

# **Public Health Campaigns**

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# Tobacco campaigns



# Tobacco - 2018



- Stoptober launched on 20 September with a press release and regional photo and quote from Chair
- Solutions4Health held events around the county, offering free quit kits to smokers who sign up to their service on the day of the event.
- A range of internal and external communications supported the above activity and signposted staff and residents to support services in County Durham.
- Fresh launched Quit 16 on 8 October. An integrated media campaign aimed at encouraging smokers in the North East to quit.
- Quit 16 supported the Stoptober campaign with two TV ads featuring the stories of Maggie (mouth cancer) and Tony (throat cancer)
- A range of digital advertising directed smokers to [www.quit16.co.uk](http://www.quit16.co.uk) for quitting tips and local stop smoking support services



# Alcohol campaigns



# Alcohol - 2018

- Support for Alcohol Awareness Week which took place between 19 and 25 November. This year's theme - alcohol free childhood.
- Wider media communications rolled out across the region by Balance.
- Alcohol Awareness Week also provided opportunity to launch Dry January, a full launch is planned for 13 December.
- Balance held a photo shoot with the Chair and members of the Board and Public Health Team to accompany their press release which will launch the Dry January campaign
- Internal and external communications are planned to support Dry January by both Balance and DCC's Communications and Marketing Team



# Mental health and wellbeing



# World Mental Health Day – 10 October

- County Durham Partnership event on World Mental Health Day – attended by over 200 people.
- Durham County Council and Pioneering Care Partnership signed Time to Change employer pledge
- Event featured key speakers highlighting innovative approaches to supporting people with mental health needs and how to empower communities to be more resilient.
- Discussions held on themes including children and young people, men's wellbeing and tackling stigma and discrimination.



# Members of County Durham Partnership with Time to Change employer pledge



Altogether  
**healthier**

# Time to Change - DCC

- Information event in County Hall World Mental Health Day for DCC staff.
- Range of activities made available for staff to try to sustain good mental health and wellbeing - including mindfulness, yoga, singing, running.
- Recruitment and training of Time to Change champions.



**HELP US  
HELP YOU**

**STAY WELL THIS WINTER**

**Altogether  
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County Durham Health  
and Wellbeing Board

# Help us help you

- Overall campaign message – Help us Help You.
- Message proposes that by following advice, people can work in partnership with the NHS to:
  - Stay well – strapline ‘**stay well this winter**’
  - Prevent an illness getting worse – strapline ‘**before it gets worse**’ (pharmacy) and ‘when you need it’ (GP improved access/extended hours)
  - Take the best course of action if you think you have an urgent health need – strapline ‘**know what to do**’



# Help us Help You - Stay well this winter 2018

- Onsite flu vaccinations (Durham County Council) held over a 3 week period ended on Thursday 1st November.
- DCC staff unable to attend onsite clinics have been provided with a free flu vaccination voucher for Boots pharmacy with follow up communication to remind them to use the voucher.
- A range of internal and external communications have taken place during October and November to support the national campaign and North East flu plan
- Communications are currently focusing on reminding eligible residents to take up their free flu vaccination.
- Targeted communications encouraging those with heart and lung conditions to take up their free flu vaccination
- A Winter Wellness article in winter edition of Durham County News helps residents to stay well this winter.

