

#ReachOut

Slough Wellbeing Board

#Reach Out Campaign: Progress Report

18 July 2018



Background

The #ReachOut campaign is the second Slough Wellbeing Board campaign, following on from the #BeRealistic campaign, to combat obesity in Slough.

Loneliness is a bigger problem than simply an emotional experience. It is seen by many as one of the largest health concerns we face and affects all local services.

The aim of the campaign is to improve the health and wellbeing of Slough residents by encouraging people to 'reach out' and seek help and support if they are feeling lonely or socially isolated; as well as offer advice to people wanting to help those who are lonely or isolated.

Communication is being managed via social media with local activities and related campaigns linked to #ReachOut hashtag.

The key messages are:

- Establishing the difference between loneliness and social isolation and explaining that it can affect people of a variety of backgrounds, ages and situations
- Highlighting the signs to spot that might indicate that someone is lonely or isolated
- Offering tips and advice on how to help someone who is lonely or isolated and direct them to organisations in the community that can help

The campaign kicked off the social media campaign, pledges and photographs of the Wellbeing Board and partners in June.

It was then given a soft launch at the Unsung Heroes event during Carers Week on the 11th June 2018.

What has been achieved so far?

- 1) Partner engagement
- 2) Soft launch
- 3) Dedicated website pages
- 4) Social media campaign
- 5) Press coverage
- 6) Other activity

1) Partner engagement

An SCVS co-creation event with partners was held on 24 April 2018 to:

- Inform them about the forthcoming campaign;
- Identify key audiences; and
- Agree the key messages that could be used to inform the campaign's communication's plan.

The list of attendees can be found at Appendix A. Attendees made a number of personal pledges which have been publicised and promoted during the early stages of the campaign.



A number of photographs were also taken during the event.



2) Soft launch

The campaign was given a soft launch at the Unsung Heroes event for over 100 carers and volunteers on 11 June 2018.



The event provided an ideal opportunity to talk to carers and representatives from Slough's voluntary and public sector and the local Press about the campaign.

The #ReachOut hashtag was also used in the Twitter messages for that week and linked to the national @carersweek to increase the campaigns reach.

Additional pledges from a number of stallholders were also collected and have been used to help publicise the campaign. A list of stallholders is provided at Appendix B.



Slough CVS @sloughcvs · 5h
 Surinder from @TVP_Slough pledges to make regular visits to vulnerable members of the community #ReachOut @SloughCouncil @SloughPH @NHSEastBerksCCG @natasapantelic5 @ExpressSeries



The event also resulted in an article in Slough Express and invitation to speak on Asian Star.

3) Dedicated website pages

Three dedicated webpages have been created on the council's website to publicise and promote the campaign and allow partners and the public to access the various #Reach Out materials that have been created so far. The viewing statistics for these webpages, between 15 May 2018 and 21 June 2018 are as follows:

Page name	Link	Page views ¹	Unique page views ²
Reach Out campaign	http://www.slough.gov.uk/health-and-social-care/reach-out-campaign.aspx	62	46
Reach Out – for residents	Provides links to partner websites including www.sloughgetinvolved.org.uk which has a current list of events and activities for residents as well as volunteering opportunities. http://www.slough.gov.uk/health-and-social-care/19110.aspx	17	12
Reach Out – for organisations and charities	Provides details about how loneliness and social isolation affect wellbeing, spotting the signs and useful information sources for professionals. http://www.slough.gov.uk/health-and-social-care/19116.aspx	6	6

¹ Total number of times the page was viewed

² The number of sessions that page was viewed one or more times

4) Social media campaign

The Twitter campaign began on 11th June 2018. Twitter campaign statistics during the period 11th June to 21st June 2018 are as follows:

Twitter messages sent	28
Impressions	10,459
Engagements	467
Retweets	21
Likes	79

5) Press coverage

15th June 2018 - #ReachOut campaign write up in the Carers Week article in Slough Express (2,700 printed copies produced).

The campaign also featured in the council's June/July edition of Citizen newspaper (readership: 85,407).



6) Other activity has included:

Slough CVS e-newsletter to the voluntary sector on 22 June 2018

Next steps

- An official launch during the summer with members of the Slough Wellbeing Board; the proposed date is Wednesday 1st August at the Salt Hill Park Play day.
- Additional content has been drafted for the official campaign launch, including a logo, photos, social media messaging, further web content for various audiences and links and resources (including downloadable leaflets). These are all in the process of being finalised and approved, and will be ready to accompany and coincide with the official launch and SBC press release.

- #ReachOut presentation to businesses at forthcoming Slough Business Community Partnership Breakfast on loneliness.
- To link this campaign to other national on-line campaigns and organisations e.g. @EndLonelinessUK.
- Engagement at future partnership events.
- Additional articles in the press.
- Follow up radio interviews with Asian Star.
- Posters for The Curve and Queensmere shopping Centre, informing local residents about the campaign and website.
- To link in with local faith groups and centres.

Conclusions

- The campaign has engaged with a diverse range of partners.
- It has generated a significant amount of enthusiasm and good feeling.
- Everyone we have approached has acknowledged that it is a worth while campaign and has wanted to get involved.
- Voluntary sector organisations and statutory teams have been keen to share their activities and ideas.
- A number of local groups, with a strong on-line presence, have made contact since the soft launch and want to become more involved. These groups are summarised at Appendix C.
- We estimate the campaign has already reached 95,930 residents (via media coverage so far and hits to the website).

Appendix A: Attendees at the SCVS co-creation event

Aik Saath

Destiny Support

Healthwatch Slough

Men's Matters

Our Community Enterprise

St. Kitts & Nevis Association Slough

Slough Borough Council

Slough Business Community Partnership

Slough CVS

Slough Older Peoples' Forum

Slough Seniors

Thames Valley Housing

YES Slough

Appendix B: List of stallholders at the Unsung Heroes event for carers and volunteers

BBB - Carers training
Cippenham Carers Group
Debenhams
GoodGym
Healthwatch
Macmillan
Meet & Mingle
Men's Matters
Sainsbury's
Slough Advice Centre & Shelter
Slough Carers Support
Slough Get Involved
Slough Young Carers
Special Voices
Talking Therapies
Thames Valley Police

Appendix C: Local groups who have expressed an interest in getting more involved

Aik Saath
Active Slough
Apna Virsa
East Berkshire Clinical Commissioning Group
Home Slough
Men's Matters
Osborne
Resource Productions
Sewak
Slough Business Community Partnership
Slough Refugee Support
Slough Young Carers
Three
Yes Slough