationally as part of a new campaign due in the New Year.

3.6.2 The Change4life pages have been seen 21,333 times this year and ‘Snack ideas’ was the most viewed page with 9,031 pageviews. We also supported promotion of the summer PHE campaign ‘Train Like a Jedi’.

3.6.3 A planned partnership for January 2019 with KCHFT and the Kent FA will see an extension of the national PHE Sugar Swap campaign to its younger players. The campaign will include social media promotion, digital platforms, marketing, shared branding, and PR opportunities at local events.

3.6.4 Extension of the 2019 Change4Life Sugar Swap campaign will also incorporate messaging around dental/oral health care.

### **3.7 What the Bump**

3.7.1 The campaign provides women with a link to Stop Smoking services, and a journal to keep track of their pregnancy and their efforts to stop smoking.

3.7.2 In 2017/18, Swale saw a 10% reduction in the numbers of women smoking at the time of delivery, which equates to around 30 less babies born to smoking

mothers. The project has attracted additional funding from Swale CCG and discussions are underway with NHS partners KCHFT regarding the development of the programme in the future. This will determine future campaign work to support reducing smoking in pregnancy across Kent.

### **3.8 Sexual Health**

- 3.8.1 Over 83,000 views of the sexual health pages and 21,000 visitors to the webpage for home testing kits.
- 3.8.2 Plans for the future include an awareness raising campaign in 2019/20, alongside development of digital assets and signposting to online services including home testing kits.

### **3.9 Seasonal Campaigns**

- 3.9.1 We have a “warn and inform” responsibility during heatwave and 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 summer heatwave and winter cold weather periods, offering advice and signposting support to enable residents to manage their health during extreme weather conditions.
- 3.9.2 We also support the ‘Stay Well This Winter’ national campaign, sharing organic NHS content advising residents on steps to stay healthy and avoid A&Es. This includes 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.

## **4.0 New Campaigns for 2019/20**

### **4.1 Air Quality**

- 4.1.1 The KCC Environment Strategy identified a need for marketing activity around air quality to support the new low emissions strategy. This will require a social marketing approach as outlined in section 2 and Public Health will work with the Environment Board, Kent communications, district councils and partners from the Kent and Medway Air Quality Partnership, to develop outcomes and communications objectives.

### **4.2 Infant Feeding Services/Breastfeeding**

- 4.2.1 We are working with commissioned providers KCHFT to promote infant feeding services through health visitors and children’s centres. This may include a more general public campaign to raise awareness of breastfeeding and signpost to support services.

### **4.3 Developing Public Health’s online presence**

- 4.3.1 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. Our websites support marketing and communications campaigns while also providing an online access route through to our commissioned services and those of our partners. Development of the One You Kent, quitting smoking and sexual health services web pages is already underway. Working closely with commissioning partner,s we aim to
- 4.3.2 make the “offer” clearer for residents, and make it easier for people to access the most appropriate offer for them.

### **Targeting using digital media**

Digital marketing activity will be even more closely targeted, based on priorities taken from the JSNA and Health and Wellbeing Strategy and on data from Strategic Commissioning, the Public Health Observatory and other sources. We will continue to work with local partners to extend the reach and effectiveness of core campaigns, building on the more locally targeted work done to date by partners such Sevenoaks District Council who targeted One You Kent messages at specific communities, with a view to reaching those people who are likely to benefit the most from the One You Kent initiative.

## **5.0 Financial Implications**

- 5.1 The budget for campaigns and communications is £145.2k for this financial year.

## **6.0 Conclusion and Next Steps**

- 6.1 Well planned, targeted campaigns can have a positive impact on people’s behaviour.
- 6.2 The campaigns that KCC Public Health have undertaken during 2018 have been reduced following the restructure, with a greater emphasis being placed on earned media activity. However, previous successes and learning will be used for 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.
- 6.3 It has also been recognised that long-term change requires long term, consistent messaging, and it is important to work ever closer with local partners – particularly through the Kent and Medway STP – and nationally with other local authorities and Public Health England, to provide all stakeholders with the resources.
- 7.0 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 2018/19.

## **8.0 Background Documents**

- 8.1 None

## 9.0 Contact Details

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