



**DRY JANUARY**

**Altogether  
healthier**

County Durham Health  
and Wellbeing Board

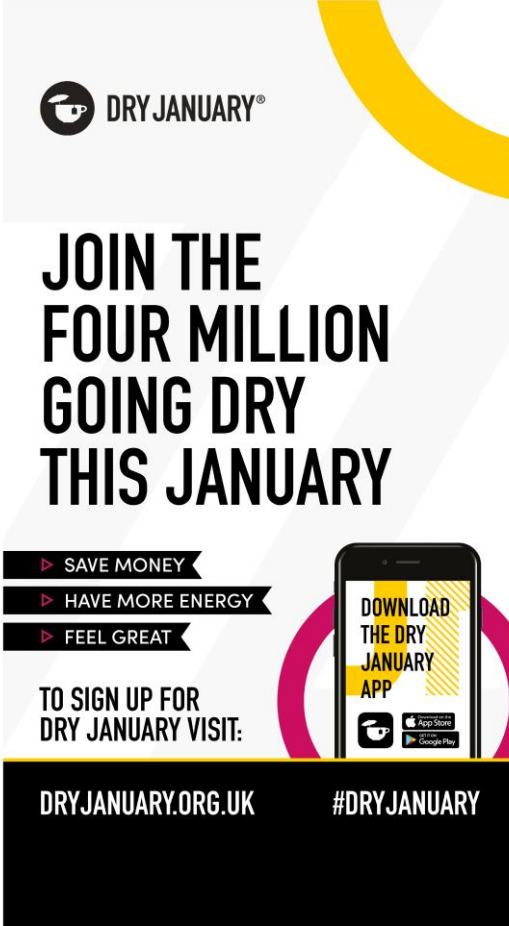
# Dry January 2019

Launched 13 December 2018

## External promotions

- Press release by Balance
- Durham County News residents magazine
- Digital advert in Durham City
- Information distributed through customer access points, One Point family centres and hubs
- Social media – sharing of messages and video from

At early January, there were more than 700 app downloads in County Durham making County Durham top local authority area for downloads at that point.



The graphic features the Dry January logo at the top left, which consists of a black circle with a white teardrop shape inside, followed by the text 'DRY JANUARY®'. Below the logo, the main headline reads 'JOIN THE FOUR MILLION GOING DRY THIS JANUARY' in large, bold, black capital letters. Underneath the headline, there are three horizontal black bars with white text: 'SAVE MONEY', 'HAVE MORE ENERGY', and 'FEEL GREAT'. Below these bars, the text 'TO SIGN UP FOR DRY JANUARY VISIT:' is displayed. To the right of this text is a smartphone displaying the Dry January app interface, which includes the text 'DOWNLOAD THE DRY JANUARY APP' and icons for the App Store and Google Play. At the bottom of the graphic, there are two black boxes with white text: 'DRYJANUARY.ORG.UK' on the left and '#DRYJANUARY' on the right. The background of the graphic is white with a large yellow curved shape in the top right corner and a pink circular shape behind the smartphone.

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# Dry January - 2019

## DCC internal promotions

- Video from Kevin Lough, Health and Safety manager successfully completing Dry January last year.



[https://www.youtube.com/watch?v=\\_BIFbmixWpM](https://www.youtube.com/watch?v=_BIFbmixWpM)

- Face to face engagement with staff at sites around county.
- Internal promotions through Intranet and staff magazine

More than 240 DCC staff signed up.



# Alcohol

**Next campaign: Spot of lunch** – highlighting the links between alcohol and breast cancer

Re-launch by Balance on Monday 4 February

Campaign will include TV and digital advertising

Campaign website -

[www.reducemyrisk.tv/](http://www.reducemyrisk.tv/)

Supporting through social media, digital screen in Durham City and internal communications to staff



# Time to Talk 7 February

**time to change**  
**county durham**

let's end mental health discrimination



# Time to Talk Day

Durham County Council – signed Time to Change pledge October 2018

Time to Change champions – over 80 members of staff to promote good mental health.

Training underway for tier 4 managers. Tier 5 manager training to commence shortly.

## Time to Talk Day

- Promotion of Time to Change champions
- Promotion of Time to Change mental health quiz
- Promotional materials to be distributed to all DCC sites to encourage conversations about mental health.
- Senior manager vlog
- Activities by health advocates and Time to Change champions



# National Autism Awareness week



Monday 1<sup>st</sup> April to Sunday 7<sup>th</sup> April 2019

- Discussions are underway with Durham County Council and partners to develop a programme of activities across County Durham during Autism Awareness Week
- Further details to be provided to the Health and Wellbeing Board at its meeting on 6<sup>th</sup> March 2019

