

Public Health Campaigns
A report to the Health Improvement Partnership Board
February 2015

Introduction

At the Health Improvement Board (HIB) meeting in September 2013 a forward plan of Public Health Campaigns to be carried out in the year ahead was presented. This paper includes a description of the success of the campaigns led by the Public Health Directorate since then and sets out the intention for running a series of Public Health Campaigns in 2015-16.

Partners are invited to support and develop these campaigns and to share information on relevant initiatives being run by their own organisations.

Major campaigns in 2014

1. NHS Health Checks

- Targeting groups of people not taking up the offer of a free NHS Health Check and including PIN reps contacting sections of the Asian community to ask their views
- Promotion at an Oxford Utd football match in September 2014 including offer of “mini health checks” to fans
- Advertising on Oxford Taxis, petrol pumps, through print media and radio

2. Eat Well Move More

- Securing the Public Health England Disney Roadshow for Cowley Road Carnival in July 2014, with lots of interactive activities and information
- Participation in Play Days and other promotional events in shopping centres around the county in July and August. Promoting the “10 minute Shake-up”
- Interactive sessions in a primary school to promote the “Healthy Plate”
- Social media and print media information and encouraging people to sign up to the Change4Life website.
- Production of a video entitled “what would you swap” to highlight alternatives to high sugar foods, featuring young people from Rose Hill. See the video here: <https://www.oxfordshire.gov.uk/cms/news/2014/oct/film-thought-brings-sugar-forefront>

3. Alcohol Awareness

- Production of a video called “A Christmas Party Carol” to encourage people to think about the unwanted impact of drinking too much at the Christmas party. This was used through social media for Christmas 2013 and 2014. See the video here: <http://bit.ly/IOLR44>
- Production of scratch cards for pharmacists to use with customers and start a conversation about their drinking habits. This is accompanied by training for pharmacists in how to deliver brief advice about alcohol which is an effective way of helping people to think about their drinking

- Dry January – promoted in 2013 and 2014. The Leader of Oxfordshire County Council and the Cabinet Member for Public Health have both participated.
4. Smoking cessation
 - Promotion of No Smoking Day, with press coverage and information in workplaces.
 - Stoptober, an opportunity for smokers to quit for a month and get support for staying stopped.
 4. Mental Wellbeing
 - A mental wellbeing campaign which comprises photographs of local people and straplines such as “we all need support – when times are hard get in touch”. The posters include contact details for Mind. A similar campaign targeting young people is being planned.
 5. “Legal Highs” or new psychoactive substances
 - A website and printed information for festival goers, warning of the unpredictability of these substances and giving tips for enjoying festivals
 - A treasure hunt and football tournament aimed at 16-24 year olds and used to give information about use of “legal highs”. Press coverage was good.
 6. Pharmacy campaigns – 6 a year. These included the following topics in 2014
 - Oral Health – take young children for regular check ups at the dentist
 - Keep Warm Keep Well – with free thermometer cards to be given away so that the indoor temperature in homes can be monitored and action taken in cold weather.
 - Carers’ Week information on how carers can get support
 - Stoptober, Change4Life / Eat Well, Move More and Alcohol awareness (as described above)

The plans for 2015-16 are set out in appendix 1

Recommendation

The Health Improvement Board members are asked to note this report.

Councillor Hilary Hibbert-Biles and Jackie Wilderspin

Appendix 1 Campaigns, Communication and Engagements - Forward plan for 2015

Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec
NHS Health Checks Advertising											
Dry January campaign Also in pharmacies											
	Sexual Health Campaign (tbc)										
			Purdah								
		Possible oral health pharmacy campaign		Nhs Health Checks event							
					Alcohol/consent						
					Legal highs partnership work	Physical activity. Active travel/Change for Life (Also in pharmacies)					
								Mental wellbeing (Also in pharmacies)			
										Alcohol and Alcohol and Drugs Partnership conference	
										Keep warm, keep well in pharmacies	
Confirmed national campaigns						Likely national campaign					
Health Harms	Sugar Swaps					Change 4 Life physical activity		Stoptober			