

APPENDIX C



Leicestershire Health and Wellbeing Board

Communications and Engagement

Report

May 2022

Safer sleep week

Organisations represented across the health and wellbeing board shared content across social media channels for safer sleep week. Graphics were used to highlight the important of safe sleep for babies. Channels such as Instagram were used to create two-way communication and encourage engagement.

Self-injury awareness day

Messages were shared with partners and sent to colleagues at a parish and town councils to highlight the support available for self-injury awareness day. The county council have partnered with DistrACT to provide support and self help to those in need. Messages went out across social media, using threads on Twitter and gaining more than one thousand impressions.

Mental health awareness week

Comms campaigns were run throughout Leicestershire highlighting the importance of mental health across Mental Health Awareness Week. The theme this year was loneliness. A toolkit was produced by the Start a Conversation Partnership and partners were offered the use of the toolkit to strengthen the messages across Leicestershire. There was a total of 52 requests for the toolkit.

In Hinckley and Bosworth, a market stall event, exhibitions and workshops took place across the week.

Schools

Healthy Schools team worked in partnership with the South Leicestershire School Sports Partnership (SLSSP), Active Oadby & Wigston, Active Blaby and Active Harborough, to create a week of tutor time activities (inc. myth busting) and the Helpie Selfie Challenge, as well as adding details around the event to the healthy school's website.

Children's and Young Peoples Officers provided mental health and wellbeing workshops targeting primary and secondary classes from individual school requests. A small card was produced with mental health resources and signposting for young people to leave in schools post-delivery.

Suicide prevention

Healthwatch ran a male suicide campaign to understand potential barriers that males face, exploring ways to raise awareness of services available and suggest tools available to help promote services. This work was followed by the 'Get the ball rolling' campaign which has continued to grow since the February launch, and we are exploring options for an event which ties into the world cup later this year.

Physical activity

There are many physical activity initiatives happening across the county on a local level. One group being targeted specifically are older residents who could be at risk of slips, trips or falls. Walk Together in Harborough has 60 participants who attend at multiple locations across the district for one hours walk and in most areas a coffee afterwards.

Leicester City Community Trust Premier Kicks Programme is taking place at Green Towers in Hinckley. Twelve weekly sessions are being held for 11–15-year-olds with an interest in football.

Health champions

A covid champions newsletter was issued by Leicestershire Public Health on a weekly basis during the peak of covid. This has recently converted to Health Champions, and we have 130 champions out in the community who help to spread health messages. Messages included so far have been from both Public Health and partners including the NHS 111 campaign, mental health awareness week, My Turning Point, Mensoar and Workplace Health.