

Key Campaigns Winter 2020/21

Covid-19
Alcohol
Mental Health
Healthy Start



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COVID -19

Proactive / Prevention work

- Regular social media, outdoor ads, updated web pages, linking to the latest government information / announcements.
- Including LA7 Campaign and targeting communications from Covid educator and Covid champions using data from Spike Tool.



Covid Vaccine

- Communications and stakeholder briefings in progress for County Durham large vaccine centre.
- Next phase of vaccine roll out aimed at hard to reach groups and younger members of community to engage in vaccine programme using visual messages.

CYP/Schools

- LFD Testing video for schools to support staff testing in schools,
- Visual guide for parents developed self-isolation for children

Alcohol – Not The Answer

Supporting key health message “Alcohol - Not the Answer” which launched again on February 1 for three weeks in response to concerns about rising levels of alcohol consumption considered likely to be as a result of pressure and anxiety during COVID.

Acknowledging provisional figures released by the Office for National Statistics showing that alcohol specific deaths in the North East increased by 15% in the first nine months of 2020.

Key Messages

- Underlines that alcohol is linked to cancer, stroke, heart disease, anxiety and stress.
- Alcohol can weaken the immune system and reduces the ability to cope with infectious diseases such as Covid.
- Practical advice to cut down, encourage people to try our Alcohol Units Quiz and to download the PHE Drink Free Days app.

The campaign runs for three weeks across the LA7 area.



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Mental Health

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.

Campaigns:

- Every Mind Matters campaign supported the nation's mental wellbeing with the encouragement that "When things aren't so good out there, make inside feel better"
- Time To Talk day 4 February promoted via BHAWA partnership, internal comms promoting staff wellbeing
- Children's Mental Health week 1 – 7 February. Supported Place2Be's campaign raising awareness of the importance of children and young people's mental health



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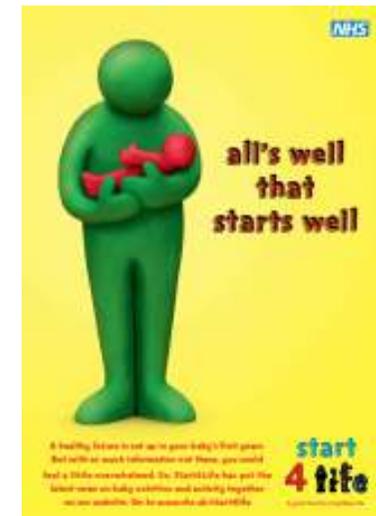
March 2021 - Healthy Start to Life approach

Staying healthy in pregnancy:

- Proactive pre and during pregnancy advice
- “Healthy Start” vouchers scheme - help you give your children a great start in life.
- Screening/vaccination
- Emotional changes during pregnancy
- Breastfeeding

Key messaging

- Quit smoking
- No alcohol
- Awareness of domestic abuse



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