

Public Health Campaigns

Report for the Health Improvement Partnership Board, September 2013

The Public Health Directorate in Oxfordshire County Council has set out a forward plan for campaigns and communications on a range of Health Improvement Issues. Priority has been given to topics which are overseen by the Health Improvement Partnership Board.

All of the campaigns target the local population in Oxfordshire with relevant information and events designed to promote health improvement. Some are run at the same time as national campaigns and aim to bring a local focus, such as Stoptober. A few are fairly short lived and give messages relevant for that time, for example promoting the uptake of flu immunisations. Others are long term and build on work in communities and with particular target audiences to ensure that people are informed and able to make healthy choices. All of the campaign topics give an opportunity for public health to work with a range of partners to ensure we promote health together.

Proposed Forward Plan for 2013-14

Campaign	Aim	When
Eat Well, Move More	To promote healthy eating and physical activity. Target - families with young children	July – Sept 2013
Measles, Mumps and Rubella immunisation catch-up campaign	To encourage attendance for Measles, Mumps and Rubella vaccination (especially second dose for 10 - 16 year olds) before the start of the new school year.	Aug – Sept 2013
Stoptober	To encourage smokers to quit smoking for the month and provide general information to the public on support services available	October 2013
Flu Immunisations	To promote the uptake of flu immunisations for all groups (over 65, under 65 with pre-existing conditions, pregnant women, children aged 2-3) and also inform of the introduction of the Shingles vaccinations for people aged 70 and 79	Oct – Dec 2013
Health Checks	To promote uptake of NHS Health Checks when invited to attend by GP. Target 40-74 year olds (who will be invited every 5 years) and particularly men aged 40-50 yrs	Nov 2103 and ongoing
Alcohol Awareness	To give appropriate information on alcohol related harm and promote Dry January. Target groups: people drinking at parties; adults who drink at home	Nov 2103 – Dec 2014
Immunisation birthday cards	To send reminders of immunisation schedules as birthday cards. Potential targets:, 3 and 4 year olds	From Jan 2014
Sexual Health	Aim: to promote safe sex using Valentine's day as a focus, to reduce sexually transmitted infection. Target 16-24 year olds	February 2014

Recommendations:

1. It is recommended that members of the Health Improvement Board work together with the Public Health team to maximise the impact of these campaigns for long term health improvement.
2. It is proposed that a forward plan for campaigns in 2014-15 will be brought to the Health Improvement Board for information and so that appropriate joint work can be planned in advance for next year to support our shared priorities.

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