

## **The Public Health Team Communications Report 2018/19**

Public Health communications is a vital part of the public health offer. Good communication helps us and our partners to understand our priorities and our offer of services and support. Public Health communication ultimately aims to encourage behaviours that lead to longer and healthier lives for the North Yorkshire population.

The NYCC Public Health team have a dedicated Public Health Communications Group (PHCG) who coordinate activity across all public health communications on behalf of the public health team. The PHCG aims to; increase audience knowledge and awareness, influence behaviours and attitudes, demonstrate healthy practices, demonstrate the benefits of behaviour change to public health outcomes, advocate a position, increase demand or support for services, and challenge misconceptions about public health with our partners and general public.

Over the last 12 months the PHCG has undertaken significant work including establishing Terms of Reference to ensure that the team are clear of the role and responsibility of the group. A review of the [@nyorkshealth](#) Twitter account was undertaken and recommendations for improvements made and implemented, including the creation of an action log to help monitor activity and response. A full review the public health webpages content on the NYCC public website has been undertaken and work is ongoing to ensure the content is up to date, is in the best possible layout and navigation of the site for the public health pages is accessible. A Virtual North Yorkshire Communications Network via the Knowledge-Hub has been launched with the purpose of maximising public health communications across the system by sharing information with our partners including the annual calendar (appendix 2). A tiered approach to the annual communications calendar with bronze, silver and gold levels (appendix 1) of activity assigned to each campaign; and, a pilot evaluation of public health communications activity through quarterly reporting and identification of where we are able to make improvements.

A training needs analysis was completed at the end of 2017 to identify what the public health team required to support them in undertaking their communications role more effectively and efficiently. The analysis at the time highlighted that the public health team required training in the following areas; plain English writing for different audiences, designing evidence based public health communications (Social Marketing), how to use social media effectively for public health, presentation and speaking skills, training to undertake radio interviews (Managers and Consultants), social marketing and digital technology, and finally measuring the impact of public health communications. The PHCG have worked closely with the NYCC Training and Learning Team to identify the correct training both internally and externally to fulfil this leaning need. Work has been undertaken to source external training packages via the completion of a commissioning pack where in-house options are unavailable. All the above training requirements have been completed except for the radio interviews which is to be undertaken via the corporate communication unit. The following pages show a snapshot of the work undertaken by the team in 2018/19.

## Communications Report April 2018 – March 2019

### Winter Health

To support the national PHE campaign *Help Us Help You*, various tweets were scheduled. Most of the activity was between October 2018 and January 2019 regular tweets and retweets, support of local services such as Warm and Well also promoted through tweets.



### Flu campaign

The promotion of the Flu vaccination was delivered for two target audiences:

- Health and Social care workers employed by NYCC

All H&S care workers were encouraged to have their flu vaccination, this is provided for free. Information was provided at meetings, Carly worked with HAS managers to deliver some 'myth busting' sessions with onsite vaccination available. Posters were provided to be displayed in relevant staff areas. Tweets were scheduled and used the NHS Employers #flufighters campaign materials.



Intranet articles published online

<http://nyccintranet/news/lets-be-prepared-tackle-flu-winter>

There was an increase to the flu vaccination uptake year, with 42%

- Partners

Through Twitter, tweets were posted to support the national flu campaign.



## Tobacco Control

Over the year a total of four campaigns were supported through NYCC communications. Three were nationally recognised campaigns and one had a regional focus that covered part of North Yorkshire. Any tobacco control campaigns are delivered through internal communications to support Workplace health.

- May 2018 – World No Tobacco Day, focus of the campaign linked smoking with CVD. Linked Tweets to Health Checks.



‘Tobacco use is the second leading cause of CVD, after high blood pressure’. You can find out your blood pressure by attending for a NHS Health Check, click the link to find out how you can access a Health Check <https://www.northyorks.gov.uk/free-nhs-health-check>

Internal article - <http://nyccintranet/news/world-no-tobacco-day>

- September 2018 – Don’t be the 1, this campaign was a regional mass media campaign that covered part of North Yorkshire through TV coverage. To support this tweets were scheduled through September and linked to Stoptober

One in every two  
smokers will die from a  
smoking related illness.

How will your family  
cope if you're the one?



It's never too late for you  
to quit smoking.

Find help and advice to quit at [DontBeThe1.tv](http://DontBeThe1.tv)  
or call 0300 123 1044

(Lines open Monday - Friday 9am-5pm, Saturday - Sunday 10am-4pm)

BREATHE  
2025  
#DontBeThe1

### October 2018 – Stoptober

During Stoptober the campaign focused on NYCC staff and along with an intranet article and signposting to local support, the Stop Smoking Service visited various NYCC work bases to provide onsite support. This led to 1 referral into the service, 21 individuals sign posted, 18 very brief advice contacts and 1 person booked into the service.

<http://nyccintranet/news/free-help-smokers-who-want-stop>

December 29<sup>th</sup> 18 - January 2019 – Health Harms, building on previous campaigns and One You branded tools, a Personal Quit Plan was promoted which is a self-help online tool. Tweets scheduled for the end of December and through January using PHE resources.



## Mental Health

- May 2018 – Mental Health Awareness Week ‘Stress – are we coping’

Focused on the stress in the workplace and intranet articles were written and signposted to Boost and Health Assured.

<http://nyccintranet/news/stress-%E2%80%93-are-we-coping>

- October 2018 – World Mental Health Day

The focus was around ‘young people and mental health in a changing world’, along with tweets and sharing information on KHub, the internal focus was to staff who may have contact with young people and how they can support them. This may be staff who are parents or carers or staff who have contact with young people within their job.

There was a manned stand outside the canteen with information available for people to take away.

<http://nyccintranet/news/world-mental-health-day-2>



## Twitter examples

*#worldmentalhealthday is on 10 October. This year the focus is on young people and mental health in a changing world. #helloyellow Remember on #worldmentalhealthday whatever you're going through, you can talk to someone if you're struggling to cope. Visit [www.youngminds.org.uk](http://www.youngminds.org.uk) for help and support for young people.*



- February 2019 – Time to Talk day

#### Internal focus

An intranet article was published to encourage NYCC staff to talk about mental health and were invited to participate in an event where they could add to the wall of 'It's been a long day – this is how we Chill' this supported conversations around mental health and a number of staff did share their own stories. Posters were displayed in various locations along with 'table toppers' in the canteen and labels on water fountains to encourage conversations.



## Start Well - Change4Life

To support the Children's Healthy Growth and Healthy Weight priority as part of the Healthy Weight, Healthy Lives strategy two Change4Life campaigns were included in the communications activity calendar.

Change4Life is a national evidence based prevention and health promotion campaign designed to change the health behaviour of individuals. NYCC align with Change4Life Campaigns occurring in January (nutrition related – Sugar Smart) and July (physical activity related – Train Like a Jedi) and raise awareness of the campaigns among partner agencies, providing a call to action for them to assist in sharing the campaign messages with our residents and increasing sign ups to the Change4Life website. Partners who support the campaigns include the Early Help Service, 5-19 Healthy Child Programme Service and Healthy Choices Service.

Change4Life messages have been delivered at silver level via a number of mediums to residents within the county including, press releases, social media posts, local radio interviews/advertising, and distribution of campaign resources via schools and partner organisations.

North Yorkshire data breakdowns for the 2018-19 campaigns, produced by the Public Health England Campaign Resource Centre, are outlined in the table below:

Campaign	Number sent at least one email	Total individuals opening at least one email	Clicks to content from emails opened	Total new registrations
Train Like a Jedi	18809	5342 (28.4%)	510 (2.71%)	31
Sugar Smart	17453	4902 (28.09%)	782 (4.48%)	108

Social media data breakdowns for the 2018 Sugar Smart campaign can be seen in the table below:

Number of tweets	16
Number of re-tweets	13



Number of likes	6
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Social media data breakdowns for the 2018 Train Like a Jedi campaign can be seen in the table below:

Number of tweets	13
Number of re-tweets	10
Number of likes	6

### **Unintentional Injuries**

To support the partnership approach to reducing unintentional injury rates in under 5's across the County, NYCC Public Health and partners including Early Help and 0-5 Healthy Child Programme Service have committed to support Child Safety Week. Run by the Child Accident Prevention Trust (CAPT), Child Safety Week is a flagship national campaign that aims to bring together individuals and organisations around the country to promote safety messages to families in a fun and engaging way.

Unintentional Injury messages have been delivered at silver level via a number of mediums to residents within the county including, press releases, social media posts and local displays and activities in local children's centres.

Social media data breakdowns for the 2018 Child Safety Week campaign can be seen in the table below:

Number of tweets	12
Number of re-tweets	17
Number of likes	15

### **Breastfeeding**

To support our partnership approach to increasing rates of breastfeeding initiation and continuation across the county we have worked in partnership with the Early Help Service, 0-5 Healthy Child Programme Service and Midwifery Services to develop and deliver a local campaign designed to share positive messages about breastfeeding with families during the World Breastfeeding Week celebration.

Breastfeeding messages relating to what Dad's and partners can do to help mothers to breastfeed were shared at silver level via a number of mediums to residents across the county including a press release and social media posts.

Social media data breakdowns for the 2018 World Breastfeeding Week campaign can be seen in the table below:

Number of tweets	17
Number of re-tweets	12
Number of likes	20

#### **Pre-conception Care**

Tommy's, in partnership with PHE, the RCOG and the UCL Women's Health Institute, developed a digital tool to help women plan for pregnancy. The Planning for Pregnancy digital tool was launched in June with a national campaign to drive awareness of the importance of pre-conception health. NYCC Public Health supported this campaign at bronze level through a series of social media tweets.

Social media data breakdowns for the Tommy's Pre-conception care campaign can be seen in the table below:

Number of tweets	7
Number of re-tweets	4
Number of likes	7

## **Communications Activity 2018-19**

The North Yorkshire Virtual Communications network knowledge-hub was established in April. The aim is to share our PH campaigns with partners to maximise communications activity across North Yorkshire, improving health and wellbeing outcomes for our population. A reminder was circulated in September and membership/activity is reviewed throughout the year.

The North Yorkshire County Council PH Staying Healthy webpages were reviewed and updated in November 2018.

To support the Healthy Weight Healthy Lives North Yorkshire Obesity Strategy 2016-2026 the following were included in the Communications activity calendar – PHE OneYou 400-600-400 calories (Silver), Food Matters Herbie ward ceremony (Silver), NY Sport Strong and Steady (Silver), PHE OneYou Active 10 PA (Bronze), Clean Air Day (Bronze), PHE OneYou Heart Age Toolkit (Silver), Energy drinks ban for under 16s in Colburn led by Trading Standards (Silver), Childhood Obesity Trailblazer Programme, Park & Stride with St James' School Knaresborough led by Active Travel and the HWHL Strategy Year 2 Annual Report (Bronze). Also Diabetes Prevention weeks (Bronze),

Email signatures have included all the above and HIV Prevention It Starts with Me, WHO World No Tobacco Day, MHF Mental Health Awareness Week, C4L Summer PA Train Like a Jedi, Be Clear on Cancer Blood in Pee, Stoptober, Director of Public Health Annual Report, National HIV Testing Week, NHS Flu Fighters, Stroke ACT Fast, PHE Cervical Screening.

## **Lincoln's Blog**

Lincoln's blog has covered a variety of public health topics throughout the last year. This includes 'What makes us healthy (or unhealthy)?' with a discussion on wider determinants of health and the environment, highlighting key developments within the team, supporting national campaigns and the wider Public Health agenda. A variety of guest blogs have been produced including 'Dyeing Matters', 'Workplace Wellbeing Award' and 'CLearR'.

We have also focused on Child Safety, Road Safety, Accidental Injuries, Diabetes, One You, The NHS 70<sup>th</sup> Birthday, Change4Life, Tommy's Pregnancy Planning, Smoking in Pregnancy, Bladder Cancer awareness, Be Clear on Cancer, SmokeFree Places, Breathe 2025, Stoptober, Ladder of Intervention and Ethics, Life Expectancy, Alcohol Awareness Week, HIV Testing Week, Anti-bullying Week, Vulnerability, Living Well, Flu, Sugar Smart, CLearR, Healthy Schools Zone and Childhood Obesity, Workplace Wellbeing, Primary Care Engagement, Dying Matters and Loneliness.

## **DPHAR**

The 2018 DPHAR was launched at the North Yorkshire Wider Partnership Conference. During the launch 'Live' tweeting was undertaken to highlight the key recommendations and images from Lincoln's presentation. There was also a press release and Facebook sharing of the report. The report was linked to the NY Partnerships website and tweeted 3x weekly for 4 weeks. During the launch 3 tweets were sent which were re-tweeted two times and gained a total of 12 'likes'.

### **Smokefree Places**

The Smokefree Places fund was re-opened from 1<sup>st</sup> September to 31<sup>st</sup> October 2018. To promote the opportunity a press-release was launched on the NYCC website. Twitter was used to communicate the opportunity alongside promoting the work already completed by previous awardees. For the period between 1<sup>st</sup> September and 31<sup>st</sup> October 12 tweets were sent out to highlight the fund with a direct link to the application which was re-tweeted 48 times and liked 30 times.

Communication was included in the Community First North Yorkshire Newsletter, and communication emailed to 486 recipients. As a result of the distribution of the information there were 18 enquiries and 3 awards. The communication was sent to a variety of organisations including schools and playgroups sent via email and the 'Red Bag'.

### **Sexual Health Procurement**

Twitter was used to promote the online market engagement opportunity for the Sexual Health Service re-procurement from 27<sup>th</sup> February to 8<sup>th</sup> March 2019. Tweets were scheduled to be sent twice a day throughout the engagement period and the link was clicked via twitter 21 times.

### **One You**

In April 2018 Public Health England launched the 400-600-600 campaign to promote recommended calories at meal times. The campaign was supported at Silver level. There was a press release and social media activity. In addition we sent promotional material to stakeholders and our district/borough councils to promote the campaign. Internally there were posters, leaflets, and meal examples displayed in the innovation space and in staff kitchens across the county hall campus.

The Brisk Walking Campaign was supported at a Bronze level with retweeting and scheduling of tweets on the nyorks public health twitter. The NYCC Facebook page supported the campaign by sharing public rights of way maps.

To increase awareness of heart health and reduce the risk of heart attack and stroke, Public Health England's (PHE) Heart Age Campaign was launched in April 2018 and aimed to encourage adults to complete the One You Heart Age Test. This was a Silver coverage and was tweeted, re-tweeted, shared with partners and used as an email banner to promote. The tracking URL shows 2 clicks throughout the campaign period to our bespoke link.

### **Diabetes Prevention Week**

Diabetes Prevention Week ran from the 12<sup>th</sup> to 22<sup>nd</sup> April 2018. This was supported at a bronze level with information shared on the Knowledge Hub for partners in the NYCC PH Virtual Comms group and on the Healthy Weight, Healthy Lives Steering group page, alongside tweeting and scheduling of tweets to reflect the campaigns key messages.

### **Bike to Work Week**

Bike to Work Week ran from the 18<sup>th</sup> to 24<sup>th</sup> June 2018. This was a Bronze level campaign to promote active travel and the legacy work around the Tour de France/Yorkshire. We supported on Twitter by re-tweeting throughout the week alongside district/borough councils.

### **NHS Health Check Reports**

(Bronze) *tweets*

### **Ad-Hoc**

In addition to the outlined planned work, ad-hoc Twitter work has been completed for a variety of topics. This includes team visits, flood/emergency planning, HAS awards and commissioned service achievements.

### **Alcohol Social Marketing – reducing alcohol harms**

Following a full procurement process in the autumn, Hitch Marketing was appointed in December 2018 to develop a bespoke North Yorkshire campaign particularly aimed at those drinking at harmful and hazardous levels.

The project aims to reduce alcohol harm in North Yorkshire by increasing awareness of safe drinking, changing cultural and social norms.

The project will run over 2 years with the first year focusing on audience segmentation insight work to understand motivation and effectiveness of different approaches, co-creation and the development and testing of a new campaign. The second year will focus on the delivery of the campaign and evaluation of results.

Hitch Marketing have so far carried in depth desk based research, completed 3 focus groups in locations across the County as well as delivered an online survey to gather more evidence about drinking behaviour, attitudes towards alcohol and awareness of harms.

The survey was well received with over 1000 returns from people living in North Yorkshire. The use of social media was key to promoting the survey and both Public Health's Twitter account and NYCC's Facebook page were used to reach our target audience, as well as promotion through wider partnership groups and networks including GP and Pharmacy.

### **BCOC: Blood in pee**

This annual campaign ran during July and August 2018 and focused on the symptoms of bladder and kidney cancer. The Public Health team supported this campaign and used social media to share the message via both Twitter and Facebook.

### **Workplace Wellbeing Award**

The Workplace Wellbeing Award scheme was launched at the beginning of March 2019.

To promote the launch a press release was distributed which was on the home page of the Yorkshire Coast radio news website and published by the Northern Echo. Businesses that we had previously been working with were emailed directly and the NYCC twitter feed about the WWA had over 2,800 visits. The workplace health partnership group was emailed and asked to forward the information to their business network members.

Communication internally with NYCC colleagues working with organisations across North Yorkshire has been through email, meetings and through a guest slot on Lincoln's blog. The schools HR traded services team communicated with North Yorkshire schools through an article in their governor's newsletter and through training events they have run with schools staff.

Other team's e.g. sustainable travel and Trading Standards were notified by email, and they continue to promote the WWA to the organisations they come into contact with.

All communications signpost interested parties to our dedicated webpage; ([www.northyorks.gov.uk/workplacehealth](http://www.northyorks.gov.uk/workplacehealth))

To date we have 10 organisations signed up and committed to working towards the award.

### **Sexual Health Comms (Bronze Level)**

#### **Public Health England – Sexual Health Campaign for STI in Young People**

The campaign originally launched in December 2017 but there has been a number of phases/bursts of activity. The campaign aims to:

- Communicate harms related to STIs
- Promote healthy behaviours
- Offer on-demand information on sexual health
- Contribute to reductions in unplanned pregnancies through the promotion of effective condom use

For each phases a series of tweets have been uploaded using campaign materials. Digital and physical copies of the materials have also been ordered and provided to the CYPs Early Help staff and Healthy Child Teams.

### **Disrespect NoBody Campaign (May 2018)**

The aim of the campaign is to prevent young people, both boys and girls aged 12 to 18 years old, from becoming perpetrators and victims of abusive relationships. The focus of the campaign was consent, sexting and personal boundaries.

A series of tweets were uploaded using campaign materials.

### **Sexual Health Week (24 – 30 Sept)**

This year's theme was Consent: yes, yes, yes! and talking about how consent is about far more than saying 'No' to unwanted activity. It's about listening, negotiating, and enthusiastically agreeing.

A series of tweets were uploaded using campaign materials.

### **HIV Prevention England – It Starts with Me Campaign**

Spring Campaign (commenced 16<sup>th</sup> April) – the focus of this phase was on promoting the impact of HIV medication on prevention.

Summer Campaign (Commenced 18<sup>th</sup> June) – the focus of this phase was on raising awareness and promoting actions to take on the various ways to prevent HIV. A series of tweets were uploaded using campaign materials.

### **National HIV Testing Week (Nov 17-23, 2018)**

This year's campaign slogan was 'Give HIV the finger: a finger-prick test is all it takes' this was a continuation of last year's successful creative. The slogan focused on the ease of testing and promoted three key messages:

- Testing is necessary to diagnose HIV and prevent onward transmission.
- Testing is easy and accessible in the UK.
- People can rest assured that, if diagnosed with HIV, they can access free treatment and support.

A series of tweets were uploaded using campaign materials.

### **YorSexualhealth (YSH)**

Yorsexualhealth complete a range of communications work – we support by retweeting on social media.



## **Substance Misuse (Bronze)**

International Overdose Awareness Day (31st August)

Communication for this was covered by North Yorkshire Horizons (NYH) which held a number of events in the hubs, we support via retweets of their materials.

## **NYH Communication Activity**

The NYH twitter account is followed and we retweet on a weekly basis.

## **How old is your heart?**

In September the Selby Health Matters partnership supported Public Health England's Heart Age campaign which encourages adults to find out how old their heart is by taking the Heart Age Test. The Heart Age Test takes a few minutes and compares your actual age with the age of your heart. Useful tips on how to lower your heart age and reduce risk of a heart attack or stroke are also given after the test.

To raise awareness of heart health, some pharmacies within the district offered free blood pressure checks and a drop in session was held at The Summit Adventure where people were invited to take the Heart Age Test and have their blood pressure checked for free. A joint CCG, District Council and County Council press release was issued, plus an article included in Selby Citizenlink that went out to all households.



### **Dying matters**

In May we supported the national Dying Matters week which happened between 13<sup>th</sup> and 19<sup>th</sup> May 2019. To mark the occasion a guest blog was written by Kathryn Ingold and Carly Walker who lead the healthy ageing agenda within the public health team.

This year, in North Yorkshire, more partners had planned events, building on the previous year. These were coordinated by Patrick Duffy and Carly Walker, through the North Yorkshire End of Life Care Forum. Information about events can be found here: <https://www.dyingmatters.org/page/map-awareness-week-events-2019>

York had a huge programme of events planned and more information can be found here: <https://www.yorksdeadgoodfestival.co.uk/>

Within NYCC, a Death Café and two sessions looking at planning meaningful funerals were held over lunchtimes:

- Death Café - Monday 13<sup>th</sup> May 1-2pm County Hall, meeting room 2
- Creating more personal and meaningful funerals - Tuesday 14<sup>th</sup> May 12-1pm and 1-2pm, in the Council Chamber.

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**Appendix 1**

**Public Health Communications – Levels of Communications Input**

This document intends to outline the levels of communications input assigned to public health related campaigns and messages that have been agreed within the public health communications activity calendar.

The information in this document is not designed to be prescriptive, but instead to offer a guide from which to base public health communications activity that is proportionate and effective in delivering the right message to the right audience, in the right way and at the right time.

### **Bronze Activity - low level communications input**

Activities that require minimal support such as news/updates and national 'days/weeks' with a public health related focus.

Where available national templates from Public Health England can be used and relevant North Yorkshire context/data added by the public health team, along with the relevant public health local message that need to be highlighted.

This approach will be taken for reactive news also, where a wider national or international issue requires a local response, with the relevant context and information provided by the public health communications lead, or the public health topic lead, as appropriate.

Possible examples of communication channels for Bronze Activity:

- online and digital media relations (including website and social media)
- internal communications

### **Silver Activity – medium level communications input**

Activities that require moderate support such as service changes and national 'days/weeks' which align with local public health priorities or activity.

Again where available national templates from Public Health England can be used and relevant North Yorkshire context/data added by the public health team, along with the relevant public health local message that needs to be highlighted.

The communications planning document (appendix 1) will be used by the public health project/topic lead to support them in thinking about bespoke local communications activity and specifically outlining what they are hoping to achieve and how they intend to achieve it. The Communications Unit will complete a communications plan, if appropriate, and as a minimum will agree messages, audiences and the relevant actions and timescales.

Possible examples of communication channels for Silver Activity:

- 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)helen

### **Gold Activity – high level comms input**

Activities that require intensive support such as contracting, procurement, publications or a series of larger scale events over a long period of time.

Again where resources are not already available, the communications planning document (appendix 1) will be used by the public health project/topic lead to support them in thinking about bespoke local communications activity and specifically outlining what they are hoping to achieve and how they intend to achieve it. The Communications Unit will complete a communications plan, if appropriate, and as a minimum will agree messages, audiences and the relevant actions and timescales.

Possible examples of communication channels for Gold Activity:

- 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

Appendix 2:

### **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](mailto: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"> <li>• online and digital media relations (including website and social media)</li> <li>• internal communications</li> </ul>
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"> <li>• online and digital media relations (including website and social media)</li> <li>• internal communications</li> <li>• media relations (both proactive and reactive)</li> <li>• writing, editing and publications (including newsletters, articles and reports)</li> </ul>
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"> <li>• online and digital media relations (including website and social media)</li> <li>• internal communications</li> <li>• media relations (both proactive and reactive)</li> <li>• design (including production of marketing material)</li> <li>• writing, editing and publications (including newsletters, articles and reports)</li> <li>• surveys, consultation and data analysis</li> <li>• strategic communications advice and support, communications planning and marketing and promotion</li> </ul>

Public Health Campaigns Activity Calendar 2018

January		February		March	
		Mental Health	<a href="#">Time to Talk day (1)</a>	Health Protection (infection control)	<a href="#">NYCC Hand washing (avoiding infection on farm visits)</a>
		Health Care	<a href="#">ACT FAST</a>	Sexual Health	<a href="#">PHE – Protect against STIs</a>
		Tobacco Control	NYCC Keep It Out - Illicit Tobacco	Health Care	Be Clear on Cancer – Breast Cancer Women 70+ (22 Feb-31 Mar)
		Sexual Health	<a href="#">PHE – Protect against STIs</a>	Healthy Weight, Healthy Lives	<a href="#">PHE ONE YOU - 400 600 600 Campaign</a>
		Health Care	Be Clear on Cancer – Breast Cancer Women 70+ (22 Feb-31 Mar)	Healthy Weight, Healthy Lives	<a href="#">Diabetes Prevention Week (16-22)</a>
		Healthy Weight/Healthy Lives	<a href="#">PHE ONE YOU – How are You?</a> NYCC Adult Weight Management Service launch NYCC Older People's Physical Activity Service launch	Tobacco Control	No Smoking day (14)
		Health Care		Health Care	NYCC Pharmaceutical Needs Assessment Launch
National Health Awareness Events: <a href="#">Cervical Screening Awareness Week</a>		National Health Awareness Events: <a href="#">World Cancer Day (4)</a>		National Health Awareness Events: <a href="#">Prostate Cancer Awareness Month 1-31</a>	



		<a href="#">Ovarian Cancer Awareness Month 1-31</a>
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April	
Health Care	NYCC Hand washing (avoiding infection on farm visits)
Healthy Weight/Healthy Lives	<a href="#">Diabetes Prevention Week (16-22)</a>
Tobacco Control	Love your bump
Healthy Weight/Healthy Lives	<a href="#">ONE YOU - 400 600 600 Campaign</a> /Diabetes Prevention Plan (phase 3 launch)
National Health Awareness Events:	
Bowel Cancer Awareness Month 1-30	
<a href="#">European Immunisation Week 23-29</a>	
May	
Health Care	Be Clear on Cancer
Older People	<a href="#">Dying matters week – let’s talk about it (14-20 May)</a>
Childhood Obesity	Walk to School Week
Alcohol	NYCC Social Marketing Campaign
Mental Health	<a href="#">Mental Health Awareness Week 14-20</a>
Healthy Weight/Healthy Lives	
Tobacco Control	<a href="#">World No Tobacco Day</a>
National Health Awareness Events:	
<a href="#">Action on Stroke Month 1-31</a>	
<a href="#">National Walking Month 1-31</a>	
<a href="#">Sun Awareness Week 9-15</a>	
<a href="#">Dementia Awareness Week 15-21</a>	
June	
Childhood Obesity	<a href="#">Change4Life shakeup</a>
Breastfeeding	National Breast Feeding Celebration week
Unintentional injuries (U5)	<a href="#">Child Safety Week (4-10)</a>
Health Care	
Healthy Weight/Healthy Lives	<a href="#">ONE YOU Brisk Walk campaign</a>
National Health Awareness Events:	
<a href="#">Volunteers Week 1-7</a>	
<a href="#">National Bike Week 9-17</a>	
<a href="#">Breathe Easy Week 18-24</a>	
<a href="#">Carers Week 11-17</a>	
<a href="#">National Men's Health Week 11-17</a>	
<a href="#">The Great Get Together 22-24</a>	


July		August		September	
Health Care PH	Be Clear on Cancer – Blood in Pee	Health Care PH	Be Clear on Cancer – Blood in Pee	Health Care PH	Be Clear on Cancer
Childhood Obesity	Change4Life Shakeup	Childhood Obesity	Change4Life Shakeup	NY Public Health	Director of Public Health Annual Report
				Sexual Health	<a href="#">Sexual Health Week (24-30 Sept)</a>
				Mental Health	<a href="#">Suicide Prevention Day</a>
				Healthy Weight/Healthy Lives	ONE YOU Blood Pressure/Heart Age Tool
				Breastfeeding	Breastfeeding Friendly Venues - countywide
		National Health Awareness Events: <a href="#">World Breastfeeding Week 1-7</a>		National Health Awareness Events: <a href="#">Know your numbers Week 10-16</a> <a href="#">World Contraception Day 26</a>	

October		November		December	
Health Care PH	Keep antibiotics working – Antimicrobial resistance	Health Care PH	Keep antibiotics working – Antimicrobial resistance	Sexual Health	<a href="#">World AIDS Day (1)</a>
NY Public Health	Director of Public Health Annual Report	Childhood Obesity	Start4Life Breastfeeding week	Winter health	Stay well (flu and winter health)

<b>Tobacco Control</b>	<b>Stoptober</b>
<b>Mental Health</b>	<a href="#">World Mental Health Day</a> (10)
Healthy weight/healthy lives	<a href="#">National Older Peoples Day</a> (1)
Winter Health	Stay well (flu)
<b>National Health Awareness Events:</b>  <a href="#">International Day of Older Persons 1</a> <a href="#">National Work Life Week 1-5</a>	

<b>Alcohol</b>	<b>Alcohol Awareness week</b>
<b>Sexual Health</b>	HIV testing week – It starts with me (17)
<b>Winter Health</b>	Stay well (flu and winter health)
<b>National Health Awareness Events:</b>  <a href="#">National Stress Awareness Day 7</a> <a href="#">Lung Cancer Awareness Month 1-30</a> <a href="#">Movember - Men's Health Month</a> <a href="#">Self Care Week 12-18</a> <a href="#">Alcohol Awareness Week 12-18</a>	

<b>Tobacco Control</b>	<b>Health Harms</b>
<b>National Health Awareness Events:</b>	

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