

'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

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