



Public Health
England

Protecting and improving
the nation's health

Social Marketing Strategy 2014-2017: One year on

July 2015

“Public Health England (PHE) tackles some of the most serious health issues faced by society, including how to get our children to reduce their intake of sugar and become more active, getting adults to cut down on alcohol and stop smoking, and motivating people to identify the symptoms of cancer and seek treatment. PHE’s approach and its exceptional results are a testament to its status as world leader in the delivery of innovative public sector behaviour change campaigns.”

Alex Aiken, Executive Director Government Communications, Cabinet Office

“By working more closely, councils and public health colleagues are starting to maximise resources, skills and opportunities to deliver highly effective, integrated behaviour change programmes at both a national and local level. These are starting to make a real difference to people’s lives. PHE has developed a structure and ways of working, which are starting to have real benefits for councils and joint working. This will deliver real benefits to the health of local people.”

David Holdstock, Director of Communications, Local Government Association

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Foreword

I was pleased to see that prevention was put at the heart of the NHS Five Year Forward View, as we know that stopping people getting ill in the first place will be essential to ensuring the long-term sustainability of the NHS. Advances in medical technology have done a huge amount to help people live better for longer, but we know that improving people's health is not only about what the NHS can do for them but also what they can do to stay healthy and prevent ill-health.

We know the power that marketing can have in influencing behaviour. Public health marketing is not about getting people to spend more money, but helping them to make the right decisions to live a healthier and longer life – something we know people want help with from countless surveys and customer feedback.

The marketing work PHE does is evidence-based and rigorously evaluated. Responsible businesses want their customers and workforce to be healthy, and through working with them PHE has attracted over £75 million of 'in-kind' support – Disney's support for the 10 Minute Shake Up is a great example of this. It's also great that local authorities are picking up on the work done by PHE in their national campaigns and are using the materials locally. Local leaders know their communities best and know what will have the most impact to improve health in their local area.

The challenge for the future is translating this great work on marketing into the digital age, so that people receive messages in the way that they live their lives today. I think the work on Rise Above, to talk to young people in ways they relate to, is a brilliant example of this.

Over the coming year public health marketing campaigns will be a key way of helping people to help themselves to live healthier for longer. In doing so they will contribute to not only the sustainability of our health services, but greatly enhance the quality of life for millions of adults and children in this country.



Jane Ellison

Jane Ellison MP,

Parliamentary Under Secretary of State for Public Health

July 2015

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Welcome

In the PHE marketing team, our role is to change the behaviours of individuals, families, workforces, communities and businesses, so that it becomes easier for us all to live healthier, longer and more fulfilled lives. We do this by:

- **gaining insight into why people behave as they do**
- **deploying learning from the behavioural sciences to change behaviour**
- **understanding the needs of local communities**
- **developing impactful creative campaigns**
- **making innovative use of new digital communications channels**
- **mining data, to anticipate people's needs and to measure impact**

We are now just 12 months into a three-year social marketing strategy, which has aligned our activity around three lifestages: Starting Well, Living Well, and Ageing Well. The overall marketing strategy and programmes are developed to meet the needs of local authority colleagues, as far as budget constraints allow. We are committed to working in partnership with a wide coalition of stakeholders including the commercial and voluntary sectors, charities and other government departments.

Digital technology and content development thinking is transforming the whole marketing industry almost as I write. Not only will this technology help us reach people in new and highly cost-efficient ways but it also presents endless opportunities to deliver personalised content. Analytical rigour and insight will continue to be at the heart of the design of all our programmes and increasingly we are developing a prototype, test and refine approach to new work.

In the past year we have seen some great successes: more people are joining in with our programmes than ever before, including 778,000¹ smokers who made a quit attempt as a result of our marketing activity; crucially we are now seeing compelling evidence that our programmes change behaviours, save lives and return money to the public purse. I was particularly heartened by the conclusion of the Cabinet Office's capability review of my department in December, which described our campaigns as world-class, further noting that they are "innovative, well-evaluated and driven through from national to local level through increasingly effective engagement with local authorities"².

This short document reports on what we have achieved and gives a flavour of exciting times that are ahead. We remain committed to listening and engaging with all of our stakeholders and the public, so please do contact us if you want to talk more about anything covered within this document at marketing.report@phe.gov.uk



Sheila Mitchell

Sheila Mitchell,
Marketing Director, Public Health England

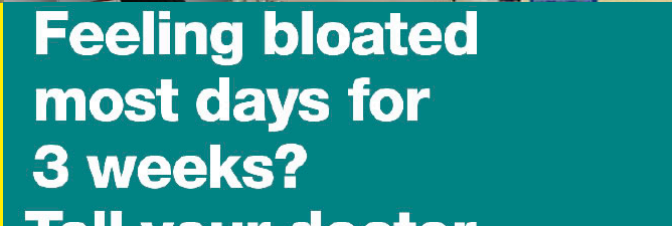
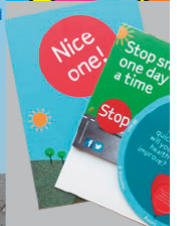
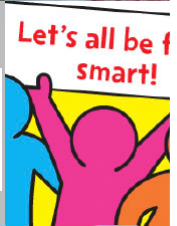
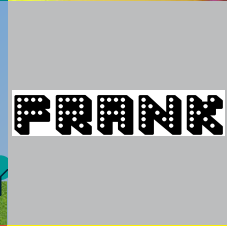
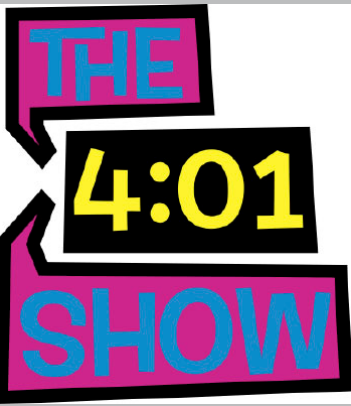
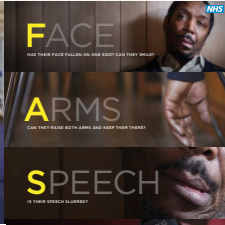
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Stoptober

Be part of the challenge



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Executive summary

The NHS Five Year Forward View called for a radical upgrade in prevention and public health. PHE's social marketing programmes are already contributing to the prevention agenda by driving lifestyle change across a wide range of health-related behaviours.

PHE's three-year marketing strategy is organised into three lifestages: Starting Well, Living Well and Ageing Well.

In the past year, the Starting Well strand, which includes Start4Life, Change4Life and Rise Above, supported two of PHE's strategic priorities: ensuring every child has the best start in life and reducing childhood obesity. The programmes leveraged substantial public, commercial and third-sector resources and delivered behaviour change at scale. For example, industry purchase data showed an 8.6% reduction in purchasing of carbonated sugary drinks during the 2014 Smart Swaps campaign compared to the same period in the previous year³. Another example shows there has been an increase in the amount of physical activity participating children do as a result of the 10 Minute Shake Up campaign.

The Living Well strand supported smoking cessation and reducing harmful drinking, by prompting 778,000 incremental quit attempts¹ in the past year alone and more than doubled the number of people signing up to Dry January when compared to the previous year⁴.

The Ageing Well strand encouraged people who notice the signs and symptoms of cancer⁵ or strokes⁶ to access services faster, increasing survival rates. It also helped recruit over a million people to the Dementia Friends initiative, in partnership with Alzheimer's Society⁷.

All 152 top-tier local authorities participated in at least one of our campaigns in the past year, contributing valuable resources to enhance and amplify campaigns throughout communities across the country. All of our activity was developed in partnership with a wide range of national and local partners, leveraging more than an additional £75 million⁸ and generating free editorial and media coverage valued at £37 million⁹.

In an increasingly digital age, PHE has led the field in the development of innovative products to help people manage their health and improve their lifestyles, such as our Couch to 5K app that was downloaded over 250,000 times.

There is much more to be done. In the next year PHE plans to expand its work, including the launch of a new and exciting programme focusing on behaviour change among people aged 40-60: a crucial window if this age group are to avoid a future of ill health.

Developing an Allocation Model for Social Marketing Investment Decisions

Public Health England

Final Report

November 2013

**Your sector:
share our insight**

Advisory services and software
to the Health, Justice, Education
and Pharmaceutical sectors



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An evidence-based approach to public health marketing

We work closely with local authorities, and colleagues across PHE centres to ensure that evidence and insight are at the heart of campaign delivery. We use a number of processes to ensure our campaigns are as effective as possible in terms of measurable behaviour change.

Working with Matrix, an analytical agency with a strong record in health, we developed a model to prioritise public health issues, combining analysis of scale and impact with a systematic review of the published evidence of marketing efficacy.

Appropriate behavioural models underpin our campaigns, selected for their academic rigour and relevance to the topic area. We use Prime Theory in tobacco control and Gibbons and Gerrard in youth resilience. In Change4Life and Be Clear on Cancer, we are building upon the academic literature to develop more nuanced behavioural models for our specific target audiences.

We work closely with leading academics and our internal knowledge and insight teams for each subject. In tobacco control, we have collaborated with Dr Caroline Free of the London School of Hygiene and Tropical Medicine to recreate an evidence-based 28-day SMS quitting programme for Stoptober and with Professor Robert West and his team at University College London (UCL) on a wide range of projects.

All campaigns are researched with the target audience to ensure messages are relevant, understood and likely to generate action. For example, for the Be Clear on Cancer campaign, we have developed a sophisticated understanding of the barriers and triggers for patients to visit their GP when they notice symptoms.

Designing cost effective practical methods to evaluate the impact of our campaigns can be challenging, since self-reporting of behaviours is often inaccurate and proxy measures, such as food sales, may not reflect



The British Journal of Cancer report into the Be Clear on Cancer campaign

consumption. However, we are continuing to evolve our evaluation approach to help us achieve our aim of being the most efficient and effective evidence-based health marketing programme in the world. In two of our recent campaigns we combined pedometer data with a gold-standard test and control study using purchasing data from a Kantar Worldpanel of 30,000 UK families.

We are currently working on a dissemination strategy to improve the insight and evaluation support we provide to local authority partners and also to publish academic papers to contribute to the collective knowledge base. For example, the International Journal of Stroke has recently published findings with regard to the impact of the Act FAST campaign on the use of emergency services. As another example, the International Journal of Obesity has published research showing that Change4Life is more motivating than other campaigns developed nationally and internationally in the field of obesity.



Drug and Alcohol Dependency report on the Stoptober campaign

“At PHE, insight and evidence is at the heart of everything we do. Within our Health and Wellbeing directorate, knowledge and intelligence teams and our centres, we have experts with understanding of the data and technical issues surrounding public health issues. We work closely with the Marketing team to underpin the evidence base behind the campaigns and are closely involved throughout the planning and implementation stages. To ensure that these messages also translate at a local level, we have created a National-Local Marketing Advisory Board which provides independent, objective guidance on the development of public health campaigns at a local level. The group is critical for gathering insights at a local level and driving these forward to delivery through to evaluating the impact.”

Professor Kevin Fenton, National Director, Health and Wellbeing, Public Health England

In collaboration with some of the top universities in the UK, we are working to publish more evidence on the Change4Life, Be Clear on Cancer and Smokefree campaigns.

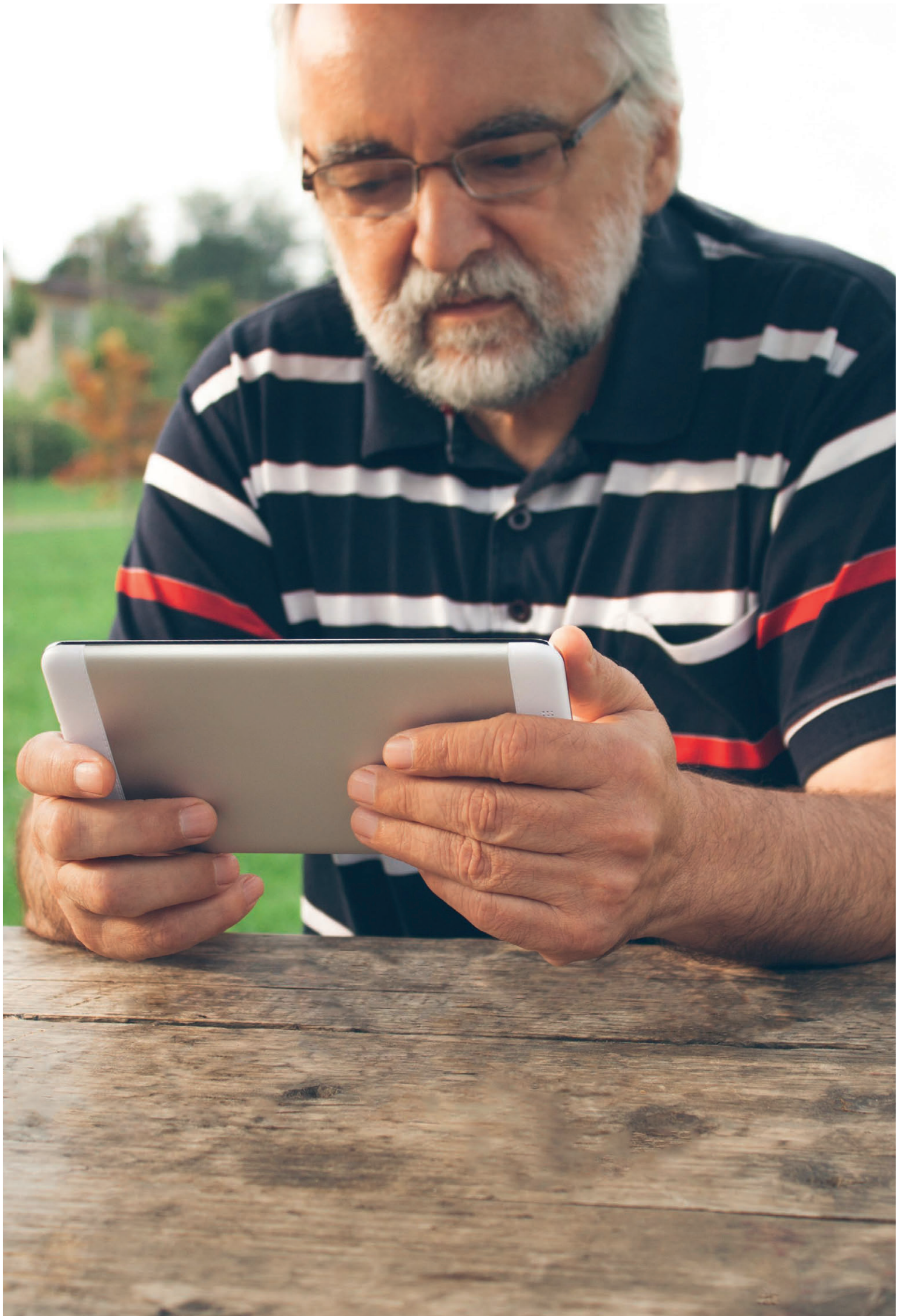
In all of our activity, we are conscious of the inequalities agenda, especially since much of our work targets the socio-demographic C2DE audience. Our campaigns are planned, researched and developed with this audience in mind to ensure that the tone, content and messaging is both accessible and actionable. In addition, media is bought specifically to target this audience and our ultimate evaluations are able to demonstrate our effectiveness with them.

“There is clear evidence that public health marketing drives behaviour change. PHE is currently collaborating with UCL’s Centre for Behaviour Change in the development of new and innovative digital programmes, which has the potential to further build upon this success.”

Professor Robert West,
University College London

“Changing entrenched habits, such as what we eat, is a particularly thorny problem. But the good news is that many people want to choose healthier foods for themselves or their families. We know that more needs to be done to make it easier for people to make these healthier choices, including action on the part of the food industry and government. But we can also take steps right now to support people with clear information and practical tips. I have been impressed by the insights from the work conducted by the team at PHE about why people eat what they eat and the way they have used this information to develop marketing and communications that really engage with those audiences that are often less likely to respond to traditional health campaigns.”

Professor Susan Jebb, Professor of Diet and Population Health,
Nuffield Department of Primary Care Health Sciences, University of Oxford



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The changing media landscape: understanding our target audiences

As a society we are living longer, but we are also living more of our lives in poor health. In England:

- one in six of us is over 65 and this will rise to one in four by 2035¹⁰
- there are already 15 million people with a long-term health condition¹¹
- more than 700,000 people are living with dementia¹² and 3.2 million people have been diagnosed with diabetes¹³
- 280,000 people are diagnosed with cancer each year but around 130,000 die – that's someone dying from cancer every four minutes¹⁴
- the £5.45 billion two-year ring-fenced public health budget, as part of the transfer of public health from the NHS to local government, is one of the most significant extensions of local government powers and duties in a generation. It represents a unique opportunity to change the focus from treating sickness to actively promoting health and wellbeing

People tell us that health is a priority for them: 80% of adults agree that 'looking after my health is important in my life today.'¹⁵ Yet most people do at least one thing every day that they know will harm their health:

- 92% say they have at least one of the big six risk behaviours: poor diet, inactivity, smoking, increasing/higher risk drinking, risky sexual practices and drug taking¹⁶
- one in three men and almost half of all women are not physically active enough for good health; with one in six UK deaths (equivalent to smoking) and an annual cost of £7.4 billion attributed to physical inactivity¹⁷
- around two-thirds of adults are overweight or obese, a leading cause of type 2 diabetes, heart disease and some cancers¹⁸
- over eight million people in England still smoke; smoking-related illnesses are responsible for 80,000 deaths and cost the NHS £2.7 billion each year¹⁹
- 1.6 million people show signs of dependence on alcohol²⁰; it is the leading cause of preventable deaths among 15 to 49-year-olds²¹ and is a factor in more than 60 medical conditions²²
- approximately 450,000 sexually transmitted infections are diagnosed each year²³

People in lower socioeconomic groups are more likely to have lifestyles that can result in poor health outcomes:

- in the period 2010-2012, the gap between areas with the highest and lowest life expectancy in England was around eight years²⁴. Men and women in the most deprived areas of England have much shorter life expectancies and experience much shorter lives in good health than their counterparts in the least deprived areas
- it can be hard to maintain a healthy lifestyle and just as we can demonstrate the positive effect on consumers from our advertising and marketing programmes, consumers are also influenced by a tidal wave of messages which undermine their resolve. Over the past year in the UK, for example, £21 million has been spent advertising biscuits and £33 million on fizzy drinks²⁵. Change4Life operates in a category where the competitive spend on unhealthy foods is an estimated £416 million, giving the brand just a 1% share of voice²⁵
- people are inundated with choice: most people have a repertoire of 300 products, yet a typical English supermarket stocks over 30,000 products²⁶. Making healthy food choices when faced with so many options can be difficult²⁷
- taste preference of family members and price of healthy foods are reported to be some of the main difficulties to eating more healthily²⁸. Budget conscious shoppers are becoming more cautious about buying new and healthier products, preferring to purchase those foods that they know their families like and enjoy, without the risk of wasting money on food that will not be consumed²⁸

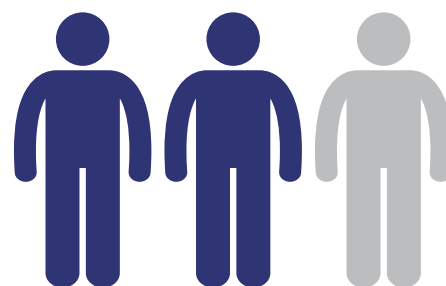
A connected audience

Our relationship with media has changed dramatically. We now live in an 'always on', connected world, providing any information or satisfying any want, at the touch of a button. People are spending more of their time, doing more of their transactions and sharing more of their information online. The data generated by this activity allows PHE to better understand the needs of audiences and when and where they have them. This is an exciting opportunity.

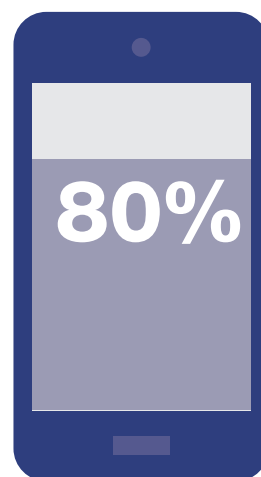
Mobile internet

80% of the population now own a smartphone²⁹; this means people now have a device in their pocket that can determine where they are, how many steps they are taking, how quickly their heart is beating and instantly share every action they take. The web is now firmly mobile-first²⁹.

Making healthy food choices when faced with so many options can be difficult



2/3 adults
overweight or obese



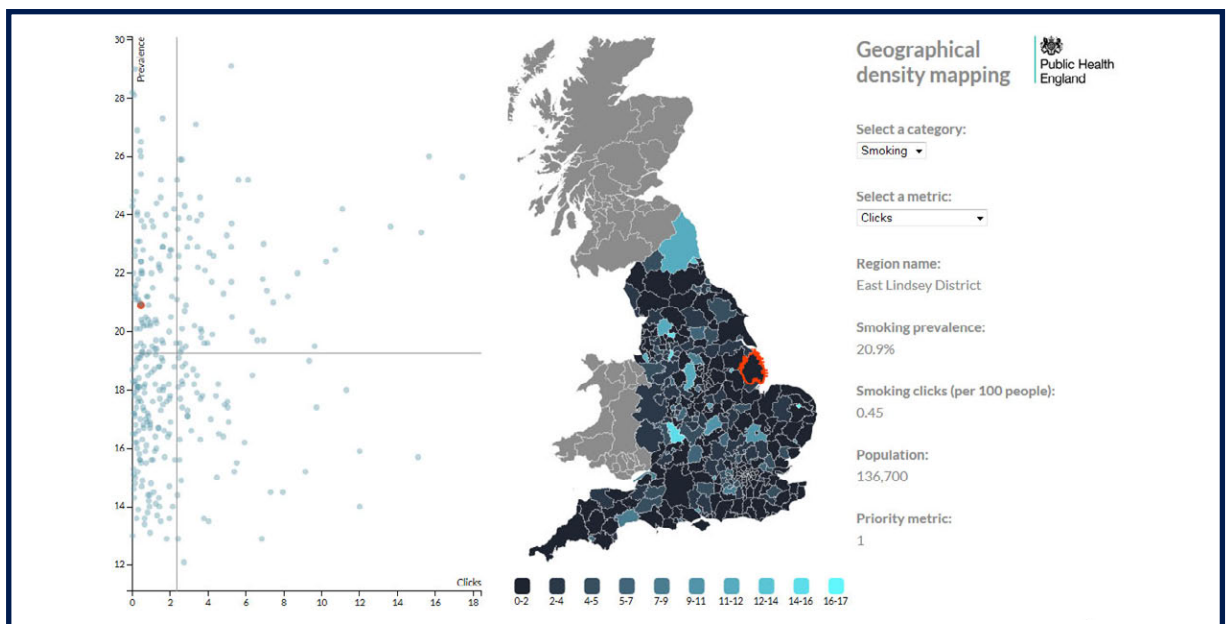
**Population owning
a smartphone**

This growth in mobile technology has borne an age of media multi-tasking: 75% of adults ‘second screened’ (looked at their mobile, tablet or laptop while watching television) in the last week³⁰. According to OFCOM, the average adult now spends 11 hours and seven minutes consuming media each day, up from eight hours 48 minutes in 2010. Tellingly, these 11 hours are crammed into eight hours 41 minutes, as people use more than one device or access more than one channel at once³¹.

The explosion and exploitation of data

One in 20 Google searches are health-related³². In the last year, there were 60 million searches relating to the Living Well lifestage alone³³. These allow PHE to identify people who are seeking to change their behaviour. In addition, social and behavioural targeting (which analyses the content people are searching for and reading) can also help identify those people looking to change.

The explosion in data also allows better insights and stronger targeting. PHE has recently combined Google search volumes with health outcomes data, to create geo-density mapping. Geo-density could support councils in budget setting by determining the prevalence of health outcomes and the openness to change behaviour at a local authority level.



A geo-density map showing the prevalence of Google searches for ‘Smoking’

The growing role of social media in health

In 2014, for the first time, more people accessed online content by following links in social media sites than by searching for it directly. This switch illustrates the scale of social platforms. In a single day it is possible to reach 24 million daily users of Facebook in the UK³⁴. This makes Facebook nearly five times bigger than The Sun newspaper, and even for older, less affluent people we are seeing usage increase: 40% of 40 to 60-year-olds in the C2D socioeconomic group visit Facebook daily³⁵.

Social channels also allow us to reach people directly when they are thinking about their health. Six million health conversations took place in the social sphere during the past year.

You can read more about how PHE is responding to this changing landscape in ‘Harnessing digital technologies’ on page 33.



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Starting Well: helping every child have the best start in life

The issue

A good start is one of the most important predictors of not only good health but educational attainment and earnings throughout life³⁶. Conversely, poor health habits learnt in childhood can carry through into later years, exposing people to the risk of long-term diseases such as type 2 diabetes, heart disease, some cancers and strokes.

Currently 60% of children reach a good level of development by the end of their reception year at school³⁷. One in 10 children in their reception year is obese, rising to one in five by Year 6³⁸. That's why ensuring every child has the best start in life and tackling obesity, particularly among children, are two of PHE's strategic priorities.

Our approach

There is much that marketing can contribute towards these priorities. For example PHE's Start4Life programme delivers regular emails and text messages to over 380,000 new and expectant parents. It offers video, text and email content on a wide range of subjects including health in pregnancy, breastfeeding, physical activity, emotional wellbeing, child development and encouraging uptake of vaccinations and developmental checks. The programme currently runs throughout pregnancy up until age three, although plans are under way to extend the service up to age five, supported by local authorities across the country.

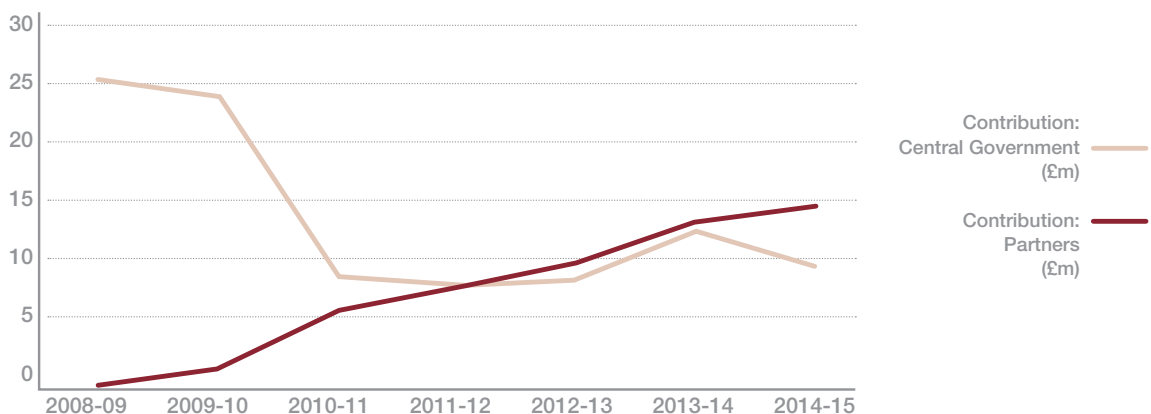


A Change4Life event in Woolwich which was co-branded with the Greenwich local authority



extra daily activity levels

Partner investment in Change4Life year-on-year



PHE's Change4Life movement has over 2.7 million people signed up. We work in partnership with over 200 national organisations, including Disney, Asda and Boots, as well as over 70,000 local supporters. This gives us opportunities to reach families in new and exciting ways and take action in communities across the country. Partner contributions provide significant additional value above and beyond the investment from PHE.

“We really have made some long-term differences because of the Change4Life Sugar Swaps Challenge. We have stopped having loads of fruit juice and only eat wholemeal or 50/50 bread.”

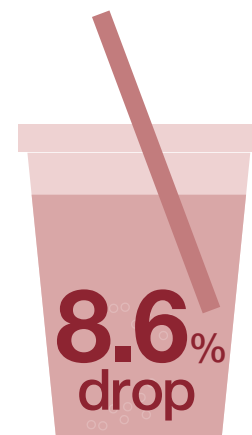
Lynn Heath, Change4Life mum



Impact

We have independent evidence of the impact our programmes have had on behaviour change, for example:

- purchase data showed an 8.6% reduction in purchasing of carbonated sugary drinks during the 2014 Smart Swaps campaign, compared to the same period in the previous year³
- Change4Life's 2014 10 Minute Shake Up partnership with Disney added an extra five minutes to participating children's mean daily activity levels; altogether generating an extra 104 million active minutes in total³⁹
- over 125 local authorities supported the 10 Minute Shake Up campaign running over 2,500 summer events and activities
- as a result of seeing Start4Life advertising, pregnant women reported that they had spoken to a midwife or GP about healthy lifestyle and nutrition (43%) and managing their weight (39%). Over half agreed that the advertising made them want to make changes and have a healthy pregnancy⁴⁰
- seven in 10 agreed that it made them realise how important being healthy in pregnancy was to the development of their baby⁴⁰



in **sales** of
sugary drinks



Rise Above video content

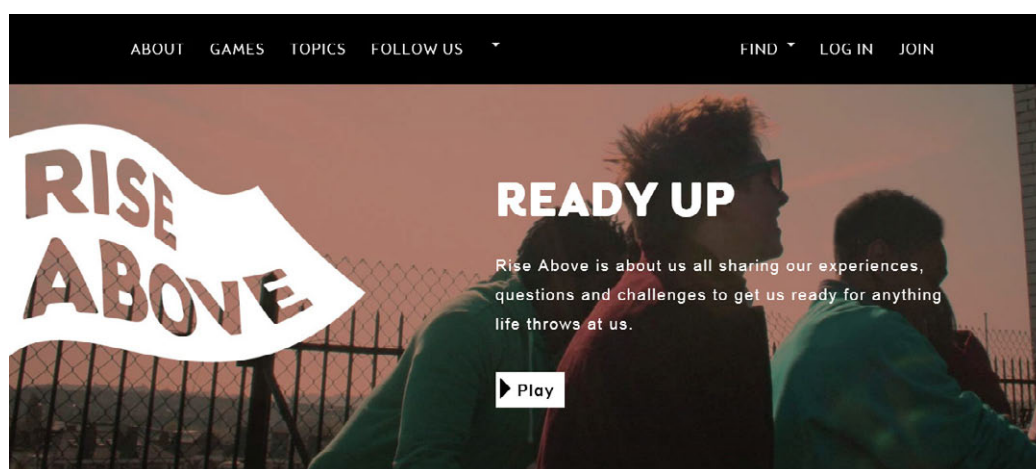
The launch of Rise Above

Many of the behaviours we seek to address in adults develop during adolescence. Investing to encourage positive actions during this key lifestage provides a golden opportunity to establish behaviours that can lead to life-long health and wellbeing. This investment also brings longer term economic benefits as well as a reduction in inequalities.

Adolescents (many of whom are younger than Google) use digital technology as the primary way of receiving and sharing information. While they claim that health issues are not a direct priority for them, we know they do want trustworthy advice on stress and social pressures – issues which are inextricably linked with health.

We need to tread a fine line in how we engage with this audience, speaking to them on their own terms (recognising they need to be entertained and immersed in an experience), in a language not directly about health, ensuring that they can talk about things that they are curious about, but in a safe, peer-led, supportive environment.

In developing our approach to addressing these challenges, we reviewed the evidence base, worked with academics, industry experts, practitioners and relevant NGOs. We also conducted a range of pilots and incorporated learnings from previous campaigns aimed at this audience. This, combined with the input of over 2,000 young people, led us to create Rise Above.



The Rise Above homepage

Rise Above takes a holistic, resilience-based approach, communicating about health related issues in a manner that is relevant and resonates strongly with our target audience. It provides content and activities that help young people build skills to deal with those situations where they can feel pressured into taking part in risky behaviours, and if they do decide to undertake adult behaviours, they do so on their own, informed terms.

We look forward to working closely with commercial partners and local authorities to extend the reach and impact of the programme.



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Living Well: old habits die hard

The issue

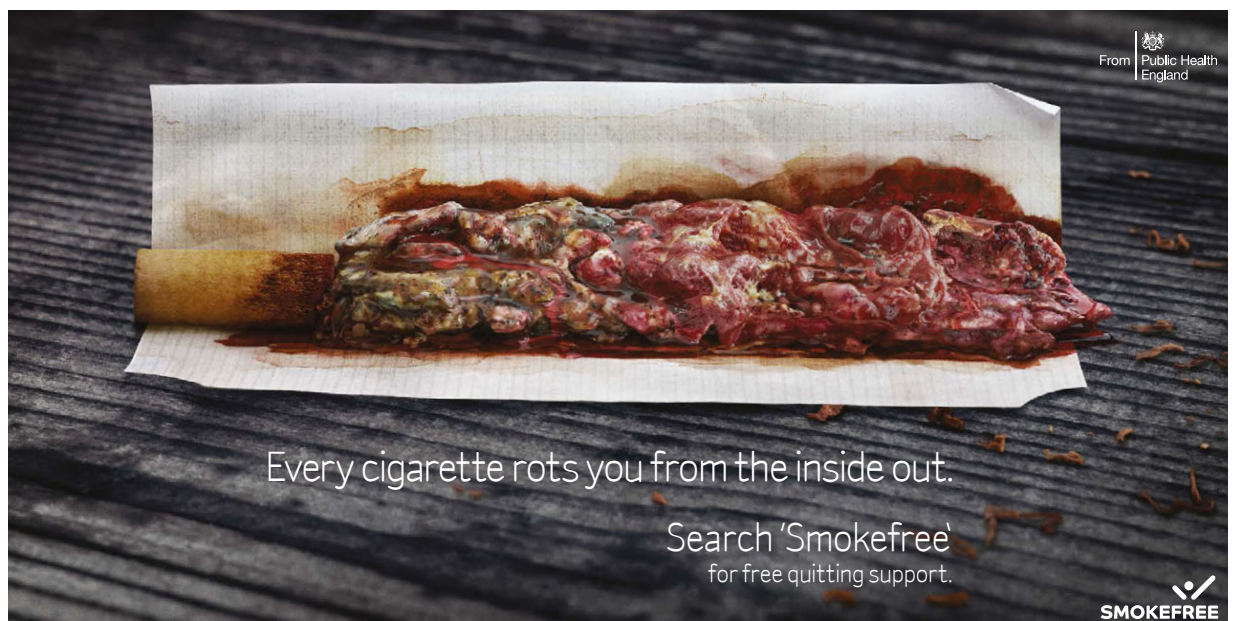
Achieving and maintaining a healthy lifestyle as an adult is a complex challenge requiring that people overcome ingrained habits and, in some cases, powerful addictions. Two-thirds of smokers start before the age of 18⁴¹; many of the people who drink alcohol at harmful levels have done so since they were young adults. However, improving the lifestyles of adults has the potential to pay rapid dividends. A 30-year-old who gives up smoking, increases his or her life expectancy by 10 years on average; a 40-year-old by nine years; even at 60, giving up smoking extends life by three years⁴².

Our approach

Smoking: two-thirds of England's smokers want to give up⁴³. The majority have already tried to stop, but most find it very hard and many will have failed in the past. We seek to reduce smoking prevalence by boosting smokers' motivation to quit and by providing products to aid a successful quit attempt. Our marketing programme is built around annual peaks of New Year, National No Smoking Day and Stoptober.



62% of Stoptober participants in 2014 were **smoke-free at 28 days**



Digital banner advert for the Smokefree campaign

Harmful drinking: recognising that harmful alcohol consumption also takes its toll on the NHS, communities, workforces and lives, we piloted Alcohol Concern's Dry January programme among a selection of NHS trusts in 2014, before rolling out our support for the initiative nationally in 2015. Dry January provides an opportunity for increasing and higher risk drinkers to experience the benefits of a life with less alcohol in it, whether that be weight loss, improved sleep or having more cash at the end of the month.

Table: Mortality in relation to smoking	
Age stopped smoking	Years of life gained
30	10
40	9
50	6
60	3

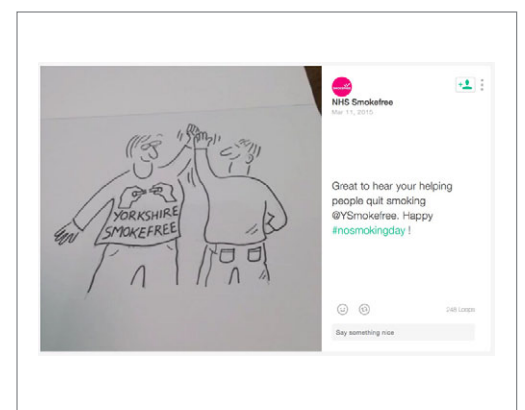
Source: Doll, R. et al. Mortality in relation to smoking: 50 years' observations on male British doctors. *British Medical Journal*, (328) p1519-27



Dry January posters were distributed to commercial and NHS employers and local authorities



A Dry January stall set up at the United Utilities office to encourage employees to take part

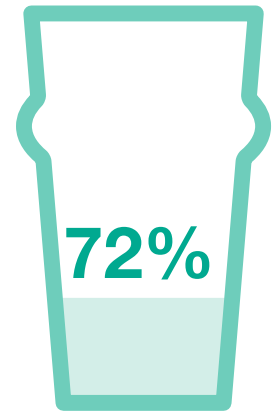


Personalised Vines were created to support people looking to stop smoking throughout No Smoking Day

Impact

We have independent evidence that our programmes drive behaviour change, for example:

- we have triggered 778,000 quit attempts¹ in the past 12 months
- more than 250,000 people signed up for Stoptober in 2014, 62% of Stoptober participants in 2014 were still smoke-free at 28 days; our employers programme reached 1.4 million people via 256 national and regional employer partners
- over 2 million adults took part in Dry January with 50,000 people signing up for support – more than twice the number who registered the previous year. If the results of the 2014 pilot are replicated, we would expect 72% of participants to sustain reduced levels of harmful drinking six months later⁴⁴
- for Dry January, just under half of unitary local authorities ordered campaign materials from PHE and some ran complementary activity. We saw many examples of positive collaboration between local authorities across a region, for example the North East ran supplementary TV, radio and digital activity to generate sign-ups



72% of participants expected to sustain **reduced levels of harmful drinking**

“As a single mum with only one wage coming in, it’s made a big difference...Give it a go... If I can do it, you can!”

Karen Lumley, personal assistant, quit last year with Stoptober



The Smokefree Quit Kit pack



Public Health
England

Hello, can you give me a little help?

I have dementia and often I'll get confused by everyday things. If you see people like me getting a bit muddled or frustrated, do ask if you can help. Please speak slowly and clearly and most of all be calm, kind and patient. To become a Dementia Friend and find little ways you can help people like me, please go to dementiafriends.org.uk



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Ageing Well: adding life to years as well as years to life

The issue

As we age, most of us will develop at least one non-communicable disease, such as dementia or cancer⁴⁵. These conditions don't just cut our lives short – they also reduce our quality of life.

There is much that people can do to improve their chances of a better outcome by being aware of possible signs and symptoms and seeking help promptly should these occur.

When cancer is diagnosed at an early stage, treatment options and chances of a full recovery are greater. For example, around 67% of people diagnosed with oesophago-gastric cancers at the earliest stage survive for at least five years. This figure is around 3% for those diagnosed at a late stage⁴⁶. The same pattern is true for lung cancer, breast cancer, and for many cancers, common or rare. Similarly, stroke patients who receive treatment within three hours are less likely to suffer a disability⁶. And, with the right support, many people are able to live well with dementia for years⁴⁷.

Many people delay seeking treatment, perhaps because they are frightened, because they do not take their symptoms seriously or because they don't want to bother the doctor. People from lower socioeconomic groups often wait longest, widening health inequality.

This delay can mean the difference between life and death.

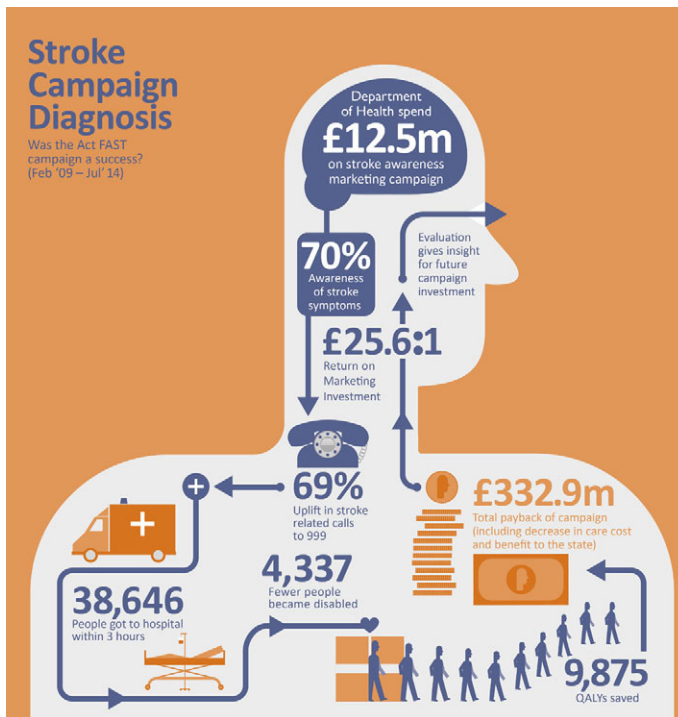
Our approach

PHE's Ageing Well marketing campaigns describe symptoms in simple terms and encourage people to access services. They have been developed in consultation with NHS leaders, healthcare professionals, charities like Cancer Research UK, Stroke Association and Alzheimer's Society, academics, service users and local authorities.

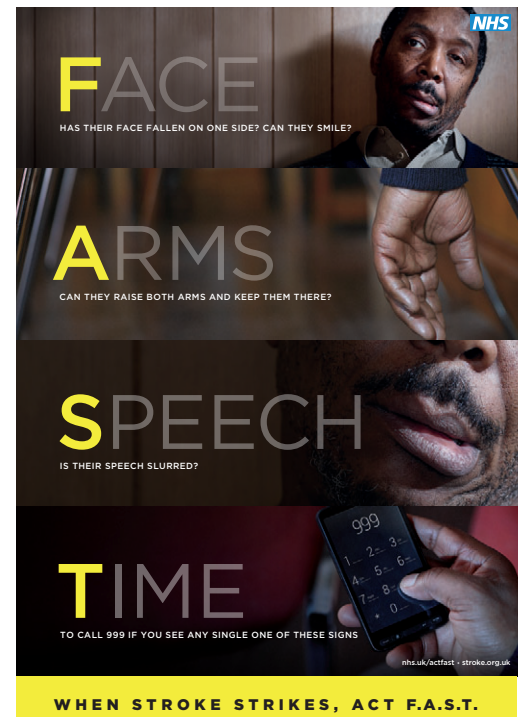


“In early 2014, my husband heard the Be Clear on Cancer advert on the radio. He insisted that I go to the GP. I am so grateful to my husband for telling me to go to the GP. Without the advert and his encouragement, things could have been very different.”

Joy Sowerby,
stomach cancer survivor



Infographic showing the impact of the Act FAST campaign



Poster from the Act FAST campaign

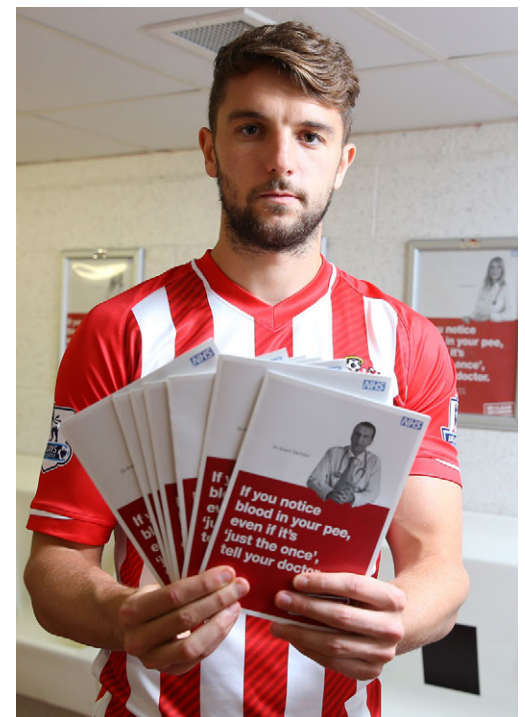
In addition to more traditional channels, such as television advertising, we increasingly use digital and social media, recognising that 40% of 55 to 64-year-olds use the internet to gather health information⁴⁸.

We also run campaigns to encourage uptake of flu vaccinations among various audiences with the aim of driving up vaccination rates to help reduce the spread of infection.

Impact

We have compelling evidence that our campaigns have resulted in:

- people coming forward earlier in the months surrounding the 2012 national lung campaign; there were 700 more people diagnosed with lung cancer than the same period the previous year. Also approximately 400 more had their cancers diagnosed at an early stage and around 300 additional patients had surgery as a first treatment of diagnosed lung cancer⁵
- more people surviving: our Act FAST campaign for stroke has generated an additional 9,875 quality adjusted life years (QALYs) since the campaign started in 2009 and has generated an ROI of £26 for every £1 spent⁶



Jay Rodriguez from Southampton FC showing his support for the Be Clear on Cancer campaign

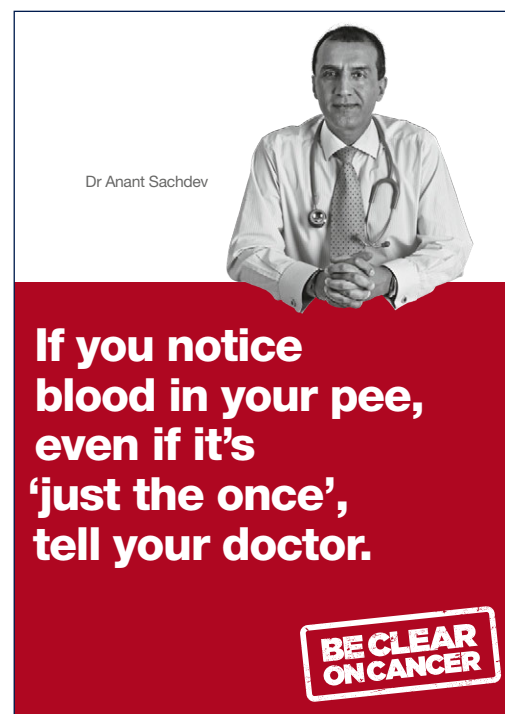
- societal change: our campaign to support Alzheimer's Society's Dementia Friends programme helped over a million people learn about the things they can do to help others with dementia
- more people accessing services: following our first national bowel cancer campaign (January-March 2012), there were around 250 additional colonoscopies per working day compared to the same period in the previous year⁴⁹

We prototype, learn and refine, piloting all our campaigns at local and then at a regional level before rolling out nationally. In the past year, we have piloted new initiatives with local areas for skin and prostate cancer, breathlessness and rheumatoid arthritis.

This approach allows us to assess the potential impact on local services, helping primary and secondary care to prepare to meet additional demand.

The future

We know that our campaigns are already creating a culture of symptom awareness⁵⁰, early access to primary care and swift progression to treatment; we see enormous potential to spare patients and their families needless anxiety, enable more people to live long and fulfilling lives and reduce pressure on NHS hospitals.



A poster from the Be Clear on Cancer campaign

“The Be Clear on Cancer campaigns have come a long way in the last four years and Cancer Research UK is proud to have supported PHE and the Department of Health with the activity. At the start there was concern over the impact the campaigns may have, it was a step into the unknown, but a collaborative approach and a commitment to evaluation has meant we’ve seen some powerful results. Campaigns like Be Clear on Cancer have improved the understanding of acting on signs and symptoms and encouraged people and their GPs to have the right conversation. In some areas, the campaign activity has also acted as a catalyst with local NHS teams reviewing and improving their patient pathways as part of the campaign preparation. But, it is the results of the first national lung campaign (now published) that give us greatest hope that these campaigns can really impact on clinical outcomes. The campaign, which ran May-June 2012, found that around 700 extra patients were diagnosed with lung cancer – many at an early stage – and around 300 more patients received surgery, which gives them the best chance of prolonged survival.”

Sara Hiom, Director, Early Diagnosis and Cancer Intelligence, Cancer Research UK



10 minute shake up

with Disney LIFE

Disney

Disney

change 4 life

Eat well Move more Live longer

LEGEND & SOUL SINCE 1977

Disney · PIXAR
TOY STORY

entrance



10

Working in partnership

Changing behaviour requires concerted effort to create an environment in which it is easier for people to lead healthier lives.

The PHE partnership programme brings together the commercial sector, local government, schools, charities, the NHS and others to make it easier for people to improve their own health.

Our partnership programme is respected throughout government and attracting international recognition. In the past year alone, we have delivered two ground-breaking firsts:

- 1.** A new strategic partnership with Disney, which brought a fresh new angle to the physical activity campaign and led to a long-term strategic partnership with Change4Life
- 2.** A high profile series of newspaper advertisements, in which four major retailers – Asda, Tesco, The Co-Operative and Aldi all publically committed to help their customers cut back on sugar

Working locally

Through the National-Local Marketing Advisory Board, PHE consults with local government leaders, directors of public health and marketing specialists, to ensure our campaigns better reflect the views and meet the needs of communities across the whole of England.

A newly recruited network of regional marketing managers is also enabling better co-ordination across the regional boundaries of local authorities, the NHS and the commercial and voluntary sectors. Involvement will improve the quality and efficiency of decisions on marketing budgets, sharing of local knowledge and minimising duplication of effort.

Over the last 12 months, we have published a calendar of activity and held regional workshops with local authorities, created 'how to' guides and shared best practice case studies. This approach has enabled councils to use PHE campaigns more effectively to achieve ambitions set out in their joint strategic needs assessments.

“National campaigns like Stoptober and Change4Life provide a great platform for inspiring our residents to think about making a change to their lifestyle that could benefit their health. Increasingly they offer alternative ways of trying out a change, for example through apps and email programmes. By providing effective, well-evidenced, free resources PHE helps local authorities like mine to concentrate our resources on the communities that we know need a more tailored approach. As a member of the National-Local Marketing Advisory Board I have been able to ask questions about how PHE campaigns are working to address health inequalities, as well as thinking about the implications for the way we commission local services, so that we are all working from a shared understanding of our audience.”

Dr Alison Barnett,

Director of Public Health from Medway Council and Association of Directors of Public Health representative on the PHE National-Local Marketing Advisory Board

Partnerships have leveraged unprecedented support across society:

Local authorities:

- in the past six years, local authorities, local supporters and the NHS have distributed around 30 million pieces of Change4Life collateral and thousands of Quit Tools and Kits. They have also endorsed and supported ground-breaking campaigns such as Be Clear on Cancer and Act FAST for local communities
- all 152 top-tier and unitary local authorities have supported one or more PHE campaigns in 2014. These partners reached:
 - almost six million homes via residents' newsletters
 - over 28,000 people via locally organised and co-branded face-to-face events
- over 125 local authorities used Change4Life and Disney's 10 Minute Shake Up as part of their summer programme, co-branded over 2,500 summer events and activities across the country
- 110 local authorities, 70 NHS organisations and approximately 60 community healthcare providers promoted Smokefree. They provided 8,500 free poster sites and digital screens to display the 'Rotten Roll-up' and other Smokefree Health Harms advertising

Employers:

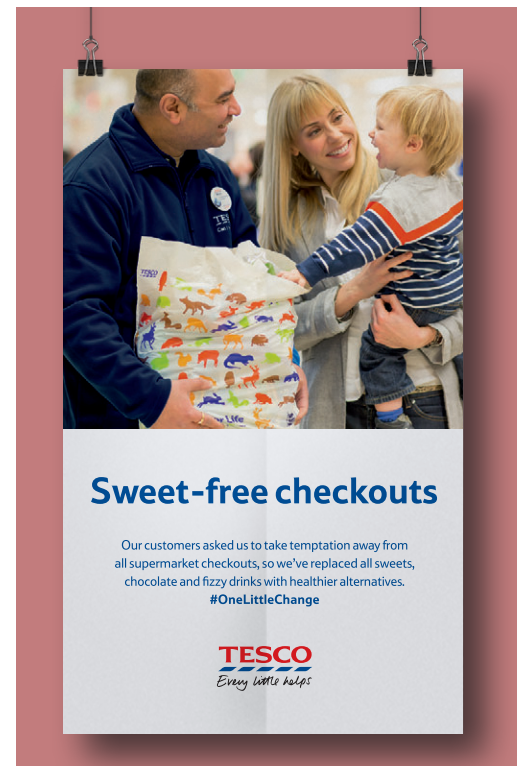
- over 100,000 public sector workers received information about Stoptober through their NHS or local government employer
- our Stoptober employers programme reached 1.4 million people through 256 national and regional employer partners
- a further 63 employers supported Dry January with a potential reach of 543,000 employees

Schools:

- we saw unprecedented engagement with schools in the past year, including 80,000 sign-ups to 10 Minute Shake Up
- Snack Swaps packs were also distributed to 16,500 schools with over 3,000 downloads of schools resources in the first two weeks of them being made available

Housing associations:

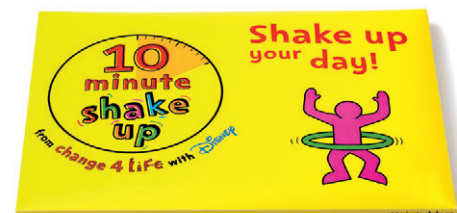
- 19 housing associations helped us reach over one million of their tenants and employees during Stoptober, with nine housing associations helping us reach 530,500 tenants for No Smoking Day



A poster from Tesco highlighting their removal of sweets from checkouts as part of Change4Life's Sugar Swap campaign



The Stoptober roadshow in action



The 10 minute Shake Up schools pack, produced in partnership with Disney



A bin lorry co-branded by the Barking and Dagenham local authority for Smokefree

Health:

- three out of every four pharmacies across England and Wales supported Stoptober, with 8,900 (77% coverage) pharmacies including Stoptober messaging into co-created in-store point of sale (POS) displays
- 9,097 pharmacies also supported the Smokefree Health Harms campaign in January with Quit Cards, with Quit Cards, POS information, digital and social media
- in March 2015, 6,649 pharmacies also supported No Smoking Day

The wider commercial sector:

We have relationships with over 200 national organisations, with a collective reach of over 120 million people. They open up their channels to help communicate our messages free of charge. Since our partnerships programme started over six years ago we estimate that partners have provided more than £75 million of in-kind support.

Some of the highlights include:

- we engaged all the major retailers and a broad range of manufacturers to offer incentives or activity in-store to help consumers make a sugar swap
- in the last year alone, partners donated over £1 million of discount vouchers to help people try healthier products
- over 30 commercial organisations have been involved in the Dementia Friends campaign, including Marks & Spencer, Asda, Santander, Royal Bank of Scotland, EasyJet, Homebase, Argos, BT, and Bourne Leisure who encouraged their employees to become Dementia Friends
- a large proportion of the Dementia Friends were recruited from partnerships. We secured commitments from major high street names to create Dementia Friends

We recognised a real business need for their staff to be able to engage confidently with customers who may be living with dementia. In addition, commercial partners recognised an opportunity to deliver Dementia Friends through their employee learning and development programmes. In many cases this commitment has extended beyond the life of the campaign, and has become a permanent element of corporate induction or training programmes.



Promotion in the Co-Op for Smokefree Quit Cards



Press coverage from the Dementia Friends campaign as featured in The Sun, 7 May 2014



Promotional materials in a Tesco store promoting the Smokefree Quit Kits



11

Harnessing digital technologies

Increasingly rapid technological development is transforming our capacity to inspire and support health-related behaviour change to a broad audience. As a result, interactive digital technologies, supported by mobile phones, tablets and apps are increasingly becoming the key channels by which we recruit and interact with our target audiences.

An 'always on' digital approach

Since 2014 we have started to move away from annual 'big' campaign bursts and have been supplementing them with lower levels of 'always on' activity, and now have a constant presence in the market via digital channels. This meets the needs of our customers better as they may be looking to make healthier changes at any time throughout the year.

Last year, for example, the Starting Well programme conducted an 'always on' pilot for its Couch to 5K app, which generated over 250,000 downloads.

Digital innovation

Our digital innovation team has been structured to capitalise on the emerging potential of digital and is now focused on building a pipeline of digital behaviour change support tools, which are free at the point of use. We will use a range of delivery models to create these products, following Government Digital Service design principles, to ensure we are harnessing the skills and creativity of the technology sector and supporting the growth of small and medium enterprises (SMEs).

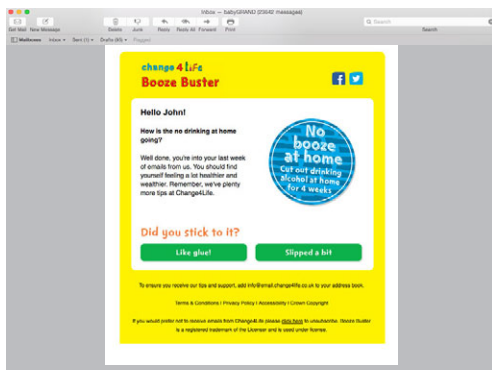
In the past year alone, we have delivered 10 new digital products:

- Get Going: which provides a personal activity plan
- Smart Restart: which makes it easier for children to exercise more and eat healthier foods by breaking everything down into little steps
- Do One Thing: supports healthy changes by suggesting one thing to change
- Couch to 5K app: supports people to get off the couch and running 5km in just nine weeks
- Fruit and Veg Boost: provides lots of recipes, hints and tips to increase fruit and vegetables in the diet
- Meal Mixer: every Friday for four weeks we send a free tasty, healthy recipe to cook at home from scratch for around £5 per meal
- Smokefree: a one-month quit programme consisting of free encouragement and daily support

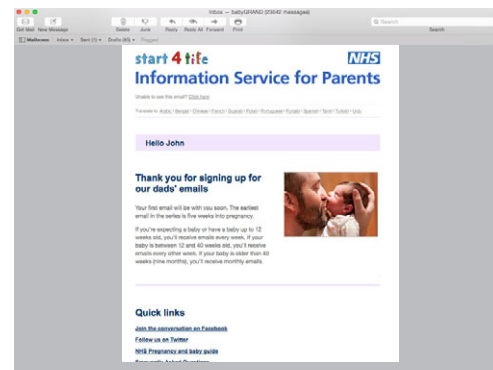
- Start4Life Parents: free pregnancy and baby emails
- Smart Step-O-Meter: counts daily steps and records progress
- Booze Buster: a free smart tool that provides tips and support to help you choose less booze

We are planning to launch two additional products in early 2016:

- an evidence-based cognitive behavioural therapy tool that coaches people, who want to stop smoking, through their quit attempt over an eight-week period
- an online digital quiz called ‘How Are You?’ aimed at adults that encourages them to refocus on their own health and directs them towards tools and products that can help them make change across the five key areas: checking more, eating better, drinking less, moving more and stopping smoking



Email from the Booze Buster campaign



Email from the Start4Life campaign

Ongoing customer engagement

All of the above products will be supported by a sophisticated electronic customer relationship management (CRM) program, which is designed to keep us in touch, engaged with and supportive of our audiences throughout the year.

Since 2013, we have grown our customer database by 22% to more than five million individuals. Our enhanced CRM will deliver a programme of digital customer engagement pilots that seek to ‘harvest’ customers who are ready to make a change and will deliver better engagement with existing customers and recruit new members from other programmes. Three areas to optimise as part of this programme are:

1. Social media

We have a range of social media channels to support our lifestage activity including, Twitter and YouTube channels. Increasingly, we will use these channels to access our consumer and supporter networks. These channels provide us with invaluable opportunities to cost effectively cascade our behaviour messages and to socialise and amplify our messages. For example, in Change4Life we have the potential to reach around 25 million people every time we update our Facebook page. Throughout 2015-16 we will increasingly be looking at opportunities to drive acquisition through these channels, taking on learnings from previous activity.

2. Social listening and response

There are over six million health-related conversations in social media per year across a range of forums, Twitter, blogs and news sites, most of which are either ignored or receive a poor response. We undertook a pilot between October 2014 and March 2015 to actively listen and respond to people's health questions across Money Saving Expert and Twitter, using our campaign brands. This pilot has recently concluded and we are evaluating the activity with a view to using it more widely across all lifestages.

3. Search and search engine optimisation

We are working with NHS England to evolve the NHS Choices website's 'Live Well' section. This section is viewed by 2.7 million of NHS Choices' 30 million monthly visitors and provides a valuable source of customers who are already seeking lifestyle information. By focusing on search engine optimisation (SEO) and some limited paid-for search we can channel these customers directly into our behavioural change programmes.

Working with the technology community

In partnership with Tech City and the Telegraph, we launched Health X, an open invitation to European-based digital innovators to propose the best emerging software and applications to get people moving more and eating better.

The winning entries for Health X were:

- **Fee fi fo fit:** an intervention to promote positive changes in getting young people to 'move' more by using a 'gamification' reward system
- **Foodswitch:** a smartphone app which provides consumers with nutritional information to help consumers make healthier choices when shopping
- **Youniverse:** a 28-day exercise and diet planner, which generates daily meal plans, shopping lists and exercise ideas

These are currently being considered for development. In November 2015 we plan to run Health X 2.0 in conjunction with the World Health Organization, with the aim of inspiring European-based digital innovators to propose the best emerging software and applications to provide solutions to tackle obesity.



The Fee Fi Fo Fit app



The Change4Life Couch to 5K app



12

Results

Across our campaigns, the overarching ambition is to: 'Motivate and support millions more people to make and sustain changes that improve their health'. Marketing is an effective, evidence-based methodology for addressing public health issues. There is strong and independent evidence that the programmes described in this document drive behaviour change, resulting in longer and healthier lives and reduced pressure on health and social care services. We evaluate not only the outputs but also the outcomes that contribute to sustained behaviour change. Our campaign results speak for themselves:

Key campaign engagement figures

- the Start4Life Information Service for Parents has now achieved over 380,000 subscribers
- there have already been over 2.6 million views of Rise Above content across all channels
- 320,000 Facebook likes on Change4Life Facebook page and 85,000 followers on Twitter (accessed on 31 January 2015)
- over 410,000 sign-ups to the Change4Life Sugar Swaps campaign
- over 315,000 support tools used (March-December 2014) as part our 'always on' programme (which makes products available all year around outside campaigns) such as the Change4Life Meal Mixer and Smart Steps
- over 250,000 sign-ups to Stoptober 2014 with 62% reaching 28 days smoke-free
- over two million adults took part in Dry January with 50,000 people signing up for support – more than twice the number who registered in the previous year and we would expect 72% of these to still be drinking at reduced levels or dry at the six-month follow-up stage⁴⁴
- free editorial and media coverage valued at £37 million (over 1.3 billion opportunities to see)⁹
- over a million people signed up to be Dementia Friends providing people with information and support on how to help people with dementia⁵¹
- there are now 5.2 million people on our database who have signed up to our campaigns
- 355,000 people accessed our call centre, web chat and email facilities

Key outcomes:

- purchase data showed an 8.6% reduction in purchasing of carbonated sugary drinks during the 2014 Smart Swaps campaign compared to the same period in the previous year³
- an increase in participating children's mean daily physical activity levels by an average of five minutes (meaning that an extra 40,000 children now meet the Chief Medical Officer's recommendation of 60 minutes of moderate to vigorous intensity activity per day); altogether these children generated an extra 104 million active minutes³⁹
- our marketing activity generated 778,000 incremental smoking quit attempts¹ in total
- a 26% increase in urgent GP referrals for suspected urological cancer from October-December 2012 to October-December 2013
- increase in diagnoses via urgent GP referral of: 8% for bladder cancers; 22% for kidney cancers and 14% for urological cancers
- a 31% increase in the total number of breast cancer diagnoses in women aged 70 and over recorded in the cancer waiting times database for March-May 2014, compared to the same months in 2012⁵²
- the 2014 Act FAST campaign drove a 14% increase in stroke-related calls to 999 and delivers a positive return on investment (ROI) of £26 for every £1 spent⁶
- an estimated 38,646 extra people who were having a stroke got to hospital within three hours, since the campaign started in 2009, saving 9,875 QALYs and preventing 4,337 disabilities⁶. It is estimated that 1,524 extra people got to hospital within three hours following the 2014 campaign

“In December I thought I was drinking quite a lot so I thought that a good way to cut down was for giving Dry January a go. The first week was not that bad for me in the end – I was really ready for a break due to the copious amounts I drank over Christmas and in the second week, I felt much less groggy and a lot fresher every morning.

When February came along I was looking forward to having a drink, and I am not planning on quitting booze altogether but I have reduced my drinking a bit and have kept it to special occasions and weekends.”

Stewart Lewis, Dry January participant



Alison:

“I was familiar with the symptoms of stroke from the Act FAST campaign and noticed when Gladys had the stroke that her face was gone on one side and immediately called an ambulance. Although I was worried I was wasting the ambulance crew’s time, given my mother was fine by the time they arrived, I was sure of the symptoms I’d seen, even though they had passed.

The crew and hospital constantly reassured me that I’d done the right thing and all the help and treatment my mother has received has been faultless. I’m so glad I was with my mother that day and the treatment she had on her arteries has meant that she’s kept her health and independence. It’s all down to the fact that she got the treatment she needed quickly.”

Gladys Mackin (mother), recovered from stroke, thanks to the actions of **Alison Doherty (daughter)**



Gladys:

“I didn’t think anything was happening to me at all, but I was told my face had fallen but I kept saying I was fine and that I didn’t need an ambulance. When you have a stroke, you think you’re having a funny turn and it goes away very quickly, but you shouldn’t ignore it, if you experience anything out of sorts like this, you should get yourself checked out.”



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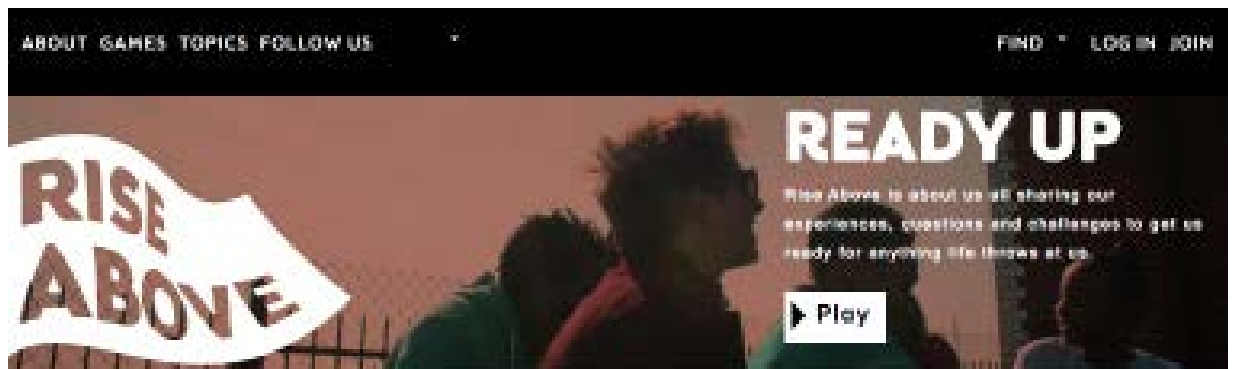
Priorities and challenges for 2015-16

Much has been achieved in the past year, but there is more still to do. The NHS Five Year Forward View argued that the future health of millions of children, the sustainability of the NHS, and the economic prosperity of Britain all now depend on a radical upgrade in prevention and public health⁵³.

Social marketing has a vital contribution to make to that upgrade.

In the next two years we will seek to implement the following:

- a major programme to energise and engage adults in making changes to improve their own health. It will speak holistically to adults in mid-life encouraging them to make seven lifestyle changes (stopping smoking, reducing alcohol consumption, taking more exercise, improving diet, reducing stress, improving sleep and checking for common signs and symptoms of disease). By making these seven changes they vastly improve chances of a longer, more active and fulfilled life. Physical and cognitive decline are not inevitable, indeed only around 20-30% of what we think of as 'ageing' is biological; the rest is 'decay' or 'deterioration', which can be actively managed or prevented.⁵⁴ The years between ages 40 and 60 are thus a unique but neglected opportunity for intervention
- the full roll out of Rise Above, our new, evidence-based programme targeting young people aged 11-16. This aims to build resilience, equipping young people with the skills to make better decisions about their physical and mental health and wellbeing, including smoking, drinking alcohol, illegal drugs, sex and relationships, self-harm and body confidence
- continuing to build upon our success with Change4Life, with further partnership activity planned for the summer



The Rise Above homepage

and investigating new tools such as our new cognitive behavioural therapy app

- continuing our national campaigns around the early signs and symptoms of cancer, starting with breast cancer in women over 70, alongside piloting a new generic cancer campaign in Q3 2015-16 to communicate on multiple cancer types
- support the new NHS diabetes prevention programme
- commission a bespoke research project into the effectiveness of our campaigns against the inequalities agenda
- working with the wider PHE digital team, we are collaborating on a series of projects over the coming year that allow us to deepen the engagement that we have with our customers and create more customer-centric journeys across our digital platforms. We are also exploring how best to capitalise on the high volume of traffic from the NHS Choices Live Well section

The past five years have seen the social marketing team respond to a rapidly changing media environment and radically reduced budgets with smarter thinking, innovative use of technology and enhanced partnership working. Over the next two years we will:

- continue to deliver a cutting edge partnership programme that makes it easy for our coalition of partners to invest in inspiring and supporting our key audiences to make and sustain changes in their behaviour that will enhance their wellbeing
- deliver an enhanced offer for local authorities through further development of the new Campaign Resource Centre that will provide a seamless standardised service for public health marketing. It will also facilitate training and best practice across local authority networks



The NHS Five Year Forward View



The Department of Health's Care and Support & You campaign, developed by PHE.

- build on our commitment to support local authorities through the regional marketing manager network and ensure needs and requirements are considered throughout the marketing planning cycle and support is given to local/regional projects
- build on the role of the National-Local Marketing Advisory Board through the broadening of membership and the deepening of engagement and consultation on marketing programmes
- enhance the data offer for local authority partners to ensure they have the relevant insight, evidence and a clear view of 12-18 month activity in order to support business planning and investment at a local level
- build on our schools programme delivery with the ambition to be a key educational partner, via Change4Life, on healthy eating and physical activity in primary settings by 2018
- deepen our relationship with existing strategic partners and recruit new ones, with a focus on expanding support to the launch of the new adult health brand and the shift towards a more year-round content-driven marketing approach
- provide more systematic support for healthcare professionals and employers to help them deliver lifestyle interventions. For example, recommending our proven digital behaviour change products or building our approaches into existing workplace health and wellbeing programmes

As a centre for excellence across government and internationally, we are increasingly asked to provide strategic counsel and delivery for others, for example:

- our team developed and executed the Department of Health's Care and Support & You campaign. It was used by 150 local authorities to communicate the changes brought in by the 2014 Care Act to 1.5 million care and support users
- we are currently exploring the opportunities for sharing our behaviour change expertise, intellectual property and campaign assets with overseas governments and health organisations
- PHE officially joined the World Health Organization Be He@lthy Be Mobile initiative in July 2014 with a formal launch at the opening ceremony of the Commonwealth Games. The focus of our partnership is assisting in the development of planning and implementation documents and toolkits (apps, SMS content), sharing existing digital assets, assisting in-country operations and strengthening the links with the eHealth innovations community

We hope that you agree this is an exciting time for PHE. If you are interested in working with us or would like more information on anything in this document please contact:



**World Health
Organization**

Sheila Mitchell

Marketing Director, Public Health England at: marketing.report@phe.gov.uk

“The IPA Advertising Effectiveness Awards were set up to reward campaigns that demonstrate payback on marketing investment and are recognised by agencies and clients as the industry’s most rigorous award scheme. In recent years, public health campaigns, such as Act FAST, Be Clear on Cancer and Smokefree, have consistently demonstrated clarity of objectives, creativity of design and outstanding payback across a wide range of channels and content platforms. It is gratifying to see the best of our industry’s skills, intellect and creativity applied to problems that potentially affect us all.”

Paul Bainsfair, Director-General, The Institute of Practitioners in Advertising (IPA)



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Industry awards

2014/2015

British Arrows

- Smokefree, Mutation, Silver Award

Campaign Media Awards

- Stoptober Launch, Winner

CIM Excellence Awards

- Social Marketing: Stoptober, Winner

Creative Circle Awards

- Best Poster: Smokefree Health Harms, Silver Award

FRESH Awards

- Media Collaboration Project: Change4Life Be Food Smart, Silver Award

Government Communications Service:

- Be Clear On Cancer, Gold Award

Integrated Marketing Communications Council:

- Cause or Charity/Non-profit Marketing: Stoptober, Gold Award
- Charity/Non-profit Marketing: Change4Life Be Food Smart, Silver Award

IPA Best of Health Award:

- Integrated Idea: Change4Life Smart Swaps, Silver Award
- Be Clear on Cancer, Gold Award

IPA Effectiveness Award:

- Be Clear On Cancer, Silver Award

IVCA Clarion Awards

- Change4Life Be Food Smart, Gold Award

Marketing Agencies Association Worldwide Awards:

- Change4Life Be Food Smart, Commendation
- Stoptober, Gold Award

The Institute of Promotional Marketing:

- Partnerships: Change4Life 10 Minute Shake Up, Gold Award
 - Not For Profit, Charity & Public Sector: Change4Life 10 Minute Shake Up, Bronze Award
 - Commercial Partnership Marketing: Change4Life Be Food Smart, Gold Award
 - Social & Personal Responsibility: Change4Life Be Food Smart, Bronze Award
 - Not For Profit, Charity & Public Sector: Change4Life Smart Swaps, Silver Award
 - Trial & Awareness: Change4Life Smart Swaps, Gold Award
 - Commercial Partnership Marketing: Stoptober, Gold Award
 - Social & Personal Responsibility: Stoptober, Silver Award
 - Not For Profit, Charity & Public Sector: Stoptober, Bronze Award
- ### **Quality in Oncology Award**
- Prevention and early diagnosis: Be Clear on Cancer



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References

¹ PHE has developed a new agent-based Tobacco Simulation Model (TSM), which uses industry leading technology to create the most accurate reflection possible of the English market for quitting, enabling us to both forecast plans and evaluate them with greater accuracy than ever before. The model uses the most comprehensive data available to us from a range of sources including our advertising tracking, campaign media spend, UCL Smokers Toolkit Study (STS), which is the largest monthly tobacco study in our market, and Nielsen market data. By running the model incorporating our marketing campaigns and then without our marketing campaigns we are able to build up a clear picture of the incremental market impact in terms of quit attempts generated by Smokefree.

² PHE Communication Capability Review, Cabinet Office, December 2014, p4 Available at <https://gcn.civilservice.gov.uk/wp-content/uploads/2015/01/PHE-capability-review-MS1.pdf>

³ This drop has been sustained from January-May 2014, the average fall in purchasing overall was more than 5%.

⁴ PHE/Alcohol Concern Dry January Campaign Evaluation TNS-BMRB April 2015, unpublished.

⁵ Ironmonger L, Ohuma E, Ormiston-Smith N, Gildea C, Thomson CS, Peake MD. An evaluation of the impact of large scale interventions to raise public awareness of a lung cancer symptom. *British Journal of Cancer*, 2014 doi:10.1038/bjc.2014.596.

⁶ PHE Act FAST Stroke Campaign, Fuel, December 2014, unpublished.

⁷ PHE Social Marketing Database [Accessed 31 March 2015].

⁸ Based on an independent valuation from M4C and 23Red.

⁹ Media value is derived from Media Proof, an online tool which generates a PR value based on advertising rates, media outlet, the size and positioning of the article and a sentiment rating for the coverage.

¹⁰ ONS Population Ageing in the United Kingdom, its Constituent Countries and the European Union, ONS 2012 p7. Available at http://www.ons.gov.uk/ons/dcp171776_258607.pdf

¹¹ Department of Health Long Term Health Conditions Policy, 25 March 2013. Available at <https://www.gov.uk/government/policies/improving-quality-of-life-for-people-with-long-term-conditions>

¹² Alzheimer's Society website Available at: http://www.alzheimers.org.uk/site/scripts/documents_info.php?documentID=412 [Accessed at 7 May 2015], based on projected figures.

¹³ The National Cardiovascular Intelligence Network. Cardiovascular disease key facts. Fact sheet number 8. Diabetes: Public Health England, 2013.

- ¹⁴ National Cancer Registration Service Cancer Analysis System (2012 Incidence and Mortality) [Accessed 7 May 2015].
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About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health.

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