

May 2018

Research

The One You service is well used, but anecdotal evidence suggests the service could do more to 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)

- 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.