

# Key Campaigns Summer 2020/21

Covid-19  
Health Harms Awareness  
Summer Activities  
Autumn Campaigns



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# COVID -19

## Proactive / Prevention work

- Regular social media, outdoor ads, updated web pages in support of outbreaks and changes in guidance
- General Covid safe county messaging continues and includes Get Tested, Self Isolation, Both Doses of Vaccine and Stay Safe
- Comms support for the Covid Champion programme



## Covid Vaccination

- Continuing to encourage the community to get both doses of the vaccine with the localised 'Covid safe county' messaging.
- Targeted comms work at key target groups who are yet to get their second dose.
- Collaborative working with County Durham Care Partnership to promote pop up vaccination events
- Targeted comms assets for County Durham prisons, targeting prisoners yet to be vaccinated



## CYP/Schools

- Update of comms to schools and parents over the summer and as pupils return in September.

## Beat Covid NE

- Continue to share vaccine hesitancy campaign Every Question Matters
- The Keep the North East Open campaign has come to an end and will be replaced with the Acts of Kindness campaign. Promotion of this campaign will be in line with previous campaigns.



## Raising Awareness of Health Harms

The 2021 **What's the Harm** campaign highlights how alcohol consumption before 18 can harm the developing body and brain, raise depression and anxiety and lead to risk taking behaviour. This messaging has been supported locally including by community retailers during May –July



### Regional Don't Wait Campaign July and localised Durham amplification August –Sept

A County Durham targeted campaign raising awareness to risks of smoking, benefits of quitting and access to local Stop Smoking Service

- TV ads on ITV On Demand featuring Dr Ruth Sharrock Hope & Harm videos
- Targeted approach using smoking prevalence data aligned to localised promotion
- Promoted via community bus shelters, Go North East/Arriva bus sides, localised posters, flyers, digital screens, hyper local paid promotion via Facebook



### Keep It Out Campaign - August 2021

- Featured on Durham City Centre digital totems and community resources disseminated by Trading Standards Team including a supportive quote from local councillor



## Summer Activities

### Campaign:

- Use of COMF bid to proactively engage and re-engage people who are inactive into physical activity within their local community, and to instil key health behavioural messages as we recover from the Covid19 pandemic.

### Activity:

- Free swimming offer to all under 18s promoted on adshels across Co. Durham
- Promotion of Active 30 website on adshels across Co. Durham, aimed at raising awareness among parents of the importance of children being physically active
- A new Active 30 TV channel launched to provide advice on how families can stay healthy
- We Are Undeatable pilot launched in Ferryhill and Chilton to encourage those with a long term health condition to be more active, with targeted promotion including PR, posters, flyers, print advertising, adshels, social media



## Coming up – Autumn Campaigns

### Key campaigns:

- Encouraging residents of County Durham to have their flu and Covid booster vaccination from September onwards
- STOPTOBER - highlighting the benefits of quitting smoking during October
- Collaboration with “Stamp It Out County Durham” for World Mental Health Day – 10th Oct
- Regional ‘Alcohol Not The Answer’ Nov 2021- highlighting “you don’t have to be a heavy drinker to be at risk”
- Localised ‘Alcohol Not The Answer’ COMF campaign November into January 2022 which leads into the promotion of DRY JANUARY
- County wide physical activity campaign due to launch in September - funded via COMF



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