




APPENDIX 2: HEALTH AND WELLBEING BOARD – communications/marketing/campaigns activity 2015

Partner	Title (campaign / event / marketing)	Strand (see key below)	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	June 2015	July 2015	Aug 2015	Sept 2015	Oct 2015	Nov 2015	Dec 2015
PCC (Council wide)	'Great place to be' (city centre campaign)	Healthy places, living, communities, schools	'Great place to be' Phase 2  promoting cycle paths and green spaces)											
	Domestic abuse campaign	Healthy living, communities	Domestic abuse Phase 2  (focus on attitudes and behaviours, ie jealousy, manipulation, mistrust, sexism)											
	Love Peterborough – go green , keep it clean Campaign	Healthy communities, living, places	<b>Phase 2 – enforcement and incentivisation</b> 											
PCC – Community Cohesion		Healthy Communities	A series of mosque events to mark birthday of Prophet Muhammed. (Muslim)	Lithuanian Independence Day celebrations		Vaisakhi celebrations at Gurdwaras (Sikh)	Inter faith council event at Town Hall	Ramadan month of fasting starting end of June (Muslim)				Black History Month (City Centre)	Latvian Independence Day celebrations  Diwali celebrations (Hindu)	Christmas related activities in the city centre and other areas
Public Health	Healthy schools,		Rise Above Stakeholder	Smokefree Alcohol		Health checks								

	workplaces, communities, living		Launch Smart Swaps Healthy Eating  Smokefree Dry January Pilot	Moderation Pilot TBC  Act FAST Stroke  Be Clear on Cancer Oesophaegal TBC		programme Launch 2015/16 Across 25 GP practices								
<b>Travelchoice</b>	Healthy communities and living	Healthy communities and living			Climate Week Big Pedal International Women's Day	World Health Day Spring campaign	UN Road Safety Week World Asthma Day Bike to school day Bike to work day Walk to work week Walk to school week Green Festival Tour series	World Environment Day Bike to school week National Bike Week Child Safety Weeks	National Childhood Obesity Week	Travelchoice month/week International Youth Day	European Mobility Week	World Mental Health day		
<b>Cross Keys Homes</b>		Healthy places, communities and living		Keylines article to all 10,000 tenants on healthy eating		Promote green gym and tenants free use of facilities via keylines	Incredible edible promotion on self growing fruit and veg	Promote walk to work day for staff		Keylines summer event promotion			Christmas completion for health places down your street	
<b>Police</b>	Abuse and violence awareness campaigns	Healthy communities, living	CSE awareness campaign	Domestic Violence awareness campaign	Campaign evaluation and planning									
Safer Peterborough Partnership (road safety) also in partnership with Cambridgeshire and Peterborough Road Safety Partnership	Various road safety campaigns	Healthy communities, schools, places	Winter Driving if required  Speed  possible drug driving if law changes	Young Driver  Possible drug driving if law changes	Seatbelts  Motorcycling  Possible Drug Driving if law is changed	Motorcycling  Driving tired	Motorcycling  Speed Urban/Rural  UN Road Safety Week	Motorcycling  Child Safety Week	Summer Drink/drug Drive  Driving tired	Summer Drink/drug Drive	Back to school (parking, stop means stop etc)  Speed Urban/Rural  Seatbllets	Be Safe Be Seen  Winter driving checks	Be Safe Be Seen  BRAKE Road Safety Week  Mobile Phones	Christmas Drink/Drug Driving

**Key Strands**

- Healthy starts
- Healthy schools
- Healthy workplaces
- Healthy communities
- Healthy places
- Healthy living

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