

Key Campaigns Autumn 22 / Winter 22



Better for everyone



HWB Strategy – priority areas – Starting Well

- Breastfeeding web pages in review.
- New local businesses signed up and added to the Breastfeeding Friendly Scheme list
- Healthy Start Card scheme messages ongoing



HWB Strategy – Priority Areas – Living & Ageing Well

Living Well

- Tobacco & alcohol campaigns
- Domestic abuse campaigns launched
- Physical activities strategy consultation live
- World Mental Health Day
- Cancer awareness campaigns
- Community champions support

Ageing Well

- We are undefeatable



HWB Strategy – priority areas – Health Protection

Health Protection

- Covid-19 autumn booster
- Flu vaccination
- Winter wellness



Coming Up – Late Winter / Spring Campaigns

- **Living and Ageing Well:**
 - Domestic Abuse campaigns x 3
 - Antibiotic campaign
 - Pain killer campaign
 - Dry January
 - Time to Talk Day
- **Health Protection:**
 - Flu vaccination
 - Covid-19 booster
- **Healthy Settings:**
 - Better Health a Work campaigns

