

Agenda item 6

DERBYSHIRE HEALTH AND WELLBEING BOARD

16 March 2017

Report of the Director of Public Health

**CO-ORDINATED HEALTH PROMOTION
COMMUNICATIONS CAMPAIGN**

1. Purpose of the report

To determine the level of support across Health and Wellbeing Board (HWB) members for establishing a co-ordinated communications campaign based on promoting healthy choices.

2. Information and analysis

Chesterfield Royal Hospital (CRH) is planning on rolling out a series of simple key messages related to five lifestyle behaviours/factors that have a significant impact on health; smoking, healthy eating, physical activity, alcohol consumption and mental health/wellbeing.

Rather than just CRH taking this approach as an individual organisation, it is proposed that all organisations represented at the HWB sign-up and promote the same messages on an organised rolling programme. Between the collective number of employees across organisations represented at the HWB as well as service users/patients/clients there is a massive potential reach of such an approach. This would also compliment the joined up approach proposed in the Health and Wellbeing Board Communications and Engagement Strategy, which was approved by the HWB in May 2016.

Although telling people how to behave is not, by itself, an effective way to promote behaviour change, simple messages delivered consistently in the context of health and associated settings can make a positive difference to population health over time. This could be further supported by organisations signing up to ensure healthy food and drink is promoted across all settings (in hospitals this should be in accordance with national guidance).

This co-ordinated campaign of 'gentle nudges' maybe all that is needed to move some individuals from the contemplation to action stage in relation to

their own behaviour change. Furthermore linked to the broader system based approaches in Derbyshire including Joined-up care, this approach becomes one more element of a cohesive health and wellbeing system within Derbyshire and can be supported by the various health improvement services offered across the county as well as a tool for self-help.

3. Progress to date:

CRH are currently advancing this approach.

4. Next steps

The Board agrees a co-ordinated communications campaign as outlined in this paper. Relevant communication leads from each organisation to determine the best way to progress, supported by Public Health Specialists from Derbyshire County Council.

RECOMMENDATIONS

The Health and Wellbeing Board is asked to:

- Agree to adopt a joint approach to a health promotion communications campaign as outlined in this paper.

**Dean Wallace
Director of Public Health
Derbyshire County Council**