

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

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**To:** Health Reform and Public Health Cabinet Committee –  
30 June 2017

**Subject:** Public Health Communications & 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 and plans for the coming year.

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, by ensuring that the call to action from these messages forms 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 Public Health campaigns in 2016/17
- ii) Comment on and endorse the key developments planned for 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 2016/17, 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 have identified the following as 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 2016/17

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 works with partners and our suppliers, wherever possible, to ensure a co-ordinated approach to communicating messages to the public.

- 2.3 During the previous year, Public Health England launched a new brand, 'One You', which is aimed at getting adults to think about their health and the changes that could help improve their long term health. KCC decided to adopt the One You brand as the branding for the integrated adults' healthy lifestyle service, which is now called One You Kent.
- 2.4 During 2016/17, a series of campaigns was 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.
- 2.5 The key campaigns delivered during the year were:
  - Know Your Score – Alcohol Awareness
  - One You Kent
  - Change 4 Life
  - Release the Pressure – Suicide Prevention
  - What the Bump - smoking in pregnancy pilot on Sheppey

These campaigns 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:
  - a Chartered Institute of Public Relations award for the Release the Pressure campaign
  - 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 whole PHE Marketing department on our work
  - Being approached by other local authorities about licensing our campaigns in their areas

### **3 Key Developments for 2017/18**

- 3.1 The One You Kent campaign will be continuing, and work will be taking place with stakeholders to understand the resources and messages that they need in order to have a consistent approach across the health and social care system. The aim is to ensure that every opportunity is taken to promote healthier lifestyles, and that customer-facing people across the public sector know how to signpost people to advice, resources and services, and that, wherever possible, they are aware of the best times (according to behavioural science research) to have those conversations .
- 3.2 The Public Health web pages (including [www.oneyoukent.org.uk](http://www.oneyoukent.org.uk)) will continue to be developed to ensure that there is a smooth customer journey that is able to provide support to Kent residents to enable them to develop healthier lifestyle behaviours.

- 3.3 There will be further investment in promoting the Release the Pressure campaign, including developing support materials for stakeholders to be able to promote the campaign.
- 3.4 The Change 4 Life work will continue with the twin focus on consumer promotion, and develop of materials to support partners, particularly Children's Centres.
- 3.5 Know Your Score will be promoted at various times of the year, building on our learning from the first two phases of the campaign
- 3.5 A campaign to promote condom use is planned for later in the year, and will be built upon the results of research that is currently being undertaken by the Health Protection team.

#### **4. Legal Implications**

There are no legal implications to this campaign work.

#### **5. Financial Implications**

- 5.1 Kent County Council has received £32,500 in income from external partners due to licensing of KCC developed campaigns.
- 5.2 The budget for campaigns and communication is funded from the Public Health grant and is £500,000 for the 2017/18 financial year.
- 5.3 Campaign support is procured on a campaign by campaign basis through the council's Creative Services Framework.

#### **6. Equalities Implications**

- 6.1 The campaigns are developed after taking account of behavioural insights and designed to ensure they can respond to the needs of the target group.
- 6.2 Securing a decline in male suicide is one of the Public Health division's equality objectives for this year. The Release the Pressure campaign is designed to reach men under the age of 60, and the campaign was developed based on insights into how men in this group view mental health.
- 6.3 The campaigns usually point the public towards the Public Health pages of the Kent County Council website. The website meets the required Web Content Accessibility Guidelines version 2 (WCAG 2.0)

#### **7. Conclusion**

- 7.1 Well planned, targeted campaigns can have a positive impact on people's behaviour. The campaigns that KCC Public Health have undertaken during 2016/17, 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.
- 7.2 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.

## **8. Recommendation**

8.1 The Health Reform and Public Health Cabinet Committee are asked to:

- i) Comment on the progress and impact of Public Health campaigns in 2016/17
- ii) Comment on and endorse the key developments planned for 2017/18

### **Background Documents**

None

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