

Key Campaigns Spring 22 / Summer 22



Better for everyone



COVID -19

Key messages in February

- Stay Safe - face coverings, hand hygiene and social distance
- Test regularly, report results and self-isolate
- Get vaccinated –targeting children & young people, pregnant women and low take up areas
- Return safely to the workplace
- Changes to self isolation guidance

A Beat Covid NE campaign ‘Step up to Beat Covid’ and the NHS ‘Change of Heart’ campaigns launched in February.

Next steps – key messages

Covid-19 vaccination:

- get both vaccinations and a booster (over 16 years of age)
- vaccinations for pregnant women
- 1st and 2nd dose for 12-15 year olds
- support the ‘Leave no one behind’ campaign.



Covid jabs & boosters available for anyone planning a pregnancy, is pregnant, breastfeeding, partners & extended families.

Covid jabs available:
1st & 2nd doses, 3rd doses for immunosuppressed with GP letter

- * Age 16-17 min 12 weeks between doses
- * Age 18+ min 8 weeks between doses

Booster available for:

- * Age 16+, min 3 months since 2nd dose

Worries or Concerns?
Health staff will be on site to talk through any worries or vaccine concerns you may have & offer support.

COVID-19 in pregnancy
It's important to have both doses of the Covid-19 vaccine to protect you & your unborn baby.
Covid-19 can be serious for pregnant women.
Thousands of pregnant women have been safely vaccinated in the UK and worldwide.

Health Harms and Wellbeing Services

Tobacco: Promoting the benefits of stopping smoking.

Amplification of the NHS Better Health *Quit Smoking and Breathe* campaign.



Alcohol: highlighting the risk between alcohol and cancer.

The *Alcohol Causes Cancer* campaign by Balance.



Adult Healthy Weight: Motivating and supporting adults to achieve a healthy weight.

Amplification of NHS Better Health Obesity campaign.



Mental Health: Encouraging people to reach out with simple acts of kindness to reduce loneliness and poor mental health.

Amplification of the Every Mind Matters *Lift Someone Out of Loneliness* campaign.

Coming up – Summer Campaigns

- **Holiday Activities with Food:** Continued promotion of fun and food activities to families during the Easter Holidays.
- **Healthy Start and MMR vaccine:** Supporting Best Start in Life approach with continued promotion of Healthy Start resources, including launch of new digital scheme, and promotion of the *Help Us Help You* social media campaign encouraging parents to protect their child with both doses of the Measles, Mumps and Rubella (MMR)
- **Physical activity:** Delivery of MOVE campaign signposting to a range of community activities, and promoting awareness of the benefits of exercise with personalised support plans and motivation to get moving.
- **Mental Health:** Supporting Stress Awareness month in April by raising awareness that too much stress can affect our mood, body and relationships.

