

Key Campaigns Autumn / Winter 2020/21

Covid-19
Autumn / Winter Plan



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COVID-19

Marketing and communications activity has supported the changes to the Government Roadmap, including a regional approach to key messages with the strapline 'Covid Safe County'.

- **Overarching messages:** Communications have continued to encourage residents to wear a mask, practice hand hygiene, keep social distancing in busy areas, to self-isolate and get a PCR test when symptoms occur, and have both doses of the vaccine.
- **Areas of enhanced response:** Communications have been used in a more targeted way in areas of enhanced response to support and strengthen community engagement work. This has also supported the 'Leave no one behind' vaccine work driven by Public Health data for low take up areas.
- **'Beat Covid North East':** 2 campaigns have continued; Every Question Matters to address vaccine hesitancy concerns and the 'Acts of Kindness' campaign.
- **CYPS / Education:** Supported to advise and inform schools, pupils and parents following the re-opening in the autumn, especially in terms of testing for secondary school pupils, the changes to test and trace procedures, vaccine information for 12-16 year olds and guidance for dealing with anti-vaccine activity.



Raising Awareness of Health Harms and Wellbeing Services

Tobacco: Localised the Don't Wait campaign, collaborating with the Stop Smoking Service and FRESH. Targeted marketing in areas of high smoking prevalence.

World Breastfeeding Week/Big Latch On: Raising awareness of World Breastfeeding Week across DCC and One Point social media channels driving traffic to The Global Big Latch On event, which took place virtually.

Physical Activity: 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. The 'Move' campaign launched in September with over 191 1 to 1 appointments booked as of 11 October.

Mental Health: Amplification of World Suicide Prevention Day with resources shared across DCC and partners' social media channels.



Raising Awareness of Health Harms and Wellbeing Services

Painkillers don't exist: The aim of the second phase of the campaign is to develop public knowledge around how to live better with persistent pain and understand when and how pain medication is used most effectively. The 'call to action' remains to discuss pain and pain medication concerns with their GP. The main target audience is patients on painkillers for persistent pain, and their family or carers.

Key messages to encourage patients to take greater control of their personal health decisions has been shared with partners. Campaign runs from September – December 2021.

Better Health at Work: Employee health and wellbeing survey launched in September 2021.



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Autumn / Winter Activities – COVID-19

Ongoing preventative messaging will continue as government guidance for Covid-19 changes. For the autumn / winter period there is a communications plan in place to continue to support Public Health priorities for the recovery from Covid. The key areas this plan addresses are:

- **Vaccination Support** – supporting the ‘Leave no one behind’ vaccine activity, promoting the mobile pop-up clinics in low vaccine take up areas and encouraging take up of the Covid booster.
- **Testing** – Encouraging residents to continue twice weekly LFD testing and PCR close contact testing. Also planning for encouraging businesses to pass on these messages to employees.
- **Covid Champions / Junior Champions** – Support to recruit a wider range of champions and also assisting in the brief for the community engagement evaluation project.
- **Outbreak Support** – Reactive communications support in the event of an outbreak in a particular area or setting.
- **Beat Covid North East** – Supporting the ‘Acts of Kindness’ campaign and Acts of Kindness Awards.



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Coming up – Autumn / Winter Campaigns

Key campaigns (External):

- **Tobacco: STOPTOBER** DCC comms and amplification of NHS Better Health resources.
- **Alcohol Awareness:** Campaign theme will be a repeat of 'Alcohol Causes Cancer'. COMF to be utilised to amplify a localised campaign highlighting cancer and alcohol.
- **Mental Health:** Promoting World Mental Health Day, DCC's WMHD campaign will focus on promotion of the benefits of talking to friends and colleagues and engagement. Also **Mental Health at Scale** project planned for January / February 2022 to target businesses to support employees' mental health.
- **Domestic Abuse:** Supporting 16 Days of Action Against Domestic Violence and White Ribbon campaigns.
- **Flu campaign:** Do Your Bit campaign supporting NHS regional Flu activity.
- **Physical activity:** 'Move' campaign continues until March 2022 with a focus on different target audiences each month. Will link to Active 30 aimed at encouraging children and their families to be more active.



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Slide 6

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Emma Todd, 19/05/21

Coming up – Autumn / Winter Campaigns

Key campaigns (Internal):

- **Employee Health and Wellbeing:**
 - Continued promotion of the Staff Wellbeing Portal and the Employee Assistance Programme.
 - Recruitment campaign planned for Domestic Abuse Workplace Champions.
 - Menopause Awareness Day is taking place on the 18th October 2021 and Durham County Council (DCC) will be raising awareness of menopause across the workforce.
 - Better Health at Work: Supporting the World Mental Health Day theme ‘Mental Health in an Unequal World’ to address stigma and discrimination associated with poor mental health.
 - Staff wellbeing survey: Feedback will inform the planning for the autumn BHAW priorities. DCC continue to offer “Eat Wise Drop a Dress Size” and Mental Health Awareness training via the Wellbeing for Life service.



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