

# Evaluation of the Healthy Peterborough Campaign

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## 1 Summary

The Healthy Peterborough campaign was initiated in March 2016 as a yearlong campaign covering different health topics each month. The purpose of the campaign was to;

- raise awareness of health issues with local people,
- promote reliable information and preventive health messages.

The campaign was created by the Peterborough City Council communications team, with support from public health, CCG and acute trust communication teams.

In order to support the planning for 2017/18 campaign and ensure resources are targeted most effectively, an evaluation of the 2016/17 campaign has been undertaken.

The evaluation found that the Healthy Peterborough campaign had a strong first year delivering 12 campaigns, 120 articles on the Healthy Peterborough website, 669 Facebook posts, 27 paid Facebook advertisements, 31 pages of editorials and advertorials in local print publications and 10 different 20 second radio.

The campaigns generated 170 followers on Twitter, 2,710 followers on Facebook, 7,172 clicks from paid Facebook adverts and 127,252 page views on the Healthy Peterborough website.

An online survey of 220 people and a paper based survey of 113 people mainly from BME groups found that:

- There was a good recognition of the campaign with 46% of online survey respondents and 32% of respondents from the paper based survey recalling the campaign.
- The main places where people recalled seeing the campaign was Facebook, via printed posters and banners and the healthy Peterborough Website. BME respondents were more likely to have seen campaign at GP surgeries, local hospital, city care centre, posters in the city centre and Facebook.
- The campaign achieved some level of 'stickiness' with 38% of respondents able to free recall campaign topics. When prompted, the main campaign topics recalled were physical activity, smoking, healthy eating and heart health.
- 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.
- 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 a number of respondents asked for more easily accessible information on local services and activities.
- 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.). This demonstrates the importance of using multiple channels for communication and dissemination including local people and professionals as health promoting resource.
- There had been an assumption before undertaking the evaluation that Facebook were be most effective for targeting younger population. This this was born out in the profile of those who "followed" Healthy Peterborough, however, Facebook users who clicked on paid Facebook adverts were generally older.

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- 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 a number of respondents from the BME population as being too wordy.
- The BME population identified a number challenges in maintaining healthy lifestyles including a lack of time and competing demands, family commitments a lack of financial resources to undertake activities and purchase healthy food, 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.
- A lack of in depth web stats meant it was not possible to evaluate website activity and better understand who was using the resource and what was being used
- Men were underrepresented in both surveys and may reflect a lack of engagement in general.

Based on the above findings the following recommendations have been made:

- 1) Reshape the Healthy Peterborough website to make local services and activities a central focus.
- 2) Develop a mechanism for coordinating and sharing details of other lifestyle services and activities e.g. physical activity classes, local events etc.
- 3) Map out the key target population groups/segments (BME groups, men, older people etc.) to ensure messages are accessible to all groups.
- 4) Ensure that messages are 'behaviourally' focused as well as information based.
- 5) Investigate opportunities to build on latent capacity within local system and communities (public and voluntary sector) to share Healthy Peterborough messages.
- 6) Develop key message briefing each month (information on campaign topic background and 3 or 4 simple messages) which can be used to communicate the campaign to advocates e.g. community connectors, community champions, other services.
- 7) Continue to use paid Facebook adverts to ensure key messages get through to groups who do not follow Healthy Peterborough on Facebook.
- 8) Build on strengths of national brands especially when delivering campaigns or undertaking work with targeted groups such as the BME groups.
- 9) Request that Solution 4 Health systematically capture information on where service users heard about the lifestyle service.
- 10) Develop a brief google analytic report which can be used to report on key statistics e.g. unique users, dwell time and bounce rate each month.

## 2 Background

The Healthy Peterborough campaign was initiated in March 2016 as a yearlong campaign covering different health topics each month. The purpose of the campaign was to;

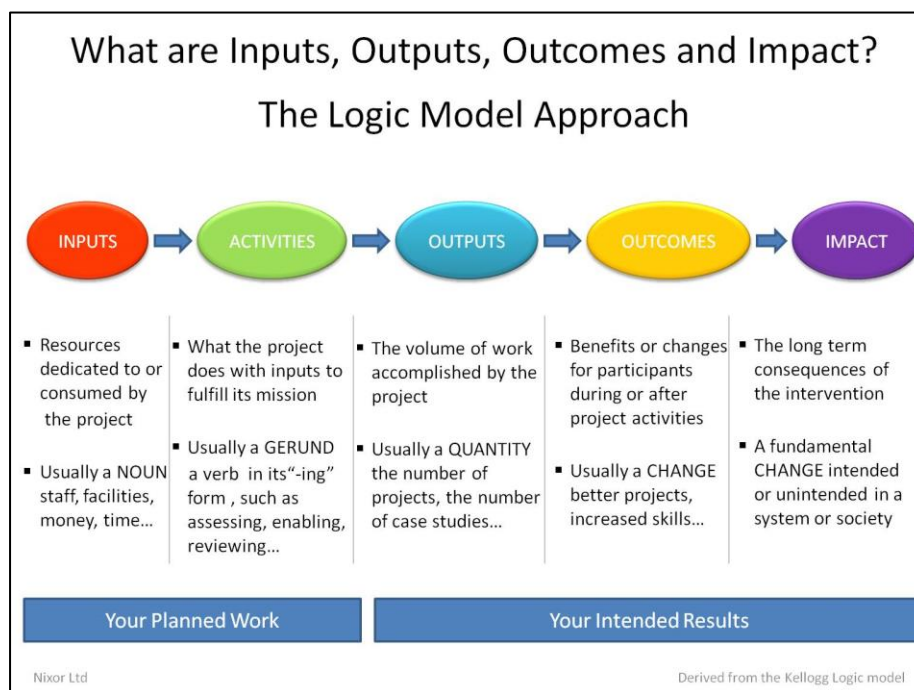
- raise awareness of health issues with local people,
- promote reliable information and preventive health messages.

The campaign was created by Peterborough City Council communications team, with support from public health, CCG and acute trust communication leads. In order to support the planning for 2017/18 and ensure resources were targeted most effectively, an evaluation of the 2016/17 campaign was undertaken.

## 3 Evaluation approach

The evaluation examines the inputs, outputs and outcomes from the campaign. See figure below for description of the different elements.

Figure 1: Logic model



Information on the resources invested in the campaign (inputs) and the campaigns/materials delivered (outputs) have been described.

In order to assess the impact of the campaign the evaluation focuses on the reach of the Healthy Peterborough Campaign. To support this an online survey was undertaken targeted at the people of Peterborough. A financial incentive was offered via Facebook for taking part (opportunity to win vouchers as part of prize draw). The survey assessed:

- Details of where people get information about maintaining a healthy lifestyle.
- Knowledge and recall of healthy Peterborough campaign and other health messaging campaigns.
- Accessibility and acceptability of content.
- Knowledge of healthy Peterborough website.

Recognising that not all people use social media and that language may be a barrier we worked with the public health delivery team and Peterborough City Council community connectors to undertake a short paper based survey with the Peterborough BME population.

## 4 Inputs

### 4.1 Budget

The Healthy Peterborough Campaign had a budget of £60,000 in 2016/17 which covered the cost of design, print, website development and advertising. The budget did not include the cost of the campaigns and marketing officer, which was covered by the communication directorate. A breakdown of costs are outlined below. The largest costs were associated with adverts and advertorials in local magazines and newspaper.

*Table 1: Breakdown of Healthy Peterborough costs*

<b>Activity</b>	<b>Cost</b>
Design of visuals	£5,709
External poster sites e.g. lampposts	£8,673
Paid Facebook adverts	£5,195
Printing cost of materials e.g. posters	£7,028
Print media e.g. ESP, moment magazine etc	£19,484
Radio adverts	£7,440
Website e.g. purchasing domain name, website design	£3,214
<b>Total</b>	<b>£56,743</b>

### 4.2 Officers time

The total amount of officer time needed to deliver the monthly campaigns was on average 14 days per month (see table below). The campaign and marketing officer role accounted for most of this time, of which 25 hours per month was spent developing social media messages and 15 hours per month on editing and uploading articles onto the health Peterborough website. A full break down of the tasks undertaken by the campaigns and marketing officer is outlined in Appendix A. In addition public health officers spent 3-4 days developing the messages for each campaign topic.

*Table 2: Breakdown of officer time*

<b>Officer</b>	<b>Task</b>	<b>Resource required</b>
Public health – topic specialists	Writing content	3-4 days per month
Campaigns and Marketing Officer	Developing copy, commissioning visuals and materials procuring advertising space	10 days per month (20 hours per week)
PA to DPH – Peterborough	Logistics of posting out posters and materials	4 hours per month
Director of Public Health	Reviewing and agreeing content	2 hours per month

Stakeholders and officers attended monthly Healthy Peterborough meeting where each campaign was planned, there was also strategy meeting every two to three months.

## 5 Outputs

### 5.1 Campaigns

The Healthy Peterborough campaign delivered 12 campaigns on the following topics between March 16 and February 2017.

Figure 2: Campaigns undertaken in 2016/17



For each monthly campaign a broad set of resources and materials were developed and commissioned, table 3 outlines the typical deliverables for each month

Table 3: Healthy Peterborough deliverables

Published printed media	Radio	Digital	Posters and banners
<ul style="list-style-type: none"> <li>• Adverts and editorials for local</li> <li>• Newsletter for Peterborough CVS</li> <li>• Press release</li> </ul>	Advert for Heart FM	<ul style="list-style-type: none"> <li>• Paid Facebook ads</li> <li>• Facebook and Twitter organic posts</li> <li>• Content on Healthy Peterborough website</li> </ul>	Production of posters, banners for lamp posts, Queensgate and wider distribution

Details for each of the communication channels are outlined below.



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### 5.2 Digital outputs

#### 5.2.1 Website

The Healthy Peterborough website was launched in 2016 and was designed in a magazine format e.g. each new topic treated as a new edition. The website included materials for each of the monthly campaigns and provided links to local and national resources. In total 11 website editions were developed made up of 120 different articles.

Figure 3: Examples of website campaigns



#### 5.2.2 Social media

A Healthy Peterborough Twitter account was created and 461 tweets containing key messages and web links to the Healthy Peterborough website and broader national campaigns were sent.

Figure 4: Examples of Healthy Peterborough tweets



#### Facebook

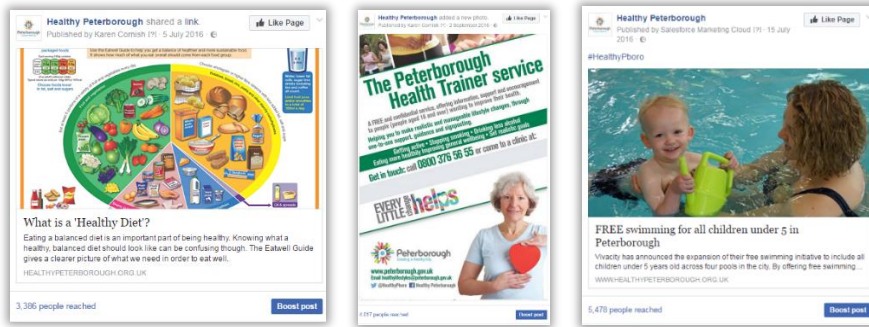
A Healthy Peterborough Facebook page was created in order to connect with local people and communicate messages and information.

#### Organic posts

In total 669 Facebook posts were posted on the Healthy Peterborough Facebook page which appeared in the 'feeds' of current Healthy Peterborough 'followers'.

# Evaluation of the Healthy Peterborough campaign

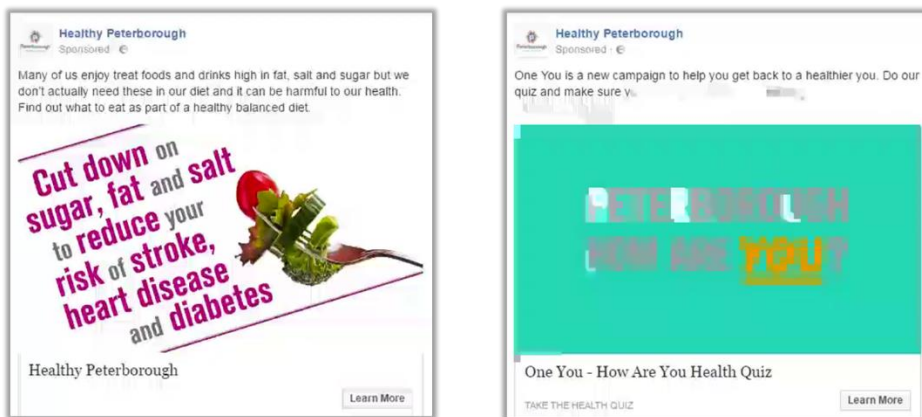
Figure 5: Examples of Facebook posts



## Paid – Facebook campaigns

Twenty Seven paid Facebook advertisements were also placed during the year. These featured on the Facebook feeds of people living in Peterborough regardless of whether they were following Healthy Peterborough. These included the promotion of national campaigns such as Public Health England’s One You campaign, key messages and links to the Health Peterborough website.

Figure 6: Example of paid Facebook adverts



## 5.3 Published print media

### Printed media

Twenty pages of editorials were placed in ESP, Moment, Nene Living Magazine and 12 pages of advertorials in the Peterborough Telegraph.

Figure 7: Example of adverts and editorials from printed publications

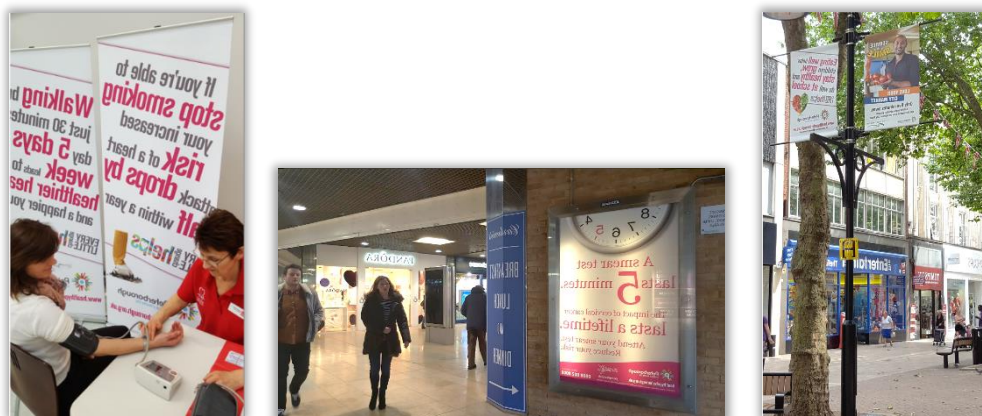


## 5.4 Posters and banners

Advertising space was procured in and around the city centre on:

- Advertising displays in the Queensgate shopping centre.
- City-wide JC Decaux sites
- City centre lamp post banners
- A4 poster messages distributed city-wide
- AO posters at Serpentine Green Shopping Centre

Figure 8: Photographs of Health Peterborough campaign posters



### Posters

Each month a selection of posters, pop up banners and resources were sent to:

- 38 Pharmacies
- 37 GP practices
- 22 Post offices
- 31 community associations and village halls
- 25 Parrish Clerks
- 10 libraries
- 21 shops
- 20 Children centre locations
- Peterborough City and Stamford NHS trust

## 5.5 Radio

10 different 20 second radio adverts were purchased and played 26 times a month. There were also bulletin mentions and officer interviews on BBC Radio Cambridgeshire, Radio Salam, Radio Star, Connect FM and Heart FM.

## 6 Outcomes

Analysis of outcomes for the Healthy Peterborough campaign focused on the reach and knowledge of the campaign. Where available the profile of users/followers has been provided to better understand the population groups accessing the campaign.

### 6.1 Digital

#### 6.1.1 Twitter

Healthy Peterborough's tweets were seen 377,953 times and 170 people followed the Healthy Peterborough Twitter feed.

Table 4: Twitter statistics by month

Month	Number of followers	Number of tweets	Number of impressions (number of times tweets seen)
January	9	1	14
February	24 ↑15	41	10,555
March	51 ↑27	30	25,951
April	73 ↑22	22	22,085
May	91 ↑18	26	28,398
June	98 ↑7	20	21,858
July	103 ↑5	38	32,724
August	115 ↑12	44	35,623
September	125 ↑10	45	38,053
October	127 ↑2	31	21,728
November	134 ↑7	27	26,321
December	149 ↑15	65	54,772
January	165 ↑16	38	32,106
February	170 ↑5	33	27,765

#### 6.1.2 Facebook

Over the year, 2,710 people liked or followed<sup>1</sup> Healthy Peterborough on Facebook. The 669 organic Facebook posts (only seen by Health Peterborough followers) were seen 280,673 times.

Table 5: Facebook statistics by month

Month	Number of likers who follow our posts	Number of posts	Number of people who saw posts
January	45	26	849
February	345 ↑280	38	9,444
March	639 ↑294	56	30,688
April	962 ↑323	34	17,376
May	1,328 ↑366	47	22,692
June	1,505 ↑177	35	24,393
July	1,803 ↑298	54	43,744
August	2,150 ↑347	69	19,093
September	2,391 ↑241	69	25,814
October	2,489 ↑98	42	10,015
November	2,579 ↑90	27	8,816
December	2,686 ↑107	72	27,738
January	2,701 ↑15	61	24,609
February	2,710 ↑9	39	15,402

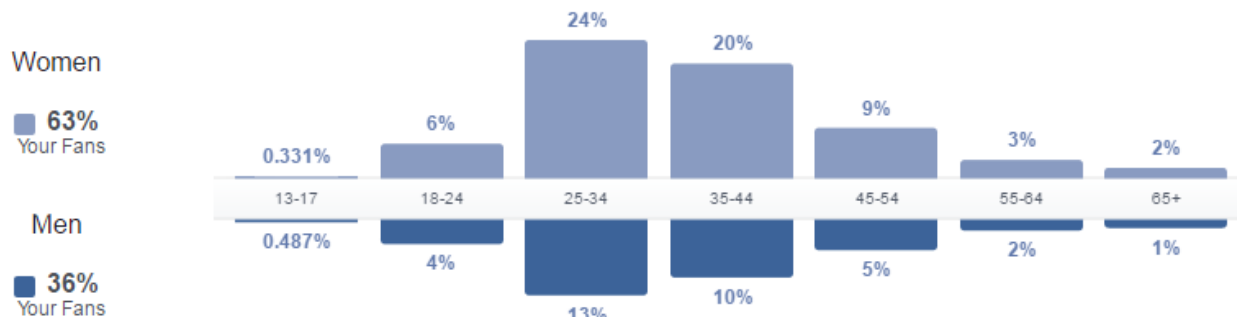
<sup>1</sup> If you follow something on Facebook you will receive updates within your news feed

## Evaluation of the Healthy Peterborough campaign

The 2710 Healthy Peterborough followers were more likely to be female (63%) and aged between 25 and 44 years (67%).

Figure 9: characteristics of Health Peterborough Facebook followers

### The people who like your Page



The 27 paid Facebook adverts were seen 478,217 times and generated 7,172 clicks on web links embedded within the adverts (links to Healthy Peterborough website and national campaigns).

Table 6: Impact of paid Facebook adverts by advert.

Advert	Number of people who saw advert	Number of web clicks / page likes	Date ad ran	Cost
Heart walking ad	9,351	151 page likes	29 Feb-31 Mar	£100
Heart smoking ad	8,753	107 page likes	29 Feb-31 Mar	£100
Stroke ad	11,290	120 page likes	1 Apr-30 Apr	£125
NHS health check	11,947	139 page likes	1 Apr-30 Apr	£125
Generic page likes	8,855	286 link clicks	4 Feb-10 Mar	£48
Mental health – physical	11,604	116 page likes	10 May-31 May	£125
Mental health – talking	10,532	102 page likes	10 May-31 May	£125
Alcohol – cutting back	14,906	50 page likes	31 May-1 July	£156.41
Alcohol – drinking too much	9,554	53 page likes	31 May-1 July	£125
Children’s – teeth	5,126	18 page likes	1 June-14 Aug	£118.75
Children’s – eating	13,416	144 page likes	1 June-14 Aug	£175
Children’s – physical	7,286	81 page likes	11 July-14 Aug	£125
Generic One You	49,022	1,799 link clicks	8Mar-30Apr + 12Jul-16Aug	£441.88
Physical activity OneYou	21,084	654 link clicks	15 Aug-30 Sep	£235
Physical activity 30 mins	22,292	181 page likes	15 Aug-30 Sep	£235
Physical activity sit less	20,363	130 page likes	15 Aug-30 Sep	£235
Stoptober	26,274	655 link clicks	1 Oct-31 Oct	£200
Ageing well – dementia	9,420	181 link clicks	1-30 November	£78.70
Ageing well – falls prevention	8,961	179 link clicks	1-30 November	£71.34
Festive health	31,447	662 link clicks	1-31 December	£350
Healthy eating – eat well	19,897	485 link clicks	1 Jan – 31 Jan	£175.00
Healthy eating – cut down	17,581	537 link clicks	1 Jan – 31 Jan	£175.00
Cancer – Jo’s Trust	22,322	335 link clicks	1 Feb – 28 Feb	£175.00
Cancer – cigarettes	20,525	353 link clicks	1 Feb – 28 Feb	£175.00
Healthy Peterborough	33,392	758 page likes	25 April-ends 31 Dec	£500
Healthy Peterborough website	53,262	1046 link clicks	25 April-18 Sep	£750
Healthy Peterborough survey	Will complete 20 March	??? link clicks	1-20 March	£200

## Evaluation of the Healthy Peterborough campaign

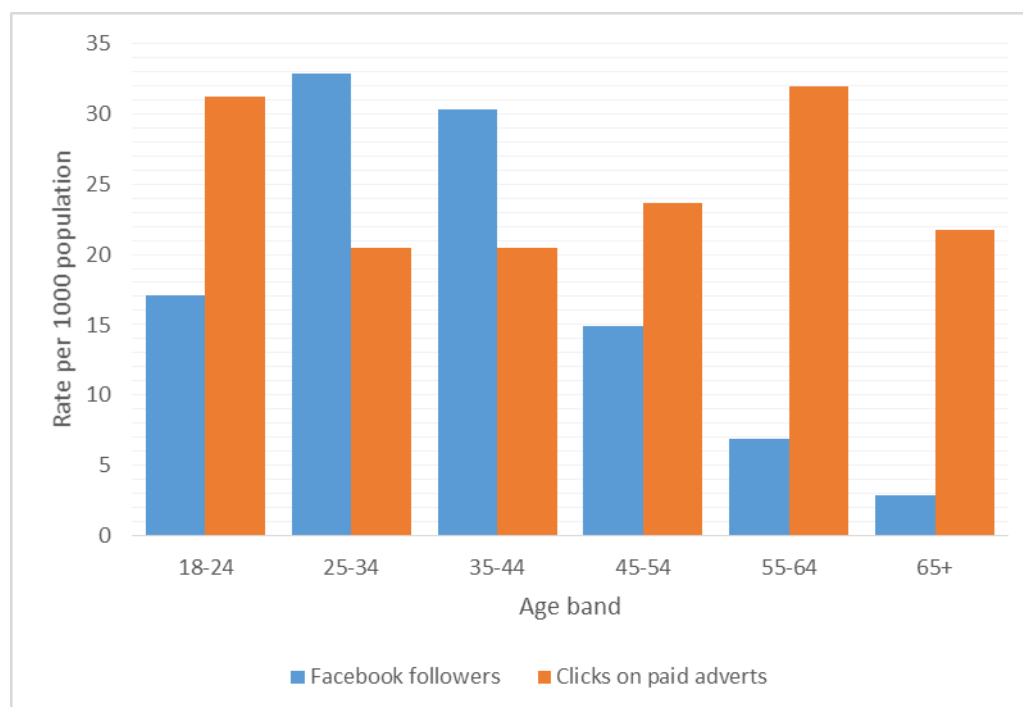
Due to difficulties with analysing 27 separate adverts, the following analyse of people who clicked on paid adverts is based on the four campaigns which accounted for largest number (58%) of paid advert clicks (see below).

*Table 7: Age profile of individuals who clicked on paid Facebook adverts*

Campaign	18-24	25-34	35-44	45-54	55-64	65+	Total
Healthy Peterborough website	100	157	154	203	203	229	<b>1046</b>
One you	311	334	279	287	329	264	<b>1804</b>
Stoptober	85	134	117	114	92	113	<b>655</b>
Festive period	75	129	111	89	121	137	<b>662</b>
<b>Total</b>	<b>571</b>	<b>754</b>	<b>661</b>	<b>693</b>	<b>745</b>	<b>743</b>	<b>4167</b>

The profile of those people clicking on paid adverts differed considerably from Facebook followers (described in figure 9) with the 55-64 year olds accounting for the highest click rate, followed by the 18-24 year olds. These finding suggests paid Facebook adverts may be a more effective way to target messages at the middle aged population as they are less likely to follow Healthy Peterborough and see the organic Facebook posts.

*Figure 10: Rate of Facebook followers and people clicking on paid Facebook adverts by age group*



## Evaluation of the Healthy Peterborough campaign

### 6.1.3 Website

The Healthy Peterborough website received 127,252 page views (this is not unique visitors, as a person can look at more than one page during a single visit).

It is not possible to provide more detailed analytics for the Healthy Peterborough website as Google Analytics had not been activated. This issue was resolved in March which should allow us to gain a more detailed picture on key measures such as unique visitors, how long people spend on average on the site etc. Based on page views Children's Health generated the most pages views followed by Alcohol in June and Physical activity in Aug and September.

*Table 8: Number of views of Healthy Peterborough website by month*

<b>Month/Edition</b> (figures correct as at 14 March)	<b>Number of views</b>	<b>Top 3 articles</b>
March 2016 (heart health)	12,092	781 views – 5 ways to keep your heart healthy 744 views – About Healthy Peterborough 682 views – Support and useful links – Smoking
April 2016 (stroke)	11,084	754 views – Reducing your stroke risk 737 views – Support and useful links – Smoking 569 views – What is a stroke?
May 2016 (mental health)	11,620	961 views – Get on top of stress 693 views – Living well with dementia 506 views – A good night's sleep
June 2016 (alcohol)	13,360	1205 views - Do you know the amount of calories in alcohol? 873 views - What do 14 units of alcohol look like? 860 views – The risks of drinking too much alcohol
July-Aug 2016 (children's health)	20,697	2569 views – Vivacity announces free swimming children under 5 1301 views – What is a healthy diet? 1037 views – Tips for teeth
Aug-Sept 2016 (physical activity)	13,158	758 views – Sit less and move more 651 views – Walking for health 635 views - Weekly park runs
October 2016 (smoking)	10,364	445 views - Stoptober Returns 421 views – Ditch the cigarettes and feel less stressed 406 views – What are the health risks of smoking?
November 2016 (ageing well)	7,927	605 views – Keep warm this winter 519 views – Services to prevent falls 503 views – 10 tips for ageing better
December 2016 (festive health)	11,502	932 views – Overindulging on the snacks 908 views – Safe sex – use a condom 893 views – Easier ways for a healthy Christmas dinner
January 2017 (healthy eating)	9,540	962 views – Eating well 829 views - Healthy weight loss 614 views – Cut back on fat
February 2017 (cancer)	5,908	571 views – Cancer screening 523 views – Eat well – reduce your cancer risk 506 views - Our stories – breast cancer

## 6.2 Survey

### 6.2.1 Online survey

A questionnaire on survey monkey was developed (see Appendix C) consisting of up to of 15 questions. The questionnaire was mainly promoted through Facebook with further communication undertaken by Peterborough City Council community connectors and Peterborough VCS. Those completing the questionnaire were incentivised to take part through the opportunity to win £100 worth of shopping vouchers

In total there were 220 respondents to the survey. A comparison of the age (see table 9), gender and ethnicity of respondents to the Peterborough population found that:

- 20-34 year olds were underrepresented in the survey (14.1% in survey compared to 30% in population).
- 35-49 year olds and 50-64 year olds were over represented.
- Males (25% of respondents) were underrepresented
- People from BME groups (11.9% vs 18% in the Peterborough population) were also underrepresented.

*Table 9: survey respondents by age*

Age	Responses	% of respondents	% of population
20-34	31	14.1%	29.7%
35-49	73	33.2%	28.2%
50-64	65	29.5%	22.5%
65+	50	22.7%	19.7%
Total	220	100.0%	100%

Source: ONS 2016 mid-year pop estimates

Due to small numbers the results of sub analysis e.g. findings by age, gender, and ethnicity have not been reported as the majority of differences were not statistically significant.

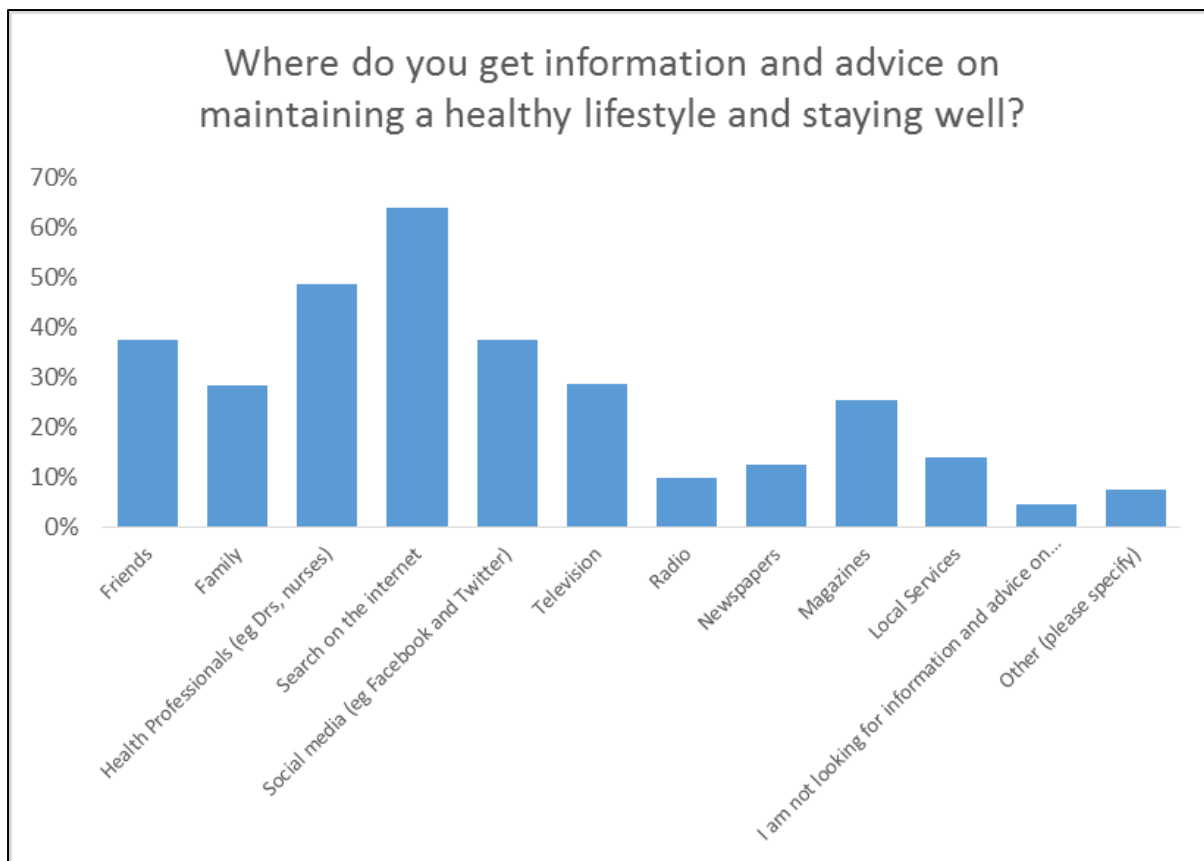
Analysis of responses to each question are provided below.



**Where do you get information and advice on maintaining a healthy lifestyle and staying well?**

The most common sources of information and advice identified by respondents was searching the internet, health professionals, social media and friends.

Figure 11: Where do you get information and advice on maintaining a healthy lifestyle and staying well?



**Have you heard of/seen the Healthy Peterborough Campaign?**

Overall 46% of respondents were aware of the healthy Peterborough campaign and a further 7.5% were not sure.

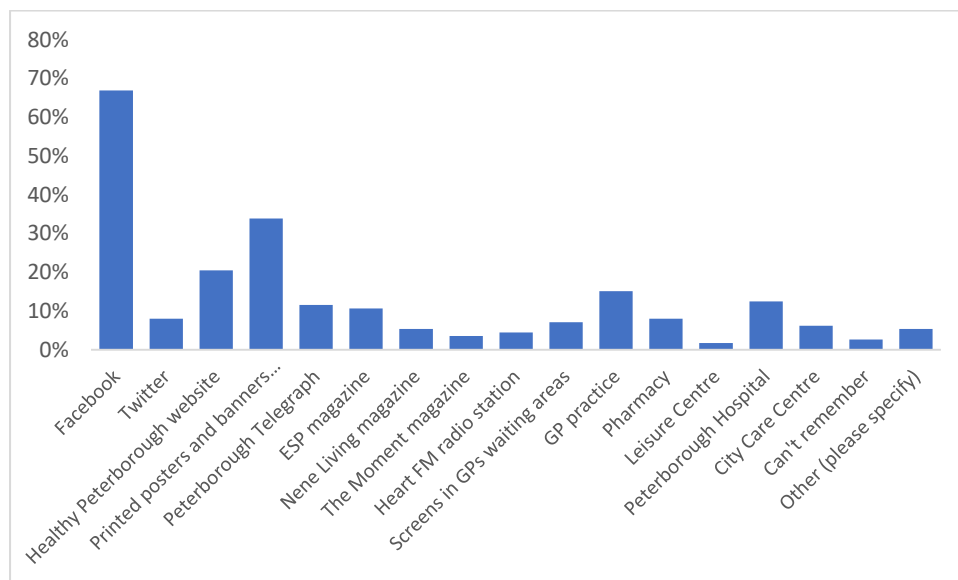
Table 10: Have you heard of/seen the Healthy Peterborough Campaign?

Answer	Responses	%
Yes	97	45.8%
No	99	46.7%
I'm not sure	16	7.5%
Total	212	100.0%

**Where did you see/hear about the campaign?**

Of those respondents who were aware of Healthy Peterborough the majority (67%) had seen the campaign on Facebook, 1 in 3 via banners and poster across Peterborough and 1 in 5 on healthy Peterborough Website. It should not be surprising that so many people viewed the campaign online as the majority of respondents were recruited through a Facebook advertisement.

Figure 12: Where did you see/hear about the campaign?



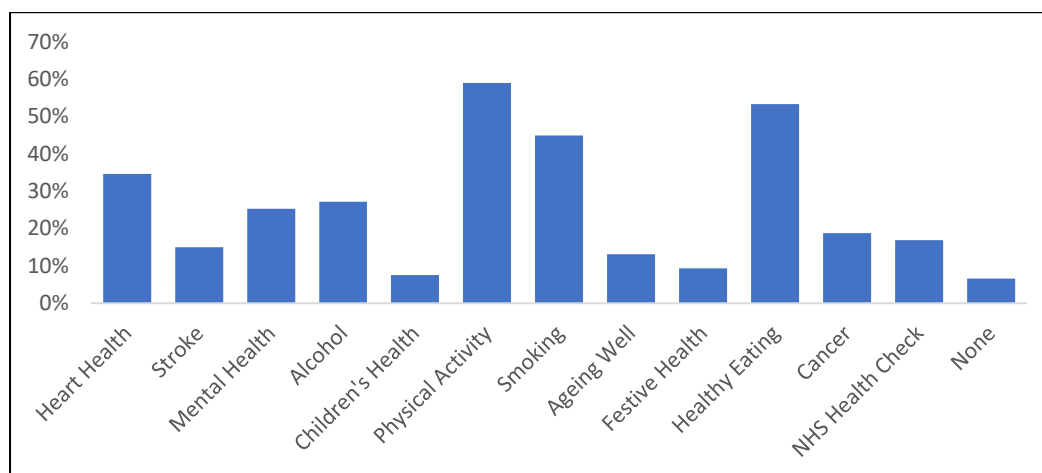
**Which topics or messages can you recall from the Healthy Peterborough Campaign?**

Thirty eight percent (43 respondents) of those aware of Healthy Peterborough campaign correctly free recalled one of the campaign messages/topics.

**From the list below, please choose which topics you recall seeing or hearing about as part of the Healthy Peterborough campaign?**

The campaigns on physical activity, smoking and healthy eating were most commonly recalled (45%-59%) by respondents.

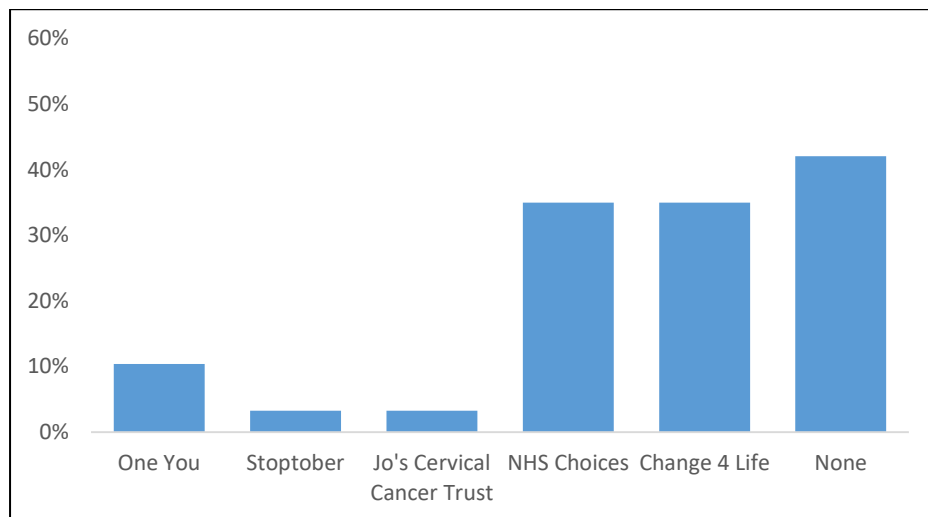
Figure 13: From the list below, please choose which topics you recall seeing or hearing about as part of the Healthy Peterborough campaign?



**Which of the following websites or resources have you accessed in the last year?**

Thirty five percent of respondents reported accessing NHS choices and Change 4 Life in the past year, demonstrating the strength of the brands/resources.

Figure 14: Which of the following website or resources have you accessed in the last year?



**Please rate the following statements about the Healthy Peterborough brand/images**

Respondents were generally positive about the Healthy Peterborough brand with over half agreeing or strongly agreeing that the brand was attractive and attention grabbing.

Table 11: Please rate the following statement about the Healthy Peterborough brand/images

Statement	% who strongly agreed or agreed with statement
The Healthy Peterborough Brand is attractive	60.6%
The Healthy Peterborough brand grabs my attention	57.6%
My friends and family would like the Healthy Peterborough brand	47.3%

**Please rate the following statements about the messages used in the Healthy Peterborough campaign**

The content of the messages were rated more highly than the brand with 3 in 4 respondents agreeing or strongly agreeing that the topics were important, useful and understandable.

Table 12: Please rate the following statements about the messages used in the Healthy Peterborough campaign

Statement	% strongly agree or agree with statement
The messages are on topics which are important to me	76%
The messages contain useful information and advice	72.7%
The messages used by Healthy Peterborough are clear/understandable	76.4%

### Have you visited the Healthy Peterborough website?

Just under 1 in 4 respondents had visited Healthy Peterborough

Table 13: Have you visited the Health Peterborough Website?

Answer	Responses	%
Yes	42	23.0%
No	134	73.2%
I'm not sure	7	3.8%
Total	183	100.0%

### Please rate the following statements about the Healthy Peterborough website?

The forty two respondents who had accessed the Healthy Peterborough website rated the ease of finding information, ease of understanding articles and the usefulness of the content very positively.

Table 14: Please rate the following statements about the Healthy Peterborough Website?

Statement	% strongly agree or agree with statement
I could find the information I was looking for easily on the website	76.2%
The website articles were easy to understand	88.1%
The website articles were useful	81.0%

### What would you like to see improved on the Healthy Peterborough website

Two themes were identified from analysis of the free text responses.

- 1) The need for more easily accessible information on local services

*“There is no information about local services available. It would really be useful to have an online referral form for people to self-refer, information about times/dates/venues activities are taking place.....”*

*“I think the website might be reorganised to make accessing information and local services easier and clearer. I think some topics and pages might be missed.”*

- 2) Better promotion of the website

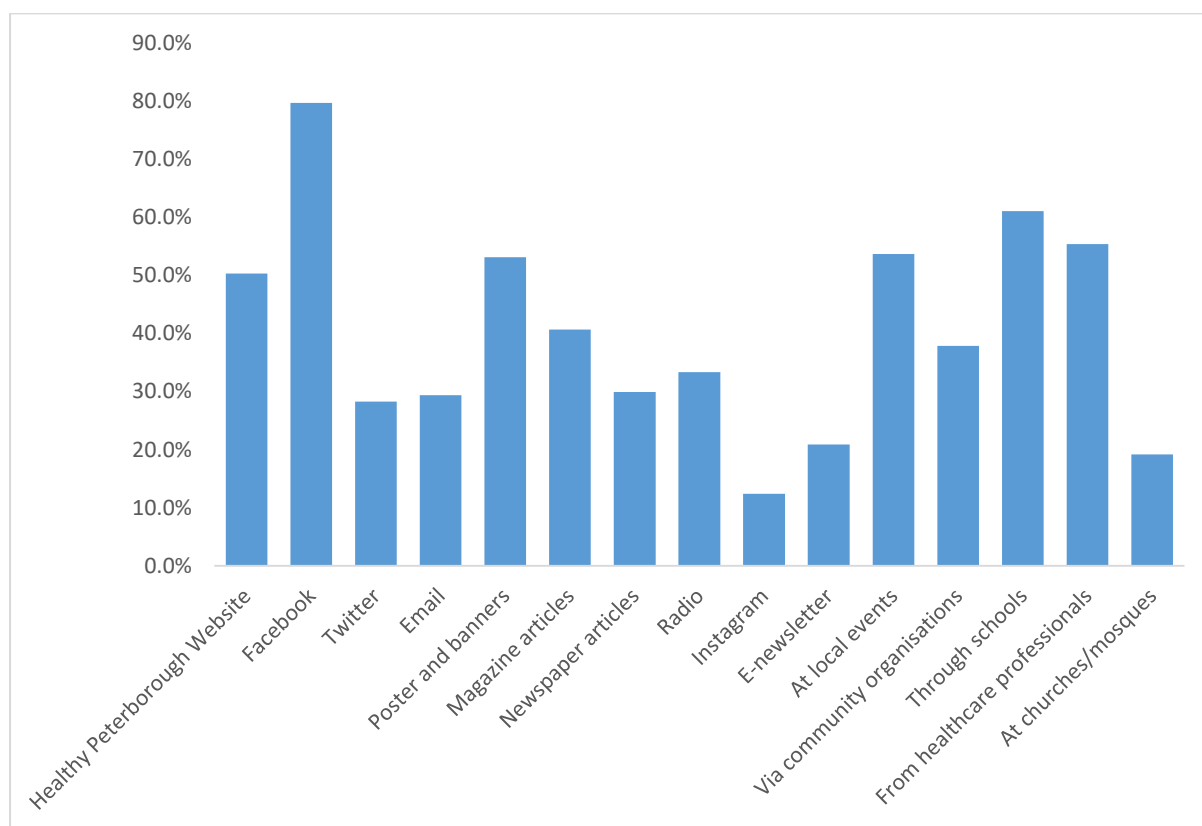
*“I didnt know there was one yet I liked the Facebook page .Could it be promoted more on social media so people know about it.”*

*“I would like to see it promoted more i.e. Within general practice surgeries, supermarkets, schools, shopping malls, hospitals and public places.”*

**What do you feel are the best methods for communicating information and advice on maintaining a healthy lifestyle and staying well?**

Facebook was rated the best (80% of respondents) method for communicating information (this is likely to be influenced by the survey being promoted on Facebook), followed by schools, health care professionals, local events, posters and banners and healthy Peterborough website.

*Figure 15: Best methods for communicating information and advice on maintaining a healthy lifestyle and staying well.*



## Evaluation of the Healthy Peterborough campaign

### 6.2.2 Paper based survey focusing on individuals from non-white British background

A second survey was developed to capture the knowledge and experience of people from BME groups (see Appendix B). The paper based survey was distributed by the Public health delivery team and Peterborough City community connectors. The majority of respondents already engaged with the local healthy lifestyle services and may not be completely representative of the wider BME population.

In total 113 adult responded to the survey. The profile of respondents are outlined below.

*Table 15: Demographic profile*

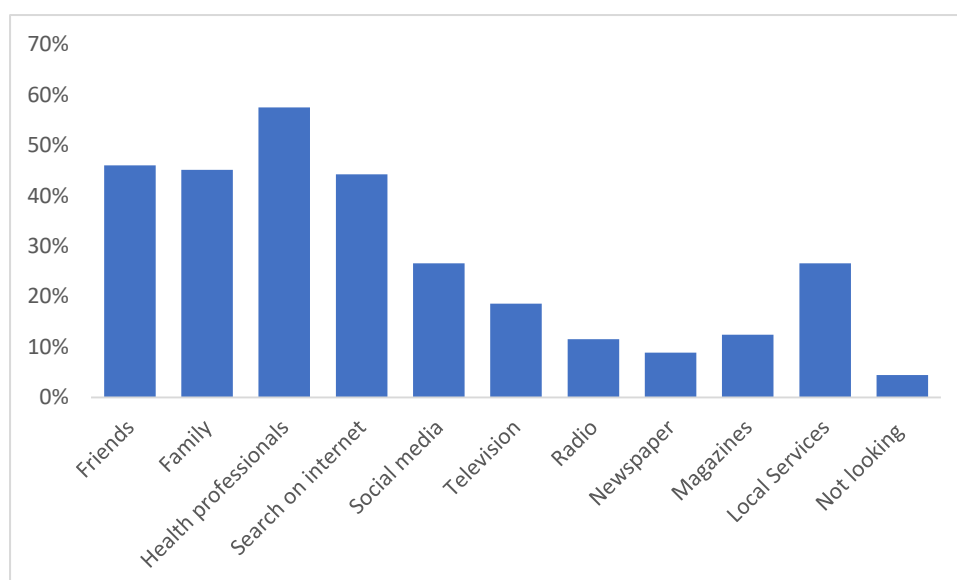
Number of respondents	Age	Gender	Ethnicity
113	18-64 88.5% (100) 65+ 8.8% (10) Unknown 2.7% (3)	Male 22.1% (25) Female 65.5% (74) Transgender 0% Unknown 12.4% (12)	White British 15% (17) Asian 48.7% (55) Black 1.8% (2) Mixed 0.9% (1) White Other 17.7% (20) Unknown 15.9% (18)

Due to the small numbers, analysis focused on overall findings. Given the profile of the population the results should be considered representative for women aged 18-64 from Black or minority ethnic groups.

#### **Where do you get information?**

Health professionals, friends and family, searching on the internet and local services were identified as the main sources of information on health and keeping well.

*Figure 16: Where do you get information on health and keeping well?*



**Which images do you recognise (you can tick more than one)?**

Change 4 life and NHS choices had the strongest brand recognition (nearly three quarters recognised images) with 1 in 3 recognising the Healthy Peterborough brand.

Table 16: Which images do you recognise?

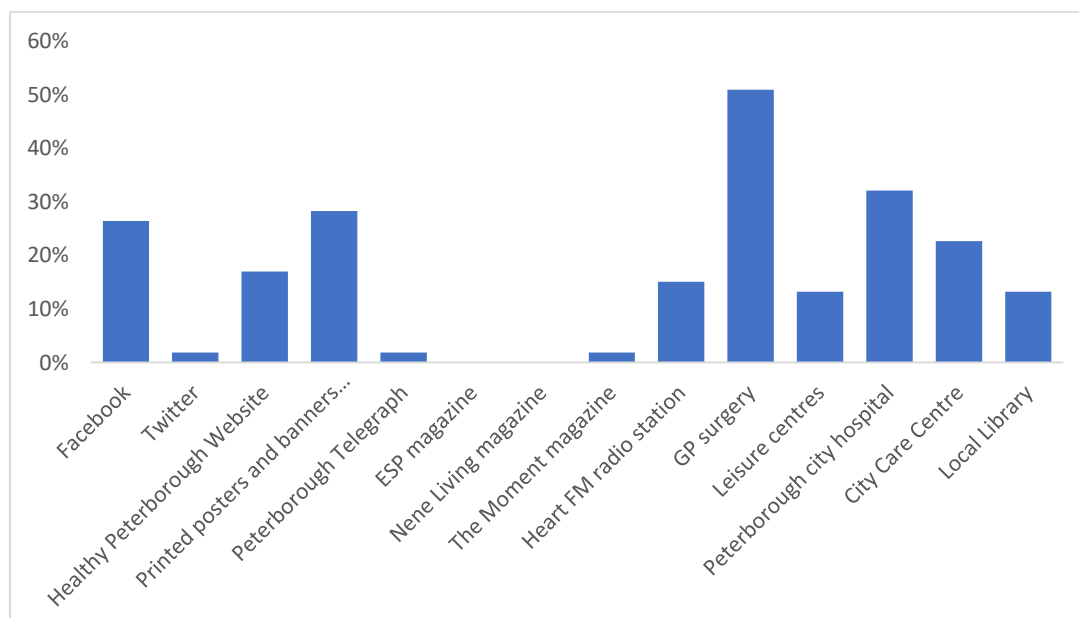
Image	No. respondents	%
One you	8	7.1%
Change 4 Life	83	73.5%
NHS choices	82	72.6%
Healthy Peterborough	36	31.9%
<b>Total</b>	<b>113</b>	<b>100.0%</b>

**4. If you recognised D), images from the ‘Healthy Peterborough campaign’, can you recall where you have seen the campaign advertised (you can tick more than one)?**

Although only thirty six respondents recognised the Healthy Peterborough campaign, fifty three respondents answered the question on where they recalled seeing the campaign advertised. This suggests a larger number of respondents were aware of the campaign.

The main places respondents recalled seeing the campaign were GP surgeries, Peterborough city hospital, Printed poster and banners and Facebook. There was little recognition of seeing the campaign in local printed publications or on twitter.

Figure 17: Can you recall where you have seen the campaign advertised?



### What challenges do you face when trying to maintain a healthy lifestyle?

Six themes were identified through the analysis of free text responses.

Table 17: What challenges do you face when trying to maintain a healthy lifestyle?

Challenge	Description	Examples
<b>Time</b>	A lack of time and competing demands was a common challenge identified by respondents.	<i>"Busy work schedule"</i> <i>"finding the time to maintain a healthy lifestyle"</i> <i>"Not having time due to family/children"</i> <i>"Time for myself"</i>
<b>Family</b>	Family commitments and related time constraints, childcare issues and different cooking requirements.	<i>"Cooking for all family with different needs"</i> <i>"Combined childcare with work and exercise"</i> <i>"Busy work schedule, nuclear family"</i> <i>"Catering for children"</i>
<b>Financial</b>	A lack of financial resources to undertake activities and purchase healthy food.	<i>"too expensive"</i> <i>"Cost of healthy food"</i>
<b>Knowledge and access to activities and services</b>	Lack of knowledge about available activities and services. Lack of access to activities and services due to time of activities and geographical location.	<i>"Knowing what is available locally"</i> <i>"services that are within walking distance"</i> <i>"Not enough classes outside of working hours"</i>
<b>Language</b>	Some felt that language barriers made it is more challenging to access resources and activities.	<i>"Language barrier when attending fitness classes or writing"</i> <i>"No having a enough English it can be hard"</i>

### What information and advice could we provide you with to help maintain a healthy lifestyle and stay well?

Three main themes were identified from the analysis and are outlined below.

Table 18: What information and advice could we provide you with to help maintain a health lifestyle and stay well?

Theme	Description	Examples
<b>Information on healthy eating and keeping active</b>	The most common response was the need for regular practical information on how to eat healthy and keep active.	<i>"Regular tips, push"</i> <i>"Information about how to maintain a healthy lifestyle, daily tips on a healthy diet"</i> <i>"How to eat healthily why working long hours"</i> <i>"Healthy meal choices"</i>
<b>Workplace health</b>	There was some comments around sharing messages in work places with a specific focus on large workplaces where eastern European people work.	<i>"healthy lifestyle inforamtion in the biggest work places where eastern europeans work."</i> <i>"Healthy lifestyle campaigns at work"</i> <i>"to introduce things at work"</i>
<b>Information about local services and Classes opportunities.</b>	Respondents identified the need for more information about local services and activities.	<i>"What is available in my local area to help with stopping smoking, diet and exercise"</i> <i>"email or text from GP about free activities or council organised events about healthy lifestyle"</i>
	Respondents also wanted more free classes and activities.	<i>"Offer more free sesssions at different times or drop-in sessions"</i> <i>"email or text from GP about free activities or council organised events about healthy lifestyle"</i>



## Evaluation of the Healthy Peterborough campaign

Respondents were asked to rank Healthy Peterborough, One You and Change 4 life on a scale of 1 to 3 for the following areas.

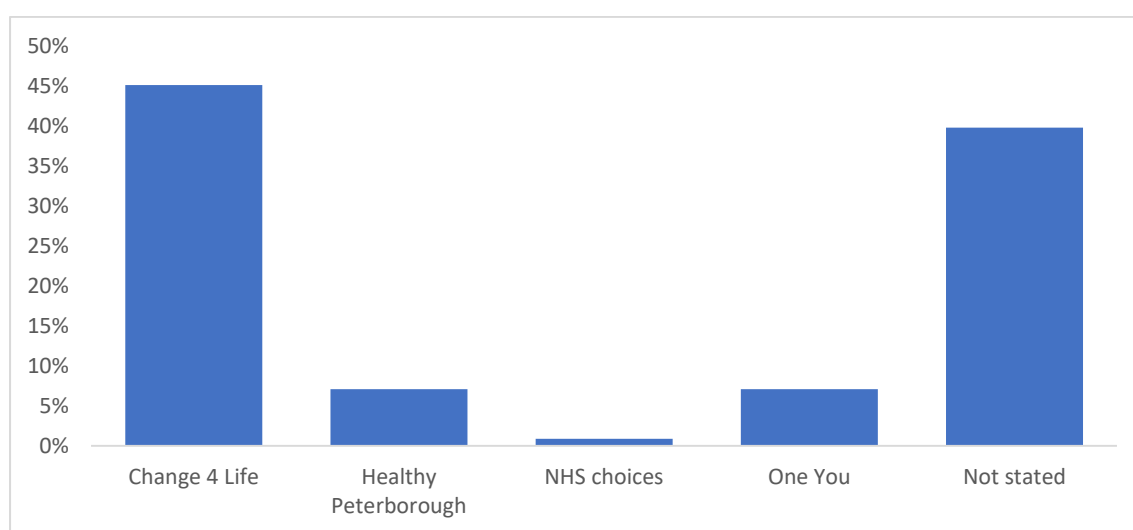
- Which are the most attractive visuals?
- Which are the easiest to understand?
- Which are the most acceptable to you?

Unfortunately the questions were answered in a number of ways and the results have been excluded from the analysis

### Overall which campaign is your favourite campaign?

Among those respondents who identified their favourite campaign, 75% chose Change 4 Life.

Figure 18: Overall which campaign is your favourite?



### Why is it your favourite?

The free text comments about why Change 4 life was favoured were very clear. Respondents liked the campaign because it

- was bright,
- was attractive,
- was easy to understand (not too wordy),
- got the message across,
- was well known,

There were also a number of comments about the content of the Healthy Peterborough campaign.

*“Healthy peterborough is the worst - full of words how is someone who cannot read English understand that?”*

*“Healthy Peterborough needs improvement - too much info - can't be bothered to read the posters.”*

*“..... I would walk past this poster if I saw it probably. That's why I've never seen it. Full of words and the one picture does not say anything to me. It should shout out the health issues. No-one is going to stand there and read all the jargon.”*

## 7 Evidence of best practice

The following sections briefly outlines best practice in relation to social marketing from Public Health England.

### 10 principles for great health marketing

1. Make it easy, fun and popular
2. Embrace popular culture, don't ignore it. Do you know what your audience watches, buys and feels? If not then why not? The most popular media channel for young people is YouTube so that's where we focus our national investment.
3. Have behavioural objectives, not 'awareness' objectives. Awareness isn't a goal in itself - just because people *know* something doesn't mean they will *do* something.
4. Have deep insight into the way the target audience lives their lives – if people buy their food daily on offer from low-cost supermarkets then do we reflect that in the recipes we provide to them?
5. Focus on the benefits of a product (more time with your grandchildren) not the features (a health check)
6. Be evidence based, and make sure your work is contributing to the evidence base – test, test, test.
7. Be obsessed with User Experience –we know that context and heuristics matter disproportionately - make it as easy as possible to get involved and stay involved
8. Use behavioural science as a foundation when you're building programmes - we know that rational linear theories of change such as Prochaska don't work, don't use them!
9. Think big about the potential of technology – why can't change4life give every primary school child an accelerometer based tool and promote a mass intervention. Why can't we take the pulse of millions via a mobile phone app and help if some have arrhythmia?
10. Integrate with other policy levers and partners for bigger impact

Source: <https://publichealthmatters.blog.gov.uk/2013/09/18/social-marketing-2-0/>

### Public Health England - Social Marketing Strategy 2014-2017: One year on

In all of our activity, we are conscious of the inequalities agenda, especially since much of our work targets the socio-demographic C2DE audience. Our campaigns are planned, researched and developed with this audience in mind to ensure that the tone, content and messaging is both accessible and actionable. In addition, media is bought specifically to target this audience and our ultimate evaluations are able to demonstrate our effectiveness with them.

Source:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/445524/Marketing\\_report\\_web.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/445524/Marketing_report_web.pdf)

## 8 Summary

The evaluation found that the Healthy Peterborough campaign had a strong first year delivering 12 campaigns, 120 articles on the Healthy Peterborough website, 669 Facebook posts, 27 paid Facebook advertisements, 31 pages of editorials and advertorials in local print publications and 10 different 20 second radio.

The campaigns generated 170 followers on Twitter, 2,710 followers on Facebook, 7,172 clicks from paid Facebook adverts and 127,252 page views on the Healthy Peterborough website.

An online survey of 220 people and a paper based survey of 113 people mainly from BME groups found that:

- There was a good recognition of the campaign with 46% of online survey respondents and 32% of respondents from the paper based survey recalling the campaign.
- The main places where people recalled seeing the campaign was Facebook, via printed posters and banners and the healthy Peterborough Website. BME respondents were more likely to have seen campaign at GP surgeries, local hospital, city care centre, posters in the city centre and Facebook.
- The campaign achieved some level of 'stickiness' with 38% of respondents able to free recall campaign topics. When prompted, the main campaign topics recalled were physical activity, smoking, healthy eating and heart health.
- 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.
- 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 a number of respondents asked for more easily accessible information on local services and activities.
- 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.) This demonstrates the importance of using multiple channels for communication and dissemination including local people and professionals as health promoting resource.
- There had been an assumption before undertaking the evaluation that Facebook were be most effective for targeting younger population. This this was born out in the profile of those who "followed" Healthy Peterborough, however, Facebook users who clicked on paid Facebook adverts were generally older.
- 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 a number of respondents from the BME population as being too wordy.
- The BME population identified a number challenges in maintaining healthy lifestyles including a lack of time and competing demands, family commitments a lack of financial resources to undertake activities and purchase healthy food, a lack of knowledge about available activities and services and access problems due to time of activities and

## Evaluation of the Healthy Peterborough campaign

geographical location. For some, language barriers made it is more challenging to access resources and activities.

- A lack of in depth web stats meant it was not possible to evaluate website activity and better understand who was using the resource and what was being used
- Men were underrepresented in both surveys and may reflect a lack of engagement in general.

## 9 Recommendations

- 1) Reshape the Healthy Peterborough website to make local services and activities a central focus.
- 2) Develop a mechanism for coordinating and sharing details of other lifestyle services and activities e.g. physical activity classes, local events etc.
- 3) Map out the key target population groups/segments (BME groups, men, older people etc.) to ensure messages are accessible to all groups.
- 4) Ensure that messages are 'behaviourally' focused as well as information based.
- 5) Investigate opportunities to build on latent capacity within local system and communities (public and voluntary sector) to share Healthy Peterborough messages.
- 6) Develop key message briefing each month (information on campaign topic background and 3 or 4 simple messages) which can be used to communicate the campaign to advocates e.g. community connectors, community champions, other services.
- 7) Continue to use paid Facebook adverts to ensure key messages get through to groups who do not follow Healthy Peterborough on Facebook.
- 8) Build on strengths of national brands especially when delivering campaigns or undertaking work with targeted groups such as the BME groups.
- 9) Request that Solution 4 Health systematically capture information on where service users heard about the lifestyle service.
- 10) Develop a brief google analytic report which can be used to report on key statistics e.g. unique users, dwell time and bounce rate each month.

## 10 Appendix

### 10.1 Appendix A

#### Monthly Healthy Peterborough Marketing workload

Activity	Hours
Attend HP meetings	1.5
Decide on key message, design approve	6
Send adverts to magazines	2
Edit / finalise editorial for publications and send to magazine	2
Finalise lamp post banner and send to printer	1
Finalise A4 poster, send to printer, distribute	3
Finalise AO poster and send to printer	1
Finalise pull up banners and send to printer	1
Finalise 6 sheets and send to printer	1
Write and finalise PT advertorial and send	3
Write/finalise Heart FM ad	1
Edit/upload website articles	14
Create Facebook paid for adverts	4
GP screen messages	1
Arrange/edit press release	1
Create social media messages (approx ½ hour per message)	25
Retweet/share PHE/NHS etc social media posts	5
Update digital statistics	2
Campaign organising / planning /deadlines	4
Raise PO's/invoicing for all marketing and design	2
<b>Total</b>	<b>80.5</b>

10.2 Appendix B

Thank you for taking the time to complete this short survey. The aim of the survey is to assess knowledge about health campaigns and to better understand where Peterborough residents access information on keeping healthy. The results will be used to inform future campaigns.

In recognition of the time taken to complete the survey, participants have the option of being entered for a prize draw with the chance to win £100 in Queensgate shopping vouchers. The winner of the prize draw will be notified at the beginning of April 2017

**1. Please circle the most appropriate descriptors below:**

**Age:**      0-17                                  18-64                                  65+  
**Gender:**          Male                                  Female                                  Transgender  
**Ethnicity:** White British      Asian      Black      Mixed      White other

If you would like to be entered for the prize draw please provide your first name and a contact telephone number.

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**2. Where do you get your information and advice on keeping healthy and well?**

Friends		Radio	
Family		Newspapers	
Health professionals (eg Drs, nurses)		Magazines	
Search on the internet		Local services	
Social media (eg Facebook and Twitter)		I am not actively looking for information and advice on keeping healthy	
Television			
Other – please specify			

**3. Please look at the images in Appendix A and tick below the images you recognise (you can tick more than one)?**

A) One You		B) Change 4 Life	
C) NHS Choices		D) Healthy Peterborough	

**4. If you recognised D), images from the ‘Healthy Peterborough campaign’, can you recall where you have seen the campaign advertised (you can tick more than one)?**

Facebook		Heart FM radio station	
Twitter		GP surgery	
Healthy Peterborough Website		Leisure centres	
Printed posters and banners throughout the city		Peterborough city hospital	
Peterborough Telegraph		City Care Centre	
ESP magazine		Local Library	
Nene Living magazine		Can't remember	
The Moment magazine			

**5. What challenges do you face when trying to maintain a healthy lifestyle?**

**6. What information and advice could we provide you with to help maintain a healthy lifestyle and stay well.**

**7. What would be the most effective way for us to share information and advice on maintaining a healthy lifestyle and staying well with you?**

**8. On the following pages we have provided three examples of local and national health campaigns. For each of the questions below please rank the 3 campaigns in order (1 = most favourable to 3 least favourable):**

	One You	Change 4 Life	Healthy Peterborough
Which are the most attractive visuals?			
Which are the easiest to understand?			
Which are the most acceptable to you?			

Overall which campaign is your favourite and why:



Appendix A

A) Images relating to question 3

<p>A)</p> 	<p>B)</p> 
<p>C)</p> 	<p>D)</p> 

B) Examples of local and national health campaigns





# swap for 5 A DAY

How to make sure you hit your 5 A DAY, everyday

for more info search online for **Change4Life**

**change 4 life**

## Could hopping off early put a spring in your step?

We all sometimes feel like we haven't got the energy to exercise. But the thing is, the more energy you use, the more you'll have. And it doesn't have to be vigorous – getting off the bus a stop early or swapping a nearby parking space for one further away (or walking to work instead!) are great ways to start. How could you swap your way to more energy?

Swap it, don't stop it: Search Change4Life online to find other simple swaps.



# Cut down on sugar, fat and salt to reduce your risk of heart disease, diabetes and stroke

EVERY **change** helps

**Peterborough**  
Creating a Healthy City

[www.healthypeterborough.org.uk](http://www.healthypeterborough.org.uk)

@HealthyPboro Healthy Peterborough

# Drinking too much too often can impact on your health.

Check how much you're drinking at #OneYou


EVERY **change** helps

**Peterborough**  
Creating a Healthy City

[www.healthypeterborough.org.uk](http://www.healthypeterborough.org.uk)

@HealthyPboro Healthy Peterborough

### 10.3 Appendix C



## Survey for the Healthy Peterborough Campaign 2016

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The Healthy Peterborough campaign provides people living in Peterborough with practical information and advice on maintaining a healthy life and keeping well.

To improve the campaign, we are seeking the views, through a survey, of the local Peterborough people.

The survey is up to 15 questions long and takes no longer than 8 minutes to complete. Most questions are multiple choice.

All those who fully complete the survey will be entered into a prize draw with the chance to win £100 in Queensgate Shopping Centre vouchers (£50 of which were kindly contributed by the centre).

If you have any questions, please email [healthy@peterborough.gov.uk](mailto:healthy@peterborough.gov.uk).

Details of prize draw:

- 1) To be eligible for the prize draw you need to have completed the survey and provided a valid email address.
- 2) Have a Peterborough postcode beginning with PE1, PE2, PE3, PE4, PE5, PE6, PE7
- 3) Only one entry per person based on phone number.
- 4) The winner will be informed by phone by early April.

### 1. Please could you provide the following information?

**\* Age**

0-19

20-34

35-49

50-64

65+

**\* Gender**

Male                       Female                       Transgender

**\* Ethnicity**

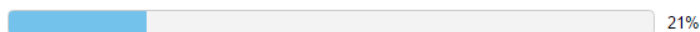
White                       Black                       Asian                       Mixed / Multiple                       White Other

**\* First **three** letters of postcode (eg PE3)**

\* 2. Where do you get information and advice on maintaining a healthy lifestyle and staying well?

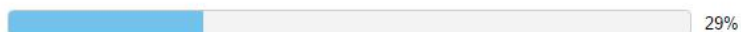
(please tick all that apply)

- Friends
- Family
- Health professionals (eg Drs, nurses)
- Search on the internet
- Social media (eg Facebook and Twitter)
- Television
- Radio
- Newspapers
- Magazines
- Local services
- I am not looking for information and advice on maintaining a healthy lifestyle and staying well
- Other (please specify)



\* 3. Have you heard of / seen the Healthy Peterborough campaign? (examples below)

- Yes
  No
  I'm not sure



**\* 4. Where did you see / hear about the campaign? (please tick all that apply)**

<input type="checkbox"/> Facebook	<input type="checkbox"/> Twitter	<input type="checkbox"/> Healthy Peterborough website	<input type="checkbox"/> Printed posters and banners throughout city	<input type="checkbox"/> Peterborough Telegraph
<input type="checkbox"/> ESP magazine	<input type="checkbox"/> Nene Living magazine	<input type="checkbox"/> The Moment magazine	<input type="checkbox"/> Heart FM radio station	<input type="checkbox"/> Screens in GPs waiting areas
<input type="checkbox"/> GP practice	<input type="checkbox"/> Pharmacy	<input type="checkbox"/> Leisure Centre	<input type="checkbox"/> Peterborough Hospital	<input type="checkbox"/> City Care Centre
<input type="checkbox"/> Can't remember				
<input type="checkbox"/> Other (please specify)				
<input type="text"/>				

**5. In the text box below please can you write down any topics or messages you recall from the Healthy Peterborough campaign? (if not leave blank)**

**\* 6. From the list below please choose which topics you recall seeing or hearing about as part of the Healthy Peterborough campaign?**

*(please tick all that apply below)*

<input type="checkbox"/> Heart health	<input type="checkbox"/> Physical activity	<input type="checkbox"/> Cancer
<input type="checkbox"/> Stroke	<input type="checkbox"/> Smoking	<input type="checkbox"/> NHS health check
<input type="checkbox"/> Mental health	<input type="checkbox"/> Ageing well	<input type="checkbox"/> None
<input type="checkbox"/> Alcohol	<input type="checkbox"/> Festive health	
<input type="checkbox"/> Children's health	<input type="checkbox"/> Healthy eating	

7. Which of the following websites or resources have you accessed in the last year?

(please tick all that apply):


 None


\* 8. Please rate the following statements about the Healthy Peterborough brand / images:

(examples shown above)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
My friends and family would like the Healthy Peterborough brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Healthy Peterborough brand grabs my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Healthy Peterborough brand is attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



\* 9. Please rate the following statements about the messages used in the Healthy Peterborough campaign: (examples shown above)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The messages are on topics which are important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages contain useful information and advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The messages used by Healthy Peterborough are clear/ understandable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Have you visited the [Healthy Peterborough website](http://www.healthypeterborough.org.uk) (www.healthypeterborough.org.uk)?

- Yes
- No
- I'm not sure



\* 11. Please rate the following statements about the Healthy Peterborough website:

	Strongly agree	Agree	Neutral	Disagree	Strong disagree
I could find the information I was looking for easily on the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The website articles were easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The website articles were useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What would you like to see improved on the Healthy Peterborough website?

\* 13. What do you feel are the best methods for communicating information and advice on maintaining a healthy lifestyle and staying well?

*(please tick all that apply)*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Healthy Peterborough Website | <input type="checkbox"/> Magazine articles  | <input type="checkbox"/> At local events               |
| <input type="checkbox"/> Facebook                     | <input type="checkbox"/> Newspaper articles | <input type="checkbox"/> Via community organisations   |
| <input type="checkbox"/> Twitter                      | <input type="checkbox"/> Radio              | <input type="checkbox"/> Through schools               |
| <input type="checkbox"/> Email                        | <input type="checkbox"/> Instagram          | <input type="checkbox"/> From healthcare professionals |
| <input type="checkbox"/> Poster and banners           | <input type="checkbox"/> E-newsletter       | <input type="checkbox"/> At Churches / Mosques         |



14. Do you have any other comments you would like to make about Healthy Peterborough?

15. If you would like to be entered into the prize draw to win £150 Queensgate vouchers please provide your name and contact details:

Name:

Email:

Telephone:

*If you have entered your email address, would you like health related information emailed to you in the future?*

*(See Peterborough City Council's [Data Protection Privacy Notice](#))*

Yes

No

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