


Dear Partners

Public Health communications are a fundamental part of public health work, relevant to every aspect of health and wellbeing, including disease prevention, health promotion and quality of life. The North Yorkshire County Council Public Health Team would like to maximise communications activity across North Yorkshire to improve the health and wellbeing outcomes for our population. We are pleased to share quarter one of our 2021 communications calendar with you and ask that partners support us in delivering the identified campaigns and their messages.

A description of each campaign alongside web links for campaign resources are given below. Public Health England supporting toolkits and resources are available on the [PHE Campaign Resource Centre](#) website. Registration for the PHE website is required but resources are free to download. Please note, resources for some campaigns are not yet available and are marked as *tbc*. We will send out details once they are available.

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 team member.

We would also like to invite you all to follow our Twitter account  @nyorkshealth through which we also promote the campaign messages.

January		February		March	
<b>Tobacco Control/Stop Smoking</b>	ASH New Year Quit Campaign	<b>Tobacco Control/Stop Smoking</b>	Better Health – quit campaign	<b>Tobacco Control/Stop Smoking</b>	No smoking day (11 <sup>th</sup> March)
<b>Substance Misuse</b>	Winter Sparkles	<b>Substance Misuse</b>	Winter Sparkles	<b>Alcohol</b>	Wake Up North Yorkshire
<b>Mental Health</b>	Red January	<b>Mental Health</b>	Time to Talk Day (4 <sup>th</sup> Feb) Better Health – Every Mind Matters	<b>Healthy Weight, Healthy Lives</b>	Better Health We are Undefeatable
<b>Healthy Weight, Healthy Lives</b>	Better Health Adult Weight Management Service Promotion	<b>Healthy Weight, Healthy Lives</b>	Better Health Children's Healthy Weight Website launch We are Undefeatable Adult Weight Management Service Promotion	<b>Healthy Weight, Healthy Lives</b>	
		<b>Health Care</b>	ACT FAST	<b>Health Care</b>	NHS 111
		<b>Sexual Health</b>	National HIV Testing Week	<b>Other</b>	Intergenerational Week ( <i>tbc</i> )
<b>Covid-19</b>	National campaign	<b>Covid-19</b>	National campaign	<b>Covid-19</b>	National campaign

## **COVID-19**

*As the Coronavirus pandemic continues to evolve, our communications approach will reflect this. To minimise confusion and the potential for mixed messages, we will align with national Government and PHE's communications resources, all of which can be found here:*

*<https://coronavirusresources.phe.gov.uk/>. Further NYCC Coronavirus resources will be developed by the Corporate Communications team as and when deemed appropriate based on local insight. For more information, email us at [nypublichealth@northyorks.gov.uk](mailto:nypublichealth@northyorks.gov.uk)*

## **ASH New Year Quit Campaign**

Runs from the 1<sup>st</sup> to 31<sup>st</sup> January - The rate of success among smokers who try to quit is higher than ever, but fewer smokers are trying to quit than in 2007, when numbers peaked. Now is a teachable moment especially as being a smoker increases your health risks if you contract COVID-19, we must not waste this opportunity. To support the campaign, download resources and find out more – visit <https://ash.org.uk/wp-content/uploads/2020/12/Communications-Toolkit-New-Year-Campaign.pdf>

## **Winter Sparkles**

Developed by Humankind to run over the winter period, this campaign will bring together a range of digital resources that can be shared across social media to help provide tips, advice and guidance to help alleviate some of the 'Winter Blues' that can be felt at this time. The campaign will run over January and February and Humankind has asked partners to share videos, posters or just posts that promote different techniques to help people take care of their health and wellbeing. This multi-agency campaign is brought together using the hashtags #SparkleThroughWinter and #BeatTheWinterBlues – keep an eye on the North Yorkshire Public Health account (@nyorkshealth) for upcoming posts around this topic.

## **Red January**

Runs 1<sup>st</sup> to 31<sup>st</sup> January - Founded in 2016, RED January is an initiative to kick-start the New Year in a positive way. RED is chosen as an empowering colour for dark times to inspire those taking part to 'get active every day, to beat the blues away'. The campaign focuses on challenging yourself, and your followers and partners to get active every day to experience the benefits of physical activity on mental health. We will be promoting the campaign via social media channels and encouraging our internal workforce to take place. To support the campaign, download resources and find out more – visit <https://redtogether.co.uk/>

## **Better Health**

Launched in 2020, the Better Health campaign promotes positive and motivating messages to help us all take action to improve our health. The campaign aims to show the public simple steps they can take to help them feel better. The re-launch of the campaign for 2021 on 4<sup>th</sup> January focuses on looking towards the New Year to take actions to lose weight, quit smoking or increase activity levels. The Better Health website [nhs.uk/BetterHealth](https://nhs.uk/BetterHealth) is public facing and has information and tools available to help people get started. For resources to use throughout the year, visit the Public Health England campaign resource centre <https://campaignresources.phe.gov.uk/resources/campaigns/109-better-health/resources>

## **Adult Weight Management Service**

The North Yorkshire Adult Weight Management Service (AWMS) has continued to support North Yorkshire residents to lose weight and feel healthier throughout the pandemic. Due to changes in the ways of operating, we are embarking on a service re-promotion to highlight the new ways of working and increased flexibility in the service. For more information, please visit <https://www.northyorks.gov.uk/healthy-weight-and-eating-well> or email us at [nypublichealth@northyorks.gov.uk](mailto:nypublichealth@northyorks.gov.uk) for resources.

### **Time to talk day**

Time to Talk Day takes place on Thursday 4<sup>th</sup> February 2021. Small conversations about mental health have the power to make a big difference. We know that the more conversations we have, the more myths we can bust and barriers we can break down, helping to end the isolation, shame and worthlessness that too many of us with mental health problems are made to feel. Time to Talk Day is the day that we get the nation talking about mental health. This year's event might look a little different, but at times like these, starting conversations about mental health is more important than ever. Sign up for Time to Talk Day to get updates and inspiration to help you get the conversation started <https://www.time-to-change.org.uk/get-involved/time-talk-day>

### **Every Mind Matters**

COVID-19 has affected the whole country; for almost everyone, life has had to change fundamentally. Research shows that, since the start of the pandemic, there has been an increase in a range of mental health conditions for adults, from low wellbeing, sleep problems and anxiety to depression. However, there are things that people can do to support their mental health and wellbeing at this time. Every Mind Matters, Better Health, launched on 18<sup>th</sup> January 2021 to support the nation's mental wellbeing with the encouragement that 'when things aren't so good out there, make inside better'.

This "Make inside better" 2021 phase of the campaign will run across across PR, radio, social and digital encouraging people to create a free NHS-approved 'Mind Plan'. Over 2.6 million people have already created one of these personalised plans that provide practical steps they can take to help manage the current external pressures on their mental health and wellbeing.

The Every Mind Matters platform has also been continuously updated to support people during the COVID-19 outbreak, and has a COVID-19 hub that includes tips and support on how to deal with change, cope with money worries and job uncertainty and how to look after your mental wellbeing while staying at home. It also includes practical tips and videos from experts on dealing with stress and anxiety, boosting your mood, sleeping better and what you can do to help others – including advice for parents and for children and young people.

### **ACT FAST**

This campaign highlights that a stroke is a medical emergency and the public are urged to take the below symptoms seriously and call 999 immediately if they notice any one of them in themselves or others. The **FAST** acronym has featured in the advertising for a number of years and is a simple test to help people identify stroke symptoms:

**Face** – has their face fallen on one side? Can they smile?

**Arms** – can they raise both arms and keep them there?

**Speech** – is their speech slurred?

**Time** to call 999 if you see any one of these signs

Stroke is a medical emergency. The public is being urged to take the above symptoms seriously and call 999 without delay if they notice any one of them in themselves or others, even if they are unsure. One of the main objectives of the campaign is get people who witness somebody showing stroke symptoms, to overcome their initial reluctance to call.

For more information and to access resources from the Public Health England campaign resource centre visit <https://campaignresources.phe.gov.uk/resources/campaigns/9-act-fast--stroke/resources>

### **We are Undefeatable**

The campaign "We Are Undefeatable" aims to change the misconception that those of us with long-term health conditions can't 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. For more information and resources to use throughout the year, visit the Public Health England campaign resource centre <https://campaignresources.phe.gov.uk/resources/campaigns/95-we-are-undefeatable/resources>

### **Better Health – Quit Smoking Campaign**

This campaign runs across 2020 and provides the key message that ‘Stopping smoking is one of the best things you’ll ever do for your health. When you stop, you give your lungs the chance to repair and you’ll be able to breathe easier. There are lots of other benefits too - and they start almost immediately’. The campaign also includes the strap line of ‘It’s never too late to quit. Let’s do this!’ Find information about the campaign and resources to promote here <https://www.nhs.uk/better-health/quit-smoking/> . For more information and resources to use throughout the year, visit the Public Health England campaign resource centre <https://campaignresources.phe.gov.uk/resources/campaigns/109-better-health/resources>

### **No Smoking Day 11<sup>th</sup> March**

The overarching theme for this year is “Quitting smoking doesn’t have to be stressful” It includes great sub-messages such as;

- Using quitting aids and services can take the stress out of quitting
- Stopping smoking can improve your mental health equivalent to taking anti-depressants
- Stopping now, , benefits you mentally, physically and financially

Resources for the campaign have not yet been released, however you can sign up to the Action on Smoking and Health (ASH) newsletter here <https://ash.org.uk/dailynews/> and will be notified when they available.

### **Wake Up North Yorkshire**

Wake Up North Yorkshire is a social marketing campaign that aims to encourage and inspire individuals to think about their drinking habits, enjoy alcohol safely and embrace life without a hangover. The campaign features real stories from North Yorkshire people about how and why they manage their alcohol intake. The campaign is based on research about drinking habits in North Yorkshire as well as the opinions of residents. The third and final part of the campaign will be rolled out in Spring 2021. To find out more, check out the Wake Up North Yorkshire website: <http://wakeupnorthyorks.co.uk/>

### **National HIV Testing Week**

Coordinated by HIV Prevention England in conjunction with partners (Terrence Higgins Trust and 56 Dean Street), National HIV Testing Week (NHTW) is their flagship annual event which seeks to promote regular testing among key populations. It aims to reduce the numbers of undiagnosed people and those diagnosed late. In light of the COVID-19 pandemic, NHTW 2021 will have a strong focus on promoting HIV testing at home. Building on the success of NHTW 2019, the campaign will feature celebrities and influencers promoting ‘Give HIV the finger: a finger-prick test is all it takes’. They’re inviting organisations to participate by running online campaign events, providing virtually-assisted testing opportunities, and promoting HIV testing at home. Further information and links to campaign resources can be found here:

<https://www.hivpreventionengland.org.uk/wp-content/uploads/2020/12/NHTW-2021-Campaign-Briefing.pdf>

### **Children’s Healthy Weight Website**

We are currently developing a website to support children, young people and families with healthy weight and healthy lifestyles. The website is due to be completed by the end of January. We will share more information about the website and its launch once it goes live. For more information, please email us at [nypublichealth@northyorks.gov.uk](mailto:nypublichealth@northyorks.gov.uk)