

# Key Campaigns Spring 22 / Summer 22



Better for everyone



# COVID -19

## Key messages in April

- Living with Covid
- Testing for those at risk
- Stay safe, hygiene, ventilation etc.

## Vaccination

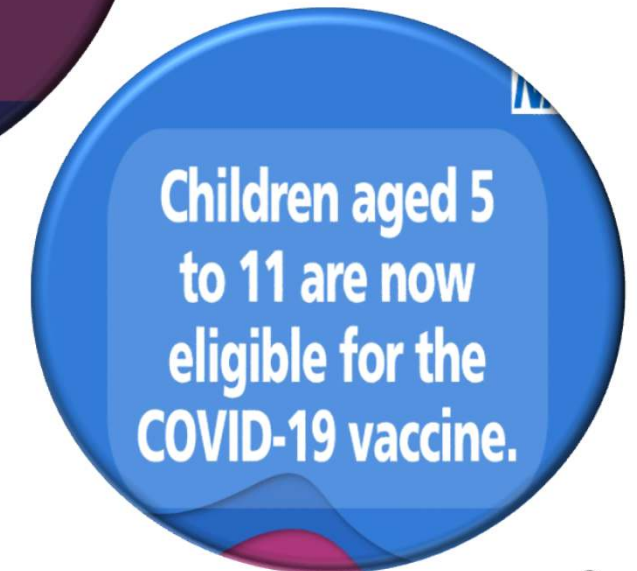
- Evergreen pop up clinics
- Spring booster
- 5-11 years vaccine programme
- 12-15 year olds 1<sup>st</sup> and 2<sup>nd</sup> dose
- Support the NHS 'I've had a change of Heart' campaign
- Support the regional 'Step up to beat Covid-19' campaign

## Behavioural Insights Work

- Stage One Quantitative
- Stage two Qualitative



**FREE SYMPTOMATIC  
COVID-19 TESTING  
WILL CONTINUE  
FOR AT-RISK  
GROUPS**



# Overview of Spring Campaigns

- **Holiday Activities with Food:** promotion of activities during the Easter holidays.
- **Best Start in Life:** Introduction to weaning, updated Breastfeeding Guide, digitisation of Healthy Start vouchers.
- **Mental Health:** Supporting Stress Awareness Month (April) and Mental Health Awareness Week (May) and launch of the 'Now You're Talking' campaign.
- **Help us to Help You:** NHS Better Health Cancer Awareness, Diabetes Awareness.



- **Physical activity:**
  - Delivery of MOVE campaign signposting to a range of community activities and promotion of physical activities.
  - National Walking Month campaign to support local activities.
  - Free swimming and activity camps for under 19s.
  - Swimming lessons for 8-12 year old non swimmers.
  - We are Undefeatable campaign launch in East Durham.

# Coming Up – Summer Campaigns

- **Holiday activities with food:** Promotion of the activities during the summer holidays.
- **National Breastfeeding Celebration Week:** Campaign for August
- **Fresh Don't Wait:** Amplification of the regional campaign.
- **Oral Health:** Amplification of NHS resources.
- **Healthy Eating Week (June):** Awareness campaign

