## Specific Public Health Campaigns

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<tr>
<th>Month</th>
<th>NHS England Campaigns</th>
<th>HLP Campaigns</th>
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<td>January</td>
<td>Mental Health</td>
<td>Mental Health</td>
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<tr>
<td>March</td>
<td>No Smoking Day</td>
<td>No Smoking Day</td>
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<tr>
<td>May</td>
<td>Physical Activity/Diet</td>
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<tr>
<td>July</td>
<td>Be Clear on Cancer – incl breast cancer and over 70’s- July 15</td>
<td>Cancer Screening Bowel Cancer –</td>
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<td>July</td>
<td>Change for Life - with promotion of physical activity therein- July/August 2015</td>
<td>Summer Health Change4Life</td>
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<tr>
<td>September</td>
<td>Stoptober</td>
<td>Stoptober Sept-Oct 15</td>
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<tr>
<td>September</td>
<td>Sexual health linked to sexual Health week in September 15</td>
<td>Sexual health</td>
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<tr>
<td>November</td>
<td>Flu-</td>
<td>NHS Health Checks</td>
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<tr>
<td>November</td>
<td>Dry January</td>
<td>Alcohol</td>
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HLP Public Health Campaigns
Updated May 2015
This will be a continuous programme with the same themes being repeated in subsequent years.

### Year Round Campaigns

- General Health Information
- Cancer Screening
- Change4Life
- Minor Ailment (Copeland, Furness & South Lakes only)

### Seasonal Campaigns

- Flu

### Mental Health

Evidence suggests that mental health and wellbeing can be affected by the post-Christmas slump. So January is seen as a good time to promote positive mental health and wellbeing.

**Suggested Websites**

- [http://www.mentalhealth.org.uk/](http://www.mentalhealth.org.uk/)
No Smoking Day usually 2\textsuperscript{nd} Wednesday in March

You will need to sign up well in advance of No Smoking Day as this will allow you sufficient time to order any resources and to plan your public health campaign.

Suggested Websites

http://www.nosmokingday.org.uk/
http://www.nhs.uk/LiveWell/Smoking/Pages/stopsmokingnewhome.aspx

Stoptober

Stoptober is a seasonal campaign to encourage people to stop smoking for 28 days. The campaign usually launches in September and encourages people to stop smoking on 1\textsuperscript{st} October.

Stoptober provides a great opportunity for a conversation starter with customers on quitting. It gives pharmacy teams a fantastic and engaging way to discuss products, tailor advice and introduce smoking cessation services. It is supported by a high profile advertising campaign, and community-level engagement across England with pharmacies, employers and local authorities.

You can order the Stoptober toolkit free of charge to support the campaign and encourage England’s smokers to join the challenge by calling 0300 123 1019. The order line will be open from 4th August, Monday to Friday, from 8am to 6pm, until 28th October 2013 or whilst stocks last.

Physical Activity/Diet

The British Heart Foundation has some excellent free resources around diet and physical activity for both healthcare professional and patients.

Suggested Websites

http://www.bhf.org.uk/healthcare-professionals.aspx
### Summer Health

This can focus on anything to do with summer – insect bites, sun safety (particularly for young children), hayfever, safe swimming

**Suggested Websites**

- [http://www.nhs.uk/LiveWell/Summerhealth/Pages/Summerhealthhome.aspx](http://www.nhs.uk/LiveWell/Summerhealth/Pages/Summerhealthhome.aspx)

### Alcohol Awareness

This should have a focus on responsible drinking. Both these websites have downloadable resources, and there is also an interactive quiz

**Suggested Websites**

- [http://drinkwisennorthwest.org/](http://drinkwisennorthwest.org/)
- [http://www.nhs.uk/LiveWell/Alcohol/Pages/Alcoholhome.aspx](http://www.nhs.uk/LiveWell/Alcohol/Pages/Alcoholhome.aspx)
- [https://www.drinkaware.co.uk/](https://www.drinkaware.co.uk/)

### NHS Health Checks

The NHS Health Check programme aims to help prevent heart disease, stroke, diabetes, kidney disease and certain types of dementia. Everyone between the ages of 40 and 74, who has not already been diagnosed with one of these conditions or have certain risk factors, will be invited (once every five years) to have a check to assess their risk of heart disease, stroke, kidney disease and diabetes and will be given support and advice to help them reduce or manage that risk.

A new contract with GPs and pharmacies to provide NHS Health Checks will start in October and we will be producing revised promotional materials to coincide with the new contract.

**Suggested Websites**

- [http://www.healthcheck.nhs.uk/](http://www.healthcheck.nhs.uk/)

HLP Public Health Campaigns

Updated May 2015
# General Health Information

The NHS Choices website has the most up to date and evidence based information and advice and is widely recognised as reliable source of information.

This website has some excellent interactive resources, and can be used to support clients to improve their health. Useful pages are as follows, however, it is well worth spending a couple of hours working your way around the website to find out what it has to offer.

The Information Prescription Service (IPS), on NHS Choices allows you to quickly create a package of health information which you can print, e-mail or save.

## Suggested Links on the NHS Choices Website

- [http://www.nhs.uk/Pages/HomePage.aspx](http://www.nhs.uk/Pages/HomePage.aspx)
- [http://www.nhs.uk/livewell/Pages/Livewellhub.aspx](http://www.nhs.uk/livewell/Pages/Livewellhub.aspx)
- [http://www.nhs.uk/LiveWell/Alcohol/Pages/Alcoholhome.aspx](http://www.nhs.uk/LiveWell/Alcohol/Pages/Alcoholhome.aspx)
- [http://www.nhs.uk/LiveWell/healthy-eating/Pages/Healthyeating.aspx](http://www.nhs.uk/LiveWell/healthy-eating/Pages/Healthyeating.aspx)
- [http://www.nhs.uk/LiveWell/sexualHealthtopics/Pages/Sexual-health-hub.aspx](http://www.nhs.uk/LiveWell/sexualHealthtopics/Pages/Sexual-health-hub.aspx)
- [http://www.nhs.uk/LiveWell/stopsmokingnewhome.aspx](http://www.nhs.uk/LiveWell/stopsmokingnewhome.aspx)

## Information Prescription Services (IPS)

[http://www.nhs.uk/ipg/Pages/IPStart.aspx](http://www.nhs.uk/ipg/Pages/IPStart.aspx)

# Cancer Screening

It would also be really useful to continually highlight the importance of the national cancer screening programmes.

- **Breast Cancer** - women aged 50-70 (but this is being extended gradually up to the age of 73 by 2016)
- **Bowel Cancer** - men and women aged 60-69
- **Cervical Cancer** - women aged 25-64

From time to time there are a number of local cancer awareness campaigns which run.
Details of these will be sent to you when they are available e.g.

The Be Clear on Cancer “Blood in Pee” campaign will run from 13th October to 23rd November. Advertising will appear on TV, Radio and in outdoor spaces and leaflets and posters will be available to order from the DH orderline, link to this can be found here: http://www.england.nhs.uk/wp-content/uploads/2014/05/bcoc-tri-partite-lett.pdf

There are also specific briefing sheets that may help you with local readiness (these will be updated with new stats etc. before the campaign but the current ones are still relevant in the meantime)
http://www.cancerresearchuk.org/cancer-info/spotcancerearly/naedi/beclearoncancer/bloodinpee/resourcesandtools/resourcesandtools

Suggested Links on the National Cancer Screening Website
http://www.cancerscreening.nhs.uk/
http://www.cancerscreening.nhs.uk/breastscreen/index.html
http://www.cancerscreening.nhs.uk/bowel/index.html

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<tr>
<th>Year Round</th>
<th>Change4Life</th>
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<tbody>
<tr>
<td>Sign up as a local supporter and you will be sent regular information about national campaign. It has lots of downloadable resources. This site is especially good for encouraging families to eat well and move more.</td>
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Link to Change4Life
http://www.nhs.uk/change4life/Pages/change-for-life.aspx
**Minor Ailments**

The Minor Ailment Scheme provides patients living in Furness, Copeland and south Lakes with advice and access to medicines through community pharmacies when appropriate to supporting integration and self-care.

The community pharmacist provides advice on specified minor conditions and supplies medicines according to the local formulary.

There are a number of other pathways which have been produced as part of the Health Builders programme. These focus on: high temperature, constipation, coughs, colds and breathing problems.


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<tr>
<th>Seasonal</th>
<th>Flu Campaign</th>
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<tr>
<td>The injected flu vaccine is offered free of charge on the NHS to people who are at risk to ensure that they are protected against catching flu and developing serious complications.</td>
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<tr>
<td>You are eligible to receive a free flu jab if you:</td>
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<tr>
<td>• Are 65 year of age or over</td>
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<tr>
<td>• Are pregnant</td>
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<tr>
<td>• Have certain medial conditions</td>
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<td>• are living in a long-stay residential care home or other long-stay care facility</td>
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<tr>
<td>• receive a carer’s allowance, or you are the main carer for an elderly or disabled person whose welfare may be at risk if you fall ill</td>
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<tr>
<td>An annual flu vaccine for children is available on the NHS for all two, three and four year olds.</td>
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<tr>
<td>It's given as a nasal spray and will be offered from autumn 2014 to all children who were aged two, three and four on September 1 2014. That is, children with a date of birth on or after 2 September 2009 and on or before 1 September 2012.</td>
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<tr>
<td>Over time, potentially all children between the ages of two and 16 will be vaccinated each year against flu using the nasal spray.</td>
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