

THE PUBLIC HEALTH TEAM ANNUAL COMMUNICATIONS REPORT 2020

INTRODUCTION

Public Health communications is a fundamental part of public health work, relevant to every aspect of health and well-being, including disease prevention, health promotion and quality of life. Public Health communications ultimately aim 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 the delivery of a comprehensive programme of public health communications, which aims to improve the health and wellbeing of the North Yorkshire Population by:

- increasing audience knowledge and awareness
- influencing behaviours and attitudes
- demonstrating healthy practices
- promoting the benefits of healthy behaviour change
- increasing awareness of and encouraging uptake of public health services
- raising the profile of public health with our partners and general public

Public Health Communications has been extremely busy across 2020 due to the COVID-19 (C19) Pandemic. A robust and effective means of communications to the population, services and partners across North Yorkshire about the virus and the required national and local level actions to limit the transmission and impact across society was needed. Alongside this was the need to maintain 'Business as Usual' (BAU) Public Health communications to ensure that other health needs, healthy behaviours and promotion of healthy lifestyle choices was not forgotten. The emerging evidence base around the impact of C19 on health and well-being indicates a widening of health inequalities and a long-term impact of the disruption to essential health services for both communicable and non-communicable diseases. Early studies indicating negative consequences in key areas of Public Health such as mental health and diet. However, there is also evidence of positive impact of C19 on health behaviours with more people using active travel such as cycling and walking in their local areas and high levels of self-quits reported in smokers.

This report provides a high-level account of communications activity undertaken through the PHCG between Jan - December 2020.

KEY DEVELOPMENTS

Key developments for both C19 PH Communications and BAU PH Communications are listed below, alongside next steps for the development of Public Health Communications:

COVID-19 Public Health Communications

- NYCC C19 Communications – the North Yorkshire strategic approach for C19 communications has been led by the LRF, who in agreement with partners have agreed weekly communication priorities. The NYCC Communications approach has been led by the NYCC Corporate Communications Unit in close partnership with the Director of Public Health, Public Health Consultants and the wider Public Health team. This has included production of a range of communication items including radio interviews, videos, press articles, social media content and provision of a Public health update in the weekly NYCC Partners Bulletin.
- C19 and Public Health Communications group – this group has met on a weekly basis throughout the pandemic to identify key Public Health communications needs with regards to the 7 theme of the NYCC C19 Outbreak Management Plan.
- C19 Outbreak Plan Theme 6 - Vulnerable groups - the focus of the Theme 6 working group was to develop a targeted communication and engagement plan for vulnerable or marginalised communities who were likely to need extra support. A number of specific groups of people were identified based on their needs: GRTS, military, BAME, refugees, migrant groups, Homeless/temp accommodation, chaotic lifestyles and domestic abuse. Due to the complexity of theme 6, it was clear from the outset that the involvement of trusted contacts would be vital if messages were going to reach the identified audiences in an effective way. Trusted contacts were identified through initial scoping work with the community sector, housing and NYCC.

Communication resources were developed in various formats (including easy read, audio and a range of different languages) and shared with the trusted contacts for promotion within their networks. Resources were coordinated by a single contact in PH, which has helped build relationships and trust, and updated to reflect current messaging and feedback from trusted contacts.

- C19 Outbreak Management Theme Resources – a page was developed within the NYCC C19 pages containing details of prevention and outbreak actions and measure that should be taken across the different setting types of the C19 Outbreak Control Plan, this included design of action cards and posters <https://www.northyorks.gov.uk/covid-19-prevention-and-outbreak-support-settings>


STAY SAFE
 IN NORTH YORKSHIRE
 

Covid-19; Preventing and Managing Covid-19 in Workplace Settings – Local Guidance

Who should use this information?

Business owners, managers and staff of workplace settings e.g. factories, offices. This information provides key steps to quickly identify and contain any potential COVID-19 outbreak and does not replace any health and safety or infection control steps you already have in place.

General guidelines to prevent the spread of COVID-19:

To help prevent the spread of COVID-19:

Refer to **Working safely during coronavirus** guidance or search the title on GOV.UK.

This has practical steps to take and explains how to carry out a COVID-19 risk assessment for your organisation.

Suspected case:

If a member of staff or contractor develops symptoms whilst at work measures should be taken to support them to return home immediately, avoiding contact with anyone else in the workplace.

- They should use private transport, but they must only drive if it is safe for them to do so.
- If they cannot get home themselves, contact a household member and request that they collect them as soon as possible.
- Advise the staff member to arrange to be tested via www.nhs.uk or by calling 119. They should inform their workplace of the test result as soon as possible. www.northyorks.gov.uk/book-coronavirus-covid-19-test
- If a staff member is awaiting collection they should wait in a room where they can be isolated behind a closed door with a window opened for ventilation. If it is not possible to isolate them, move them to an area which is at least 2 metres away from other people.
- If they need to go to the bathroom while waiting to be collected they should, if possible, use separate facilities which should be cleaned and disinfected using standard cleaning products before being used by anyone else.
- If the member of staff requires support from another member of staff whilst awaiting collection refer to the **supporting people outside of their home** guidance.
- The workplace should record and keep the details of the incident in case it is needed for future case or outbreak management.

Once the member of staff has returned home they should continue to follow the guidance on **self-isolation**, **household isolation** and **social distancing**.

Members of staff who have had **close contact** with the suspected case should be notified and reminded to follow social distancing and hand hygiene guidelines.


STAY SAFE
 IN NORTH YORKSHIRE
 

Welcome to North Yorkshire

Tourist Charter



1. Stay at home

Don't leave your home if you have symptoms of Covid-19, self-isolate and book a test



2. Follow the rules

Stay at home if NHS Test and Trace have contacted you, self-isolate even if you don't have symptoms



3. Pack carefully

Make sure you pack plenty of hand sanitiser, face coverings for public transport and shops, your own GP details and any medication you may need



4. Think ahead

When you book your accommodation read the terms and conditions

Try and avoid crowds and peak travel times

Be prepared with a face covering and hand sanitiser



5. Keep your distance

Keep a 2m distance from people outside your household where possible

If you can't, a face covering in crowded places is advised

#WelcomeBack #KnowBeforeYouGo



If you have symptoms including high temperature, a new cough or loss or change to sense of smell or taste, book a test and self-isolate at home
www.northyorks.gov.uk/TestandTrace

STAY SAFE
IN NORTH YORKSHIRE


STAY SAFE
 IN NORTH YORKSHIRE
 

Living in a shared house?
How to keep yourself and others safe during Coronavirus

Protect your friends and family from COVID-19

Keep a safe 2m distance and meet outside where possible

Wear a face covering on public transport, in shops and in crowded places

Wash your hands regularly for 20 second with soap and water, or hand sanitiser

The main symptoms of coronavirus are:

- a high temperature – this means you feel hot to touch on your chest or back (you do not need to measure your temperature)
- a new, continuous cough – this means coughing a lot for more than an hour, or 3 or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)
- a loss or change to your sense of smell or taste – this means you've noticed you cannot smell or taste anything, or things smell or taste different to normal

Most people with Coronavirus will have at least one symptom, although it is possible to still have the virus and be asymptomatic.

When to self-isolate

Self-isolate if:

- you have any symptoms of coronavirus
- you've tested positive for coronavirus – this means you have coronavirus
- you live with someone who has symptoms or has tested positive
- someone in your support bubble has symptoms or has tested positive
- you're told by NHS Test and Trace that you've been in contact with a person with coronavirus

Support in self-isolation

If you can, please contact family, friends or neighbours and let them know how they can help you.

If you don't have anyone who can help you can contact us on **01609 780780** every day between 8am and 5.30pm and we will direct you to the right support.

How long to self-isolate

If you have symptoms or have tested positive for coronavirus, you'll usually need to self-isolate for at least **10 days**.

You'll usually need to self-isolate for 10 days if:

- someone you live with has symptoms or tested positive
- someone in your support bubble has symptoms or tested positive
- you've been told by NHS Test and Trace that you've been in contact with someone who has coronavirus

Wash your hands with soap and water more often for 20 seconds



Use a clean tissue to turn off the tap. Dry hands thoroughly

Useful contacts

To find out how to book a COVID-19 test if you have symptoms and where to go for local testing sites, please visit: www.northyorks.gov.uk/coronavirus-covid-19-testing
 Alternatively, contact the NHS Test and Trace service on **119** to access testing.

How to book a test: Call **119** or visit www.nhs.uk/coronavirus

Examples of COVID-19 Action Cards and Posters

- Public Health Services Updates – regular updates for key partners has been achieved via:
 - the creation of Public Health C19 services page which has been regularly updated <https://www.northyorks.gov.uk/public-health-services-during-coronavirus-covid-19>
 - a weekly meeting with the LMC and CPNY
 - a public health service briefing which was shared via the LMC and CPNY
- All Public Health topic leads developed a C19 Communications plan, which included a strategic aim and priorities, the plan, was based on the short and long-term impacts of C19, key messages, campaigns and resources; and identified key audiences and channels for dissemination. A range of communication activity has been completed for each plan.
- Stakeholder webinars – the public health team have participated in a range of webinars, including HAS provider webinars, providing general C19 updates and topic specific updates e.g. Care Home visiting guidance, vaccination roll out.

Business as Usual Public Health Communications

- PHCG membership – this has been extended and now includes representatives from Stronger Communities, Trading Standards and HAS
- Review of the Public Health Communications Knowledge Hub Virtual Network – the virtual network was set up in 2019 with the aim of providing a platform through which the team would share the PH Communications calendar, details of up and coming campaigns and resources. A review of the network was completed in July 2020, which considered membership, use of the KHUB and maintenance requirements, this included a survey completed by current members to explore if they found the platform useful and if not to ask for suggestions of an alternative format. The review found that there were 23 current members, however post sign up to the platform the majority did not access it again or only on rare occasions. Feedback from the survey found that members felt sharing of information would be more effective through an email bulletin as it removes the need to log into another portal. In terms of maintenance the PHCG felt that the resource required did not equate to the gains achieved and therefore on balance the decision was made to close the KHUB group.

- A schedule for Communication Reporting has now been added to the PH Communications activity calendar, which includes production of Quarterly and Annual reports alongside other key items such as the Team newsletter.

NEXT STEPS

- To develop an approach to replace the KHUB virtual network to ensure effective engagement with stakeholders, this will include a page on the North Yorkshire Partnership webpage and a partners email briefing.
- The development of an evaluation framework for communications activity completed under the PHCG and activity calendar.
- Review of the @nyhealth Twitter account
- Re-assessment of the Public Health communications training needs and revised training plan.
- Engage with the Yorkshire and Humber Region Behavioural Science Hub

COMMUNICATION ACTIVITY WITHIN THE CORE COMMUNICATIONS TOPIC AREAS

HEALTH PROTECTION AND HEALTHCARE

The health protection agenda has been largely dominated by COVID-19. To minimise the risk of conflicting messages, we have aligned with the UK Government's key messages such as "stay at home, protect the NHS, save lives". As well as key messaging around preventing C19 transmission, we supported the NHS' #YourCOVIDRecovery campaign, as well as C19 Staying safe for Eid Al-Adha. From a healthcare perspective, C19 has also been the dominant narrative, with particular emphasis on the "Help Us Help You" campaign, reminding people to seek healthcare for acute illness, such as heart attacks and stroke. More information on this can be found in the CVD section below.



Other topics covered through the Public Health Twitter account included:

- **Health Information Week** - a national, multi-sector campaign promoting high-quality information for patients and the public. Themes for 2020 focused on C19 – particularly in terms of finding information you can trust and wellbeing. PH communications worked with the Libraries Service to promote a free e-Learning module on #HealthLiteracy. <https://e-lfh.org.uk/programmes/health-literacy>, which is aimed at professionals to increase their knowledge, understanding, skills and confidence in health literacy.
- **Meningitis vaccine** – encouraging young people living in NY (but heading to University elsewhere) to take up the MenACWY vaccine.
- **Sudden deaths** - The charitable initiative Sudden provides access to free support literature for bereaved adults and children to help cope with the grief of sudden bereavement <http://suddendeath.org/guides-for-suddenly-bereaved-people>
- **BECLEARONCANCER** - what to do if you found #bloodinpee? It's an uncomfortable conversation, but it could be an early sign of kidney or bladder cancer. If you notice blood in your urine, even just once, make sure you tell your doctor.
- **FireworkSafe** – of particular importance in 2020 as public firework displays were cancelled. Promotion included being aware of pets, not buying fireworks too powerful for you garden and firework free fun.
- **NHS Your Covid Recovery** – The NHS #YourCovidRecovery website includes information from rehabilitation experts about how to manage ongoing symptoms and health needs at home, and signposts to sources of support at yourcovidrecovery.nhs.uk/.

WINTER HEALTH

Partner agencies led the campaign on winter health this year where messages were shared on social media, through newsletters and virtual presentations. Services to support residents around fuel poverty were promoted regularly through the Community Support Hubs and through presentations at NYCC provider forums.



FLU CAMPAIGN

The focus of the flu vaccination programme was on increasing uptake amongst health and social care staff and care home residents. Information about how to access the vaccine was added to the NYCC intranet and messages were sent out through the flu champions and a flu webinar. Flu clinics were set up at NYCC premises and staff could also pay for the vaccine at a pharmacy and claim this back through expenses. Flu uptake was monitored for the first time through the care home capacity tracker, and 81% of residents were vaccinated and 38% of staff. (As at 25 Jan 20)

National shortages of the flu vaccine prevented further communications being developed.

Intranet articles published online

<http://nyccintranet/news/flu-vaccination-protecting-you-your-family-and-those-you-care-flu>



CVD PREVENTION & DETECTION

Throughout 2020, we continued to link to existing messages around reducing CVD risk factors, to include the scheduled PHE campaigns such as Heart Age, Act FAST, National Diabetes Week, World Diabetes Day via the usual PH communications channels e.g. NYCC communications team, twitter, NYCC Facebook.

Following concerning statistics showing a reduction in attendance to hospital with suspected heart attack and Strokes during the first Lockdown period, messaging communicated that heart attacks and Strokes are still very much a priority for the NHS. An example below of a post shared on Twitter during the pandemic:



- **Act FAST campaign**

February saw the annual launch of the Act FAST campaign, run by Public Health England, in conjunction with the Stroke Association. The F.A.S.T. acronym as featured in the advertising for a number of years helps to raise awareness for the signs of stroke and reinforces the importance of acting F.A.S.T. and calling 999 if people notice any single one of the signs in themselves or others. One of the main objectives of the campaign is get people who witness somebody showing stroke symptoms to overcome their initial reluctance to call, something that has been of particular importance during this past exceptional year with the pandemic.

Information and resources including those below were shared throughout the year through social media channels and to key partners.



- **Know Your Numbers Week**

Know Your Numbers Weeks, the UK's biggest blood pressure testing and awareness event ran from the 7-13th September 2020. Due to social distancing measures amidst the C19 pandemic the usual offer of free community, blood pressure checks were not possible, therefore the Know Your Numbers campaign this year focus was around "You are in control". The emphasis being to encourage the nation to use a simple and reliable blood pressure monitor to measure their blood pressure at home and take the necessary steps if their reading is considered high raise awareness about the risks of high blood pressure.

This campaign was supported at a bronze level with scheduled tweets, directing individuals to visit the online measuring your blood at home resources hub to download a range of home blood pressure monitoring resources.



HEALTHY AGEING (CW)

Regular tweets around covid and healthy ageing promoted a range of messages including mental health, physical activity, covid messages and loneliness.



DYING MATTERS

Messages were shared through twitter and internal/provider forums about the importance of having conversations about death and dying, particularly in light of C19 which is affecting the way in which people deal with grief. Dying matters awareness week ran from 11- 17 May 2020 and a press release was developed jointly with Vale of York CCG raising awareness of the messages.



TOBACCO CONTROL

Tobacco control communications focussed on two subject areas across 2020, illicit tobacco and the tobacco industry and smoking cessation, details of both are provided below. Communications relating to smoking cessation are led by the Public Health Commissioned Stop Smoking Service Living Well Smokefree and supported by the Public Health team via the @nypublichealth twitter and in terms of content for press releases etc.

Illicit Tobacco and World No Tobacco Day

- **Keep It Out Campaign**

Tackling illegal tobacco is part of comprehensive tobacco control efforts to reduce smoking amongst adults and young people. Communications around Illicit Tobacco across 2020 were based on the regional Keep It Out brand, North Yorkshire purchase the licence for the communications materials each year with the key mechanism of delivery being via the Service Level Agreement with the NYCC Trading Standards Team. The campaign resources were also shared via the @nyhealth twitter account. The license for 2020 included provision of:

- digital artwork for materials – printable and digital including posters and leaflets, screen savers, email footer and stakeholders guide – which informs frontline staff who are the ears and eyes to identify illicit tobacco activity, retailers guide
- presence on the Keep It Out website <https://keep-it-out.co.uk/>
- use of the illegal tobacco reporting line and online reporting form, including immediate dissemination of relevant intelligence to Regional Intelligence Analyst
- Keep It Out radio advert
- 4 weeks radio advertising starting 20th January
- Digital productions for digital display
- 4 weeks of digital campaign activity

The focus of the 2020 campaign was the damage of illicit tobacco to the community with the following key messaging:

- Illegal tobacco might not seem a big deal – but it is bad news for our community
- Kids: People who sell illegal tobacco don't care if they sell to kids, getting them hooked on a lethal addiction that kills one in two lifetime smokers.
- Crime: It brings crime into our neighbourhoods – fuelling human trafficking, the drugs trade and loan sharks.

- If someone is offering cheap tobacco in shops, pubs and clubs, from private houses or on the street, there is usually a reason. It isn't duty-free or a new brand. It's smuggled or fake.



ILLEGAL TOBACCO. IN YOUR NEIGHBOURHOOD. AND GETTING KIDS HOOKED ON SMOKING.

Report illegal tobacco anonymously.

Call: **0300 999 0000**
Visit: **keep-it-out.co.uk**



© Fresh 2020

ILLEGAL TOBACCO. IN YOUR NEIGHBOURHOOD. AND LINING THE POCKETS OF CRIMINAL GANGS.



The sale of illegal tobacco has proven links to crime, drug dealing and loan sharks.

QUICK. EASY. COMPLETELY ANONYMOUS.

If you have any information about illegal tobacco sales in your area, share it with us anonymously.

CALL: **0300 999 0000** VISIT: **keep-it-out.co.uk**



© Fresh 2020

Smoking kills around 9225 people a year in Yorkshire and the Humber.

The sale of illegal tobacco helps children in your local area to buy cigarettes and get hooked on smoking. It also helps to fund local criminals who supply it. People can keep it out of their neighbourhood by informing anonymously.

WHAT'S ILLEGAL TOBACCO?

People often assume the cheap tobacco sold locally is duty free - but in fact, illegal tobacco comes in many different forms:

- illicit imports - sometimes known as "blat whites" or "cheap whites"
- non-UK duty paid, or "duty free" - genuine UK brands brought into the country and sold without duty being paid.
- counterfeit - illegally manufactured cigarettes, made to look like recognised brands (often seen in out of date coloured packaging).

WHAT'S THE HARM OF ILLEGAL TOBACCO?

Illegal tobacco is a problem because:

- It makes it easier for children to get hold of cigarettes and to start smoking. Children often know who is selling it locally, and all pocket money pokes. Even if you don't think local sellers are selling to kids, many are.
- The illegal tobacco trade is linked to criminals and brings crime into local areas. People supplying it locally are often involved in drugs or loan sharking. Buying it means supporting them.
- Cheap tobacco encourages smokers to keep smoking and to smoke more, and can break down their willpower to quit.
- It robs local hospitals and schools of money for vital services.

ILLEGAL TOBACCO MYTH BUSTER.

"People are only after a bargain."

We all like a good deal, especially when money is tight. But illegal tobacco comes at a very high cost - the damage it does to local people. Illegal tobacco makes it easier for children to start smoking and get addicted, and means criminals are making money out of cash-strapped families.

"I don't smoke - it doesn't affect me."

Illegal tobacco is an issue that affects everyone who wants a crime-free neighbourhood or who wants to protect their children and grandchildren from the harms of smoking.

"Sellers are just trying to make a few quid."

The supply of illegal tobacco has proven links to organised crime gangs and dealers can be selling other things illegally. It can also draw buyers into owing money to sellers and get children involved with local dealers, buying it means supporting a criminal trade.

"If I give information, nothing will be done."

You can give information anonymously with full confidence and it will be taken seriously. Information given by people like you means that Trading Standards can take illegal tobacco off the streets.

- **World No Tobacco day 2020**

World No Tobacco day is a World Health Organization led campaign which in 2020 focussed on the tactics the Tobacco Industry takes to ensure it's products are appealing to the next generation, the key message of the campaign was 'Tobacco products kill more than 8 million people every year. Tobacco and related industries must continuously find new consumers to replace the ones that their products are killing to maintain revenue.' Living Well Smokefree used the opportunity to raise awareness of this issue and also promote the support available within North Yorkshire



Smoking Cessation

The approach for smoking cessation across 2020 was focussed on C19 and the additional risk for smokers, listed below with the campaign purpose being to signpost people to local stop smoking services and online tools to access stop smoking support.

- Coronavirus disease (COVID-19) is an infectious respiratory infection; it affects the lungs and airways.
- Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment.

- Older people and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness.
- As smoking damages lungs and weakens the immune system, the emerging evidence indicates that smokers may be more likely to have complications from the COVID-19 infection.

Public Health England launched a national campaign to encourage quits across the country with the tagline of #Quit4Covid, this campaign was launched in April and included several phases across 2020, moving from the initial #Quit4Covid brand to Today is the Day and ending with the campaign falling under the broader Better Health umbrella. Key dates such as Stoptober were used to re-emphasise the campaign messages. A wide range of communication activity has been completed as part of this work including:

- Regular social media content pushed out via NYCC social media and the PH Twitter Account
- Press releases
- Online drop in clinics for individuals to meet a smoking advisor
- Broad promotion of the campaigns materials to key partners e.g. maternity services, substance misuse



ALCOHOL

Alcohol social marketing campaign 'Wake Up North Yorkshire' (WUNY)

Following detailed scoping work, primary research, co-production workshops, focus groups and interviews that took place in 2019, Wake Up North Yorkshire has launched two out of its three planned campaigns and created a new dedicated website full of resources during 2020. Participants of the first survey (used as part of the primary research) were invited to share their own personal stories around drinking and alcohol, and how they have changed their approach and from these. From these stories, a series of short videos and case studies were created for use on the website and in the communication campaign. These included press releases, radio slots, internal communication, digital marketing packages and stakeholder briefing packs. <http://wakeupnorthyorks.co.uk/>

The first of the three planned campaigns ran Feb/Mar 2020 (finishing just before the first lockdown) and included Media and PR, website content, Stakeholder relations, Internal communications (including print), local video case studies and an online advertising campaign across Facebook and Google Display.

The use of google ads during this time resulted in 1.4 million impressions (how many times displayed) and 488,000 clicks. While Facebook received 414,000 impressions - reaching 82,000 individuals and 4,000 clicks. The most emotional content (from case studies James and Ted) performed the most strongly and the least emotional (but also possibly the most positive ('Chris' video) performed much less well on Facebook in terms of interactions and clicks. Anecdotally: Samantha called us proactively and said that she'd been approached by so many people who saw her story. This includes a young woman who said that seeing the campaign had given her the strength to start a conversation with her partner, who she believes has a drinking problem.

The second campaign ran in May/June. Some elements were impacted by the Coronavirus situation, including planned Trade and industry relations and tactics and the visibility of circulated Video and print in community settings e.g. doctors' surgeries). Developing new content (video case studies and artwork) was not possible due to social distancing guidelines. Instead, we used messages relevant and timely to lockdown, using stock and existing images and included content about social distancing, mental health and NY services on the website. During this second campaign, we also amended the scheduled campaign mid-point survey (which was shared at the same time as the second burst) to include questions about the effects of lockdown on drinking across the County. Getting the second survey out was more difficult than the baseline – we had 389 respondents to this - but the demographic characteristics were similar (i.e. gender, ethnic group and marital status). The survey highlighted positive behavioural shifts and positive feelings/responses towards the campaign brand.

Findings from the second campaign are informing the final phase of activity, including adding content that appeals to parents of children under 16 years, focusing on making a change during/post lockdowns, and how to combat drinking for stress and anxiety. As the primary reasons

given for drinking remained the same in both the baseline and the midpoint (nice with a meal/social events etc.), the messaging surrounding reducing drinks when socialising and alternating drinks will remain the same. Timescales have been pushed back due to sharp rises in C19 case numbers and subsequent lockdown, but current plans are to run this last phase in Feb/March 2021.



CLear assessment and joint alcohol strategy refresh

The CLear alcohol self-assessment tool is an evidence-based improvement model. It aims to bring together all those working to reduce alcohol related harm through identifying what's working well and areas for improvement – to kick start place based conversations about how to improve outcomes and develop new approaches. The self-assessment tool includes a number of thematic areas for local partnerships to explore such as communications and social marketing, primary prevention and data, innovation and learning. Some initial information gathering has taken place with partners linked to Enforcement, Children & Young People, and Treatment themes. Work in this area has been limited to date due to partners' involvement in urgent C19 response work.

Scoping for the new strategy has begun and draft structure developed. As with the CLear assessment, we intend much of this work will be collaborative with our partners. Initial proposals for the strategy include examining national and local evidence, revisiting the harms associated with alcohol, the response to harms in North Yorkshire (including recovery from Covid) and measuring value/success.

Alcohol Awareness Week - provided an opportunity for us to conduct some NYCC intranet based communication focused on the importance of:

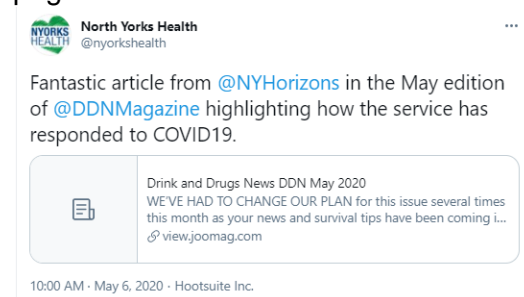
- Talking about the issues around alcohol and mental health, helping to make more informed choices about drinking

- Tackling the stigma associated with drinking, which can be significantly worse for those struggling with mental health problems as well as drinking problems
 - A call for action to help those most in need and to help those struggling to seek support
- We also promoted the WUNY campaign and promoted a short survey asking questions about changes to drinking habits during lockdown and plans post lockdown.

NHS Happy Hour managing alcohol during Covid – was promoted via the @northyorks twitter account, the campaign promotes various ways to shrink your drink including switching to something with a lower % ABV. For tips and ideas: [//nhssmpa.org/blog/new-happy-hour](https://nhssmpa.org/blog/new-happy-hour) #newhappyhour #wakeupnorthyorkshire

DRUGS

Throughout 2020, we continued to support various campaigns that fell within the topic area of substance misuse. We worked closely with our commissioned Drug and Alcohol treatment service to coordinate and strengthen messaging, with particular focus being made to available support in light of the impact of C19. In May 2020, North Yorkshire Horizons contributed to that month's edition of 'Drink, Drug News' and highlighted the adaption that the service had been able to make in response to the introduction of lockdown. The article covered the work that staff had done to ensure the continuation of care, with appointments shifting from face-to-face to being completed via telephone. It also discussed the work that staff were doing to highlight how service users could remain safe at home during this uncertain time. This publication has a national readership that is available both online and in physical copy. The article can be found [here](#) and we promoted this via our Twitter page:

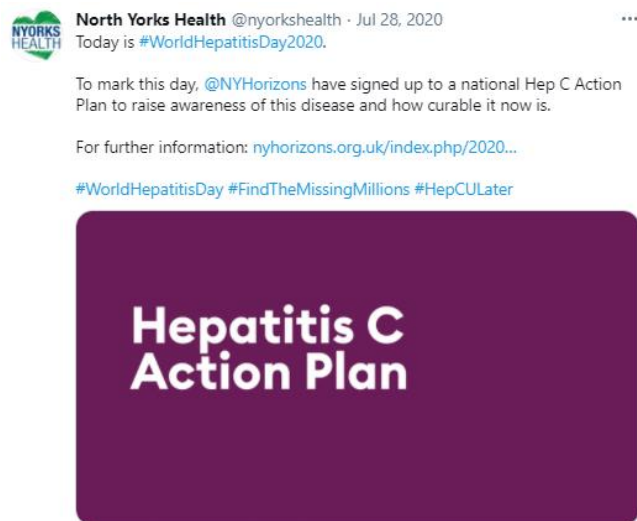


World Hepatitis Day – 28th July 2020

To mark World Hepatitis Day in 2020, North Yorkshire Horizons signed up to the national Hepatitis C Action plan. The action plan aimed to further increase testing for Hepatitis C, ensuring specialist pathways and onsite treatment for the virus. The plan by Humankind, which is the lead partner in North Yorkshire Horizons, was developed in response to a recent government report, which stated that across the country, people are not getting access to needle and syringe services, as they should. The charity has said there should be “no closed doors” in any of its services. Among a list of pledges set out in the plan, the organisation stated that it would:

- Invest in staff to increase testing rates and re-testing rates of people at risk
- Invest in training for staff to ensure we have a skilled workforce
- Allow time for data inputting
- Ensure testing provision is across the whole treatment system
- Reach out to people not registered with its services
- Commit to listening to what people who use its services say on how best to tackle the issue.

North Yorkshire Horizons also joined a national campaign to raise awareness of Hepatitis C and the fact it can now be cured by a simple course of tablets. On World Hepatitis Day, the organisation, along with a range of other charities, NHS Trusts and the Hep C Trust are backing the Hep C U Later campaign online and within its services.



**HEP C
u Later**

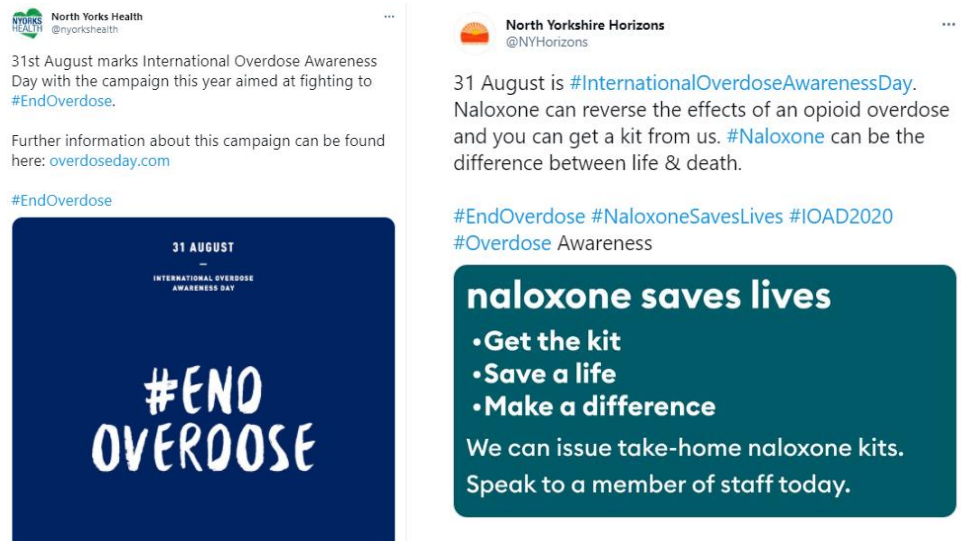
@HepC_u_Later

*Thank
you all for
the support
today!*

#WorldHepatitisDay

International Overdose Day – 31st August 2020

As part of International Overdose Day, I worked closely with North Yorkshire Horizons to promote awareness of the campaign at overdoseday.com from our twitter account. Due to the Coronavirus pandemic, there were a series of online events planned for this event to mark the day and ensure this key lifesaving message could still be delivered across the world. North Yorkshire Horizons took this opportunity to promote their service offer of take home naloxone available to anyone living in North Yorkshire.



SEXUAL HEALTH

Public Health have supported a range of Sexual Health campaigns throughout 2020 in partnership with the commissioned service, YorSexualHealth. The service worked hard to ensure provision of care was maintained in light of the Coronavirus pandemic and were able to successfully integrate several digital innovations to complement traditional services. This was promoted to all key partners and we supported the message from a Public Health perspective.

'Once in a Lifetime' opportunity - June 2020

In June 2020, BBC ran a national story (<https://www.bbc.co.uk/news/newsbeat-52488892>) highlighting the unique opportunity that lockdown presented to disrupt the spread of STIs. Self-isolation meant a huge change in many people's sex lives and experts expressed that the fact that people were not hooking up was an "once-in-a-lifetime opportunity" to drive down STIs permanently. They advocated that taking a home test could be a "game changer". Locally, Public Health worked with YorSexualHealth to create our own blog on the provider's website and raise awareness across the county. This article can be found [here](#). This was also promoted on the Public Health Twitter account.



Lockdown could be a once in a lifetime opportunity to drive down STIs as self-isolation meant a change in a lot of people's sex lives. [@YorSexualHealth](#) offer free and confidential online testing for STIs and HIV for any resident in [#NorthYorkshire](#).

ow.ly/Nzwh50zWtfH

12:30 PM · Jun 2, 2020 · Hootsuite Inc.

'Break the Chain' Campaign – June 2020

Following the success of the original article highlighting the 'once in a lifetime' opportunity that lockdown presented, 56 Dean Street launched their 'Break the Chain' campaign a couple of weeks later. Focussing specifically on campaign aimed to maximise on the social distancing situation in place to identify undiagnosed HIV so that they can start treatment early, improve their health, and passing on HIV to anyone else. It promoted the ease of access to testing and the these diseases early. A series of tweets were sent over the course of the week from and YorSexualHealth accounts. Examples can be found below.

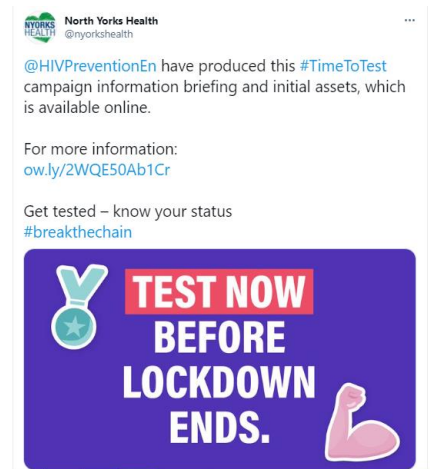


Do you live in [#York](#) or [#NorthYorkshire](#)? Did you know that you can do a [#HIV](#) and [#Syphilis](#) test from the comfort of your own home?

Order your free testing kit today at freetesting.hiv!



HIV and Syphilis, the everyone who has prevent them from benefits of catching both the Public Health



World Aids Day – December 2020

The end of HIV testing week culminated in World Aids Day on Tuesday 1st December. YorSexualHealth promoted this campaign with a blog on their website highlighting the North Yorkshire Aids Memorial Quilt, which was on display in the main entrance at York Hospital. There was also an opportunity for people to write in the Book of Remembrance and to pick up a red ribbon. The Aids Memorial Quilt Project was first started in San Francisco in 1987. It features panels made by family and friends, to commemorate the life of their loved one. This has now grown to be a huge quilt of over 3,000 panels. Taking inspiration from this, the North Yorkshire Aids Memorial Quilt is a large free-standing quilt, with a white Yorkshire Rose for each of those who has died. The Quilt was started by a group of bereaved Mothers and Partners and is updated each year by North Yorkshire Aids Action. Awareness was raised on the Twitter accounts of both Public Health and YorSexualHealth too.



North Yorks Health @nyorkshealth · Dec 1, 2020

Today marks World Aids Day. HIV diagnoses are falling in the UK but we cannot be complacent. Please visit the @NAT_AIDS_Trust website to learn more about how you can support this fight to stop HIV by 2030

worldaidsday.org/campaign/#/

#RockTheRibbon



YorSexualHealth
@YorSexualHealth

Today is #WorldAIDSday. Today and every day, we show support and solidarity for those living with or affected by #HIV & #AIDS. Our HIV Support services are free and confidential and can be accessed by emailing us on socialsupport@york.nhs.uk.

More info:

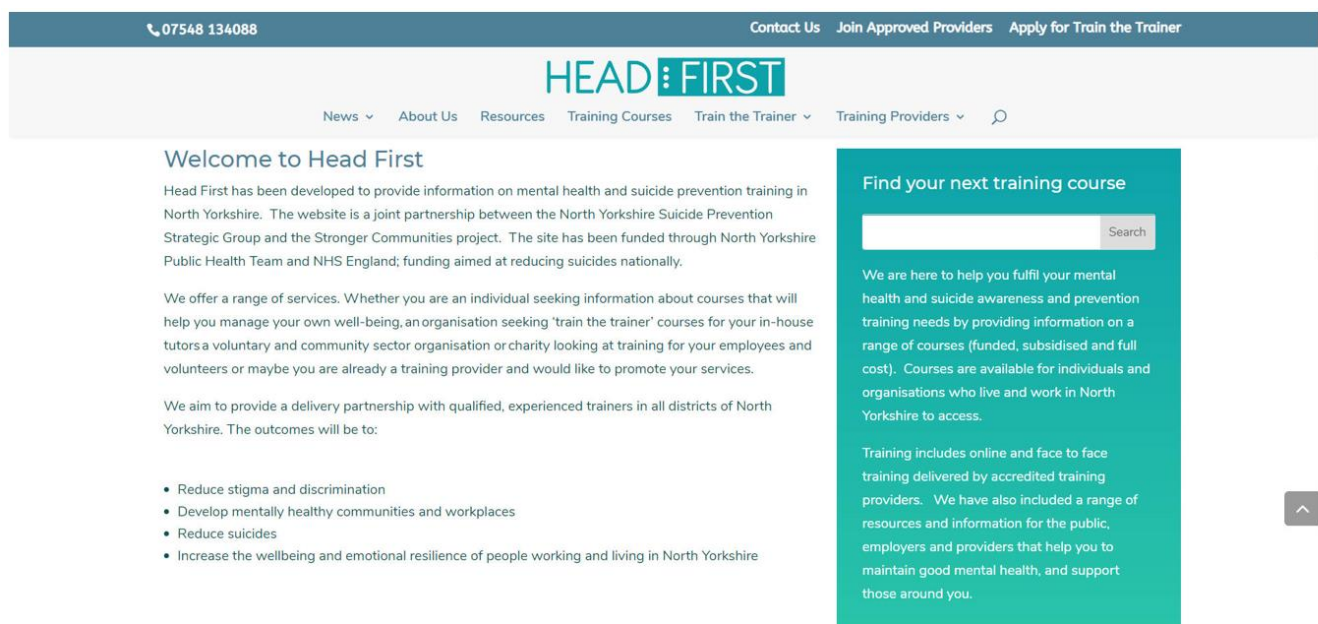
yorsexualhealth.org.uk/north-yorkshir...



MENTAL HEALTH AND SUICIDE PREVENTION (VW/CR)

As part of the work to reduce suicides across North Yorkshire and the wider ICS/STP structure and the additional funding from NHSE we have worked with colleagues to promote access to support and training.

Launch of the HeadFirst Training site by NYCC providing access to mental health and suicide prevention training for those working, living and volunteering in North Yorkshire.



New training hub launched to improve mental health and wellbeing in North Yorkshire

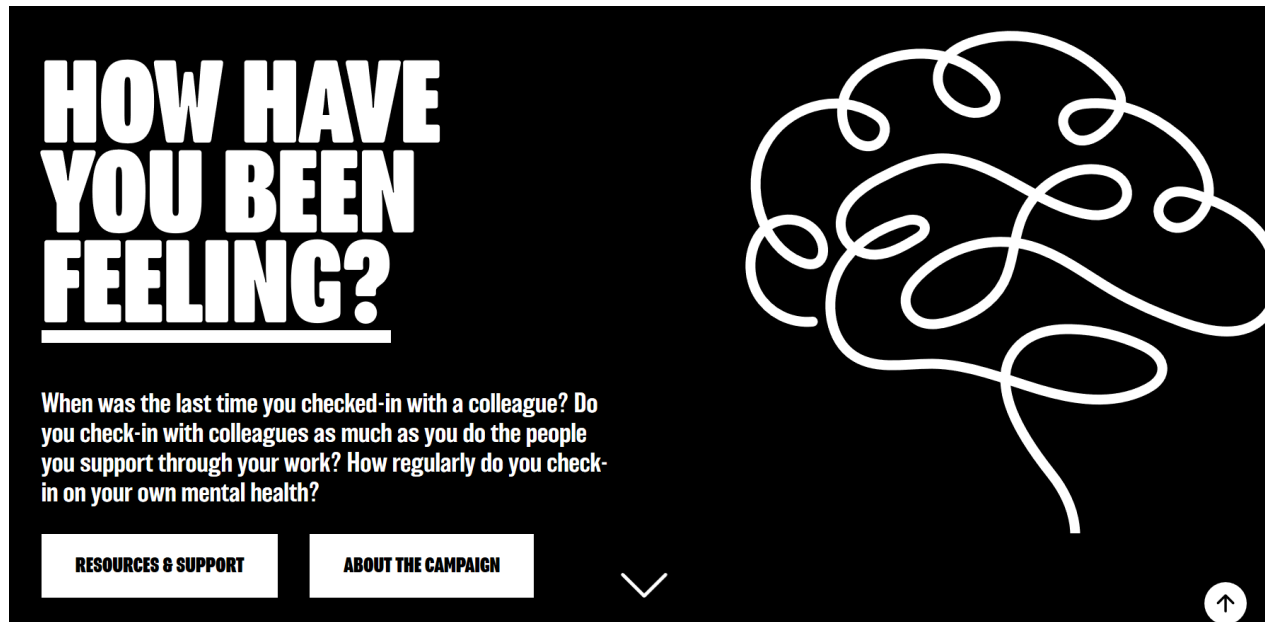
11 September 2020 · Community / Yorkshire

Working with HCV STP and partners campaign to promote Zero Suicide Alliance training to reduce suicides across the STP footprint



West Yorkshire and Harrogate Health and Care Partnership launch staff suicide prevention initiative

West Yorkshire and Harrogate Health and Care Partnership (WY&H HCP) launched an innovative staff suicide prevention campaign targeted at more than 100,000 health, care, voluntary and community service colleagues working in organisations large and small across the area.



Every Mind Matters

Mental health communications is centred around a national campaign Every Mind Matters. The campaign was robustly developed using social marketing and piloted extensively prior to roll out. The campaign materials include not only information sharing, but also an interactive platform which encourages people to develop their personal bespoke plan. Resources are regularly reviewed and promoted.

The Every Mind Matters Covid hub also includes practical tips and support on how adults can deal with uncertainty, how to cope with money and job worries and how to look after both their own and their family's mental wellbeing while staying at home

Mental health campaigns promoted include

Time to talk – Feb

Mental Health Awareness week – May 10th – 16th May

World Mental Health Day – 10th October

North Yorkshire was also successful in achieving organic hub status for the national anti stigma project Time to Change and have continued to work with partners to actively champion and promote anti stigma work under our branding



Suicide Prevention Animations Launch



The North East and North Cumbria Suicide Prevention Network, in collaboration with suicide prevention charity Every Life Matters Cumbria, has launched three new short animations as part of its “look after yourself, look out for others, and get help early” awareness campaign. The aim is to use the animations to reach as many people as possible, especially people who may be struggling to cope and to help prevent anyone feeling they need to struggle alone.

Watch and share the animations here:

[Our key message animations « Suicide Prevention \(stopsuicidenenc.org\)](https://stopsuicidenenc.org/)

Download the toolkit here: [Campaign toolkit « Suicide Prevention \(stopsuicidenenc.org\)](https://stopsuicidenenc.org/)

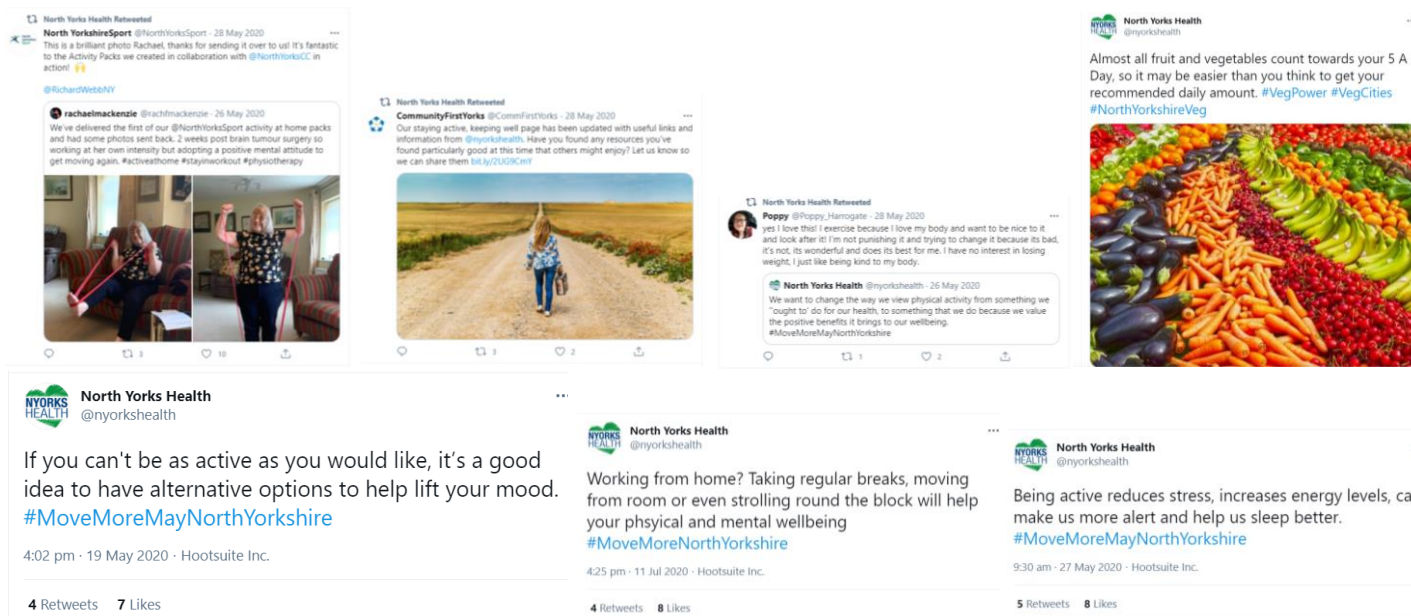
Stronger Communities grass roots community Grants launched for a third year to promote good mental health and help to reduce suicides.

Local organisations committed to promoting good mental health and reducing the numbers of people taking their own lives are being encouraged to bid for funding to help them in their work.



HEALTHY WEIGHT/HEALTHY LIVES STRATEGY - ADULT OBESITY, CHILDHOOD OBESITY

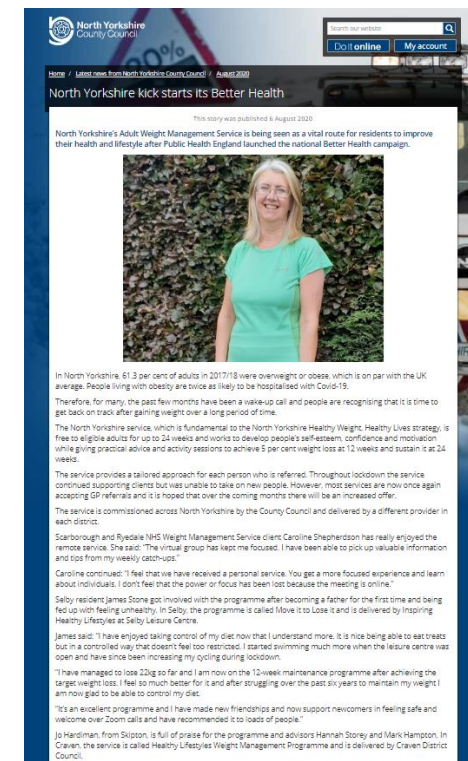
Under the broad Healthy Weight, Healthy Lives (HWHL) strategy various communications activities were undertaken to promote the importance of healthy weight and physical activity, especially to get us through the initial lockdown period. We worked heavily with our strategy partners and key stakeholders including North Yorkshire Sport, and providers, to promote and develop communications resources to be used across social media to supplement national messages. We ran a mixed message social media campaign utilising the hashtag #MoveMoreMayNorthYorkshire and then into the summer months with #KeepMovingNorthYorkshire to highlight how to stay active during lockdown restrictions. We focused on all elements under the strategy from 'being physically active', 'healthy weight', 'healthy eating', and 'food security'. The developed social media resources and communications plans were shared with all members of the steering group under the HWHL strategy and shared on their social media channels, to give a consistent and coherent voice across North Yorkshire.



Other key campaigns and activity covered this year include Better Health, Promoting the HWHL 3rd Annual Report, Healthy Eating Week, Veg Power and Waste, We are Undefeatable, and Food Security. We have also completed ad-hoc work including promoting the #ThisGirlCan Community fund for projects overcoming the barriers women face in getting active.

Better Health

The Better Health campaign launched in July with the public facing website <https://www.nhs.uk/better-health/> and re-vamped NHS 12-week weight loss plan now available as an app. The campaign focussed on encouraging adults to 'kick start their health and reduce their risk of serious illness, including COVID-19' and was unveiled as part of the governments new obesity strategy. Launched with a media roadblock on prime-time TV the Better Health campaign include adverts, digital, print, out of home advertising, radio content and social media, and key corporate partnerships. At a local level the resources were promoted through our social media channels at a corporate level and our Adult Weight Management Providers were asked to utilise the campaign to promote referrals into local services, as this coincided with the re-opening of referrals. We produced various press releases and our local services shared client stories to highlight the success of local provision.



Food security, 'Veg Power' and Veg Cities

Utilising existing networks we have promoted the importance of food security work and good practice across the county, as seen in the example from Malton free fridge. Throughout the pandemic response, we focused on shopping locally to promote reducing waste from fruits and vegetables and eating seasonally. This broader piece of work ties up the food sustainability and security work stream.

We launched and shared the 'North Yorkshire Veg Cities' campaign and pledge page at the start of the year, but this has had little impact whilst priorities have been diverted -

https://www.vegcities.org/local/north_yorkshire/ We will focus on continuing this piece of work into 2021.



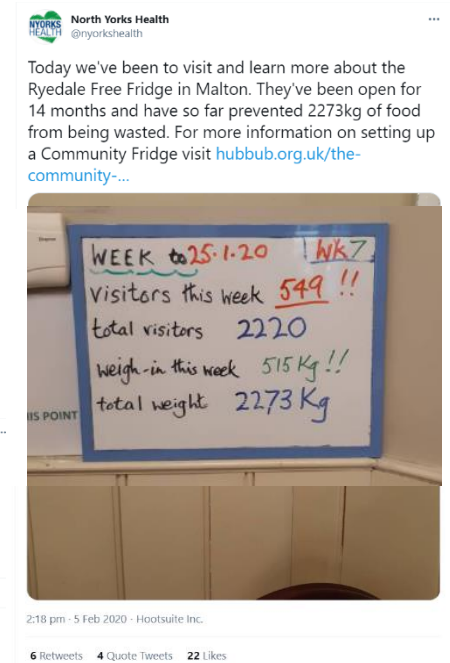
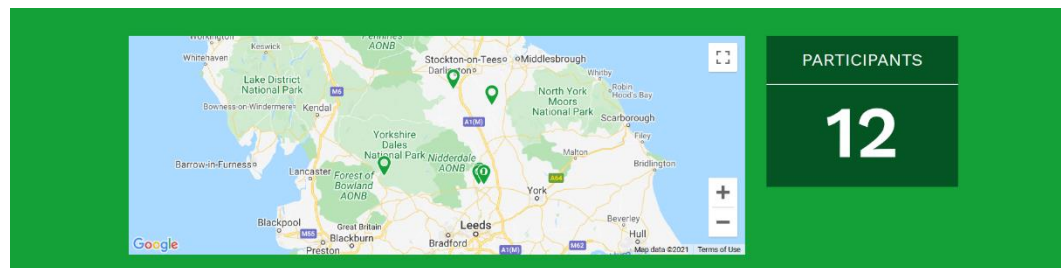
[ABOUT](#) [GET INVOLVED](#) [WHAT'S HAPPENING](#) [SIGN IN](#)

VEG CITIES | NORTH YORKSHIRE

Update from North Yorkshire County Council

North Yorkshire as a whole performs well for fruit and vegetable consumption. However it is estimated that approximately 60% of the North Yorkshire population meet the recommended '5-a-day' on a 'usual day' and this is likely to be an overestimation as this is self-reported information. In addition North Yorkshire residents appear to consume slightly more vegetables than fruit daily yet for both Selby performs slightly worse than the England average. North Yorkshire also has a lot of 'green space' yet only 17.8% of this is used for exercise/health reasons which is slightly lower than the England average, and for a rural county with a lower population density than the England average this is poor.

The North Yorkshire Veg Cities campaign aims to link food waste and consumers, community groups and local business to increase vegetable consumption and promote a variety of vegetables in all settings.



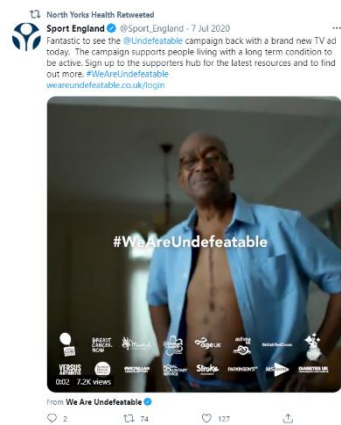
We are Undefeatable

The campaign “We Are Undefeatable” aims to change the misconception that those of us with long-term health conditions cannot be active. It seeks to inspire and empower those of us who are least active to build physical activity into our lives in small chunks, in a way that long-term health conditions allow, whilst celebrating every little victory.

The campaign includes inspirational real-life experiences of people with long-term health conditions getting active despite the ups, downs and unpredictability of their condition.

At the start of the year, the #StayInWorkOut hashtag was widely used and promoted via social media and in the bank of resources shared by North Yorkshire sport, and our communications for covid work. The re-launch of the campaign was in February 2020 yet the change in circumstances we found ourselves in meant that the campaign meaning was more important than ever. The key call to action ‘For ways to get moving with your health condition ask for advice today or visit WeAreUndefeatable.co.uk’ evolved into sharing key resources for our most at risk population. This was particularly important following the guidance given to some individuals to shield, and those who were described as being at increased risk of C19 complications and mortality.

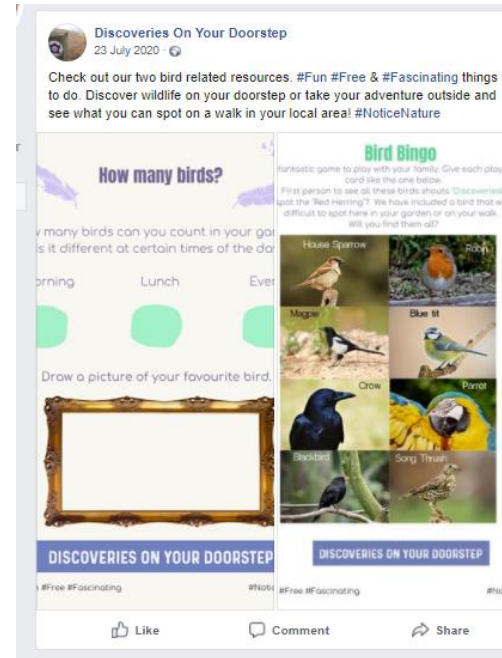
New resources became available in the Summer and these were shared with key partners and our local service providers utilised these to make their at home workouts more accessible. We will continue to promote and focus on physical activity for all as a key priority.



DISCOVERIES ON YOUR DOORSTEP PROJECT

Discoveries on your doorstep throughout 2020 focused on enjoying what is on your doorstep and encouraging the population to #NoticeNature, and find #Fun #Free and #Fascinating things to do on your doorstep. Through the development and dissemination of a 'Noticing Nature Activity Pack'; to promote finding things to do on your doorstep, the project was able to reach more people than ever before and create a renewed focus for the work.

The key campaigns covered under this project have included Green Mils, Garden Bird Watch, Ripon Walk to school, Wetlands work, Clean Air Day, and local walking promotion.



CHILDREN AND YOUNG PEOPLE

A priority this year was to identify key channels to communicate our CYP-focused messaging, to supplement the existing NYCC corporate social media account and NYHealth Twitter feed channels. We have identified and focused our communications through the following platforms with the aim of extending our reach to professionals supporting children and families and to reaching families and young people directly:

1. CYPS Early Help team's social media channels and monthly Family News Bulletins
2. CYPS Prevention & Commissioning Staff Bulletins
3. Direct communication to all North Yorkshire schools via the RedBag
4. Direct communication to parents/carers via Schools (through the RedBag)
5. Direct communication to Early Years Settings through Early Years Provider newsletters

Unintentional Injuries

This year the team designed a social media calendar for use by our key partners. The aim was to keep childhood accident prevention on the agenda all year round. The social media calendar "a year of child safety" has a number of suggested social media messages and images themed by key seasonal risks e.g. fireworks on Bonfire night, button batteries at Christmas, and, water safety during the Summer.

**North Yorks Health**



[#BeBeachsafe](#) this summer with safety advice from the  & remember to follow guidelines & [#socialdistance](#) [#StaySafeStayLocal](#) nli.org/safety/beach-s... pic.twitter.com/zr5nWhPVe8

29/08/2020, 12:00

**NY Trading Standards**





Button batteries are increasingly common in everyday items and can be lethal if swallowed. Go on a [#BatteryHunt](#) and see where you can find them in the home... headsets, remote controls, car keys, digital scales, toys, musical cards - where else? capt.org.uk/batteryhunt

28/07/2020, 13:02

In response to the first national lockdown, with schools and nurseries closed and parents juggling childcare, work and home schooling, the team developed an accident prevention communication toolkit. This included key messages on how to keep young children safe at home, highlighting some of the key risks to consider and preventative messages for the under 5 age group to be shared through social media platforms and through staff bulletins. The resource also included a One Minute Guide aimed specifically at the CYPS workforce, which was distributed through Staff bulletins.

Child Safety Week is the flagship annual campaign run by the Child Accident Prevention Trust (CAPT). The campaign aims to bring together individuals and organisations around the country to promote safety messages to families in a fun and engaging way. In response to C19, this year's campaign "**Safety Makes Sense!**" 1st-7th June, focused on the use of social media to reach as many families as possible, emphasising the importance of equipping families with the right messages and tips on how to prevent unintentional injuries for their children.

A social media toolkit was shared with a range of partners including: the Healthy Child Programme; Early Years Providers; NY Safeguarding Partnership and NY CYPS and Trading Standards, and a blog was published on the NYCC intranet page.

Child Safety Week 2020 - Campaign Briefing for Partners

What is Child Safety Week?
Child Safety Week is the flagship annual campaign run by the Child Accident Prevention Trust (CAPT). The campaign aims to bring together individuals and organisations around the country to promote safety messages to families in a fun and engaging way.

This year's campaign takes place **Monday 15 June - Sunday 27 June**, with the theme **Safety Makes Sense!**. In response to COVID-19, the emphasis will be on social media to reach as many families as possible.

Why Are We Supporting Child Safety Week?
Although rates of hospital admission in North Yorkshire caused by unintentional injuries in children are relatively stable, they are significantly worse than the England average and our closest statistical neighbours – and the gap is widening.

Injuries are preventable and we can do something about it – supporting Child Safety Week by sharing campaign messages with families and communities across the County is one of the actions we are taking to help address the issue locally.

Who is Your Target Audience?
Now that the majority of the families you work with are largely at home for prolonged periods of time, it is vital that they are well equipped with the right messages and tips on how to prevent unintentional injuries for their children.

Unintentional injuries, particularly those in and around the home, are a leading cause of preventable death for children under five years old and are a major cause of ill health and serious disability.



The reduction of unintentional injuries in childhood therefore remains an important public health priority, both nationally and locally and it is even more important to try to prevent them in the current circumstances we are all adapting to.


Some of the most serious preventable accidents to the under-fives fall into five main areas:

1. Threats to breathing – choking, strangulation or suffocation
2. Falls
3. Poisoning
4. Burns and scalds
5. Drowning

What Can You and Your Organisation Do?


- Share Resources:
 - ✓ The free [Safety Poster](#) can be shared with families you support. It features top tips on keeping children safe from burns, preventing poisoning, reducing choking and suffocation hazards, preventing falls, wearing safe around roads and fire and water safety.
 - ✓ There is now family friendly [captioned videos](#) or copy and paste safe newsletters, websites, share on social media or circulate to other organisations who support families.
 - ✓ All available through CAPT's website [www.capt-uk.org.uk](#)
 - ✓ You can use the "We support Child Safety Week" logo. [Download](#)
- Promote through Social Media:
 - ✓ Follow CAPT on [Facebook](#) to advice you can share directly with families
 - ✓ Follow the CAPT on [Twitter](#) to share Child Safety Week posts on your Social Media accounts and get the messages out across your networks
 - ✓ Follow [@nyccsafety](#) Health Twitter [@nyccsafety](#) and retweet relevant content to help spread key messages
 - ✓ Motivate colleagues by sharing this briefing and asking them to join you in supporting the Child Safety Week Campaign
 - ✓ Post Child Safety Week content on your social media accounts (suggested content below)
 - ✓ Please don't forget to use the campaign hashtag on your post: **#SafetyMakesSense**

<p>Stay safe in schools</p>	<p>ROBOTS CAN BE SAFE – accident hotspots for youngsters, but there are small things you can do to make a big difference. Get down to your child's level and see the world through their eyes, you can spot dangers, and help to keep them safe.</p> <p>@nyccsafety #SafetyMakesSense</p> 
<p>Stay safe in homes</p>	<p>WORKING AT HOME with children can be challenging, try and make sure your home is as safe as possible to avoid preventable accidents.</p> <p>@nyccsafety have a great parents pack for staying safe in lockdown.</p> <p>@nyccsafety #SafetyMakesSense</p> 




North Yorks Health

[@nyorkshealth](#)




An easy win to avoid horrendous bath water scalds ... get in the habit of putting the cold in first and top up with hot. You'll be saving your child from the risk of falling or climbing into a boiling bath. [#childsafetyweek](#) [#SafetyMakesSense](#) [pic.twitter.com/z2Lbj8c3j](#)

04/06/2020, 17:02



North Yorks Health

[@nyorkshealth](#)



Breakfast, lunch, dinner, repeat ... sound like your life at the moment? When you're exhausted it's easy to get distracted, so use the back rings of the cooker and turn pan handles in. It keeps danger out of reach of little hands that grab. [#childsafetyweek](#) [#SafetyMakesSense](#) [pic.twitter.com/0a3AnjBiQz](#)

03/06/2020, 16:02

Oral Health

Access to dentistry became a concern for families during the pandemic with changes to locally available services. In June, materials were produced by the British Society of Paediatric Dentistry with key messages around looking after your teeth and advice on how to access a dentist. These fun family friendly materials featuring NHS doctor, TV presenter, author and celebrity contestant on "Strictly Come Dancing" Dr Ranj were shared with key partners to disseminate through their communication channels.

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 support National Breastfeeding Week 1-7th June. A social media toolkit was shared with partners during the week promoting Public Health England social media assets. #NationalSmileMonth #Start4Life #Breastfeedingfriend #BreastfeedingCelebrationWeek



Good oral health saves children from toothache and gives them confidence to keep smiling. Find out more about how breastfeeding can help you get off to the best start in protecting your child's first teeth. ow.ly/S82G50zYIFB [#NationalSmileMonth](#) [#Start4Life](#) [#Breastfeeding](#)

04/06/2020, 16:02



COVID-19 communications

Since the beginning of the pandemic, the CYPS public health team have worked closely with colleagues in CYPS and NYCC communication teams to produce a range of proactive and reactive communication materials. A consultation with NYCC Youth Cabinet in **September** has influenced our ongoing messaging aimed at young people. Examples include:

April	<ul style="list-style-type: none"> ○ Social distance guidance /bank holiday social media assets – disseminated through NYCC and CYPS Facebook platforms and through HDFT channels. ○ Key messages for practitioners working with more vulnerable young people, or, young people that are known not be adhering to social distancing – disseminated through CYPS weekly covid workforce bulletin
September	<ul style="list-style-type: none"> ○ In preparation for the return to school, a range of local materials including guidance for parents e.g. “Covid-19 related pupil absence: A reference guide for parents and school” and posters and social media assets for schools - disseminated through the RedBag.
October	<ul style="list-style-type: none"> ○ Letter for parents outlining key prevention messages, including how to stay safe on the school commute, advice on bubbles, minimising social contact – disseminated through the RedBag ○ Top tips on having a Safe Halloween and Bonfire Night – press releases and disseminated through RedBag,
November	<ul style="list-style-type: none"> ○ Signs and symptoms poster for schools, in collaboration with the Local Medical Council – disseminated through the RedBag, GPs, and CYPS Facebook platforms. ○ Letter for parents of teenagers outlining key prevention messages, in response to concerns around teenagers mixing outside of school – disseminated through the RedBag.





CYP Mental Health & Wellbeing

The impact of C19 on Children and Young People's mental health is widely recognised. NYCC has supported the national Every Mind Matters campaign. This year the campaign has had an increased focus on children and young people and advice for parents.

In addition, we have continued to promote locally available support (The GoTo, Healthy Minds in Craven, Kooth online counselling and Compass BUZZ) on a regular basis, and in November, we produced a Mental Health Toolkit for schools. The toolkit included local and national resources, social media assets, and other signposting support. It also included mental health support for teaching and educational staff.

NYCC Mental Health Toolkit – resources, comms and links to share with children, young people and adults

Audience	Channel	Asset	Copy	Resource
young people, students	Social media animation		<p>Your mental health is important Talking can help</p> <p>Consider how to connect with others.</p> <p>There's ways of staying in touch with friends and family virtually.</p> <p>www.nhs.uk/oneyou/every-mind-matters/</p> <p>NHS talking therapies can help if you're struggling to cope with feelings of anxiety or depression. Visit NHS.uk/talk</p>	https://campaignresources.pl.gov.uk/resources/campaigns/111/resources/5454
			<p>Your mental health is important Dealing with change</p> <p>Changes to our daily lives can cause</p>	



North Yorks Health

[@nyorkshealth](https://twitter.com/nyorkshealth)



#EveryMindMatters and those of children and young people may find they need extra support since returning to school. New NHS approved guidance offers tips and advice for parents, visit everymindmatters.co.uk
pic.twitter.com/W9zhPCMO9z

20/09/2020, 12:00



North Yorks Health

[@nyorkshealth](#)



[Kooth.com](#) is a free, online counselling and emotional wellbeing platform for 11-18 years olds across N.Yorks offering advice support & guidance.

Sessions are:

23/6/20 2-3pm

25/6/20 11-12pm

29/6/20 12-1pm

to register email Emma Handford:

ehandford@xenzone.com pic.twitter.com/WvkDzJrLS1

03/06/2020, 12:15



North Yorks Health

[@nyorkshealth](#)



If you're a parent or carer who wants to provide emotional support to a child or young person with mental health difficulties, there's help for you at The Go-To:

thegoto.org.uk

[@Compass_BUZZ](#) [@CompassREACHC4H](#)

pic.twitter.com/RUGubducUo

03/06/2020, 17:30



NHS North Yorkshire Clinical Commissioning Group

[@NorthYorks_CCG](#)



Find out what support services are available for young people in North Yorkshire to support their mental health on the Go-To website: buff.ly/3c5p7L5

pic.twitter.com/EU2NmTfgX7

14/08/2020, 12:30

WORKPLACE HEALTH

During the C19 pandemic communications to businesses have been around themes such as supporting workplaces to be covid secure, mental health support for staff and managing teams working remotely at home.

Tweets during April reinforced national messages, the businesses signed up to the Workplace Wellbeing Award (WWA) were contacted and links to national resources were circulated to individual businesses as required.

During May, tweets (linking with the Public Mental Health plan) covered the following topics:

- Working from home and mental wellbeing (EMM)
- Furloughed staff and mental wellbeing (MIND)
- Line manager ideas to support staff wellbeing (MIND)
- Can't work from home, safe return to work (Gov.uk guidance)
- Ideas to support staff working at home with children (MIND)

The businesses signed up to the WWA were sent a Leadership presentation, which gave guidance on supporting employees during the pandemic.

A webpage with setting specific information for workplaces is on the NYCC website, with links to national guidance and North Yorkshire specific support, e.g. a template letter for employers to use when employees have to self-isolate, and an 'action card' to support businesses should they have a positive case/s in their workplace. Posters emphasising the key messages are available in different languages to support those businesses who have a multi-national workforce.

Around 150 of North Yorkshire's largest organisations were contacted during the summer, and links to the support information were emailed to them.

Regular meetings with the Workplace Wellbeing Partnership Group, which includes representation from the Local Enterprise Partnership, Federation of Small Businesses, Business Improvement Districts and Trading Standards, continued to take place. The members disseminated key messages through their newsletters, including links to our webpage. A message of support to the businesses was sent out via the partners, with NYCC's DPH thanking organisations for all the measures they had put in place to keep their local communities safe.

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