

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board **DATE:** 18 July 2018

CONTACT OFFICER: Alan Sinclair (Director of Adults & Communities)

(For all Enquiries) (01753) 875752

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:

- a) Review the progress made under the first campaign;
- b) Reflect on what could be done under a second phase of the campaign; and
- c) 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 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:

- a) the demography of Slough
- b) the differing needs of communities in Slough
- c) the services currently available to Slough residents

3c. Council's Five Year Plan Outcomes

The campaigns 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 (EIA)** – The 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 a second phase of the campaign which is due to get under way in July 2018.

6. Supporting Information

- 6.1 Phase 1 of #BeRealistic involved a social media campaign with a series of images and captions that were shared with wellbeing board members to put out via their own social media channels. Slough Borough Council produced the images that were shared to varying degrees by members of the board
- 6.2 Key members of each organisation were also asked to make pledges to make small changes to their lifestyles – and these were documented on social media with images of them making their pledges.
- 6.3 There has been discussion about continuing the momentum gained by phase one and pushing out phase two of the campaign over the summer. However, in order to do this it would be useful to understand if there is an appetite for developing phase two, and how it should look and feel. Below are some options to consider:
 - **Option 1** – Re-use existing materials, and send out via social media previously used imagery and captions
 - **Option 2** – create new materials and captions with support from the board
 - **Option 3** – tagging #BeRealistic to existing initiatives running within the different board members' organisations. The public health team has already committed to extending the campaign through:
 - The successful tender of a new behaviour change intervention to reduce levels of sedentary behaviour across the majority of Slough primary schools. The programme called "Active Movement". Press release during w/c 25/06/18 - badged as #BeRealistic
 - Integrating #BeRealistic into the new STP #MovingCan campaign – This will involve a resource pack produced for partners for 1st-31st August. Every day will have a different benefit of physical activity
 - The successful tender of "GoodGym" which is the stepping stone between the #BeRealistic and #ReachOut campaign as it focuses on reducing social isolation through physical activity
Can each board member commit to using the hashtag in related initiatives in their organisations?
 - **Option 4** – Do nothing - allow the campaign to run its course and put all resources into the next wellbeing board campaigns

6.4 If the answer is option 1-3 it would be useful for each board member to share their lead communications contacts so that the campaign can be co-ordinated across all organisations.

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:

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

9. Appendices Attached

None

10. Background Papers

None