



Public Health
England

Public Health England Marketing:

Helping to build and maintain healthier, longer and more fulfilled lives

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About Public Health England Marketing



Our Health Today

- As a society we are living longer, but we are also living more of our lives in poor health.
- If we look at what drives the diseases that cause premature death, the single largest contributor is individual lifestyle: whether we smoke, how much alcohol we drink, what we eat and how much exercise we take.

6 in 10
of the British population
is over 65 (1 in 5 by
2030)

15 million people in
England live with long-
term health conditions

700,000 people
currently live with
dementia

92% people have
at least 1 of the big
6 risk behaviours; poor
diet, inactivity, smoking,
drinking, risky sexual
practises and drug
taking

Two-thirds of
adults are overweight
or obese, a leading
cause of type 2
diabetes; heart disease
& cancer

Over 8 million
people in England smoke;
smoking related illnesses
are responsible for 80,000
death's and cost the NHS
£2.7 billion
each year

1.6 million people are
dependant on alcohol;
harmful drinking the 3rd
biggest risk factor for ill
health and death in UK
and a causal factor in
60+ medical
conditions

Over half a million
sexually transmitted
infections are diagnose
each year

3.2 million people have
been diagnosed with
diabetes

Each year over 250,000
people are diagnosed with
cancer and around
130,000 die from the
disease

The Public Health England Agenda



Public Health
England

- Public Health England exists to protect and improve the public's health and reduce inequalities.
- Seven strategic priorities:

tackling **obesity** particularly among children

reducing **smoking** and stopping children starting

reducing **harmful drinking** and alcohol-related hospital admissions

ensuring **every child has the best start in life**

reducing the risk of **dementia** prevalence in 65-75 year olds

tackling the growth in **antimicrobial resistance**

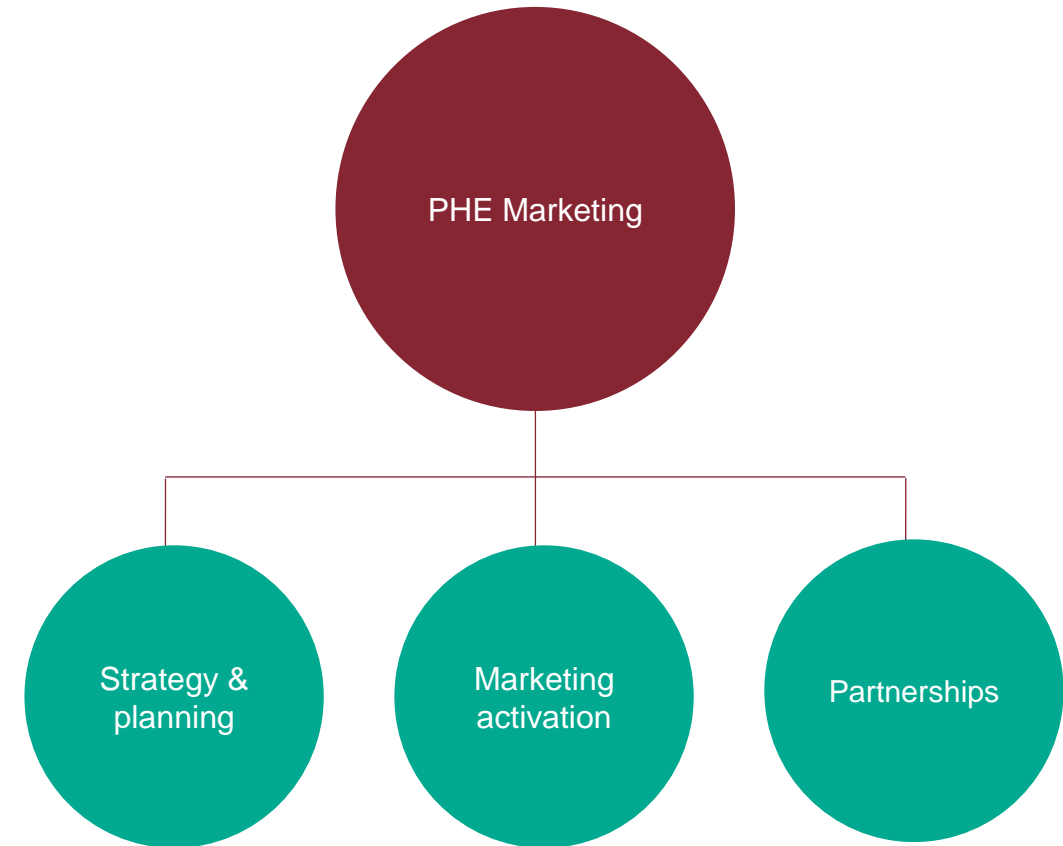
achieving a year-on-year decline in **tuberculosis** incidence

The PHE Marketing Team

- 60 professionals bringing together behavioural science, creativity and digital channels
- Three operational areas covering Strategy & Planning; Marketing Activation; Partnerships
- The team runs the largest marketing and engagement programme in the UK public sector (covers a wide range of topics and tools, common in the private sector but rare in the public sector)
- World-class track record (endorsed by Cabinet Office and external experts) but want to achieve more.

“PHE marketing campaigns are considered to be “world class” and recognised for their work both nationally and internationally...The campaigns produced are innovative, well evaluated, driven through from national to local level through increasingly effective engagement with local authorities.”

Cabinet Office, December 2014



5 Cross Cutting Principles

**Locally
Driven**

152 Local
Authorities

Campaign
Resources

Information Share

Campaign Co-
ordination

**Only ever in
partnership**

Partnerships Team

Co-creation

Commercial,
Public & Third Sector

Employers

Schools

**Transparent
and evidence
led**

Partnering with
academics

Bespoke behaviour
change models

Peer review

Robust consumer
research and
evaluation

**Creating
more
opportunities
to engage**

Create platforms /
calendar of events
(e.g. Stoptober, Dry
January)

Content strategy

**Providing
'on-demand'
public health**

Digital by default

New Digital Apps

E-relationships

Social Media

What we do

- PHE leads the field nationally in the science and practice of social marketing.
- 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
- Our vision: **Motivate and support millions more people to make and sustain changes that improve their health**
- We are currently twelve months into a three year social marketing strategy, which is aligned around **three life stages**:

Starting well

- includes Start4Life, Change4Life and Rise Above, supporting two of PHE's strategic priorities: ensuring every child has the best start in life and reducing childhood obesity

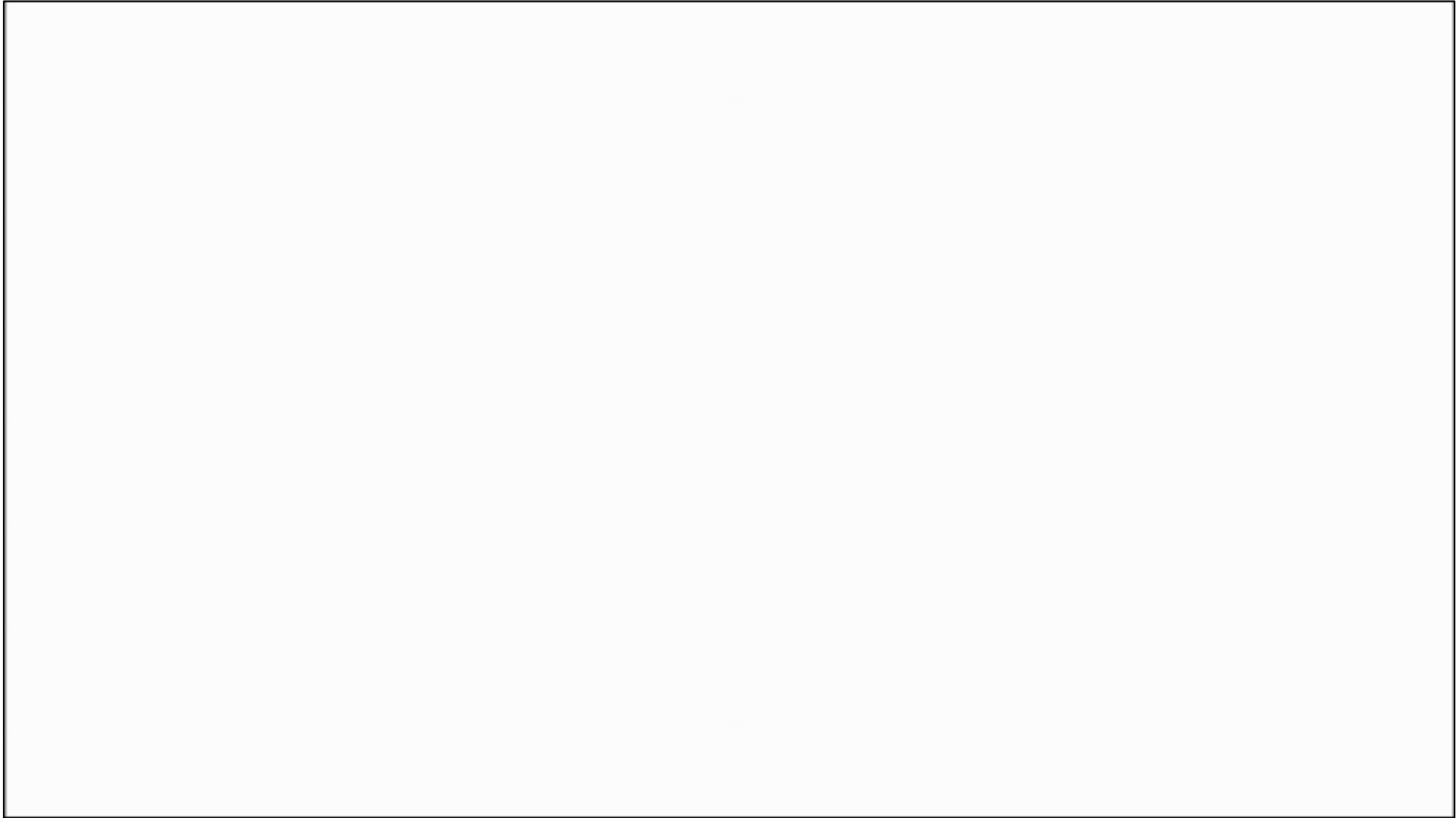


Living well:

- Focuses on prevention and encourages adults to check themselves, quit smoking, drink less, eat well, move more, stress less and sleep better

Ageing well

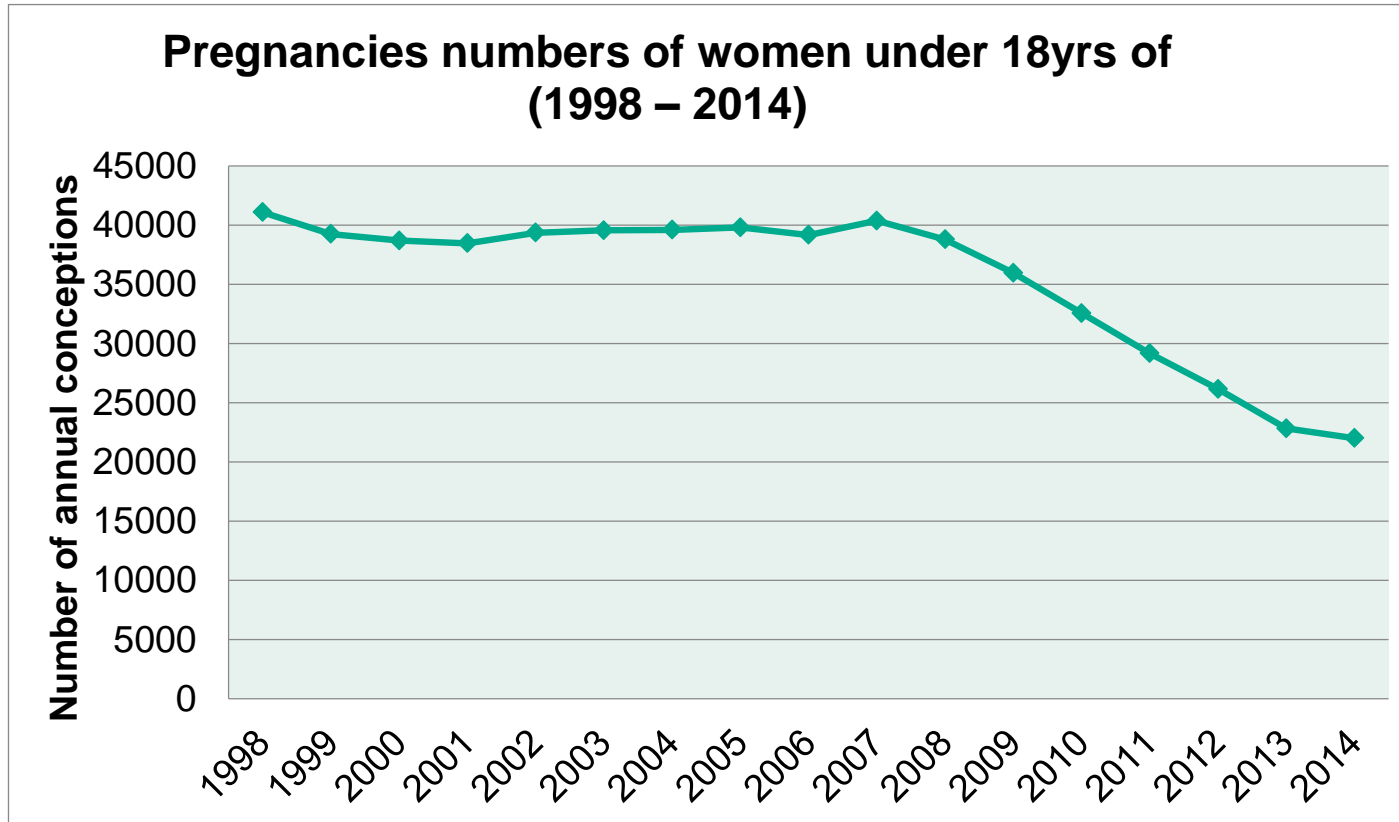
- encourages people who notice the signs and symptoms of cancer or strokes to access services faster, increasing survival rates and decreasing the cost of treatment



Tackling Teenage Pregnancies & Building Youth Resilience



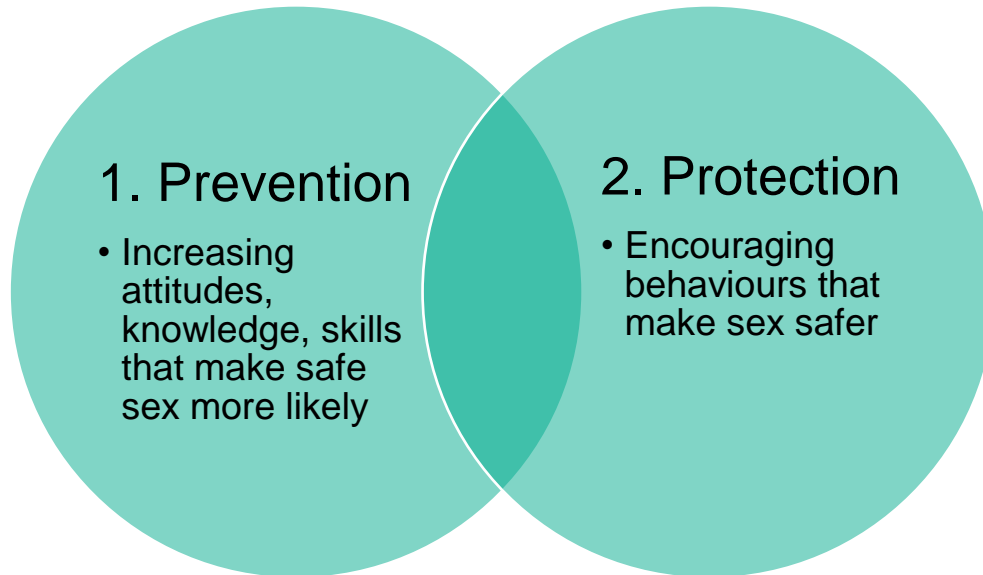
Some data trends in teenage pregnancies



- Teenage pregnancies have been falling over recent years.
- Over 50% reduction in the total annual teenage (under 18) pregnancies reported between 1998 and 2014.
- Rates of pregnancies approx. 24 conceptions per thousand women aged 15 to 17 in 2014 – lowest on record, which began in 1969
- Targeted teenage pregnancy and sexual health social marketing campaign commenced 2006

Source: Office of National Statistics 2015
England only. 2014 figures estimated

Early Teenage Sexual Health Marketing Strategies

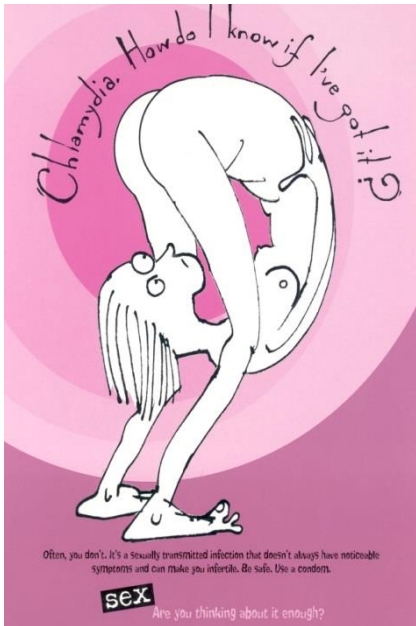


Historical sexual health strategies focussed on achieving complimentary marketing objectives aimed at both prevention and protection (a third area was also highlighted covering *intervention* to support those most at risk)

For maximum impact, a number of different strands were deployed:

- Knowledge and understanding to give people the facts about sexual health and teenage pregnancy, dispelling some of the myths and misperceptions that exist
- Communications and negotiation to promote more discussion within and between audience groups- for example, helping parents and children talk more effectively and encouraging couples to talk more about contraception
- A campaign focusing on contraceptive choice to reduce the risk of pregnancy resulting from poor use of contraception
- Partnership and stakeholder activity to increase access to and carrying of condoms particularly among younger audiences and those at particular risk of contracting some STIs (e.g. MSM groups)

Past marketing campaigns



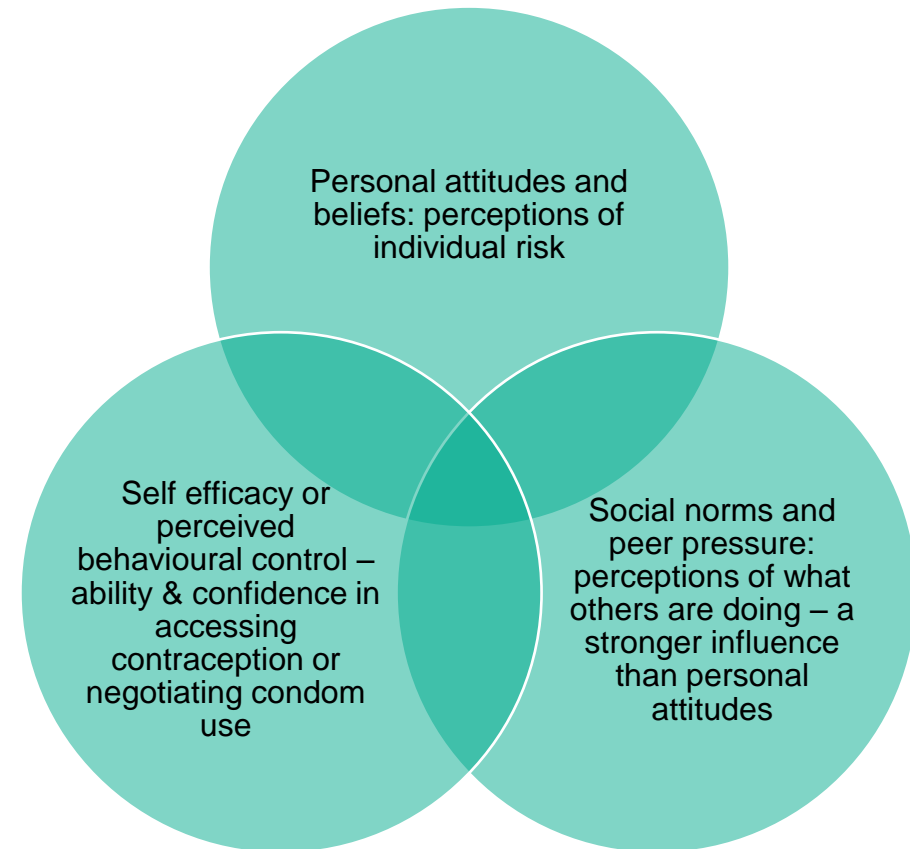
Past campaigns for the 'Teenage Pregnancy Strategy' and 'Sexual Health and HIV Strategy' focused mainly on condom use and targeted discrete audiences:

- **Sex? are you thinking about it enough** - targeted younger teenagers (under 16s) – radio, teenage magazines & websites with 'brand' linked to products used by under 16s
- **Want Respect? use a condom** – targeted at risk sexually active young people 16+ - very targeted TV, older teen mags & websites with brands linked to sports/music products
- **Condom Essential Wear** – targeted at sexually active young adults (18-24s) – targeted TV channels, websites, cinema with brand linked to 20-24s products

Impact & learnings

- These campaigns were successful in increasing awareness and changing attitudes but had less impact on changing behaviour
- An international review of evidence looking at the role of communications in changing sexual health behaviour found:
 - Multiple influences on behaviour, not just attitudes
 - Importance of preparatory behaviours
 - Importance of informants in shaping attitudes and beliefs: friends, parents, school, healthcare professionals, youth workers

Multiple influences on behaviour:



All three together influence behavioural intention – whether or not an individual plans to use contraception or condom – but behavioural intention does not lead directly to safer sexual practice

Sex Worth Talking About: A new campaign strand

- The key aim of the is ***to get people talking more about sex and relationships***
- Focusing on influencing **preparatory** behaviours
- Creating a more positive and supportive backdrop against which policy interventions can happen
- Small bite-sized conversations everyday vs the one 'big chat'
- Conversations in incidental environments versus 'heat of the moment' places (living room vs bedroom)
- Matter of fact, factual tone to de-stigmatise the discussion and disarm the audience. Makes it feel like no big deal
- Every piece of communication triggers the start of a conversation (e.g. parents), or removes a barrier to action (e.g. chlamydia screening acceptance)

Contraception
worth talking about



Campaign now continues to run at a local level

NHS choices Search NHS Choices: **Go** >

Sex
worth talking about

Talking about sex doesn't have to be as difficult as you think. Whether it's knowing about your contraceptive choices, explaining STIs, coping with emotions or understanding your body, you'll find straightforward information and advice to make it easier to discuss everything to do with sexual health, right here.

Sex. Worth talking about.

Find your nearest...
sexual health services

> Search

Contraception

Find out about different contraceptive options, how they work, and where to get advice.

> Contraceptives explained

Chlamydia testing

Read more about chlamydia and why it's important to get tested.

> How to get tested

Teen talk

What to consider if you're thinking of having sex, dealing with peer pressure, where to go for contraception, and more.

> Get the answers you need

Talking about sex

Why it's important to talk about sex, what you need to know, and how to talk about sex to your partner, teenager or children.

> Make it easier to talk about sex

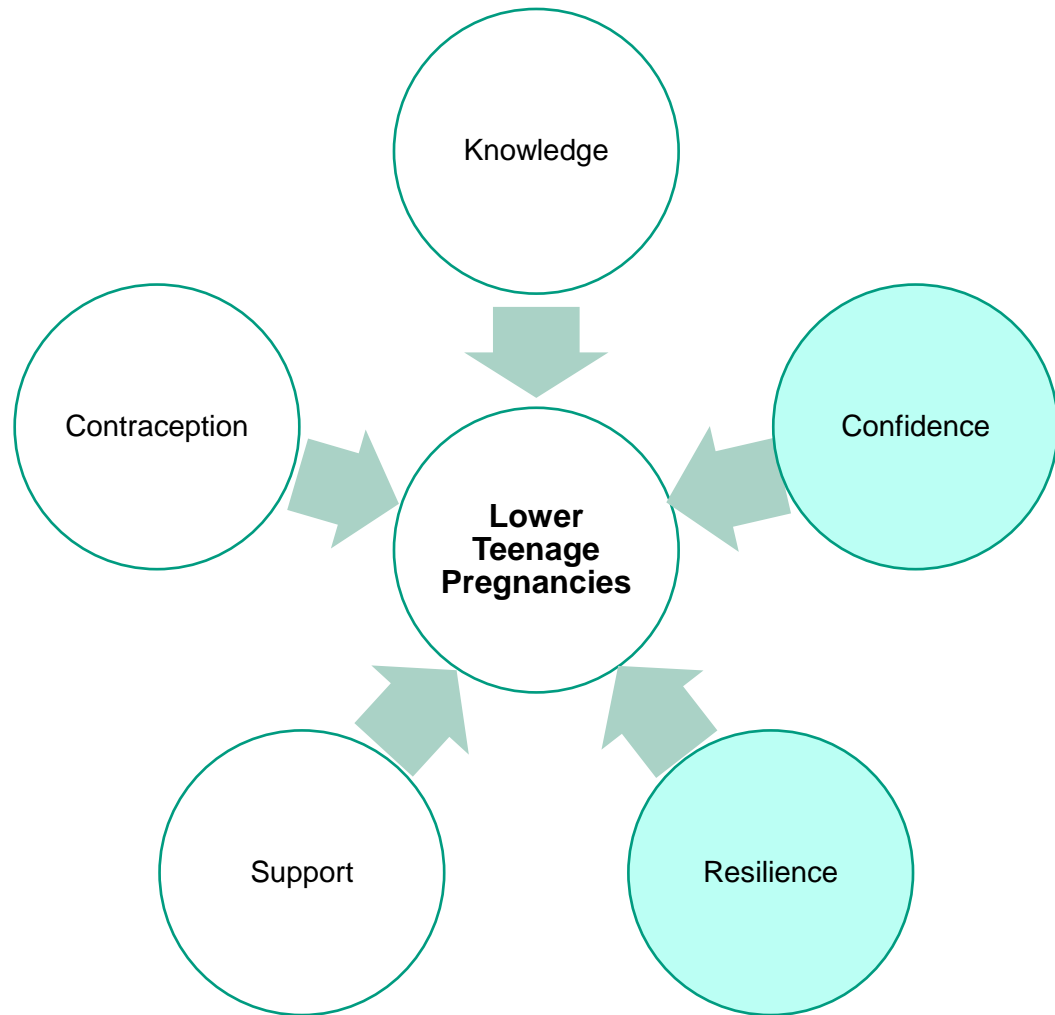
STIs

Find out more about sexually transmitted infections, how to protect yourself, and where to get tested.

> Protect yourself and get tested

- A mix of relevant channels were deployed to reach young people from digital, press, cinema, radio and TV through to clubs and partnerships with retailers
- The campaigns have been successful in engaging audiences with high levels of campaign cut through and reduced levels in pregnancies over the years
- Local Authorities now take responsibility for driving traffic to local sexual health services such as chlamydia screening. Brands and creative assets from campaign available to facilitate this.
- Public health England now takes a new, more holistic approach to teenage sexual health

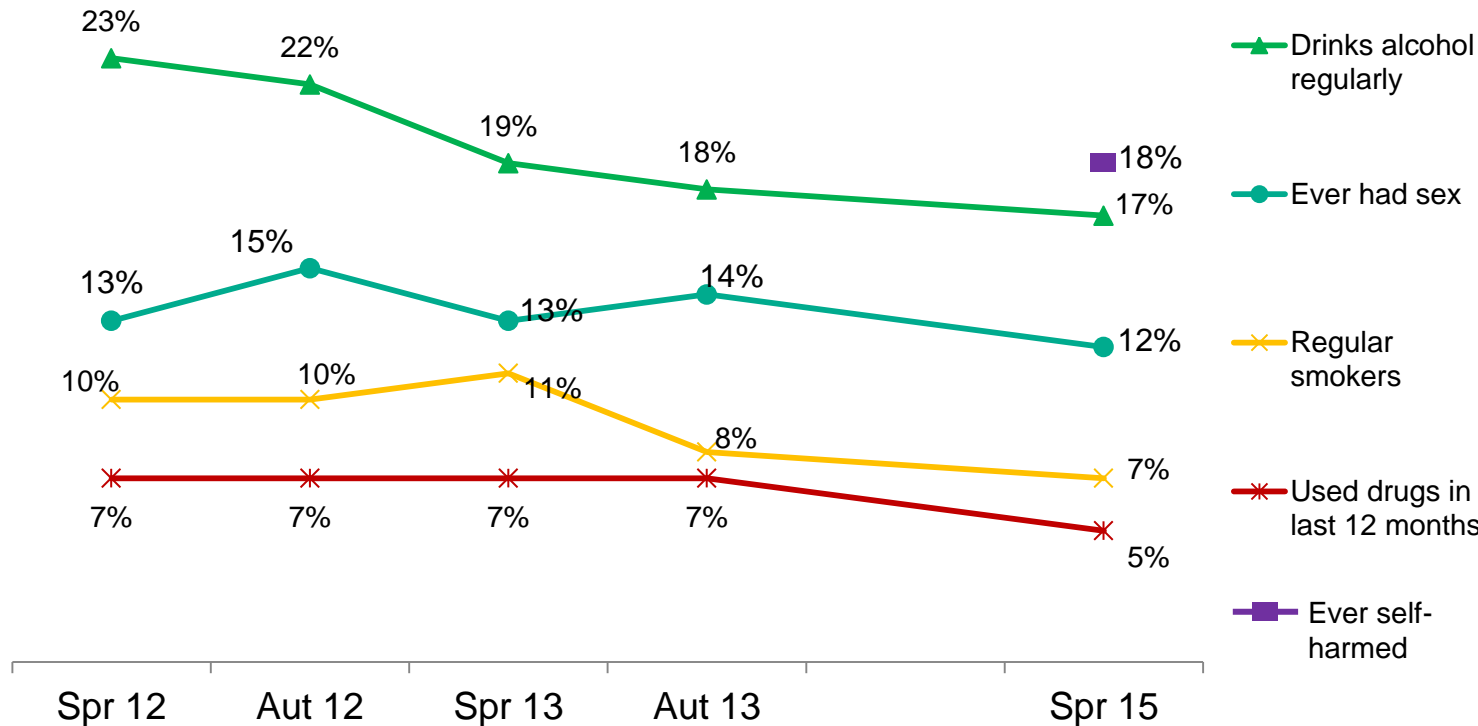
A new social marketing programme has recently been developed to reduce youth uptake of risky behaviours



- A number of forces influence reduction in teenage pregnancies / better teenage sexual health
- **Confidence** and **resilience** seen as critical, and key factors in helping to reduce uptake of a wider range of risky behaviours amongst young people (including smoking, drinking, alcohol, drugs)
- We have seen this as a huge opportunity for Public Health England Marketing: Adolescence is a key life-stage for influencing behaviour that will preserve life-long health and well-being. We can have a huge impact both on a personal level and by generating wider societal benefits such as increasing productivity and reducing inequalities.
- Designing a programme purely around digital allows us to address these issues in a way that we haven't been able to before, giving the audience more control over their content.

Our focus for youth is on prevention

Prevalence of risk behaviours (11 – 17s)



Ever had sex:	11 – 12s	13 – 14s	15 – 17s
	0%	3%	29%

Rates around risky behaviours are declining but risky youth behaviour still remains a problem:

- Five of the ten most common risk factors in adult disease are formed during adolescence and those who start behaviours young are more likely to suffer from illnesses related to the behaviours
- Young people who start having sexual relations at a very young age are at an increased risk of being involved in a range of risk and problem behaviours and are less likely to use contraception.
- There are also worrying trends in young people’s wellbeing - a recent UNICEF report puts the UK in 16th position in a league table of child wellbeing in the world’s richest countries – below Slovenia, Czech Republic and Portugal

Source: GfK Lifecourse Tracker 2012 – 1015/ Base: All young people (Spring 2012: 608, Winter 2012: 602, Spring 2013: 603, Winter 2013: 605, Spring 2015: 601). alcohol – drinks alcohol monthly, sex – ever had sex, smoking – regular smoker, drugs – used cannabis, cocaine or E in past 12 months, self harm – ever tried to hurt themselves intentionally.

Generation Z – demanding digital devotees



71% of all snapchat users are under 25

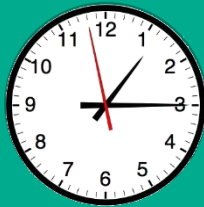


70% watch more than two hours of YouTube content a day

- Generation Z are the generation after millennials (currently aged between 0 – 18)
- They are constantly looking for new content to engage them
- YouTube is their favourite social media platform – they spend hours on it a day
- They watch the first few seconds of a clip to see if it's worth their time
- They like fun, authentic content
- They're curators and search for unique content that they can share with their friends



25% of teens claim to go on Instagram hourly

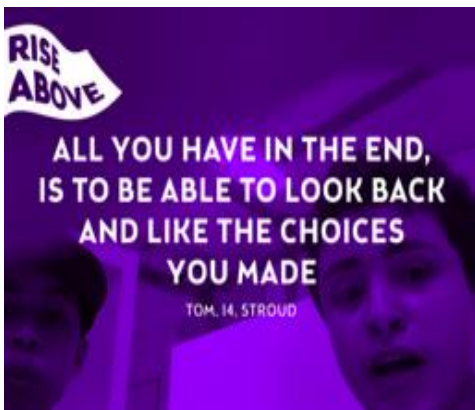


They have an 8 second attention span



They look at 5 screens in an average day

Rise Above – a new programme to build resilience amongst young people



Target audience: 11-16s (focus on younger age group)

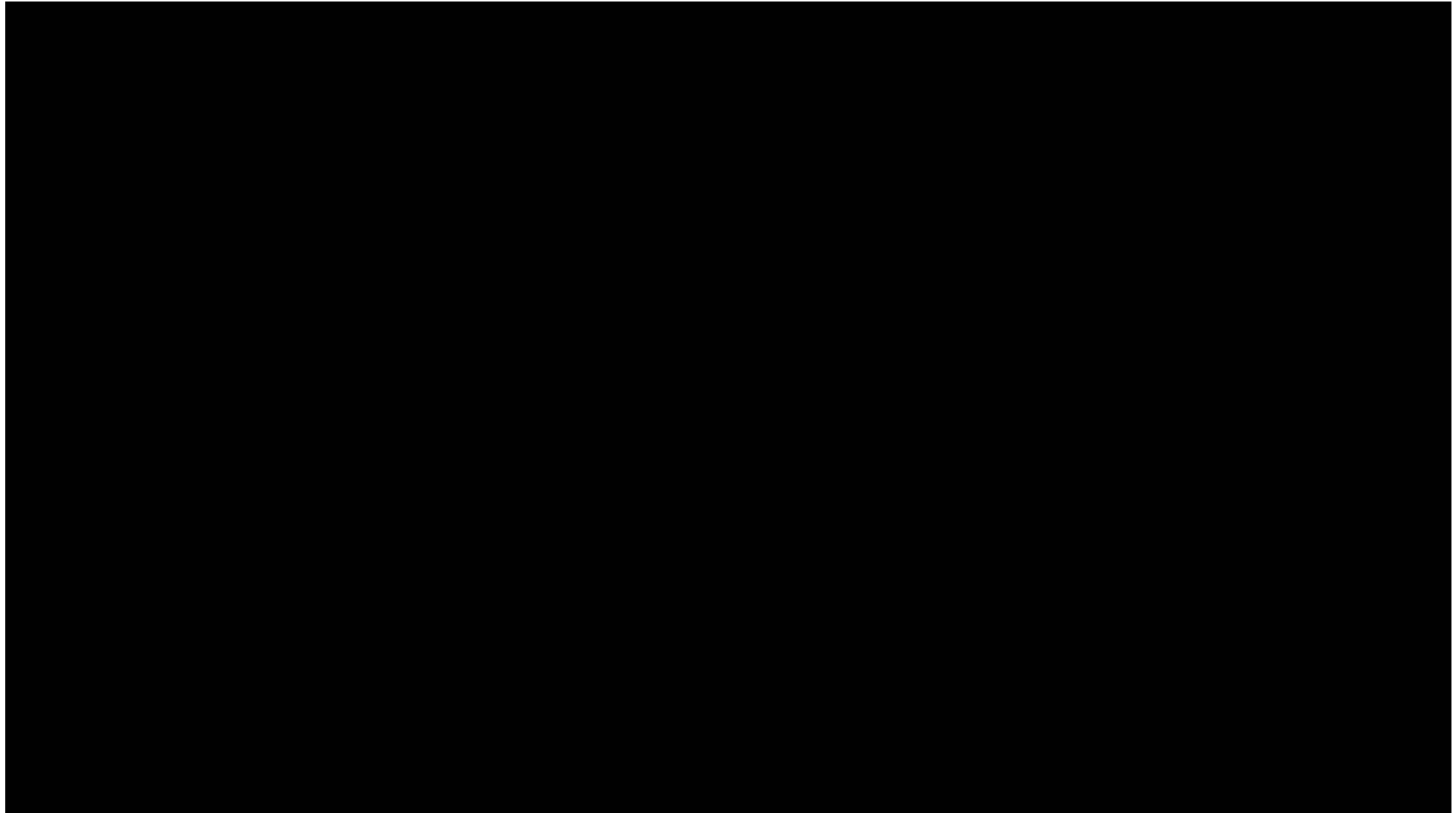
Aim: To reduce youth uptake of risky behaviours (smoking, drinking alcohol, drugs and relationships), building young people's resilience and equipping UK teens with confidence and skills to deal with life's challenges

The Opportunity:

- Adolescence is a key life-stage for influencing behaviour that will help preserve life-long health and well-being.
- By reaching children as they start secondary school we are able to reach them before they start experimenting with risky behaviours – this means we can focus on prevention rather than cessation and in doing this reduce the long term burden to the state

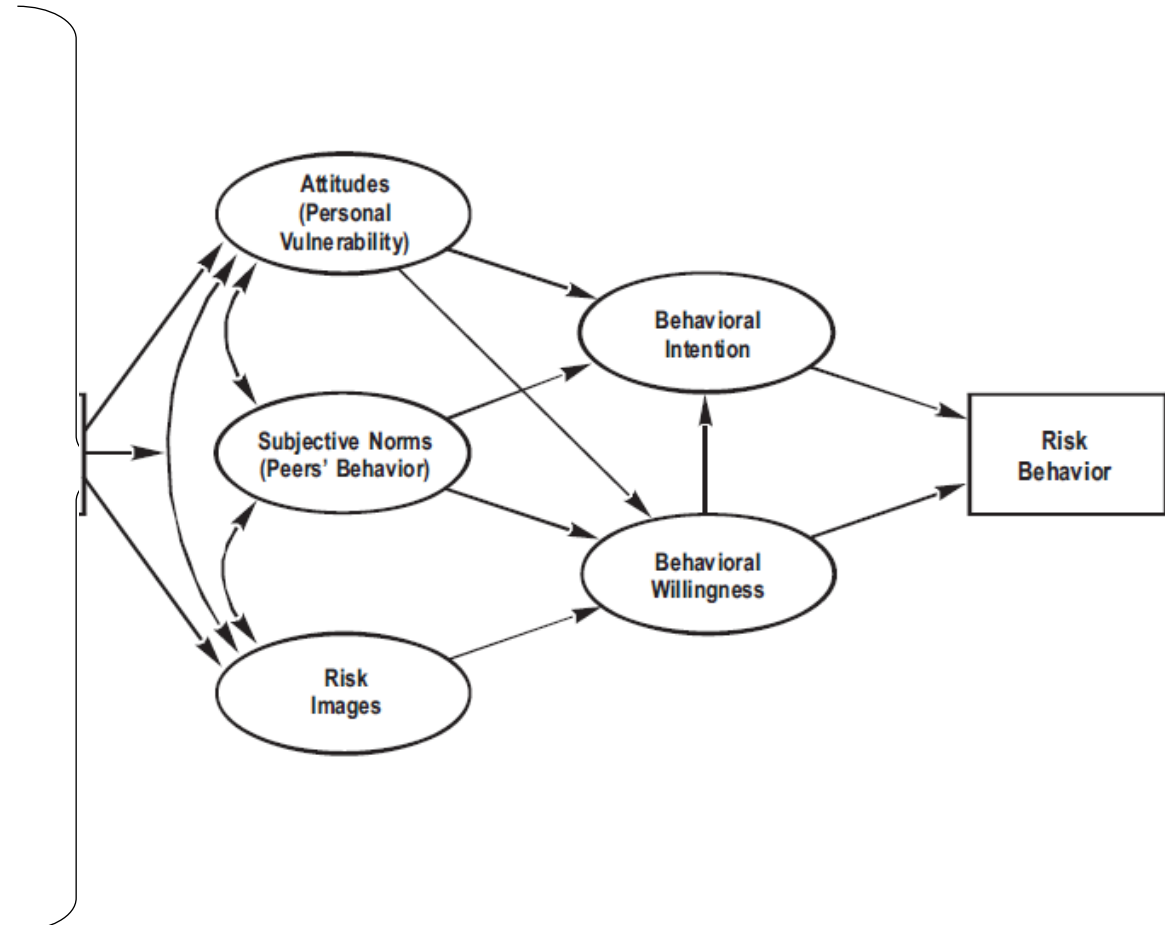
Rise Above is a digital platform that uses interactive and engaging content to prevent young people from experimenting with risky health behaviours.

Rise Above: what it looks like



Influencing this model using well researched techniques

- Credible information**
Provides reliable information that helps young people understand and appreciate the risks of each behaviour
- Conversations**
Helps young people to rehearse and prepare decisions and figure out where they stand in advance of being in the situation
- Social norming**
Reduces perception of how many people are engaging in the behaviour and so reduces perceived pressure to 'say yes'
- Resilience**
Those who feel more positive are more likely to say no to negative health behaviours
- Role models**
Creates positive images of those who avoid risky behaviour and increases aspiration to be like them



Rise Above - a different approach

What it does do

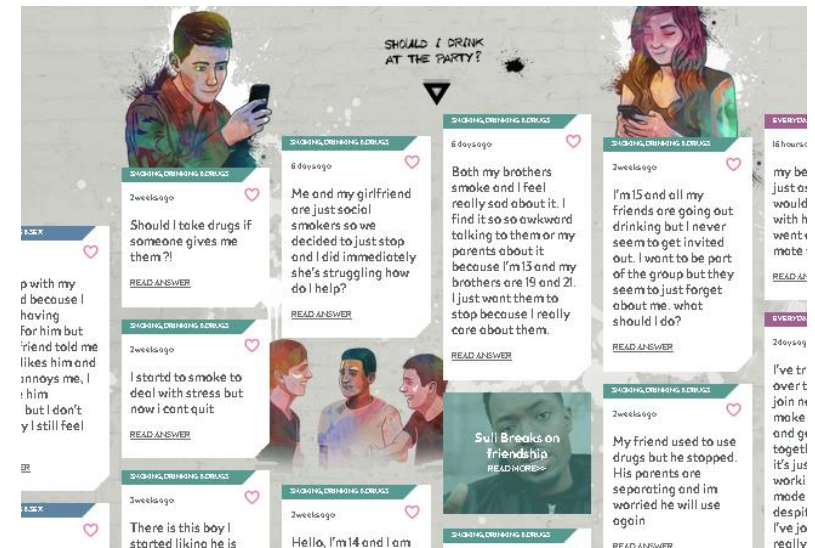
- ✓ Uses a non-judgemental tone that feels authentic and engaging to teenagers – it is by young people for young people
- ✓ Uses humour to communicate serious messages
- ✓ Stimulates peer to peer discussion
- ✓ Reaches youth where they are – through vloggers , social media and partnerships
- ✓ Uses games, comics and variety of other interactive content
- ✓ Delivered through a digital platform

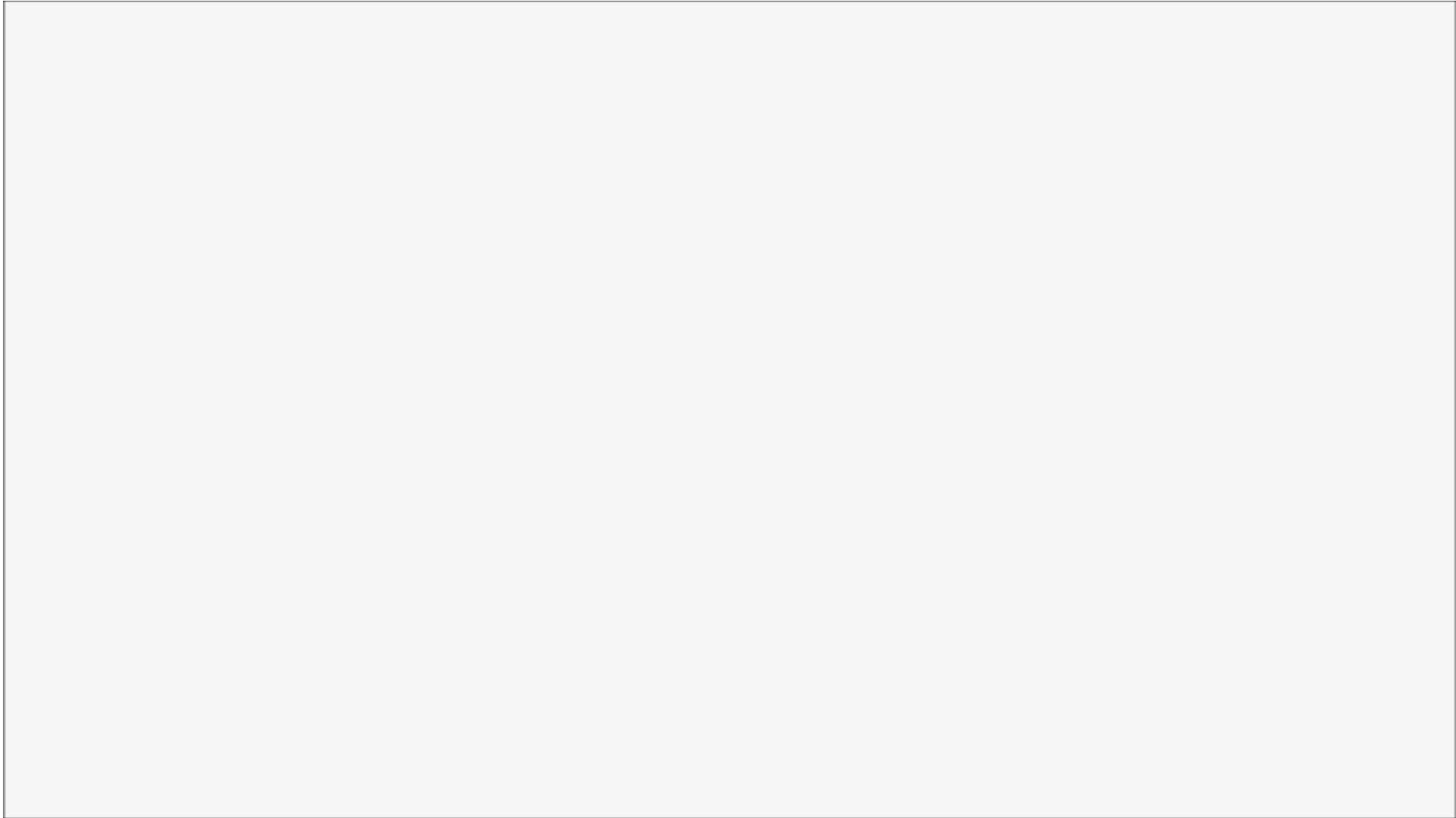
What it doesn't do

- x Doesn't focus too overtly on health
- x Doesn't try to scare teenagers
- x Doesn't use health harms messaging
- x No government branding
- x Doesn't use voice of authority to communicate messages
- x Not communicated through teachers or health professionals

Rise Above & MTV partnership

- Rise Above ran a media partnership with MTV for two months during summer 2015 to extend the reach of Rise Above and build its stature among young people.
- This gave us access to MTV assets – presenters, music stars and live events that were used to develop new content.
- We also created a MTV Rise Above Wall which invited young people to ask questions and view moderated answers on the Rise Above site. This generated 132k views of 4,000 questions and answers and averaged a dwell time of 3.5 minutes on the site.





Vlogger partnerships

- Our Vlogger partnerships use a range of famous and topical vloggers to curate and create engaging and shareable content on key health topics to promote Rise Above.
- This allows us to use a wide range of voices - different ages, different ethnicities and those who have different styles so that the brand appeals to a wide audience
- Videos are posted on the vloggers own channels and on the Rise Above YouTube channel. These have reached over 1 million young people so far.



Thatcher Joe | Smoking, Alcohol & Drugs | Rise Above

by Rise Above
103,222 views • 7 months ago



Friends | Suli Breaks | Rise Above

by Rise Above
129,669 views • 7 months ago



Consent and Relationships | Emma Blackery | Rise Above

by Rise Above
22,520 views • 7 months ago



Caspar Lee | Awkward Conversations | Rise Above

by Rise Above
107,440 views • 7 months ago



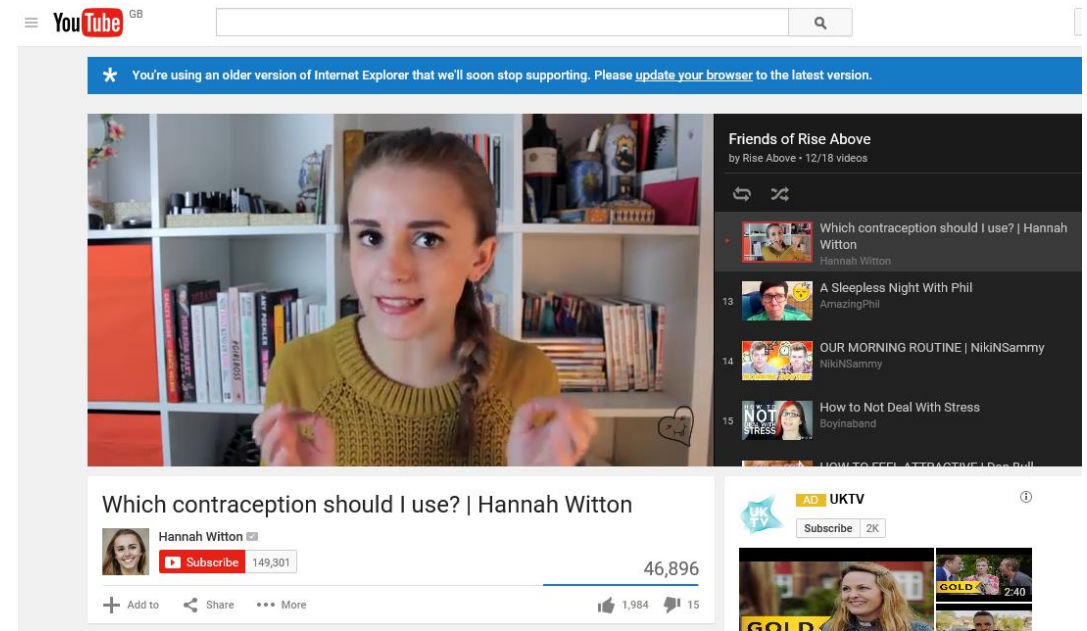
Growing Up | KickthePJ | Rise Above

by Rise Above
45,634 views • 8 months ago



Sexual Health on Rise Above

- We address teen pregnancy indirectly by encouraging delay of first time sex until young people are emotionally mature enough to deal with the consequences.
- Video content is produced to help young people understand:
 - the basics in puberty (changes to the body and what that means for girls)
 - contraception choices available so that you don't get pregnant
 - building confidence to talk to your partner about contraception
 - understanding consent and encouraging young people to think about what they want and communicate that to their partner





Vlogger: Hannah Witton (talks about sex and relationships), **Subscribers:** 154,000
Views of this video: 48,212

Early results

Having only launched in March, it is still too early to assess fully the effectiveness of the campaign. However initial findings tell a positive story:

4.2m Views of videos produced by Rise Above

293k Visits to the Rise Above website

80%

Say they learnt something from the website

75%

Say they found it helpful to be able to view questions and answers on the Rise Above MTV wall

34%

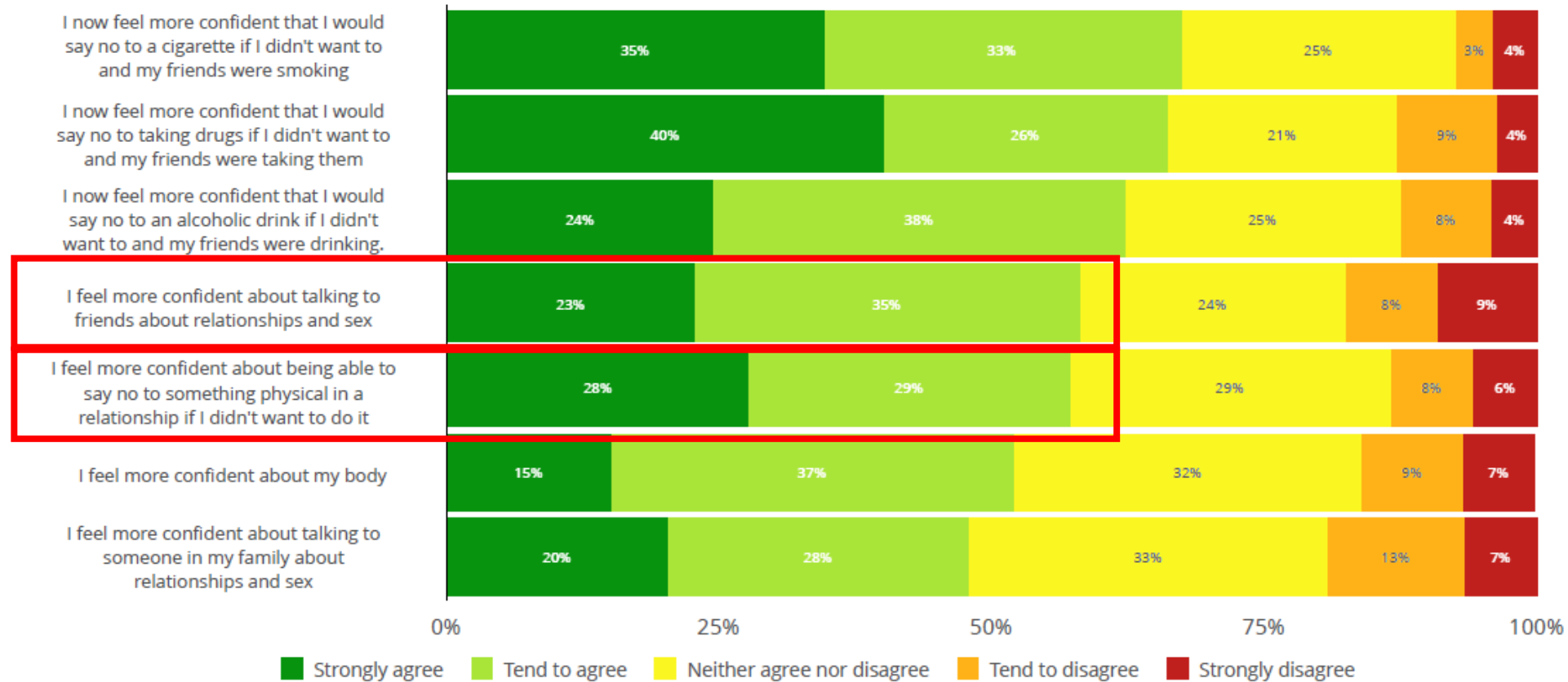
Of those who viewed digital content say they then had a conversation about it with a friend or family member

68%

Say after visiting the website they feel more confident they would say no to a cigarette if their friends were smoking but they didn't want to

Increased confidence across a range of issues

How has your attitude or behaviour changed as a result of visit the Rise Above website...



Q26 We're now going to ask you whether your attitude or behaviour has changed as a result of visiting the Rise Above website. (Base 119)