

Key Campaigns Winter 2020

Covid-19
Mental Health
Help us to help you
Alcohol



Better for everyone



Covid-19 work

Proactive / Prevention work

Regular social media, outdoor ads, updated web pages, linking to the latest government information / announcements

LA7 campaign

Now live and rolling out across the LA7 region, with input from DCC on specific need demographics or geographical targeting so that assets can be directed as required

Spike tool

Increased communications, messaging and delivery work from teams such as health and safety / compliance in the highest ranking areas of the county – informed by data / recent outbreaks

Covid Vaccine

Assets provided via central government and regional leads, for a slow burn roll-out – current basis is informing people that they will be contacted when they are eligible



Mental Health

Ongoing work

Assets continue to be developed for children, young people, families and adults and regular signposting takes place across partner social media channels and websites, with assets also being shared via practitioners.

New work- mental health at scale project

Further to work already ongoing to support the mental health and wellbeing of those across the county, a new campaign is focusing on the pressures brought on by the winter months.

This will focus on workplace mental health and the issues faced by working age adults (i.e. financial insecurity) that are brought sharply into focus with the loss of work through Covid-19 and the imminent end of furlough.

Work will include targeted advertising on social media, TV, digital listening platforms and outdoor sites.



Help us to help you

Annual campaign

This annual campaign from NHS England and NHS Improvement asks partners to share communications that will help ease, among other things the winter pressures on our healthcare system. It looks to direct people to the most appropriate resource for their needs at a time when the system can be under pressure – meaning this year’s campaign has even more relevance with the addition of Covid-19 in the mix.

Latest messaging

A focus on the NHS 111 Service as a new way to access A&E/Emergency Departments

The aim is to direct people to use 111 first when they have an urgent but not life-threatening medical need, rather than going straight to A&E. If the patient needs urgent care, NHS 111 can now book them in to be seen quickly and safely in A&E/Emergency Departments.



**JUST THINK
111 FIRST**

When you think they need A&E,
contact NHS 111 by phone or online.



Alcohol – Dry January

The Royal College of Psychiatrists estimates that in June, more than 8.4 million people in England were drinking at higher-risk levels, up from 4.8 million in February 2020. This means that even more people stand to benefit from Dry January, which evidence shows works to change behaviour long-term.

Campaign

Most sign ups happen between 20 December and 10 January – so activity is focused around this time.

Organisations are asked to support with public messaging and staff messages too

Key Messages

- Get your YOU back – 31 days alcohol-free. Your chance for a break. A reset
- The benefits – better sleep / weight loss / money saving / achievement
- Don't go it alone – do it with friends and family / sign up for the coaching emails and Try Dry app



No more hangovers!
GET YOUR time BACK.

 **DRY JANUARY®**

 Get your YOU back. Download the free Try Dry app to double your chance of a totally alcohol-free month.

www.dryjanuary.org.uk

Alcohol: 100% of the population are at least 16 years old. Dry January is brought to you by

DRY JANUARY
ALCOHOL CHANGE