

07 November 2018 at 2.00 pm

Conference Room, Argyle Road, Sevenoaks
Despatched: 30.10.18



Health Liaison Board

Membership:

Chairman, Cllr. Dyball; Vice-Chairman, Cllr. Esler
Cllrs. Dr. Canet, Clark, Halford, Parkin, Searles and Miss. Stack

Agenda

There are no fire drills planned. If the fire alarm is activated, which is a continuous siren with a flashing red light, please leave the building immediately, following the fire exit signs.

	Pages	Contact
Apologies for Absence		
1. Minutes To agree the Minutes of the meeting of the Board held on 23 May 2018, as a correct record.	(Pages 1 - 4)	
2. Declarations of Interest Any interests not already registered.		
3. Actions from the previous meeting	(Pages 5 - 6)	
4. Local Strategic Partnership Mental Health Task and Finish Group update	(Pages 7 - 10)	Alan Whiting Tel: 01732 227446
5. 'One You' Marketing Campaign update	(Pages 11 - 30)	Cllr. Miss Lorraine Stack
6. Updates from Members		
7. Workplan	(Pages 31 - 32)	

EXEMPT INFORMATION

At the time of preparing this agenda there were no exempt items. During any such items which may arise the meeting is likely NOT to be open to the public.

If you wish to obtain further factual information on any of the agenda items listed above, please contact the named officer prior to the day of the meeting.

Should you need this agenda or any of the reports in a different format, or have any other queries concerning this agenda or the meeting please contact Democratic Services on 01732 227000 or democratic.services@sevenoaks.gov.uk.

HEALTH LIAISON BOARD

Minutes of the meeting held on 23 May 2018 commencing at 2.00 pm

Present: Cllr. Dyball (Chairman)

Cllrs. Clark, Parkin, Searles and Miss. Stack

Apologies for absence were received from Cllrs. Dr. Canet, Esler and Halford

Cllr. Mrs Bosley was also present.

1. Minutes

Resolved: That the Minutes of the meetings of the Board held on 7 February 2018 be approved and signed by the Chairman as a correct record.

2. Declarations of Interest

There were no additional declarations of interest.

3. Actions from the previous meeting

The Head of Housing and Health advised that an email had been circulated to all members including the requested Licensing Public Access link. As requested by the Board, the Head of the Licencing Partnership discussed the Street Trader Framework with the legal team and the Chief Officer. She advised that there was no desire at the present time to pursue the adoption and implementation of a street trading licensing scheme within Sevenoaks. It would be put in the licensing service plan for 2018/19 to investigate viability and practicalities of implementing a street trading scheme in the future.

4. Update on West Kent Health - One You

The Head of Housing and Health gave members an overview of the work of the new West Kent 'One You' Health Service, developed in partnership with Kent County Council and neighbouring District Councils. The service works with partners to deliver health improvement services through a holistic assessment model and the national 'One You' health campaign. Local residents were supported to improve their health and wellbeing and reduce health inequalities thorough targeted assessments and interventions.

The Head of Housing and Health welcomed the Healthy Living Project Officer to give a [presentation](#) to the board. He provided some background information to the National Campaign which focused on six areas; smoking, drinking, eating, moving,

sleep and stress. At the Council these priorities were accompanied by housing and financial support and advice. A range of different council departments and partner organisations had been working together to provide quality support.

NHS health checks have been offered by One You advisors to those between 40 and 74 who had been either self-referred or referred by their GP with no health problems. Mobile applications were also in operation which could assist with behaviour change and quizzes could be taken on both the Kent County Council and Sevenoaks District Council websites with opportunities for One You self-referral. Completed self-referral forms would form a health team database which would allow the team to analyse referral patterns. Over 200 referrals had been received with the majority coming through the contact centre or GP's however there was expected to be an increase in online self-referrals which currently appeared low, due to the limited time the website had been live. The One You Service had been running workshops based on need and had planned targeted work to reach out to individuals who could be less likely to seek support. Future plans also included seeking new funding opportunities, partnerships, increased referrals in all areas of the district and engagement with national health campaigns. A One You advisor in attendance at the meeting provided greater insight into the referral and support process and client case studies. She also highlighted the importance of workshops targeted at improving mental health and also those tailored for specific groups.

Resolved: That the report be noted

5. Update on GP pilot - 'One You Your Home' Project

The Head of Housing and Health updated Members on this Council's involvement in the 'One You Your Home Project'. She advised how the Council had developed a new pilot project with three local GP surgeries, in partnership with Age UK and funded by this Council's allocation of the Better Care Fund. The project aimed to support residents, identified by health professionals, with non-medical issues such as the need for home adaptations and equipment, help with housing and financial issues and healthy lifestyle behaviours.

The One You 'Your Home' advisor in attendance at the meeting informed the Board of her experiences including supporting Edenbridge Surgery, with many of the referrals coming from GPs and Dementia Cafes. The 'Your Home' project incorporated the Sevenoaks specific housing and finance aspects into the National One You health campaign. She discussed case studies to help describe the role and the support available.

Member discussed the update, how to better reach out to those not usually engaging in services, and what the health responsibilities of districts were compared with other local authorities.

Resolved: That the report be noted

6. Updates from Members

The Chairman, Cllr. Dyball advised that the third Every Step Counts walk had been very well attended and referrals had been coming in through the One You Advisors for the Swanley Every Step Counts walk. Cllr Dyball emphasised the benefits of the Every Step Counts walks for the communities they take place in and the health of the participants.

Cllr. Clark [tabled](#) a written summary of his updates to the board. Cllr. Clark advised that the Rural Services Network Health and Social Care Board had made a submission to the Housing Communities and Local Government Committee which had identified the challenges of providing social care in rural areas. Cllr. Clark also advised that the GP surgery in New Ash Green was currently struggling with recruiting new staff which was resulting in waiting times of three to four weeks. Members and Officers discussed the possibility of posting a One You Advisor in the surgery to help filter patients. Cllr. Clark advised the board on the New Ash Green Community Hub which had got off to a good start and provided an opportunity to combat loneliness and isolation. Members discussed the Action with Communities in Rural Kent Coffee Caravan and whether this scheme might be eligible for Community Infrastructure Levy (CIL) funding. A future update on the success of the van was considered. Members and Officers also discussed a how a similar van initiative may be suitable for the One You service.

Cllr. Searles proposed that he would discuss with the CCG Board if they would like to send a representative to present to the Board. Cllr Searles advised that he was the Council's representative on the KCC Health and Wellbeing Board. He was yet to receive updates on the proposal for a GP in the A&E department at Darent Valley Hospital.

Cllr. Parkin advised the Board that the Alzheimer's and Dementia Support Services (ADSS) had organised a dementia friendly community singing event which would meet monthly and a Summer Fayre was also planned in West Kingsdown.

Cllr. Stack advised she supported the formulation of some training on the health approach, she hoped it could potentially be included in member training.

Action 1: for the Head of Housing and Health to discuss with the Portfolio Holder where the council can do more to promote health in all policies and departments

The Chairman invited the Council Chairman, Cllr Pat Bosley to update the Board on her ambitions for the year relating to health and wellbeing. She advised the Board a range of events she would be organising and taking part in.

7. Workplan

The work plan was noted with Members considering possible external attendees for the coming year. The following additions were agreed:

Agenda Item 1

Health Liaison Board - 23 May 2018

19 September 2018 - Cllr Stack to update on the One You Marketing Campaign
7 November 2018 - Community Safety Manager to Update on the work of the LSP
Mental Health Sub Group
A representative from KCC to talk on the future of strategic commissioning

THE MEETING WAS CONCLUDED AT 3.35 PM

CHAIRMAN

ACTIONS FROM THE MEETING HELD ON 23.5.2018

Action	Description	Status and last updated	Contact Officer
Action 1	Head of Housing and Health to discuss with the Portfolio Holder where the council can do more to promote health in all policies and departments.	An internal workshop across all services has been held to gather data on health in all policies. 24.10.18	Hayley Brooks Ext. 7272

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**LOCAL STRATEGIC PARTNERSHIP MENTAL HEALTH TASK AND FINISH GROUP
UPDATE**

Health Liaison Board - 7 November 2018

Report of Chief Officer Communities & Business

Status: For Information

Key Decision: No

Executive Summary: This report updates Members on the progress and achievements of the Local Strategic Partnership's Mental Health Task and Finish Group

This report supports the Key Aim of providing the right support at the right time, reducing health inequalities and improving health and wellbeing for all

Portfolio Holder Cllr. Michelle Lowe

Contact Officer Alan Whiting, Ext. 7446

Recommendation to Health Liaison Board:

Members are asked to note the report.

Reason for recommendation: Members are asked to note the report.

Introduction and Background

- 1 On 29 November 2016, the Sevenoaks District Local Strategic Partnership (LSP) held a discussion about the provision of mental health services within the District, with a wide-range of partners invited to take part in the discussion. As a result of the meeting, the LSP recommended that a multi-agency Mental Health task and finish group should be set up to explore the issues raised during the meeting and look at actions that can be delivered.
- 2 The first meeting of the task and finish group was held in January 2017 and the last meeting held on 14 May 2018. The group put together an action plan, which the Community Planning and Projects Officer and the Community Safety Partnership Manager have continued to work on during this period.

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The Mental Health Action Plan

- 3 This Council has already taken positive steps, as part of the One You Health Service and the HERO Advice Service, to ensure mental health is an integral part of all housing and health assessments for customers.
- 4 The key achievements of the task and finish group included:
 - Facilitating Connect 5 training for staff and partners. This supports the NHS Five Year Forward View, particularly in “Strengthening the Workforce”, which is designed to train and equip staff to help them understand and treat people with mental health problems with dignity and respect.
 - Implementing a new Community MARAC (Multi-Agency Risk Assessment Conference), which replaced the Anti-Social Behaviour Task Group. The Sevenoaks District Community Safety Partnership investigated and implemented the Community MARAC as a more holistic model, which now includes a consideration about mental health concerns alongside anti-social behaviour. The first Community MARAC was held on 20 September 2018 and has been well received by partners.
 - Looking at and responding to gaps in mental health crisis services within the District. A successful crisis café project bid to the Police and Crime Commissioner received confirmation of £11,666 of funding in May 2018. A further £8,000 has subsequently been secured towards the project. The project is being developed and will work in partnership with North Kent MIND to deliver a crisis café service in Swanley.
- 5 Members will be updated at the meeting with a presentation on this work by the Council’s Community Planning and Projects Officer.

Key Implications

Financial

None directly arising from this report.

Non-Financial

None directly arising from this report

Legal Implications and Risk Assessment Statement

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Conclusions

To update Members on the progress and achievements of the Local Strategic Partnership Mental Health Task and Finish Group.

Appendices None

Background Papers: None

Lesley Bowles
Chief Officer - Communities & Business

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‘ONE YOU’ MARKETING CAMPAIGN UPDATE

Health Liaison Board - 7 November 2018

Status	For information
Key Decision	No
Portfolio Holder	Cllr. Michelle Lowe
Contact Officer	Cllr. Miss Lorraine Stack, Tel: 01732 458516

Recommendation to Health Liaison Board: That the report be noted.

Reason for recommendation: To update Members on the progress of the digital ‘One You’ health promotion campaign targeted at Sevenoaks District residents most at risk of health inequalities.

Introduction and Background

1. One You is a Public Health England brand that all local authorities are encouraged to use when developing health promotion campaigns. The campaign aims to support adults to make better lifestyle choices.
2. This Council works with key partners including Kent Public Health Team, GP Clinical Commissioning Groups (CCGs), local health and social care providers and the voluntary sector improve the health and wellbeing of residents, particularly targeting those in the greatest of need.
3. Over the last eight years, this Council has been funded by Public Health, which is now the responsibility of Kent County Council, to deliver a range of health and wellbeing preventative programmes. In the last year, these programmes have formed part of the One You campaign in Kent, with trained One You Advisers employed to deliver targeted services for residents
4. Based on insight amongst deprived communities (research undertaken by Walsall and Sandwell Borough Councils in 2017) we understood some of the underlying barriers to connecting with those residents most in need of support.

One You targeted campaign in Sevenoaks District

Targeted vs Universal Campaigns

5. The reasons public health messages fail to connect with the least healthy are complex. Whilst there are some people who don’t care about life style adjustments, more often those most in need of support to make the

Agenda Item 5

changes, believe the changes are too hard, expensive or just not achievable 'for people like them'.

6. Data collected from the target audience demonstrates the real reasons people do not respond to aspirational 'healthy lifestyles' messages. These would normally be delivered using language and visuals that are difficult to relate to via media channels that the target groups don't engage with. These messages also require expensive kit like smart phones with advanced functionality to begin the customer journey, which is often unavailable to this target audience.
7. We decided to take the learning from Walsall and Sandwell to run a digitally targeted campaign at our most vulnerable residents, in parts of Edenbridge, Sevenoaks & Swanley. We continued to use leaflets and posters through our community channels elsewhere but did no universal digital promotion.
8. We adapted a simple campaign idea 'Small Changes - Big Difference' using pen portraits of some of the types of people in the Sevenoaks District that our One You service needs to reach. We put together a media plan that targeted them through the media they engage with (not public health channels). We also trialled a variety of different messages and removed the ones that performed less well based on data gathered by our media partner SeeLocal.
9. The campaign launched on 8 August 2018 and finishes on 8 November 2018.
10. We used industry benchmarks to set the KPI for awareness and engagement (views, shares, click throughs) and a KPI of 50 referrals as measurement criteria.
11. Members will be updated at the meeting with a presentation on the West Kent One You Service in Sevenoaks District.

Key Implications

Financial

None directly arising from this report.

Legal Implications and Risk Assessment Statement

None directly arising from this report.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Conclusions

The 'One You' health promotion campaign has targeted Sevenoaks District residents most at risk of health inequalities in parts of Edenbridge, Sevenoaks & Swanley. This report aims to update Members on its work in the District.

Appendices

Appendix A - One You - campaign template

Appendix B - One You - Creative Brief

Appendix C - Sevenoaks One You - Interim Results

Appendix D - Comments from members of public

Background Papers

[Sevenoaks District Housing Strategy 2017](#)

[Emerging Corporate Plan](#)

[Health in All Policies presentation](#)

[Kent County Council Joint strategic needs assessment](#)

Lesley Bowles

Chief Officer Communities & Business

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One You – campaign template

Appendix A

May 2018

Research

The One You service is well used, but anecdotal evidence suggests the service could do more the reach people in the most need in the most deprived areas of the District.

The most deprived areas of the District are (Quintiles 1 and 2) parts of Swanley (BR8), a small part of Hartley (DA3 7), parts of Edenbridge (TN8), parts of Sevenoaks (TN13) and a small area of Westerham (TN16). **These are our target areas.**

Currently, the One You service receives, on average, 30 referrals a month from GPs, other professionals and self-referrals. (this is universal NOT targeted)

Objective

Using universal channels and targeted online advertising, the Council receives at least 45 One You referrals from people most in need of the service from the target areas during the three month campaign.

Strategy

Produce a series of simple but engaging posters and artwork to promote the One You services.

Use existing 'Universal', no cost, communication channels to promote the services to all residents.

Use paid-for online advertising to reach residents in the target areas.

Implementation

- Budget, £2,000
- Campaign begins 2 July 2018, lasting for three months, to 2 October 2018
- Launch week 2 to 8 July. A public event showcasing One You services in Swanley town centre on Thursday 5 July
- Take over the reception of the three GP surgeries in Edenbridge, St Johns in Sevenoaks and the Oaks in Swanley
- Two pages in the summer issue of In Shape, published 16 to 20 July (two posters)

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- One You team to attend Family Fun days in Edenbridge, Hartley, Swanley, Sevenoaks and Westerham (TBC when the Family Fun day dates are known and subject to staff availability)
- Send copy and posters to key partners (housing associations, Age UK, Mind, Live Well Kent and other organisations)
- Provide materials to Members (a toolkit) so they can promote the service to their residents
- Update SDC website. One You on website homepage carousel for a period of time and banners on selected pages
- Employ a company to reach people using online advertising in the target areas. One of the companies we could work with is SeeLocal (<https://seelocal.co.uk>)

Evaluation

How people who have been referred to One You heard about the service and, if possible, which communications they saw.

The number of One You referrals from the target area at the end of the campaign.

Data from the online advertising company, including click throughs.

Creative Brief

Client/Brand	Project	Job no.
Sevenoaks District Council {SDC} One You Sevenoaks	Targeted Outreach to residents at risk of health inequality	1
Briefed by	Doc version	Date
Daniel Whitmarsh	1	03/05/2018

1. What is the channel and what is the most important thing to know about it in order to complete the task?

Not what the channel is or does but what will make the customer want to engage with it

We want to trial digital outreach to our residents most at risk of health inequalities who do not engage with public health messages
 Our target groups use What's App and Facebook and other digital platforms including Google/Bing/Edge etc to access information and engage with the brands that are important to them.
 We know that they access online information using mainly analogue phones and have limited income to spend on data and streaming. They are less likely to have access to laptop or fixed PC units.

2. What is the specific job of this activity?

The objective of the task

To drive awareness, engagement and participation in our One You targeted services.

3. Who is the target audience and what are they like?

Sevenoaks District is an affluent part of West Kent with small but significant pockets of deprivation. The post code analysis attached gives the breakdown of those parts of the district who have a high proportion of residents on low/no incomes, living in social housing and at risk of health inequalities

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Lower quintiles – post codes available {number of households to be confirmed}

- St Mary's Ward – White Oak Swanley
- Greatness Sevenoaks
- Edenbridge

Pen Portrait: Krystal

Krystal is a gypsy traveller who now lives a settled life in Swanley in a social rented property. She has 4 children and was married very young, which is normal for her community. Krystal never bothered to finish school and has very limited literacy and numeracy, she has never had a job outside the home. Krystal's husband is currently in prison. He is a traditional travelling man and she is expected to run the home and look after the children, he drinks at times and she is sometimes a little afraid of him as he has hit her once or twice. Krystal finds it hard to integrate with the non-traveller community and she is wary of 'authority'. Krystal has had problems with her boy's attendance at school, and some of their behaviour causes problems with her neighbours. She struggles to budget and has rent and council tax arrears. Krystal has high anxiety and stress, she smokes and buys lottery tickets, she tries to give her children a good diet but is not educated on how to provide healthy meals on a low income.

Krystal's favourite brands

TK Max
Primark
Lidl/Asda/Poundland
Camelot
Foxy Bingo
eBay/Facebook/Amazon
Cash converters
KFC/Weatherspoon's/Pizza Hut/ Dominoes
Rizla/Superkings

Pen Portrait: Mike and Jenny

Mark and Jenny are a married couple aged 50 and 60 who live in social housing. Mark has a variety of complex health problems including a heart condition and hasn't worked for five years since he was made redundant. Jenny does three zero hours jobs {cleaning} and they rely on top up benefits. After a recent appraisal of their situation their benefits have been reduced and they need to find additional employment. Jenny is trying to find a better paid more regular job that fits in with her responsibilities as Marks main carer. To add to their stress Mark cannot easily use the stairs in their flat anymore and so they find it difficult to go out. They both smoke but have tried to cut down and both are

overweight and becoming increasingly anxious and depressed. Mark has now been told he is at risk of type 2 diabetes and Jenny wants him to try and 'get better'. They feel they have no support as the doctor has refused to give them more anti-depressants and they don't know what to do or where to go for help.

Mike and Jenny's favourite brands are:

The Sun
Camelot
Asda/Lidl
BBC/ITV
RSPCA
Quick Quid
Super Kings
On line bingo

Pen Portrait: Tom

Tom lost his wife a year ago and he misses her very much. His daughter is a successful architect who lives and works in Leeds and he doesn't want to 'bother her'. Tom has his old age and a small work pension, so he manages without top up benefits. Whilst money is tight he can take care of himself and can cope with housework {he says his national service training and the washing machine sort that out} Food is a different matter as he does not cook much and eats sandwiches, fry ups and the odd pie/fish and chips. He would like a little dog or a cat but is not sure if the shelters would let him have one. Now his mates are dying or becoming frail, so he sees less people and is becoming lonely and isolated. Tom's daughter is very worried about him, but he is proud, and she does not know how to get him help. Tom uses google and he can skype his daughter and follow her Facebook page to keep up with his granddaughter's progress.

Toms Favourite Brands are:

The Daily Mail
Royal British Legion
BBC/ITV
Tesco/Asda
Facebook
Tetley Tea
Walls Sausages
Battersea dogs and cats home

Pen portrait: Dan

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Dan is a 40 year-old married man who lives in social housing in Edenbridge. He has two children and works full time as an administrator at a bus company. He has disposable income.

Dan has not visited a doctor or any other health professional for more than 10 years.

He drinks over the recommended limit for a man, eats take away three of four times a week and is considered overweight. He does not carry out any physical activity outside of his work and his family life. However, he is an armchair sports fanatic and does not smoke.

Dan's favourite brands

Dominoes Pizzas

Sky TV

Carling lager

Facebook

Tesco

Cathedral City

Vauxhall

Pen portrait: Sandra

Sandra is a single mum aged 25, with a one-year old daughter.

She has lived in Swanley all her life and is educated to GCSE level. She has worked in the past, but stopped after she became pregnant with her son. She lives on benefit and money is tight and just manages to get by. She rarely cooks and buys ready meals on a regular basis that are high in salt and fat.

Sandra is a healthy weight, but her son is already above a healthy weight.

She is socially isolated and has low levels of confidence and struggles to go out and meet people in her community. She does not attend any mother and baby activities that has been recommended by her health visitor.

Sandra smokes 5 to 10 cigarettes a day but rarely drinks

Sandra's favourite brands

Asda

Facebook

iphone

ITV (Britain's Got Talent, X Factor)

Swanley market

4. What is the insight that should inspire the creative work?

Our target groups are not engaged or motivated by public health messages

The language is too complicated

Messages are not seen as relevant to them or the lives they lead
They resent being 'told' what to do by people who have no idea how difficult their lives can be
Being 'healthy' is perceived as expensive, difficult and unachievable

5. What is the one message that the audience are to take out?

Contact One You Sevenoaks/Swanley/Edenbridge to have a chat and see what we can offer you/your family and friends

6. What are the crucial points that will help generate this response – in order of importance / logical order?

Simple engaging language
Incentive {free or much reduced cost}
Simple call to action {one click/one call/ One You}
Reaching our targets in the digital spaces they engage with

7. What do we want them to think / feel / do after seeing this communication?

Think: One You - maybe I will give it a go
Feel: This service is for people like me – they get who I am and my issues
Do: Contact our health hub

8. What is the appropriate mood and tone?

Friendly
Down to earth
Simple but not patronising language

9. Key information to support this brief?

Brand/corporate guidelines Sevenoaks District Council
One You Kent
Organic/Universal comms plan {for information and to use as base line for analytics}
Post Codes

Agenda Item 5

Campaign themes for launch in July of One You
{Sevenoaks/Edenbridge/Swanley}

10. What are the exact creative requirements? Formats /spec / sizes?

Media plan and proposal requested from See Local including quote for design

11. Any data requirements?

Post codes

12. What is the offer / incentive?

TBC

13. What are the response mechanics? The Call to Action?

Clicks through to landing page/calls to hub

14. How will the campaign /project be measured?

Impressions/engagement/participation

15. Mandatories

SDC logo
One You Kent logo

16. Terms & Conditions

17. Timings

See Local proposal
Internal review deadline
1st stage/initial client presentation
2nd stage client presentation
Go live date - 2nd July 2018

18. Budget

How many design hours have been budgeted for?
What's the production budget?

TBC

APPROVALS

Communities team approval	Date

Cllr Lowe {Project Sponsor}	Date

P&L	Date

Legal team	Date

External partners	Date

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Across all networks:

Ads Shown: 306,890

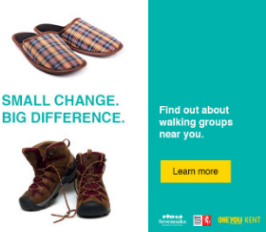
Ads clicked: 792




Click through rate@ 0.26% (industry average is 0.2%)

Forms submitted: 0

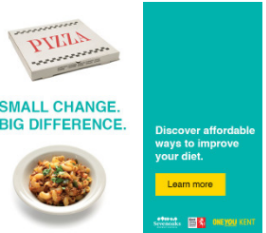
Conversion rate: 0% (industry average is 0.2%)




Ad performance



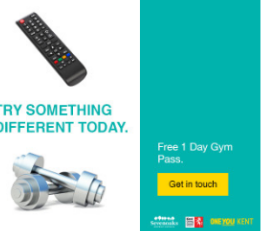
	2,218 Ads shown		3 Ads clicked		0.14% Click through rate
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Walking




	38,498 Ads shown		100 Ads clicked		0.26% Click through rate
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Healthy Eating



	44,994 Ads shown		129 Ads clicked		0.29% Click through rate
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Exercise



	15,053 Ads shown		59 Ads clicked		0.39% Click through rate
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Yoga

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12,483
Ads shown

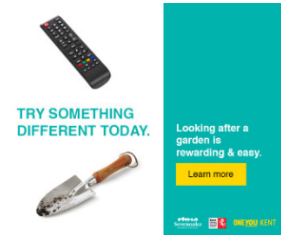


24
Ads clicked



0.19%
Click through rate

Unemployment



64,260
Ads shown



204
Ads clicked



0.32%
Click through rate

Garden



12,277
Ads shown

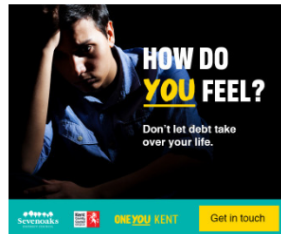


33
Ads clicked



0.27%
Click through rate

Loneliness



31,334
Ads shown

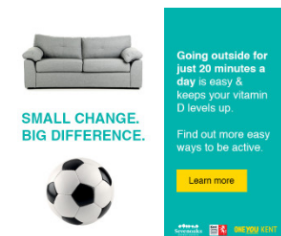


112
Ads clicked



0.36%
Click through rate

Debt



85,773
Ads shown



128
Ads clicked



0.15%
Click through rate

Football

Top performing websites

Seelocal Network

Ads show: 244,415

Ads clicked: 703

Click through rate: 0.29%

Facebook network

Ads show: 61736

Ads clicked: 89

Click through rate: 0.14%

User behaviour:

Clicks by device

Mobile: 543

Tablet: 254

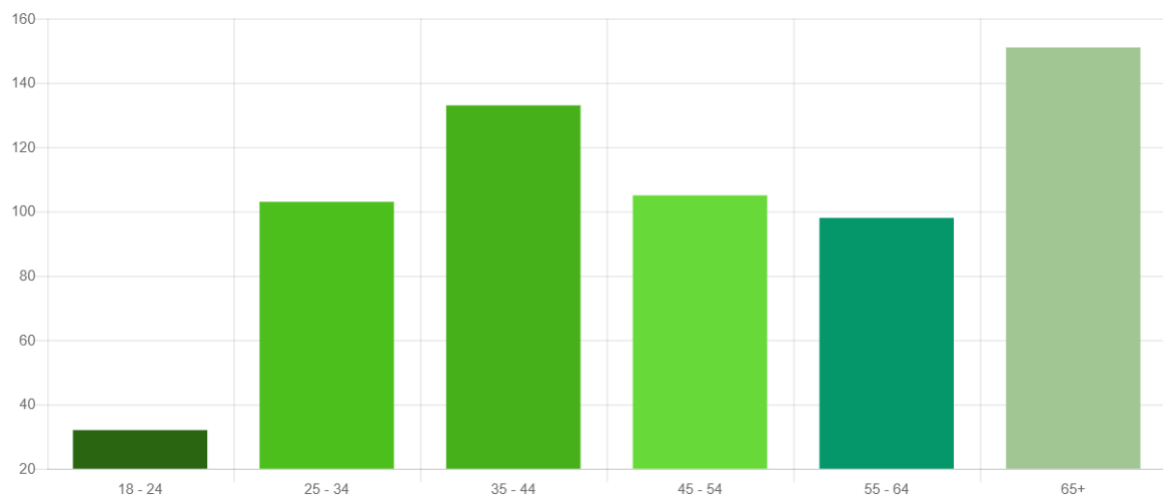
Desktop: 18

Clicks by gender

Male: 324

Female: 308

Age:



Most clicks by age

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“ I have to pay for my gas and electric on a key - if its tipping down with rain and I only have a fiver left on it, I cant face the thought of going out to top it up when I come in from work - the kids can have chips and at least they will eat that and I can put the heating on and they will be warm”

“Walk to school? You’re having a laugh - twice they have jumped him and nicked his phone - at least on the bus he’s with other kids and people and they keep him safe”

My old man smoked sixty a day and lived to be 90 - if you can’t have a fag and a pint what’s the point? Life’s crap anyway so why do I want to be really old”

“I can’t cook, and I can’t afford to throw away food - I know all the healthy stuff would be better but at least they get a hot meal and they are healthy enough - we have big bones in my family”

“I would love to lose weight, but I am so tired looking after Mum and my kids, my benefits got cut so I have to work more shifts now, so I just eat rubbish and we live on take away”

“I am so worried about debt I cannot sleep at night - I can just about function, so the kids have to eat whatever I can just shove in the microwave and more often they just have pizza or takeaway”

“since I lost my wife I haven’t eaten a decent meal - often I just have toast - sometimes I get takeaway just to chat to the man at the chippy”

These verbatim comments are demonstrative of the real reasons people don’t respond to aspirational ‘healthy lifestyles’ messages delivered using language and visuals that are difficult to relate to via media channels that the target groups don’t engage with and require expensive kit like smart phones with advanced functionality to begin the customer journey.

Often struggling to keep their heads above water means they are in survive not thrive mode.

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Health Liaison Board Work Plan 2018/19 (as at 09.10.18)

7 November 2018	6 February 2019	May 2019	Autumn 2019
Update on the work of the LSP Mental Health Sub Group Update on the One You Marketing Campaign			

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