

# Key Campaigns Spring 22 / Summer 22



Better for everyone



# HWB Strategy – priority areas – Starting Well

- National Breastfeeding Awareness Week (27 Jun-3 Jul)
- World breastfeeding Week (1-7 August)
- New local businesses signed up to the Breastfeeding Friendly Scheme



# HWB Strategy – Priority Areas – Living & Ageing Well

## Living Well

- Pre-loved Swimwear Pilot in Bishop Auckland
- Healthy Options Takeaway (HOT) Masterclass Pilot
- Better Health weight management programme
- 10 Minute Shake ups

## Ageing Well

- We are undefeatable



## HWB Strategy – priority areas – Health Protection

- Childhood Immunisations – GRT community
- Hot weather plan
- Covid-19 vaccinations



# Coming Up – Late Autumn / Winter Campaigns

- **Living and Ageing Well:**

- World Mental Health Day - 10 October
- Don't Wait - October
- Stoptober – September/October
- Domestic Abuse campaigns x 3

- **Health Protection:**

- Flu vaccination - October
- Covid-19 booster - October

- **Healthy Settings:**

- Better Health a Work campaigns x 6

