

HEALTH SCRUTINY COMMITTEE	AGENDA ITEM No. 5
18 MARCH 2019	PUBLIC REPORT

Report of:	Dr Liz Robin, Director of Public Health	
Cabinet Member(s) responsible:	Councillor Lamb, Cabinet Member for Public Health	
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HEALTHY PETERBOROUGH PROGRESS REPORT

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

1. ORIGIN OF REPORT

1.1 This report was requested by the Health Scrutiny Committee as part of its annual work programme.

2. PURPOSE AND REASON FOR REPORT

- 2.1 This report is being submitted following a request by the Health Scrutiny Committee to ensure that Healthy Peterborough work continues to be effective.
- 2.2 This report is for the Health Scrutiny Committee to consider under its Terms of Reference Part 3, Section 4 - Overview Scrutiny Functions, paragraph No. 2.1 Functions determined by Council:
1. 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

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

Background

4.1 The Healthy Peterborough campaign was developed by Peterborough City Council's Communications and Public Health teams with support from health partners. It was developed in response to concerns raised by local stakeholders about which media messages and advice

people should trust, in relation to maintaining healthy lifestyles and keeping well. Consequently, 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

The original vision for Healthy Peterborough was a 12-month campaign. However, following an evaluation in 2016/17, Healthy Peterborough had not only met its aims, but had achieved local brand recognition and was proving to be a useful vehicle for continuing to raise awareness of health issues across Peterborough.

4.2 Change of funding commitment to Healthy Peterborough

It is important to note that this paper reflects the impacts of the change in public health grant funding to Healthy Peterborough, due to savings requirements. In 2017/18, Public Health made two contributions to the council's Communications team; a general contribution of £8,640 and £19,540 for a designated lead for campaign and brand communication management. However, for this financial year (2018/19), the Communications team received the general contribution of £8,640 from Public Health only. As a direct consequence, Healthy Peterborough lost its designated communications resource; at the same time the cross-organisational steering group ceased.

Whilst to date this may not have directly impacted the front facing aspect of the brand, as evidenced in this report, this has led to some concerns about the capacity to continue Healthy Peterborough as an effective brand.

However, a joined up communications approach across Cambridgeshire County Council and Peterborough City Council, currently in pilot mode, may help with this, with the ability to manage jointly planned campaigns which highlight the Healthy Peterborough branding.

4.3 Healthy Peterborough Campaigns 2018/19

Public Health Improvement Specialists were requested to act as campaign leads and select campaigns that:

- Were informed by local need by the Peterborough Health and Wellbeing Strategy and Joint Strategic Needs Assessments.
- Raised awareness, and promoted utilisation, of local commissioned public health services
- Contributed to easing the burden on primary care settings, through promotion of community resilience. For example guiding parents and carers of children under the age of five to visit their local pharmacy team first for advice on minor health concerns such as sore throats, coughs, colds, upset stomach and teething.
- Have cross-cutting themes to extend the reach of campaigns to multi-targeted audiences.

Healthy Peterborough has supported the following campaigns across the breadth of public health topics:

Month	Theme	Campaign
April 2018	Mental Health	Stress Less
May 2018	Mental Health	Mental Health Awareness Week
June 2018	Diabetes Domestic Abuse	NHS Health Checks Domestic Abuse (Football World Cup)
July 2018	Change 4 Life: Physical Activity	Train like a Jedi
September 2018	Drugs and Alcohol Sexual Health Week	Recovery Month Consent
October 2018	Smoking Help Us Help You Smoking Mental Health Help Us Help You	Stoptober ¹ Flu Vaccination Smoking World Mental Health Day 111
November 2018	Help Us Help You Sexual Health	Stay Well ¹ National HIV Testing Week

	Alcohol & Drugs Mental Health Anti – Bullying Week Men’s Health Sugar Awareness Week Cancer World Antibiotics Awareness Week World COPD Day	Alcohol Awareness Week Stress Awareness Day ¹ Anti – Bullying Week Movember (Men’s Health) Sugar Awareness Week Mouth Cancer Action Month Keep Antibiotics Working ¹ World COPD Day
December 2018	Help Us Help You Sexual Health World AIDS Day Let’s Get Moving Shape Up 4 Life Social Isolation	Stay Well ¹ STD’s Rock The Ribbon Local campaign – LGM service Local campaign – SU4Lservice 50,000 Reasons
January 2019	Help Us Help You Alcohol Change for Life New Year, New You and Health Harms (NYNY / HH) Health Trainers SU4L and LGM	Stay Well ¹ Dry January Healthy Food Swaps Focusing on resolutions supporting stop smoking, weight loss and alcohol reduction Promoting local Health Trainers, SU4L and LGM services to support NYNY and HH campaigns
February 2019	NHS Health Checks Oral Health Sexual Health One You World Cancer Day	Have YOU had yours?* Fizz Free February Syphilis ¹ How Are You? ¹ World Cancer Day
March 2019	Health Protection Smoking Health Protection	Cervical Screening No Smoking Day Immunisation & Vaccination

***Moved to April 2019 to support National Diabetes Week**

¹Press Release written and published by Communications team

The majority of these campaigns are planned 12 months in advance to assign resources. However we have also demonstrated the ability to support and promote unscheduled campaigns that are championed by councillors, the cabinet and other colleagues i.e. Fizz Free February.

The majority of these campaigns are nationally led, and therefore come complete with resource tool kits and are developed to be specifically implemented using social media. Using social media is highly cost effective so this has helped reduce the impact of the change in public health grant funding for Healthy Peterborough work. Some campaign messages have also been communicated through a wider range of channels outlined below:

Print	Radio	Digital	Campaign Resources
<ul style="list-style-type: none"> • Lifestyle Service Handbook • Community newsletters via campaign toolkits • Press releases 	<ul style="list-style-type: none"> • BBC Radio Cambridgeshire 	<ul style="list-style-type: none"> • Facebook boosted adverts • Facebook adverts • Twitter posts • Healthy Peterborough website • Councils internal website, Insite 	<ul style="list-style-type: none"> • Pharmacies campaigns • GP toolkits • Parish councils • Libraries • Children / family centres • Commissioned providers • Third sectors organisations • CPFT / frontline staff

Whilst the absence of Healthy Peterborough may be noticed across the city’s lampposts etc, with a shift towards the development and implementation of more locally created campaigns to meet local need i.e. Stay Stronger for Longer and 50,000 Reasons, Healthy Peterborough as the host for these campaigns is just as visible to those target audiences, and furthering its reach with the wider public digitally.

4.4 **Healthy Peterborough digital reach**

Since its evaluation, Healthy Peterborough has continued to extend its reach across the breadth and into the depths of its communities via social media.

Compared to Healthy Peterborough's 2016/17 evaluation;

On Twitter, Healthy Peterborough has:

- 330 followers, double what it had in 2016/17
- An average of five new followers per month
- An average reach of 16,000 impressions a month, significant growth from an approximate average of 4,000.

On Facebook, Healthy Peterborough has:

- 3,415 followers, an increase of 26% since 16/17
- An average reach of 21,400 people responding to event posts

On its website, Healthy Peterborough has:

- 194 web pages published covering 13 key themes, compared to the 120 when the website launched
- A peak of 140,669 views across its 193 web pages in 2017/18
- An average of 121,976 views per year

Despite these figures representing a positive growth in Healthy Peterborough's digital communications, there is more work to be done. There is an opportunity to improve the utilisation of website and social media analytics, to enable a richer understanding of how followers and target audiences of Healthy Peterborough behave on its digital platforms.

4.5 **Healthy Peterborough and Solutions4Health**

Healthy Peterborough has exceeded its initial mandate, by expanding beyond an initial 12 month campaign. The Health Scrutiny Committee acknowledged this when the committee last requested an update on Healthy Peterborough in June 2017. Healthy Peterborough has become a brand, and part of the fabric of local people's lives. It is bigger than posters and leaflets, it now appears as commissioned services, events and social prescriptions.

Solutions4Health (S4H) use the Healthy Peterborough brand as part of its mainstream lifestyle services across Peterborough. The team now refers to itself as the Healthy Peterborough Team. The Healthy Peterborough brand is used across its digital platforms, promotion materials and mobile clinic resources at events.

Furthermore, S4H is a vehicle through which Healthy Peterborough meets the following key actions prioritised and agreed by the Healthy Peterborough Steering Group, those being to:

- Increase the appropriate targeting of campaign resources to geographical locations and population groups with the greatest health needs and tailor messages accordingly
- Target 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 S4H, to ensure a joined up approach and a single brand

4.6 **Healthy Peterborough budget**

Healthy Peterborough is currently running on a reduced budget of £10,000 for 2018/19; for marketing and materials. At the time this report was written, current spend was £3,167.59, leaving £6,832.41 remaining. Additional spend against this budget has been assigned for campaigns going live in March and April 2019; NHS Health checks and Imms and Vacs promotion.

4.7 **Key Notes:**

- Since its initial evaluation, which captured a positive response from its online and paper based respondents, no further evaluation has been undertaken.
- A shift towards creating local campaigns to meet local need will see a greater need for campaign specific financial support to create marketing resources.
- Healthy Peterborough continues to grow and extend its digital reach.
- The need to better understand how audiences of Healthy Peterborough engage digitally with this brand via Google Analytics is a gap and missed opportunity.
- Changes in public health grant funding and the ceasing of the cross-organisational Healthy Peterborough Steering Group, together with the absence of a lead role for brand management raises issues about capacity.
- Healthy Peterborough is part of a new approach to Communications across Cambridgeshire County Council and Peterborough City Council, which may ease such concerns moving forward.

5. **CONSULTATION**

5.1 No consultation has taken place since its initial evaluation in 2017.

5.2 A second review of Healthy Peterborough could be undertaken in 2019/20, two years on from the first evaluation. A review should seek to ensure that despite its growth and achievements, the Healthy Peterborough brand continues to create a setting in which residents of Peterborough are engaged with their health. An evaluation framework, which captures both quantitative and qualitative data should be utilised.

6. **ANTICIPATED OUTCOMES OR IMPACT**

6.1 Healthy Peterborough, as a brand, is intended to continually raise awareness of preventive health messages and available 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 For the Health Scrutiny Committee to comment on the current delivery and future direction of the Healthy Peterborough campaign and brand.

8. **ALTERNATIVE OPTIONS CONSIDERED**

8.1 The Healthy Peterborough campaign could have remained as a one year campaign, or been ceased at a point when funding was reduced. However the brand is now well known and is being taken forward through the mechanisms outlined above, despite reduced resources. Therefore this was not the preferred option.

9. **IMPLICATIONS**

Financial Implications

9.1 Healthy Peterborough is financed through the public health grant – the budget for 2018/19 was £10,000, a significant reduction from its initial £50,000.

Legal Implications

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

Equalities Implications

9.3 Literacy concerns may prevent those most vulnerable to accessing the information they need.

Rural Implications

- 9.4 It is acknowledged that the majority of Healthy Peterborough Out of Home advertising has been in the City Centre. Healthy Peterborough is conscious that it cascades its communication through all print, broadcast and digital channels and, utilises the public and third sector organisations.

10. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

- 10.1 No documents were referred to in drafting this report.

11. APPENDICES

- 11.1 No Appendices