

# Communities Committee

<b>Report title:</b>	<b>Health improvement campaigns</b>
<b>Date of meeting:</b>	<b>5 September 2018</b>
<b>Responsible Chief Officer:</b>	<b>Tom McCabe – Executive Director, Community and Environmental Services</b>

## **Strategic impact**

This report describes our approach to our communications and media activity in support of the delivery of Norfolk County Council's public health strategic priorities. The Public Health Strategic Framework sets out a commitment to promote healthy living and healthy places and to deliver health improvement and prevention services and campaigns as part of a healthy living pathway. It recognises that health is impacted by multiple factors interacting in complex systems and that promoting health, protecting people from harm, preventing ill health and reducing health inequalities requires a combination of actions at multiple levels supported by clear communication of public health messages. Our current and proposed media activity reflects both local and national priorities taking account of national public health media campaigns from Public Health England and others, applying a local focus responding to the identified needs across Norfolk.

## **Executive summary**

This report presents a summary of our most recent public health campaigns and media initiatives. It sets out our proposals for two sustained public health campaigns aimed at two core demographic groups, plus two further partnership campaigns through 2018/19.

Two core demographic groups have been identified through analysis of public health outcome framework indicators as having poorer outcomes than the England average these being men aged 40 to 75 years and young families.

In addition, we will undertake two partnership campaigns: road safety and the Stay Well in Winter campaign, both with an emphasis on prevention.

Media activity in the year to date has included 'Get checked' our blood pressure awareness campaign; safe sleeping; sexual health awareness; and child accident prevention.

### **Recommendation:**

#### **Members are asked to**

- 1. Approve proposals for a public health media campaign activity including two core year-long campaigns promoting the health of our target demographics, men aged 40 to 70 years and young families.**
- 2. Approve the partnership campaigns on road safety and 'Stay well in winter'.**

## **1. Proposal**

- 1.1.** This report presents a summary of recent public health campaigns and media initiatives, and of our proposals for sustained campaign programmes for the

remainder of the year, running into 2019/20.

- 1.2. It proposes that our core public health communications and media activity for the coming 12 months is focused on two demographic groups. These have been identified through an analysis of the Public Health Outcome Framework (PHOF) indicators as which shows that for two population groups we perform less well than the England mean. The two core campaign groups are:
  - Men aged 40 to 75 years, and
  - Young families (including the health of younger parents and of children and young people).
- 1.3. While communications and media activity in the year to date has been loosely associated with these target groups this association will become more and more evident as future campaigns are rolled out. These campaigns have built upon successful campaigns delivered earlier in the year (See Appendix 3) such as the two mental health promotion campaigns 'Time to change' and 'I am (really not) okay'. In March 2018, members received a report from the Director of Public Health on these campaigns which aimed to change perceptions and the narrative around men's mental health and wellbeing. A continuation of this work forms part of the core campaign to promote the health of men aged 40 to 75 years.
- 1.4. **Men's health campaign – 40 to 75 years.**

This campaign aims to deliver a sustained approach to promoting the health of men aged 40 to 75 years. This is a key group to influence because a number of outcomes are poor e.g. suicide, smoking and blood pressure. It is a key age for changing lifestyle to prevent the onset of long term conditions and this will increase from 65 years old and upwards
- 1.5. We aim to establish and maintain high levels of media and public awareness reinforced through regular engagement on a series of men's health issues including mental health, risk of suicide, cardiovascular disease and male cancers. The campaign will increase awareness of the steps men can take to look after their physical and mental health and other support mechanisms available to men in this age group.
- 1.6. As a result, we aim to see increased participation from men in NHS Health Checks and the National Diabetes Prevention Programme, a local reduction in adverse health outcomes and increased health literacy. These health improvements should be reflected in improved performance in future years in relevant PHOF indicators.
- 1.7. Our approach is to engage an 'influencer' – a local, well-respected person to be the face of the campaign and able to connect to our target audience in a way that we would not. This influencer will deliver a series of short campaigns each tackling a health issue, all under a single campaign brand. The short campaigns will be accompanied by a monthly blog/vlog to coincide with national campaigns for a particular health focus.

Image branding for this campaign is currently being designed. The campaign will be launched this September in the local media and is intended to run through to the end of July 2019. An indicative timeframe for the men's health campaign is in Appendix 1.
- 1.8. The men's health campaign will focus on:
  - blood pressure

- smoking
- suicide and mental health
- exercise and diet
- cancer awareness

#### 1.9. **Young families campaign**

This campaign aims to deliver a sustained year-long approach to promoting the health of young women and men including their role as parents in child health. The focus on this age group and parenting reflects concerns over a number of indicators in the public health outcome framework (PHOF) where Norfolk is performing worse than England, such as smoking and cot deaths. It is designed to ensure that children are given the best start in life.

1.10. The campaign will establish and maintain high levels of media and public awareness, reinforced through regular media and public engagement on a series of health issues related to this target demographic. It will increase health literacy and awareness of health issues with the objectives of improving performance in relevant PHOF indicators, a reduction in adverse health outcomes for men and women in this age group and for children and infants

1.11. The campaign will take account of and will be delivered in conjunction with the media and campaigns plans of partner organisations including the Norfolk Healthy Child Programme and the Domestic abuse and Sexual Violence Board.

Image branding for the young families' campaign is currently being designed. The campaign will be launched this September and will run for one year. An indicative timeframe is set out in Appendix 2.

1.12. The young families' campaign will focus on:

- safe sleeping for babies
- sexual health
- smoking at time of pregnancy
- alcohol
- accidents under 5s
- school readiness – summer reading challenge
- exercise – Explore Norfolk

#### 1.13. **Stay well this Winter**

In addition to the two core campaigns we will be working across the STP and with Public Health England and NHS England on a 'Stay Well This Winter' communications plan. The campaign will have a strong focus on prevention and reducing admissions in the winter period, and on reducing excess winter deaths. We aim to provide consistent health messages targeted at the most vulnerable populations and sustained over the winter period. Key aims include:

- to increase flu vaccination in vulnerable populations and target general practices with low uptake
- to reduce the incidence of flu and winter vomiting in patients and health staff
- to promote self-care and effective self-management
- to promote measures to improve heating in homes

The campaign will launch in September and focus on flu immunisation from September through to December, introducing broader winter well campaign messaging from September through to March.

#### 1.14. **Road Safety**

The member task and finish group on road safety will be submitting recommendations to committee in November, as part of the strategic plan. This will also include recommendations on partnership communications and campaigns, and a communications framework. This will be a partnership effort with other departments within Norfolk County Council such as Highways and the Fire Service, as well as agencies such as the Constabulary, and Office of the Police and Crime Commissioner.

## 2. **Evidence**

The public health outcomes framework indicators reveal a complex and mixed picture of health across the county. An analysis of those indicators where Norfolk is stubbornly performing worse than England indicate that there are certain populations who are disproportionately affected. For example, although smoking rates across Norfolk are lower than England, rates in routine and manual worker and in pregnancy are higher. Where universal campaigns aim to influence health behaviours across the whole population it is necessary to employ a much more focused and targeted intervention to address and not extend health inequalities.

Our approach will utilise media and campaign opportunities shown to be effective at reaching these target population groups.

## 3. **Financial Implications**

The proposed activities will be funded through the public health budget for communications and media activity. In this current financial year it is £54,000.

Both the blood pressure and safe sleeping campaigns were carried forward from previous financial years with a budget of £10,000 each.

## 4. **Issues, risks and innovation**

The proposal to focus on two core demographic groups and to build year-long sustained campaigns is intended to provide focus and a level of intensity that will result in health improvements for the target populations. The approach comes with the risk that other groups with health needs may not be sufficiently accommodated by the campaigns and media activity. Steps will be taken to ensure that, through the media activity, more universal health messages are also delivered within the context of the two core groups.

We set out to be innovative in our proposals as illustrated by the appointment of an influencer to be the face of public health promotion messages. Selecting a person to be the face of such campaign has its inherent risks. We believe that we are recruiting a suitable influencer who is well known and respected across Norfolk and who will be able to put across our campaign messages in a personal and believable way.

Many of the activities proposed are dependent on the collaboration of partners and the effective delivery of media campaigns on a wider scale and at a variety of levels. Our programme takes account of national and regional campaigns of Public Health England, voluntary and community sector and other organisations and, where appropriate we have linked with these campaigns. The proposed activities will aim to

utilise evidence that supports their effectiveness in precipitating behavioural change in the target audience.

### **Officer Contact**

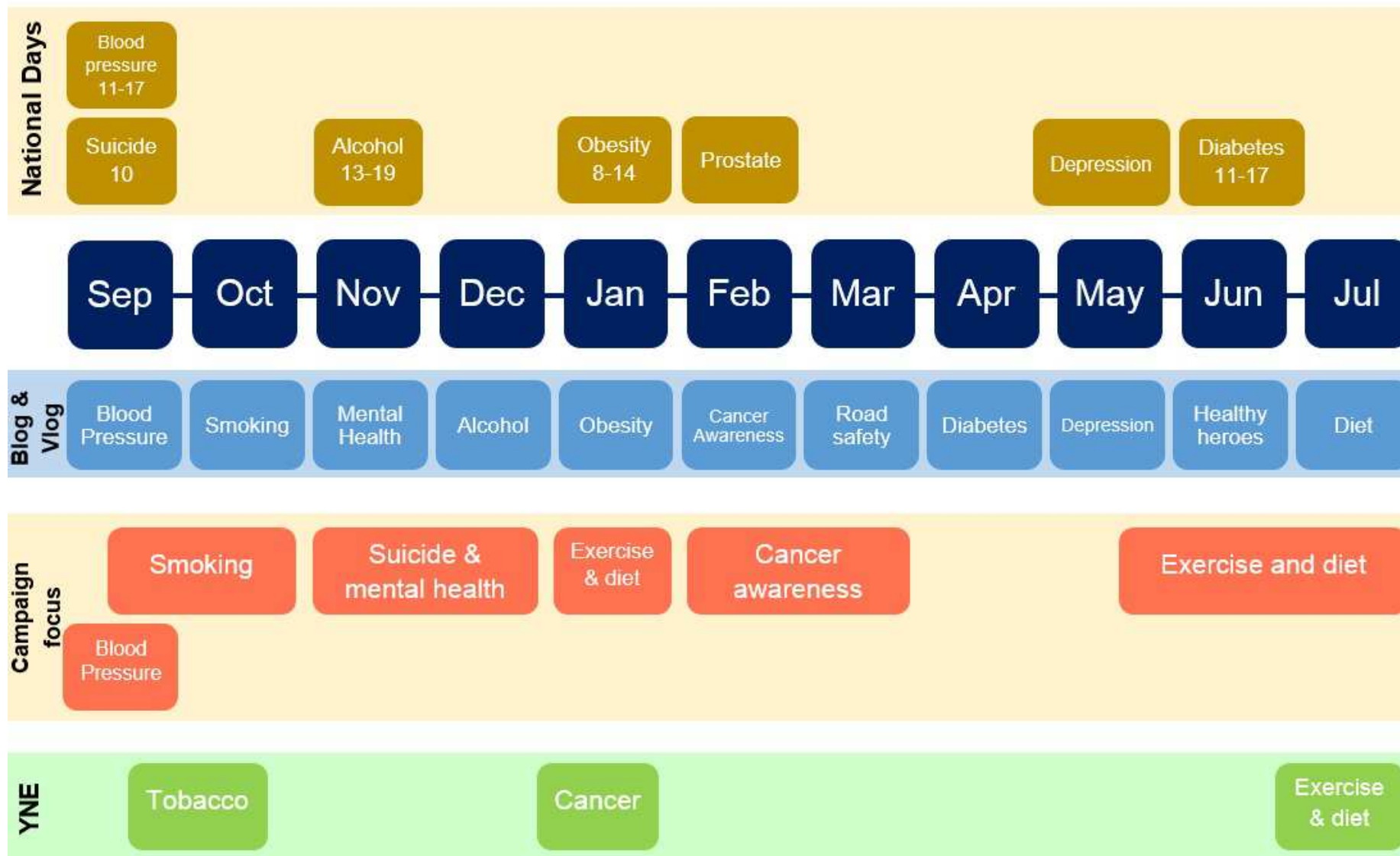
If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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**Email address:** martin.seymour@norfolk.gov.uk

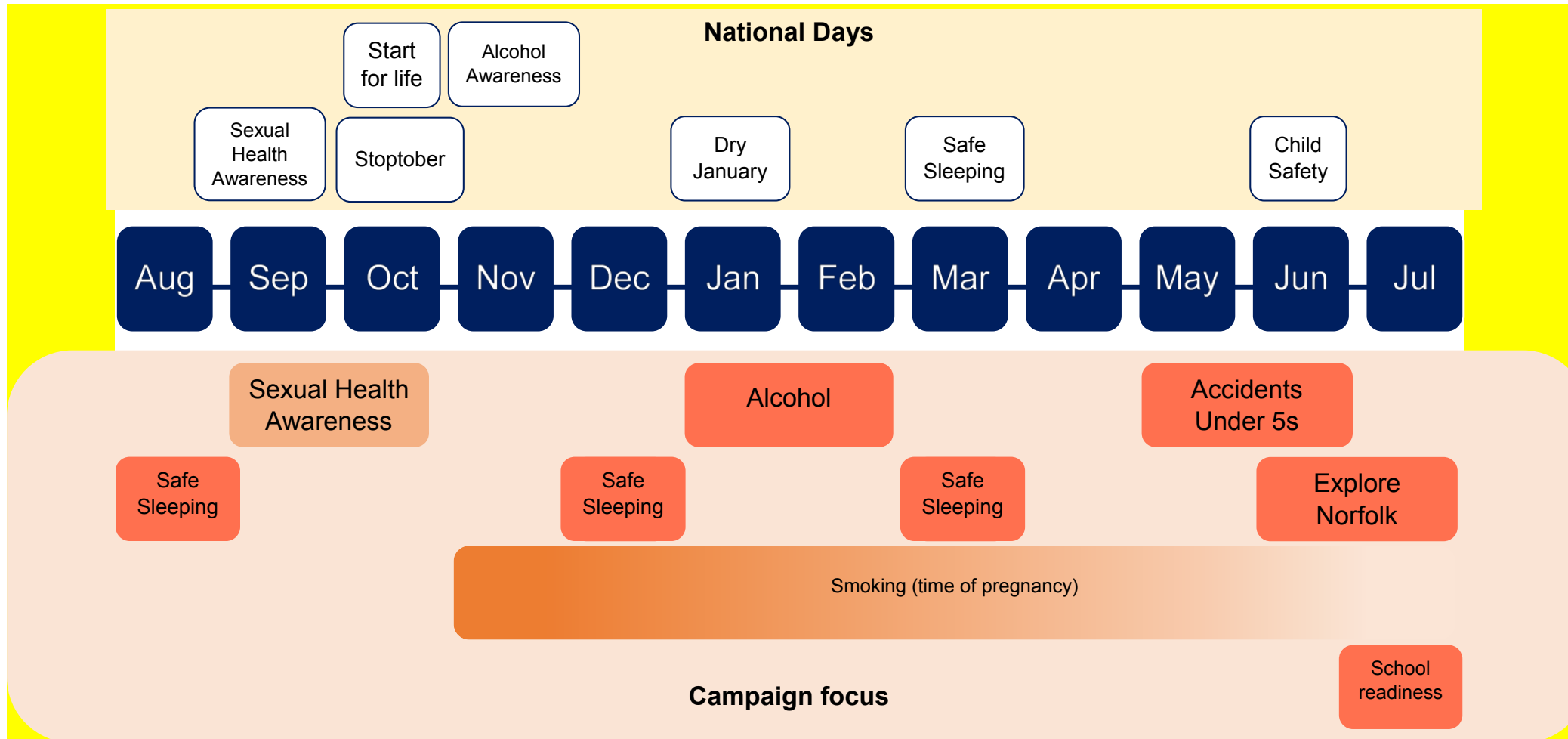


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### Men's Health Campaign – timings and focus





### Young families' health campaign-timings and focus





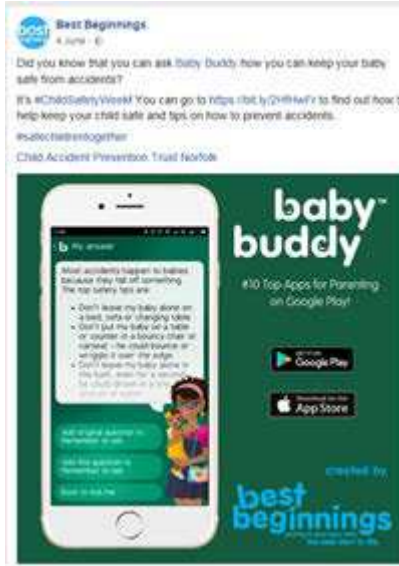
Public Health Campaigns, 2017/18

Campaign	Objectives	Target Audience	Channels	Results	Resources
<p><b>Get Checked Blood Pressure Campaign</b></p> <p><b>Launched 30<sup>th</sup> April - 6 weeks duration County wide</b></p> <p><b>Cost £10,000</b></p>	<p>Improve public understanding of the significance of high blood pressure and link to cardiovascular disease</p> <p>Detect high blood pressure and refer appropriately</p> <p>Increase understanding about blood pressure numbers</p> <p>Increase understanding of the influence of lifestyle on blood pressure</p>	<p>Males and females 40 – 74 years old not had their BP checked in last 5 years</p> <p>Areas of high undiagnosed prevalence of hypertension (deprived areas)</p>	<p>Multimedia: Local radio (unpaid) – 8 interviews with high profile CVD experts</p> <p>45 Outdoor posters inc 9 poster sites in non-English speaking areas in alternate language)</p> <p>6 weeks social media, Facebook adverts, twitter and google adverts EDP and Just Regional adverts 2-week promotion to NCC staff</p> <p>Creation of NCC website BP page</p>	<p>Blood Pressure Detection:</p> <p>668 blood pressures measured</p> <p>190 (28%) High &gt; or = 140/90</p> <p>9 very high &gt; or = 180/110</p> <p>NCC BP website page views = 3,405</p> <p>Social media played a key role in the campaign. Impressions (number of times campaign displayed) = 103,609, reactions = 940 Likes</p>	



				<p>1 advert reached 27,968 adults, of which 7,768 &gt;65yrs and 562 click throughs.</p> <p>From NCC checks alone nearly 90 staff were recommended an NHS Health Check</p>	
<p><b>Safe sleeping campaign</b></p>	<p>To reduce child deaths in Norfolk through raising awareness of safe sleeping messages to the target audience and changing behaviours.</p>	<p>Parents and others responsible for babies. The general public to be aware of safe sleeping messages. Providers of rented accommodation and holiday accommodation. Professional agencies that come in contact with new parents.</p>	<p>Safe sleeping video went live on internet video sites on 30<sup>th</sup> June (for six weeks). Promotion on social media</p> <p>Media release issued.</p>	<p>Ongoing campaign – analysis to be completed at the end of the campaign.</p>	

<p><b>Sexual Health campaign</b></p> <p><b>Ongoing rolling two-year campaign</b></p> <p><b>Cost in 2017/18 this £3,400</b></p>	<p>To reduce the incidence of late diagnosis of HIV.</p> <p>To reduce the prevalence of sexual transmitted diseases in young people.</p>	<p>Broad audience with individual campaigns targeted at specific groups including younger people, older people, the LGBT community, under 25, and MSM.</p> <p>There was also a repeated campaign to increase awareness of and take-up of the HIV finger prick test.</p>	<p>Facebook campaign with a two-year rolling communication with varying messages.</p>	<p>In 2017/18, 11 individual campaigns reached more than 380,000 people generating 452 likes/reactions.</p>	 <p>The image displays two screenshots of Facebook posts from the Norfolk government page. Both posts are sponsored and feature the text: "One night of unprotected sex can change your life. Always protect yourself." The top post includes a photo of a man and a woman at a restaurant, with the headline "Let's talk about contraception" and the sub-headline "Contraception". It shows 73 reactions, 16 comments, and 17 shares. The bottom post includes a photo of four young people sitting on the grass, with the headline "Let's talk about contraception" and the URL "norfolk.gov.uk". It shows 16 comments and 13 shares.</p>
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<p><b>Child safety week (Child Accidents Prevention Trust). 4<sup>th</sup>-10<sup>th</sup> June.</b></p> <p><b>Cost: £100 for targeted social media posts.</b></p>	<p>Raise awareness of the risks of childhood accidents and how they can be prevented. Secure a safer environment for children of all ages so they can live life to the full well protected from serious injury or death. Reduce the number of accidents involving children and young people in and particularly those that result in hospital admissions.</p>	<p>Parents, grandparents, and carers of young children. The campaign is relevant to the public health core campaign group 'young families'.</p>	<p>Five-day social media campaign with a different topic each day delivered in partnership with NCC trading standards. Partnership with best beginnings, provider of the baby buddy parenting app, re-posting social media. 0 to 19 service provider (Cambridge community services) engaged through social media</p> <p>Support for the campaign from pharmacies across Norfolk.</p> <p>Signposting to child safety week materials on the CAPT website.</p> <p>Norfolk road safety team promoting awareness to young drivers through the Young Drivers sub-</p>	<p>Social media results on child safety week. Choking was by far the most engaging post, followed by button batteries.</p> <p><b>Choking</b> Reach: 5195 Post clicks: 92 Reactions, comments and shares: 22</p> <p><b>Button batteries</b> Reach: 3795 Post clicks:35 Reactions, comments and shares:19</p> <p><b>Burns</b> Reach: 3164 Post clicks: 27 Reactions, comments and shares:8</p> <p><b>Falls</b> Reach: 2648 Post clicks: 17 Reactions, comments and shares: 2</p> <p><b>Poisoning</b> Reach: 4219</p>	 <p>Safe children: together we've got this!</p> <p>www.childsafetyweek.org.uk</p> <p>facebook.com/ChildAccidentPreventionTrust</p> <p>With thanks to our partners: safer scotland, Child Safety Week, and others.</p>  <p>Best Beginnings</p> <p>4 June · 0</p> <p>Did you know that you can ask Baby Buddy how you can keep your baby safe from accidents?</p> <p>It's #ChildSafetyWeek! You can go to <a href="https://bit.ly/2H9kx1r">https://bit.ly/2H9kx1r</a> to find out how to help keep your child safe and tips on how to prevent accidents.</p> <p>#safekidsaretogether</p> <p>Child Accident Prevention Trust Norfolk</p> <p>What accidents happen to babies because they fall off something the top safety tips are:</p> <ul style="list-style-type: none"> <li>Don't leave the baby alone on a bed, sofa or changing table</li> <li>Don't put the baby on a table or counter if a baby sits or stands - he could bounce or topple it over the edge</li> <li>Don't leave the baby alone in the bath, even for a second</li> </ul> <p>#10 Top Apps for Parenting on Google Play</p> <p>Available on Google Play</p> <p>Download on the App Store</p> <p>created by best beginnings</p>
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			group of the Road Safety Partnership.	Post clicks: 31 Reactions, comments, and shares:12	
<b>Mobile Phone Detection pilot</b>	An innovative demonstration of partnership working with a local firm. This system is the first in the UK to be used as a roadside mobile phone detection system. Key objective is to deter motorist from using mobile phones while driving. To raise awareness of the dangers of mobile phone distraction whilst driving. The tool is meant as an educational means to reduce mobile phone usage at the wheel. The scheme is planned to run for a year and will the system will be set up at locations across the county.	Motorists	Press release and social media presence	Blanket national, local, and European press coverage for the launch of the pilot scheme, including TV broadcast on BBC News, and ITV.	