

North Yorkshire County Council Public Health Team Communications Planner 2018

The North Yorkshire County Council Public Health Team would like to maximise communications activity across North Yorkshire to improve health and wellbeing outcomes for our population and we are pleased to share our 2018 communications calendar with you.

We would like our partners to support us in delivering the identified campaign messages throughout the year. The aim is to develop a shared approach to communication messages to partners and residents to ensure that we achieve clear and consistent messages and localise our communications work more by identifying and gathering local news, case studies etc.

Web links for the campaigns have been embedded in the calendar and these can be used for additional information, and to order and/or print resources. Public Health England supporting toolkits and resources are available on the [PHE Campaign Resource](#) Centre website (registration required).

Each campaign has a lead member of staff within the Public Health Team. If you require additional information or support around the campaigns please email the details of the campaign(s) you are supporting to: nypublichealth@northyorks.gov.uk and we will direct you to the relevant person.

Our campaigns are colour coded against the anticipated level of activity:

Bronze	<p>Activities that require minimal support such as news/updates and national 'days/weeks' with a public health related focus.</p> <p>Possible examples of communication channels for Bronze Activity:</p> <ul style="list-style-type: none"> • online and digital media relations (including website and social media) • internal communications
Silver	<p>Activities that require moderate support such as service changes and national 'days/weeks' which align with local public health priorities or activity.</p> <p>Possible examples of communication channels for Silver Activity:</p> <ul style="list-style-type: none"> • online and digital media relations (including website and social media) • internal communications • media relations (both proactive and reactive) • writing, editing and publications (including newsletters, articles and reports)
Gold	<p>Activities that require intensive support such as contracting, procurement, publications or a series of larger scale events over a long period of time.</p> <p>Possible examples of communication channels for Gold Activity:</p> <ul style="list-style-type: none"> • online and digital media relations (including website and social media) • internal communications • media relations (both proactive and reactive) • design (including production of marketing material) • writing, editing and publications (including newsletters, articles and reports) • surveys, consultation and data analysis • strategic communications advice and support, communications planning and marketing and promotion

January	
National Health Awareness Events: Cervical Screening Awareness Week	

February	
Mental Health	Time to Talk day (1)
Health Care	ACT FAST
Tobacco Control	NYCC Keep It Out - Illicit Tobacco
Sexual Health	PHE – Protect against STIs
Health Care	Be Clear on Cancer – Breast Cancer Women 70+ (22 Feb-31 Mar)
Healthy Weight/Healthy Lives	PHE ONE YOU – How are You? NYCC Adult Weight Management Service launch NYCC Older People’s Physical Activity Service launch
National Health Awareness Events: World Cancer Day (4)	

March	
Health Protection (infection control)	NYCC Hand washing (avoiding infection on farm visits)
Sexual Health	PHE – Protect against STIs
Health Care	Be Clear on Cancer – Breast Cancer Women 70+ (22 Feb-31 Mar)
Healthy Weight, Healthy Lives	PHE ONE YOU - 400 600 600 Campaign
Healthy Weight, Healthy Lives	Diabetes Prevention Week (16-22)
Tobacco Control	No Smoking day (14)
Health Care	NYCC Pharmaceutical Needs Assessment Launch
National Health Awareness Events: Prostate Cancer Awareness Month 1-31 Ovarian Cancer Awareness Month 1-31	

April	
Healthy Weight/Healthy Lives	Diabetes Prevention Week (16-22)
Tobacco Control	Love your bump
Healthy Weight/Healthy Lives	ONE YOU - 400 600 600 Campaign /Diabetes Prevention Plan (phase 3 launch)
National Health Awareness Events: Bowel Cancer Awareness Month 1-30 European Immunisation Week 23-29	

May	
Older People	Dying matters week – let’s talk about it (14-20 May)
Childhood Obesity	Walk to School Week
Alcohol	NYCC Social Marketing Campaign
Mental Health	Mental Health Awareness Week 14-20
Health Weight/Healthy Lives	
Tobacco Control	World No Tobacco Day
National Health Awareness Events: Action on Stroke Month 1-31 National Walking Month 1-31 Sun Awareness Week 9-15 Dementia Awareness Week 15-21	

June	
Breastfeeding	National Breast Feeding Celebration week
Unintentional injuries (U5)	Child Safety Week (4-10)
Health Care	
Health Weight/Healthy Lives	ONE YOU Brisk Walk campaign
Sexual Health	It Starts with Me
National Health Awareness Events: Volunteers Week 1-7 National Bike Week 9-17 Breathe Easy Week 18-24 Carers Week 11-17 National Men's Health Week 11-17 The Great Get Together 22-24	

July	
Health Care PH	Be Clear on Cancer – Blood in Pee
Childhood Obesity	Change4Life shakeup
National Health Awareness Events:	


August	
Health Care PH	Be Clear on Cancer –Blood in Pee
Childhood Obesity	Change4Life Shakeup
National Health Awareness Events:	
World Breastfeeding Week 1-7	

September	
Health Care PH	Be Clear on Cancer
NY Public Health	Director of Public Health Annual Report
Mental Health	Suicide Prevention Day
Healthy Weight/Healthy Lives	ONE YOU Blood Pressure/Heart Age Tool
Breastfeeding	Breastfeeding Friendly Venues - countywide
National Health Awareness Events:	
Know your numbers Week 10-16	
World Contraception Day 26	

October	
Health Care PH	Keep antibiotics working Antimicrobial resistance
NY Public Health	Director of Public Health Annual Report
Tobacco Control	Stoptober
Mental Health	World Mental Health Day (10)
Healthy weight/healthy lives	National Older Peoples Day (1)
Winter Health	Stay well (flu)
National Health Awareness Events:	
International Day of Older Persons 1	
National Work Life Week 1-5	

November	
Health Care PH	Keep antibiotics working – Antimicrobial resistance
Childhood Obesity	Start4Life Breastfeeding week
Alcohol	Alcohol Awareness week
Sexual Health	HIV testing week – It starts with me (17)
Winter Health	Stay well (flu and winter health)
National Health Awareness Events:	
National Stress Awareness Day 7	
Lung Cancer Awareness Month 1-30	
Movember - Men's Health Month	
Self Care Week 12-18 (Choosing self care for life)	
Alcohol Awareness Week 19-25	

December	
Sexual Health	World AIDS Day (1)
Winter health	Stay well (flu and winter health)
Tobacco Control	Health Harms
National Health Awareness Events:	

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