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| HEALTH SCRUTINY COMMITTEE | AGENDA ITEM No. 7 |
| 19 JUNE 2017 | PUBLIC REPORT |

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| Report of: | Director of Public Health | |
| Cabinet Member(s) responsible: | Councillor Lamb | |
| Contact Officer(s): | Stuart Keeble, Specialist Registrar in Public Health | Tel. 07739898303 |

PROGRESS REPORT ON HEALTHY PETERBOROUGH CAMPAIGN

| R E C O M M E N D A T I O N S | |
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| FROM: Director of Public Health | Deadline date: N/A |
| It is recommended that Health Scrutiny Committee note and comment on the progress report on the Healthy Peterborough campaign. | |

1. ORIGIN OF REPORT

1.1 This report was requested by the Health Scrutiny Committee.

2. PURPOSE AND REASON FOR REPORT

2.1 This report is being submitted following a request from the Health Scrutiny committee for a progress report on the Healthy Peterborough campaign which has been running since March 2016.

2.2 This report is for the Health Scrutiny Committee to consider under its Terms of Reference Part 3, Section 4 - Overview and Scrutiny Functions, paragraph No. 2.1 Functions determined by Council - Public Health.

2.3 This report links to the corporate priority of 'deliver the best health and wellbeing for the City'.

2.4 The Healthy Peterborough campaign includes promotion of children's health and wellbeing, including mental health.

3. TIMESCALES

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| Is this a Major Policy Item/Statutory Plan? | NO | If yes, date for Cabinet meeting | N/A |
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4. BACKGROUND AND KEY ISSUES

4.1 Background

The Healthy Peterborough campaign was developed by the Peterborough City Council communications and public health team with support from health partners as a response to local stakeholders concerns about which messages and advice in the media, on maintaining healthy lifestyles and keeping well, to trust.

A year long campaign was undertaken in 2016/17 with the purpose of:

- raising awareness of health issues with local people,
- promoting reliable information and preventive health messages.

4.2 The choice of campaign topics was informed by the Peterborough Health and Wellbeing Strategy and Joint Strategic Needs Assessments. Topics included:

- Heart Health
- Stroke and NHS Health Check
- Mental Health
- Alcohol
- Children's health
- Physical activity
- Smoking
- Ageing well
- Festive health
- Healthy eating
- Cancer

The content of campaign messages were developed by public health specialists, with materials produced and commissioned by the marketing team. Where relevant, messages and materials from national campaigns, such as Public Health England's 'One You' and the Department of Health 'Change for Life' were used.

4.3 Campaign messages and information were communicated to the local population through multiple channels outlined below:

| Print media | Radio | Digital | Banner and posters |
|--|--|--|---|
| <ul style="list-style-type: none"> ● Adverts and editorials in local magazines and paper ● Newsletter for Peterborough CVS ● Press releases | <ul style="list-style-type: none"> ● Adverts on Heart FM ● Features on local BBC radio and Radio Salaam. | <ul style="list-style-type: none"> ● Paid Facebook ads ● Facebook and Twitter organic posts ● Healthy Peterborough website. | <ul style="list-style-type: none"> ● Banners on lamp posts in city centre ● Posters in Queensgate shopping centre. ● Posters sent to Pharmacies, GP practices, Post offices, community associations and village halls, Parrish Clerks, libraries, shops, Children centre locations, Peterborough City and Stamford NHS trust |

Over the year 31 pages of editorials and advertorials were published in local publications, 10 different 20 second radio adverts were produced, 120 articles uploaded onto the Healthy Peterborough website, 669 Facebook posts and 27 paid Facebook advertisements.

4.4 The budget for Healthy Peterborough Campaign in 2016/17 was £60,000 which covered the cost of design, print, website development and advertising. The budget did not include the cost of the campaigns and marketing officer.

4.5 **Key issues**

The Health Scrutiny committee asked for a progress report on the Healthy Peterborough campaign. An evaluation of the 2016/17 Healthy Peterborough campaign, including an online survey of 220 people and a paper based survey of 113 people, mainly from the BME population, was undertaken.

4.6 The evaluation showed the campaign generated 170 followers on Twitter, 2,710 followers on Facebook, 7,172 clicks on paid Facebook adverts and 127,252 page views on the Healthy Peterborough website. People who "followed" Healthy Peterborough on Facebook were generally younger, however users who clicked on paid Facebook adverts were generally older.

- 4.7 The survey found there was generally good recognition of the campaign with 46% of online respondents and 32% of respondents from the paper based survey recalling the campaign. Respondents mainly recalled seeing the campaign on Facebook, via printed posters and banners and on the healthy Peterborough website. BME respondents were more likely to have seen campaign in GP surgeries, local hospital and city care centre. The campaign messages achieved some level of 'stickiness' with 38% of respondents able to free recall campaign topics. When prompted, the main campaign topics recalled were on physical activity, smoking, healthy eating and heart health.
- 4.8 Respondents were generally positive about the Healthy Peterborough brand with over half agreeing or strongly agreeing that the brand was attractive and attention grabbing. The content of the messages were rated more highly with 3 in 4 respondents agreeing or strongly agreeing that the topics were important, useful and understandable.
- 4.9 Just under 1 in 4 respondents from the online survey had visited Healthy Peterborough website with the site being evaluated positively by users. However there was some disconnect between these scores and free text comments, where respondents asked for more easily accessible information on local services and activities.
- 4.10 Respondents reported getting information on maintaining a healthy lifestyle through a number of channels including virtual (searching web, Facebook), people based (Friends and family, health professionals) and community based (schools, health centres etc.).
- 4.11 There was strong recognition of national campaigns and resources such as NHS choices and Change 4 life, with 75% of BME population preferring Change 4 life as a lifestyle campaign, due to it being bright, attractive, easy to understand and being well known. The Healthy Peterborough messages were seen by BME respondents as 'too wordy'.
- 4.12 The BME population identified a number challenges in maintaining healthy lifestyles including a lack of knowledge about available activities and services and access problems due to time of activities and geographical location. For some, language barriers made it is more challenging to access resources and activities.
- 4.13 A lack of in depth web statistics meant it was not possible to evaluate the website activity in detail.
- 4.14 **Next steps**
The Healthy Peterborough campaign will continue in 2017/18, although with a reduced budget of £30,000 for marketing and materials.

In response to the recommendations from the evaluation, the Healthy Peterborough steering group agreed to prioritise the following key actions:

- Develop a process for gathering information on local lifestyle and preventive services and activities, to share via the Healthy Peterborough Website.
- Increase the appropriate targeting of campaign resources to geographical locations and population groups with the greatest health needs and tailor messages accordingly.
- Develop a process for sharing key messages and resources to local health champions in the community and the broader public and third sector partners.
- Target communities events attended by diverse communities who are at greater risk of poor health outcomes.
- Coordinate the work of Healthy Peterborough with the new Peterborough lifestyle service run by Solutions health, to ensure a joined up approach and a single brand.
- Improve the reporting of website analytics to enable the steering group to have a better understanding of campaign impact.

- 4.15 The topics planned for 2017/18 are outlined below:
- Mental health (2 May – 11 June)
 - Children's Health (12 June-31 July)
 - Physical activity (1 Aug-17 Sept)

- Smoking (18 Sept-22Oct)
 - Stay well (23 Oct-17 Dec)
 - Healthy eating/alcohol (18 Dec-18 Feb)
- Final campaign tbc (18 Feb-31 Mar)

5. CONSULTATION

- 5.1 Members of the public were surveyed about the Healthy Peterborough campaign in April 2017 through an online survey of 220 people and a paper based survey of 113 people, mainly from the BME population. The survey findings informed the evaluation and action plan for 2017/18.

6. ANTICIPATED OUTCOMES OR IMPACT

- 6.1 The Healthy Peterborough campaign is anticipated to raise awareness of preventive health messages and related services amongst the Peterborough population, and to contribute to the City Council's duty to take steps to improve the health of local residents.

7. REASON FOR THE RECOMMENDATION

- 7.1 Comments from the Health Scrutiny Committee will be fed into the planning process for this year's campaigns.

8. ALTERNATIVE OPTIONS CONSIDERED

- 8.1 The decision could have been taken to cease the Healthy Peterborough campaign, which was initially planned for one year. However the campaign has now achieved local brand recognition, and is likely to be a useful vehicle for continuing to raise awareness of health issues. In addition the new Integrated Lifestyles Provider has agreed to use Healthy Peterborough campaign branding – which will further strengthen the campaign's impact by linking it to local preventive services.

9. IMPLICATIONS

Financial Implications

- 9.1 The campaign is financed through the public health grant – the budget for 2017/18 is £50,000 which includes £30,000 for marketing and materials, plus reimbursement to the communication and Marketing team to cover the cost of a marketing officer to support the delivery of the campaign.

Legal Implications

- 9.2 Due process has been followed so there are no anticipated legal implications

Equalities Implications

- 9.3 The evaluation identified challenges faced by the BME community in accessing the Healthy Peterborough campaign. As a response we are planning to
- make information about services and activities more easily available
 - simplify and target messages
 - Attend more community events
 - Share key messages through community champions and public and third sector partners.
- These actions will not only support BME community in accessing the messages but also people from the other protected characteristics.

Rural Implications

- 9.4 Campaign materials and messages are available to all via the Healthy Peterborough Website, Facebook and Twitter.

Although the majority of paid poster sites are in the city centre, posters and materials are also sent to all parish councils, GP practices, pharmacies, libraries and post offices.

We are also looking at working with community champions and public and third sector to further spread the key messages across Peterborough.

10. BACKGROUND DOCUMENTS

10.1 Healthy Peterborough Evaluation report

11. APPENDICES

11.1 Appendix A – Health Peterborough Evaluation

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