



LIVE WELL GATESHEAD HEALTH PROMOTION CAMPAIGNS

NOTES FOR LIVE WELL GATESHEAD TEAMS AND PARTNER ORGANISATIONS

These guidance notes are designed to guide members of the Live Well Gateshead teams and representatives from partner organisations on how to support the annual health promotion campaigns calendar.

Calendar of Health Promotion Campaigns 2015

Year of Walking

Dry January 1st – 31st January

No Smoking Day 11th March

Mental Health Awareness Week 11th – 17th May

Men's Health Week 15th – 21st June

Stoptober 1st – 30th October

Movember 1st – 30th November

A targeted approach to the promotion and delivery of the campaigns will enable the achievement of better outcomes. When thinking about how to reach and engage local communities in health promotion activities, some of the factors listed below will help you to identify how it can be best supported:

What is the campaign about?

- Is it something relevant to your local population?
- Is there a campaign theme that you could work on
- Who is it relevant to?
- How can you engage your local community to support the campaign?
- What can you do locally and who will do it (always allow plenty of time for planning and preparation)?
- What will be the 'call to action'?
 - An example is the Sports Charter for 2015 Mental Health Awareness Week – local sports clubs are being encouraged to sign up to the charter
 - Other examples include inviting people to attend awareness raising events or to take part in activities such as guided walks or healthy cooking courses.
- Is there a theme you can focus on as part of the campaign, for example the theme for the 2015 Mental Health Awareness Week is 'Mindfulness'
- Is there an opportunity to encourage people to make a positive health behaviour change as a result of the campaign message? If so, could you or your organisation refer people to the Live Well Gateshead Hub for support (training and support is available to help you do this)

The Live Well Gateshead team is unable to provide staff for events, fairs and promotional activities it will provide resources, support for volunteers and lots of great ideas to help make your event/activity a success!

How to Make the Campaign Successful Locally

- Make the 'Call to Action' clear
- Publicise, publicise, publicise!
- Use social media and web presence to raise awareness, for example showcasing the commitment of community members or staff participating in a campaign such as 'Movember' (growing a moustache) or celebrating someone's success, such as stopping smoking
- Encourage participation from as many people as possible
- Identify what resources and support you need and ensure you allow plenty of time for these to be ordered and delivered

Some ideas for events and activities could include the following:

- Holding a mini festival
- Setting up a guided walk
- Organising a dance or relaxation session
- Giving a healthy cooking demonstration
- Offering sports taster sessions

Individuals

- Tell us what you're doing across the campaign week/day
- Interact with the organisation's social media and web presence i.e. share, Tweet, Retweet, Like etc.
- Arrange an event or activity yourself; let your creative juices flow and come up with something yourself to reflect the campaign in question

How the Live Well Gateshead hub can help

The Live Well Gateshead Hub can provide reliably sourced and up to date resources in the form of flyers, bookmarks, contact cards, leaflets, activity packs and models, targeted at the public and/or other health professionals and partner organisations based in Gateshead.

All resources can be viewed and ordered from the Health Promotion Access Catalogue (HPAC) at hpac.gateshead.gov.uk All users receive regular updates on the subject(s) of their choice. Anyone working to promote health or studying health in the Metropolitan Borough of Gateshead can register with HPAC free of charge. You can also browse the access catalogue and download resources, where available, without registering for the service. To request physical resources you will need to register. Users of the service include NHS staff, youth workers, teachers, students, community and voluntary organisations.

A wide range of training opportunities is also available free of charge, for example brief interventions on topics including stopping smoking, sexual health, NHS Health Checks, emotional health and wellbeing, alcohol awareness and making every contact and health improvement contact.

To see what's on offer or to book a place, visit the Live Well Gateshead Hub at <http://www.eventbrite.co.uk/o/live-well-gateshead-hub-7457865161>

Partner activities and events can be promoted via the Live Well Gateshead social media sites as follows:

Facebook LiveWellGateshead
Twitter @LiveWellGhead

You can also promote your events and activities through the 'Our Gateshead' website which can be found at www.ourgateshead.org

For more information and support to promote the campaigns in your area, please contact: Ben Jolly on 0191 283 2463.

Please register your interest in holding an event or activity on the form provided.





REGISTER YOUR INTEREST IN HOLDING AN EVENT OR ACTIVITY TO SUPPORT THE ANNUAL HEALTH PROMOTION CAMPAIGNS CALENDAR

Organisation Name:

Contact Name:

Organisation Address:

Postcode: Telephone: Mobile:

Email: Preferred method of Contact:

Please tick which of the below from the Calendar of Health Promotion Campaigns 2015 you would like to support:

Year of Walking 2015

Dry January 1st – 31st January 2015

No Smoking Day 11th March 2015

Mental Health Awareness Week 11th – 17th May 2015

Men’s Health Week 15th – 21st June 2015

Stoptober 1st – 30th October 2015

Movember 1st – 30th November 2015

Other:

Accessible Information

Alternative Formats

Alternative Languages

Booklets & Leaflets

Brand Guidelines

Case Studies

Creative Templates

Digital and Website resources

Factsheets

Fonts

HPAC Resources

Images

Information Cards

Logos

Other materials

Outdoor advertising

Posters

Press Advertising

Press Releases

Toolkits

Other:

Live Well Gateshead, Bedewell, Monkton Hall, Monkton, Hebburn NE32 5NN **Hub number:** 0800 014 9092

Landline: 0191 283 2463

Email: cdca-tr.gatesheadhub@nhs.uk

www.ourgateshead.org

hpac.gateshead.gov.uk



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