

Health Promotion and Campaign project briefing

Health Improvement

Southwark Public Health Division

March 2023



Introduction

HEALTH PROMOTION AND CAMPAIGN PROJECT

Where?

- All borough with a focus on Peckham, Camberwell, Walworth and Kingswood areas

When?

- May 2023 until March 2024

Who?

- NHS, Public Health, Community Southwark, VCSE organisations and volunteers.
- The typical delivery team will include:
 - A health coach - health reviews including BP checks, vaccinations, take blood to test blood sugar and cholesterol.
 - A lead officer from Partnership Southwark (includes PH) and Community Southwark
 - Health Ambassadors and other local VCSE groups - to ask survey questions, hand out leaflets and information
 - A local specialist provider or providers that is related to the event theme - mental health, sexual health or cancer screening



Introduction

HEALTH PROMOTION AND CAMPAIGN PROJECT

The Approach (How)

- Create delivery steering group
- Project team will deliver 24 events that are aligned to local priorities and national health campaigns (see pages 5-6 for proposed campaigns)
- Utilise the health promotion Van (see slide 7) and take to all 24 events
- Develop promotional campaign materials and resources
- Event plan and Co-design with local communities and organisations
- Roll out a comprehensive training package for staff and volunteers that will include health promotion and behaviour change skills in order to grow the health promotion capacity

In scope: (Target audience)

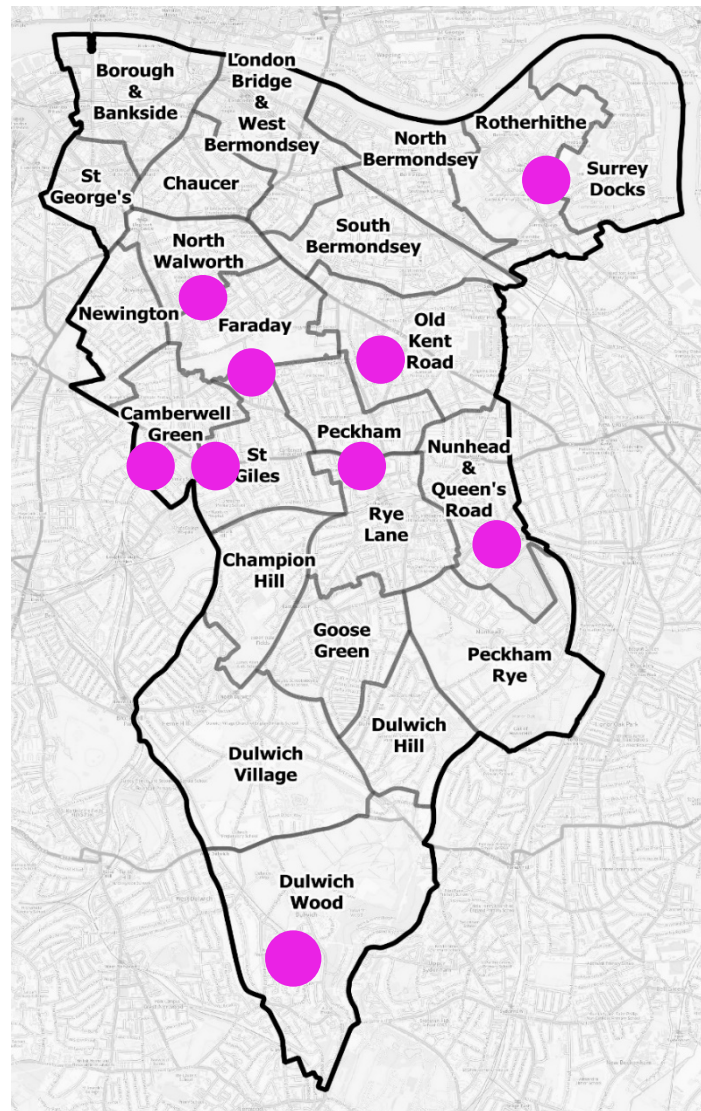
- Southwark residents aged 18 years plus. Due to the areas of delivery and the content of the promotions

Locations and venues

HEALTH PROMOTION AND CAMPAIGN PROJECT

The proposed areas of delivery:

- Kingswood Estate
- Brandon Estate
- Peckham square
- Nunhead
- Camberwell (Park or High street)
- Walworth High Street
- East Street Market
- Surrey Docks shopping area
- Asda Supermarket – Old Kent Rd





National and local campaigns

HEALTH PROMOTION AND CAMPAIGN PROJECT

Campaign / theme	Month
<ul style="list-style-type: none">• National Walking Month• Mental Health Awareness Week	May 15-21 May 2023 28 May 2023
<ul style="list-style-type: none">• Diabetes awareness week• World sickle cell day• Cervical Screening Awareness Week• Radiate Windrush Festival – Burgess Park• Pride Month	June 13-19 June 2023 19 June 2023 20-26 June 2023 25 June 2023
<ul style="list-style-type: none">• Promotion of Leisure contract• Alcohol awareness week	July 3 – 9 July 2023
<ul style="list-style-type: none">• World breastfeeding Awareness week	August 1-7 August 2023

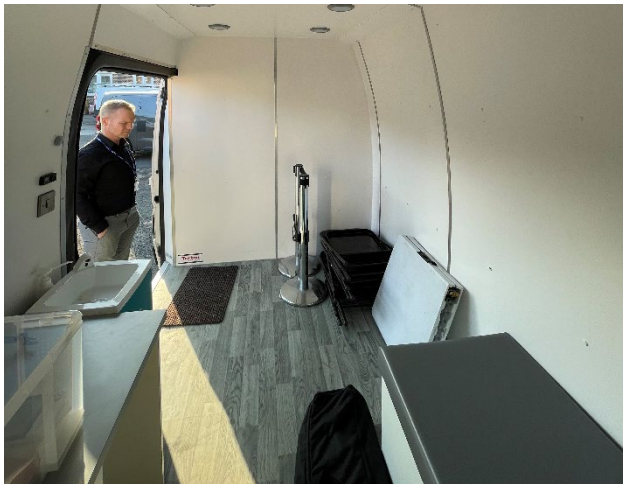
National and local campaigns

PUBLIC HEALTH PROMOTION AND CAMPAIGN PROJECT

Campaign / theme	Month
<ul style="list-style-type: none">• Know Your Numbers Week• National Fitness Day	September 4-10 September 2023 25 September 2023
<ul style="list-style-type: none">• Stoptober• Breast Cancer Awareness Month• Black History Month• World Mental Health Day	October 10 October 2023
<ul style="list-style-type: none">• Movember - Men's Health Awareness Month	November
<ul style="list-style-type: none">• World Aids Day• International Day of People with Disabilities	December 1 December 2023
<ul style="list-style-type: none">• Dry January	January 2024

Promotional Van

HEALTH PROMOTION AND CAMPAIGN PROJECT





Next Steps

HEALTH PROMOTION AND CAMPAIGN PROJECT

- Form the working group
- Create promotional materials
- Procure van wrapping design works
- Scope out proposed sites for events
- Plan events programme with working group and key stakeholders
- Plan and deliver the first three events

Appendix 1 – Core20Plus5 approach

Core20

- The Core20 is the most-deprived 20% of the national population as identified by the Index of Multiple Deprivation (IMD). The IMD has seven domains with indicators covering for a wide range of social determinants of health.

PLUS

- There are two main population groups within PLUS.
- ICS-determined population groups with poorer than average health access, experience and/or outcomes, but not captured in the ‘Core20’ alone. This should be based on ICS population health data.
- Inclusion health groups including ethnic minority communities, coastal communities, people with multi-morbidities, protected characteristic groups, people experiencing homelessness, drug and alcohol dependence, vulnerable migrants, Gypsy, Roma and Traveller communities, sex workers, people in contact with the justice system, victims of modern slavery and other socially excluded groups.

5

- Five clinical areas of focus with respect to inequalities: maternity, severe mental illness, chronic respiratory disease, early cancer diagnosis, and hypertension case-finding.

Find out more at
southwark.gov.uk/publichealth

Health Improvement

Southwark Public Health Division

 @lb_southwark  facebook.com/southwarkcouncil