

Key Campaigns Winter 21 / Spring 22



Better for everyone

COVID -19

New government guidelines have been introduced to help to prevent the spread of the new Omicron variant. These new messages have been incorporated into the 'Covid Safe County' regional campaign.

Overarching messages: Communications now remind residents to wear a face covering in shops and on public transport, and a reminder of public health to practice hand hygiene and social distancing in busy areas. Also, to test regularly, to self-isolate and get a PCR test when symptoms occur, and have both doses of the vaccine and the booster if eligible.

Areas of low vaccination take up: Targeted communications have taken place in areas with low vaccination take up for adults and further communications are planned for 16-17 year olds. Communications continue to support the 'Leave no one behind' vaccine work.

CYPS / Education: Support with communications to advise and inform schools, pupils and parents on testing for secondary school pupils, vaccine information for 12-15 year olds and recommendations to introduce additional measures in schools. Assets to remind parents to keep children at home if unwell are to be recirculated.



COVID 19 – Coming Up

Ongoing preventative messages continue as government guidance changes due to Omicron variant and in line with the Covid-19 autumn / winter communications plan. The key areas are:

Covid-19 vaccination – Promotion of the Covid-19 vaccine continues. Key messages include get fully vaccinated (an evergreen offer for 1st, 2nd and booster vaccinations), school vaccination programme and new Omicron guidance for booster timelines and booking. Continue to support the ‘Leave no one behind’ activity promoting mobile pop-up clinics in low vaccine take up areas.

Face coverings – Raise awareness of new guidance on face coverings in shops, public transport and other settings following Omicron variant announcement.

Testing – Encouraging residents to continue to test regularly and before attending high risk activities and to report the results. Also to remind people to take a PCR test and self-isolate if they have symptoms and provide information on how to access LFD and PCR testing kits. Testing in schools and development of school testing video with young people taking part.

Covid Champions / Junior Champions – Communications support for champions with Covid messages and resources to share within local communities.

Outbreak Support – Reactive communications in the event of an outbreak in a locality or setting.



Health Harms and Wellbeing Services

Flu vaccines: Collaborating with the NHS to promote regional flu campaign via TV, radio, bus shelters, print advertising and social media. Durham developed Protectasaurus campaign highlighting the need of flu protection for 2-3 year olds.

Alcohol: Amplification of Balance 'Alcohol Causes Cancer' regional campaign, highlighting the links between alcohol and different types of cancer, supported via ICS and CRUK. Promoted via TV, radio, catch up TV and social media campaign.

Localised approach with advertising on bus sides, bus shelters, print and targeted Facebook ads promoting the Durham Recovery Service and linking to Drink Coach app via a QR code

International Men's Health week: Internal and external promotion of men's physical and mental health with links to local support services including the Crees project.

Domestic Abuse: Internal and external promotion of White Ribbon Day and 16 Days of Action Against Domestic Violence with collaboration with partners to deliver key messages and training to raise awareness of key issues and themes, including Safeguarding Adults, Elder Abuse, Cyber Stalking, Male victims and LGBTQ+.



Coming up – Winter/Spring Campaigns

Key campaigns (External):

Tobacco: Amplifying the Better Health ‘Quit Smoking and Breathe’ campaign in January, followed by a repeat of the Fresh ‘Don’t Wait’ campaign in March, coinciding with ‘No Smoking Day’.

Alcohol Awareness: Linking with the Alcohol Awareness ‘Dry January’ campaign.

Mental Health: Mental Health at Scale campaign ‘Now You’re Talking’ planned for January, targeting businesses and employees, followed up by ‘Time to Talk Day’ in February and Mental Health Awareness Week in May.

SWAN (Safer Women at Night): Delivery of campaign highlighting that physical violence and sexual abuse against women is not ok and encouraging bystanders to speak up.

Healthy Start: Promoting new digital system and prepaid card.

Healthy Eating/Physical activity: Better Health at Work Internal campaigns linking to calories in alcohol, cook along sessions and physical activity linked to back pain.

