

Alcohol



What's the harm

- Re-run of initial campaign by Balance, warning parents of risks of supplying alcohol to children. Messages have been shared through
 - digital screen advertising
 - display screens in DCC customer access points
 - display of printed material, and sharing of messages on:
 - DCC social media
 - OPCVC social media

www.whatstheharm.co.uk

Other promotions

- OPCVC office has also shared social media posts from One Punch North East in relation to alcohol and the violent consequences.
- Continued social media promotions by Balance.



County Durham Health and Wellbeing Board

Tobacco



Stoptober campaign

- Planning for this year's campaign
- Key message is 'Give it a go'
- Fresh organising photoshoots in all local authority areas during September
- Outreach work also planned in County Durham
- Launch of campaign late September
- Support by partner organisations



Healthwatch promotions and support

- Promotion of smoking cessation through e-bulletin in July
- Work undertaken with CDDFT to assist with gathering views in relation to 'change is in the air' campaign.

Smoking in pregnancy

- Communication planning

