

## **SLOUGH BOROUGH COUNCIL**

**REPORT TO:** Slough Wellbeing Board                      **DATE:** 9 May 2018  
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**WARD(S):** All

### **PART I** **FOR DISCUSSION**

#### **#BE REALISTIC CAMPAIGN UPDATE**

##### **1. Purpose of Report**

1.1 To review the success of the Wellbeing Board's first social media campaign, #Be Realistic, within the context of the overall approach being taken and to discuss next steps.

##### **2. Recommendation(s)/Proposed Action**

2.1 The Board is recommended to:

- Review the progress made under the first campaign;
- Reflect on what could be done under the second campaign #Reach Out, which is due to launch in May 2018, in light of lessons learned; and
- Agree next steps.

##### **3. The Slough Joint Wellbeing Strategy, the JSNA and the Council's Five Year Plan**

###### **3a. Slough Joint Wellbeing Strategy Priorities**

The Slough Wellbeing Strategy 2016-2020 was launched at the Wellbeing Board's partnership conference in September 2016. There are four priorities:

1. Protecting vulnerable children
2. Increasing life expectancy by focusing on inequalities
3. Improving mental health and wellbeing
4. Housing

The campaigns will contribute to the delivery of all of these priorities.

###### **3b. Joint Strategic Needs Assessment (JSNA)**

The campaigns are being planned using data and Intelligence from the JSNA and from partners, including:

- the demography of Slough
- the differing needs of communities in Slough

- the services currently available to slough residents

3c. **Council’s Five Year Plan Outcomes**

The campaigns also contribute to the delivery of the following council’s Five Year Plan outcomes:

1. Slough children will grow up to be happy, healthy and successful
2. Our people will be healthier and manage their own care needs

4. **Other Implications**

- (a) Financial – No financial implications arise from this report.
- (b) Risk Management - The following early risks to the campaign have been identified.

Recommendation	Risk/Threat/Opportunity	Mitigation(s)
Campaigns are launched within required timeframe	Campaigns can’t start on time	The project timings will be carefully planned in agreement with SWB Chair and vice chair and relevant communication teams
Campaigns will use existing resources	Those resources will not be available to lead on this agenda and that the impact of these issues continues to cost society and the individual.	The task and finish groups will identify the resources required during each start up phase
Campaigns take account professional opinion	Lack of engagement from public, partners and stakeholders	Wide dissemination of fact sheets and direct emails to key partners and stakeholders A range of methods will be used to engage and involve the public in the campaigns / events

- (c) Human Rights Act and Other Legal Implications – No human rights implications arise.
- (d) Equalities Impact Assessment – The proposed campaigns aim to improve health and wellbeing outcomes for all residents in Slough.
- (e) Workforce – No work force implications arise from this report.

5. **Summary**

*This report provides the Board with an opportunity to:*

- a) Review the activity that has taken place under the first of its social media campaigns, #Be Realistic, and*
- b) Consider next steps in respect of the second campaign, #Reach Out (in respect of loneliness and social isolation) which is due to launch in May 2018.*

## 6. Supporting Information

6.1 In September 2017 the Wellbeing Board held its second annual partnership conference. The conference provided the Board with an opportunity to engage with partners working in Slough from across the public, private and voluntary sectors.

6.2 During the event attendees debated a number of strategic issues facing the town. They also took part in world café discussions on three wicked issues (obesity, poverty and social isolation) which were interconnected as wider determinants of health and wellbeing.

6.3 Following the conference in September 2017, the Wellbeing Board committed to running a number of public awareness campaigns on obesity, social isolation, poverty (and mental health) using social media to improve the wider determinants of health and wellbeing in the town.

6.4 A small Sponsor group was established in October 2017 to look at the feedback provided on these wicked issues and come up with proposals for how a coordinated partnership campaign might be developed for roll out in 2018. Members of this group include Alan Sinclair, Gavin Wong, Nicola Strudley, Kate Pratt, Dean Tyler and Amanda Renn.

6.5 In November 2017 the Wellbeing Board signed off the following recommendations of the 'Sponsor group':

- 1) To run a separate public information campaign on each of the wicked issues.
- 2) To link the timing of these campaigns to existing national campaigns where ever possible (such as World Mental Health day in October for the mental health campaign). See appendix A for the suggested timetable/running order of these campaigns.
- 3) That the campaign would kick off with the #Be Realistic (obesity) campaign (to run from January to March 2018).
- 4) That each campaign would include a planning phase, a three week intensive activity phase and a separate evaluation phase.
- 5) That dedicated task and finish groups would be set up for each issue. These groups would be responsible for :
  - a) Creating a dedicated fact sheet to be shared with key partners, stakeholders and practitioners, to increase their knowledge and understanding of each issue and provide information and advice on the range of local services and activities that are available and which we should like them to actively publicise and promote to the public during the campaign.
  - b) Identifying and agreeing a number of extra projects that the Wellbeing Board and partners might like to get behind e.g getting the Daily Mile into every primary school, increasing number of people attending Slough park run each week etc.
  - c) Identifying and agreeing a list of potential partners that could be involved in each campaign (i.e. staff, board members, celebrities, patrons, volunteers, community groups, politicians, businesses and other partners).
  - d) Identifying the key measures of success that would be used to evaluate each campaign and feed this information into the next campaign on the list.
- 6) That the cumulative effectiveness of these campaigns would be shared with partners at the 2018 partnership conference
- 7) That each of these campaigns would be branded as a distinct Wellbeing Board campaign.
- 8) That a dedicated website would be created for each campaign.

### ***Distance travelled and key deliverables from the last Wellbeing Board meeting***

- The #Be Realistic campaign launched on 18 February 2018.
- Its aim is to improve the health and wellbeing of Slough residents by encouraging small positive changes in lifestyle. It is a public information campaign about achieving and maintaining a healthy weight.
- The campaign messages are communicated mainly via the social media accounts of the Wellbeing Board partners i.e twitter, facebook etc.
- In addition, the council's Public Health team has facilitated health checks for the council's cabinet (and the offer stands if Wellbeing Board members wish to take this up too).
- This was done to give the campaign a sense of leadership and for the cabinet and Wellbeing Board to use their own social media accounts to communicate the campaign messages.
- The health checks will be conducted again in October to measure any changes in health and activity levels and to see if cabinet members have stuck to their pledges.
- To date activity under this campaign has included:
  - Dedicated Website created – [www.slough.gov.uk/berealistic](http://www.slough.gov.uk/berealistic)
  - Fact sheets created for partners to help them deliver the campaign to their staff and target audiences
  - Local newspaper coverage on the launch and subsequent activities taking place
  - Weekly tweets using campaign material and pledges
  - Pledges from staff and residents that's have been publicised and promoted
- The campaign links to other initiatives at the council:
  - Children centres launch move and munch month in line with the campaign
  - Priory school gets active primary school award
  - Green gyms launched in six parks
  - The half marathon (in October 2018).

### ***Campaign measurement***

6.6 Measurement at present can only be linked to media/social media coverage and audience reach. The cabinet (and Wellbeing Board) health checks will also give us a snapshot of how the campaign has worked, however obesity and activity levels for the town generally need to be monitored year on year to obtain more significant results.

6.7 Following the positive media coverage given to this campaign in recent months the Sponsor group have decided to continue with it for the foreseeable future. It will run a parallel to the second campaign, #Reach Out which is due to start in mid May 2018 (after the local elections).

### ***Lessons Learnt from the first campaign***

- Although instructions were provided to all partners about what they needed to do with the range of materials provided, some communication and engagement leads were uncertain about what was required. Clearer instructions will be provided for the second campaign.
- Not all Board members' organisations took part in the campaign. Despite good engagement from SCVS, the council and Healthwatch Slough, we were unable to reach the NHS and businesses.
- It was agreed that each campaign should run for a period of three months. The Sponsor group have asked for it to be an ongoing campaign - but at some point the Wellbeing Board will need to decide when this campaign should stop. In addition, all

of the campaign materials that were developed have been used, so if this campaign is to continue, a clear steer about what this stage of the campaign should focus on would be helpful.

- There is also a risk that these campaigns could become campaigns of the council and not of the Wellbeing Board. Increased buy in and activity on the part of members and support from their communications and engagement leads would help prevent this from happening.

### ***Planning for the #Reach Out campaign***

6.8 A Small Task and Finish Group Lead by Ramesh Kukar and supported by Simon Broad, Liz Brutus, Sandy Dhaliwal and Amanda Renn has recently been established to review lessons learnt and oversee the planning and roll out of this campaign.

6.9 The group has followed the same approach adopted for the first campaign and are currently developing a number of 'materials' to support its launch, including two tailored fact sheets - one for the public and another for partners. This approach and the proposed materials are being tested with partners at a co creation event, hosted by SVCS on 25 April. Feedback from partners will also be used to develop a communication plan with Twitter messages for each of this campaign's targeted audiences. Down loadable templates are being created and will be available from the Council's dedicated #Reach Out page for people / partners to complete and return to enable us to create further messages throughout the campaign.

6.10 As the campaign progresses, a good example message sheet, a call to arms and personal pledges will be added to the #Reach Out webpage, along with Twitter messages in order to encourage other organisations to get involved.

### **7. Comments of Other Committees**

7.1 This report has not been presented to any other committees.

### **8. Conclusion**

8.1 The campaigns are helping support the delivery of the following outcomes:

- Delivery of the Wellbeing Strategy priorities
- Enable partners to see the Wellbeing Board as a strategic body with influence to deliver real change
- Improve public awareness of the Wellbeing Board
- Provide opportunities to increase knowledge of services and schemes via multidisciplinary working
- Encourage individual responsibility for health and lifestyle and related behaviour change

### **9. Appendices**

A - Diagram showing the timing of the proposed campaigns

### **10. Background Papers**

10.1 None.

## APPENDIX A: Diagram showing the timing of the proposed campaigns

