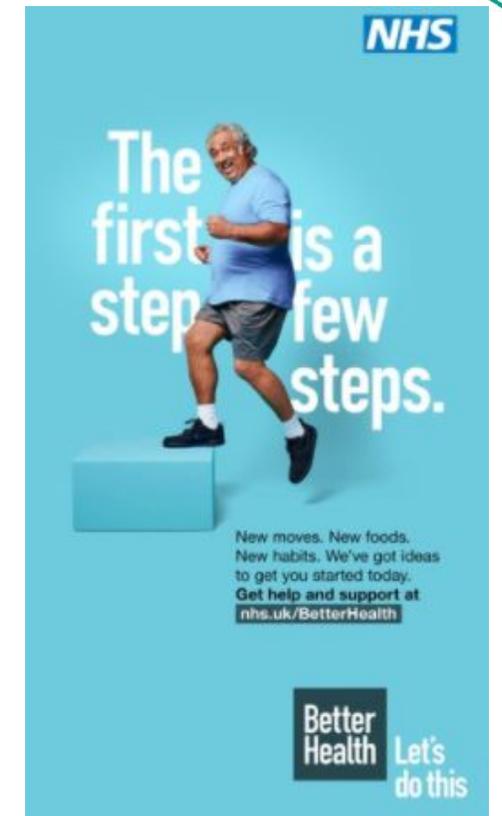




Adult Better Health Update

January 2022 campaigns

7 December 2021



Agenda

1. Welcome and update on Office of Health Improvement & Disparities
2. Better Health programme to date
3. January campaign plans
4. Better Health Adult Obesity
5. Local Authority Tier 2 weight management services
6. Better Health Quit Smoking
7. Further Information



Office of Health Improvement & Disparities

- The Office for Health Improvement and Disparities (OHID) will work across the Department of Health and Social Care (DHSC), the rest of government, the healthcare system, local government and industry to be creative about how we shift our focus towards preventing ill health, in particular in the places and communities where there are the most significant disparities.
- Public Health England's Marketing Team are now part of OHID's Behavioural Programme's Unit.





Office for Health
Improvement
& Disparities

**Better
Health** **Let's
do this**

Better Health: programme to date

The Better Health and Help Us, Help You brands

Better Health and Help Us, Help You are the Government's flagship public health campaigns. In line with Government policy, they aim to contribute to improved health outcomes and focusing squarely on tackling disparities, supporting the levelling-up agenda.

An estimated 40% of the burden on health services in England might have been prevented through actions on the determinants of avoidable chronic conditions, including cardiovascular disease, diabetes, cancer and chronic obstructive pulmonary disease. These campaigns aim to encourage and empower the public to take action to look after their physical and mental health.

Better Health promotes evidence-based tools and advice to show adults and families the simple steps they can take to **eat more healthily**, increase their **physical activity**, care for their **mental wellbeing** and **quit smoking**.

**Better
Health** **Let's
do this**

Help Us, Help You (HUHY) is designed to save lives by reducing pressures on the NHS and maintaining capacity, by driving effective use of the NHS and encouraging people to get help at **the right time** and in **the right way**. Shared delivery with NHSE&I.

**Your
health
matters** **help us
help you**



Better Health campaign architecture

The Better Health brand addresses a breadth of audiences and behaviours.

Better Health

Better Health exists to motivate and enable the nation to enjoy better health. It is a supportive ally, encouraging and supporting people to take steps to improve their physical and mental health. The brand delivers campaigns through the most appropriate and targeted channels to encourage action across multiple audiences and behaviours.

Adult obesity

Encouraging people to take action to lose weight and increase physical activity



Target audiences:

Adults aged 35+ with a focus on males, C2DE (people from lower socio-economic back-grounds), ethnic minority groups, people with long-term health conditions and people with a BMI (body mass index) between 25-35

Smoking

Encouraging people to make an attempt to quit smoking



Target audiences:

C2DE: there is a higher prevalence of smokers in lower socio-economic groups
Smokers aged 25-50 with overheat to all smokers

Mental health

Helping people to take action to protect and improve their mental health



Target audiences:

C2DE; parents; ethnic minority groups; young adults (18-34); people with long-term health conditions and young people (10-18)

Childhood obesity

Helping families to eat better and move more



Target audiences:

C1C2D (people from lower middle-class backgrounds) parents of children aged 4-11, with bullseye on ages 7-9 and ethnic minority groups

Early Years

Giving every child the best start in life



Target audiences:

C2DE pregnant women; parents of babies and young children and ethnic minority groups

Supporting behaviour change - our free digital tools

Better Health

OBESITY (Physical activity & Nutrition)

Smoking

Alcohol

NHS WLP

Couch to 5k

Active 10

Food Scanner

Easy Meals

Smokefree

Drink Free Days



Lifetime: 1.36m
FYTD: 281k

Lifetime: 5m
FYTD: 283k

Lifetime: 1.2m
FYTD: Over 36k

Lifetime: 5.1m*
FYTD: 53k
* Includes also previous iterations

Lifetime: 1.4m
FYTD: 121k

Lifetime: 672k*
FYTD: 35k*
* Includes also Stoptober

Lifetime: 242k
FYTD: 18k

Approach to health disparities/inequalities

Data and research used to establish groups most impacted and ensure our strategies are relevant.

Marketing spend upweighted towards reaching key at-risk groups.

Tailored range of voices, partnerships and creative used to ensure that our activity reaches and engages disadvantaged groups.

Not just about **income and social class**: although these are powerful, health inequality is also affected by **ethnic and racial disparities, sexuality, gender and geography**.

Adult obesity

Black Caribbean, Black African, Indian, Bangladeshi and Pakistani people are more likely to be overweight or obese.

Activation:

- YouGov & Fingertips research data are used to identify areas of high prevalence of overweight/obese individuals from ethnic minority groups to enable precise targeting of activity through ethnic-specific titles and stations (including social media and Video on Demand (VOD)).

Impact: Claimed positive action to tackle overweight/obesity among:

- All adults: 18%
- Black African: 34%, Black Caribbean: 34%, Bangladeshi: 30%, Indian: 28%, Pakistani: 31%

Learning for the future: Recall and levels of motivation and confidence were found to be lower amongst Bangladeshis, indicating an opportunity to strengthen engagement with this group.





Campaign plans – January to March 2022

Plans for the new year: tapping into the January moment

Smoking

28th December – 31st January

Trigger quit attempts by reminding people of the harms of smoking and signposting to support.

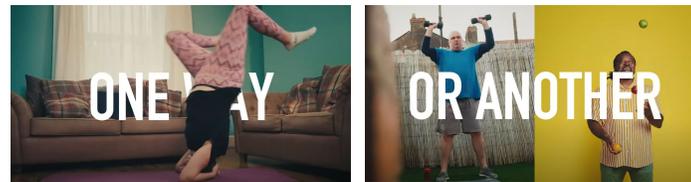


Radio (including station partnership), digital audio, display, social media and search, PR, value-in-kind partnerships and use of owned channels.

Adult obesity

4th January – 31 March

Motivate and support adults to achieve a healthy weight, eat more healthily and increase their physical activity.

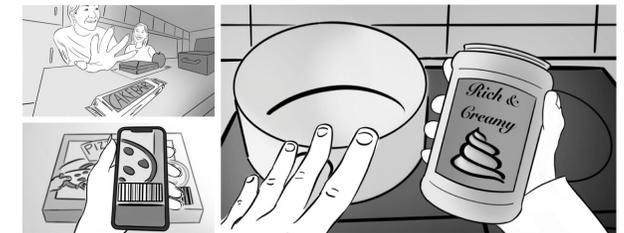


TV including Video On Demand (VOD) and You Tube, radio, outdoor, community radio and press, social media and search, PR, value-in-kind partnerships and use of owned channels.

Childhood obesity

10th January – 31st March

Help families change their purchasing behaviours, leading to a decrease in consumption of salt and sugar, by promoting use of the Food Scanner app.

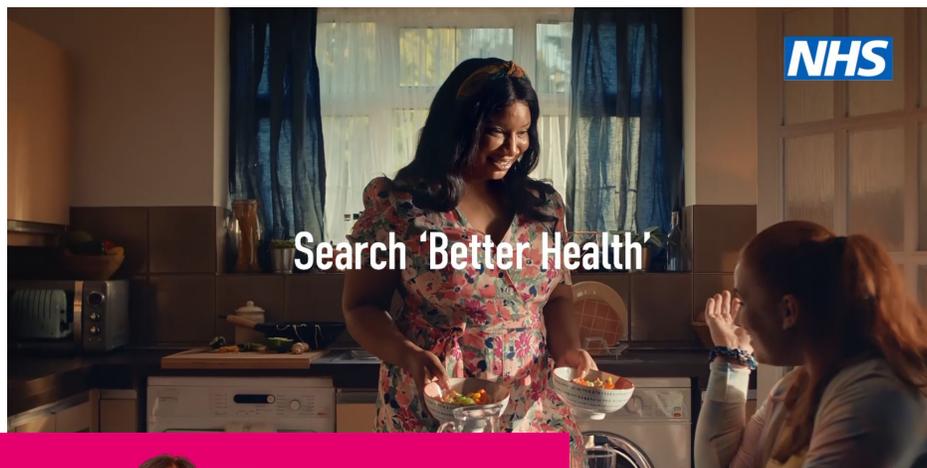


TV (including VOD and YouTube), social media, search, cinema, radio, outdoor, in-game adverts, PR, value-in-kind partnerships and use of owned channels, activities in schools.



Better Health Adult Obesity

Better Health obesity campaign



- Launched in July 2020 with further bursts in Jan and July 2021
- Launch coincided with revised obesity strategy as a result of COVID-19 pandemic
- Includes high profile TV, radio, digital advertising and partner support
- Two key topic areas; weight loss & physical activity
- Physical activity focuses on supporting people to take that first step and overall physical & mental health, not weight loss

Audience

The target audience for this campaign is identified by those who are carrying excess weight (63% of adult population) putting them at an increased risk from diseases and long term health conditions such as COVID-19, Type 2 Diabetes and Hypertension.

- Adults, with an emphasis on 35+ and men
- Overweight or living with obesity (BMI +25)
- Socioeconomic groups C2DE
- Those living in deprived areas (majority urban)
- Adults from Black African, Black Caribbean, Bangladeshi, Indian & Pakistani groups
- More likely to have at least one long term health condition (including Type 2 diabetes, high blood pressure etc)



Targeting has remained the same across the three campaigns so far, but we have looked at sizing of different groups and areas where there is cross-over of behaviours.

NHS Weight Loss Plan

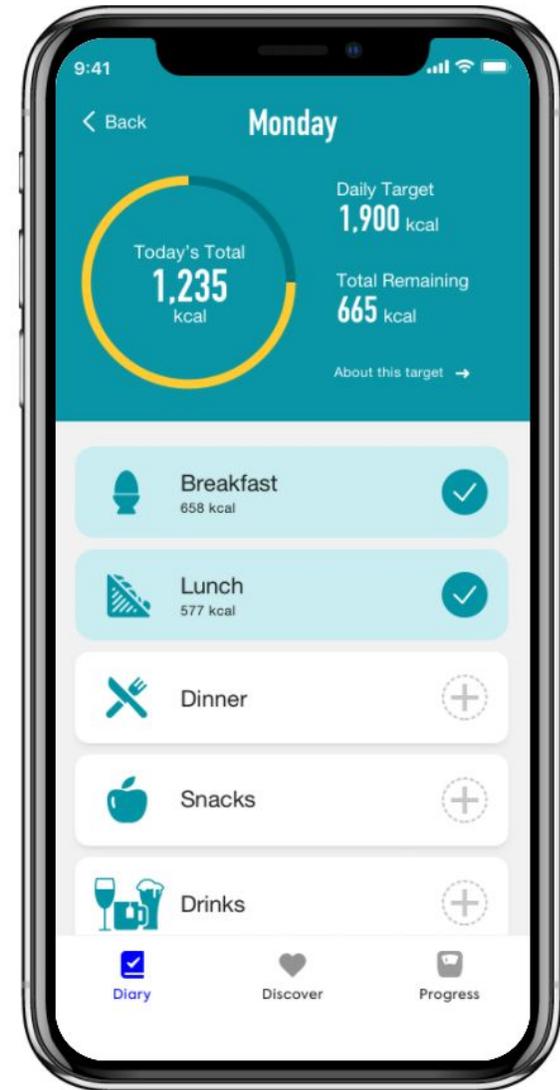
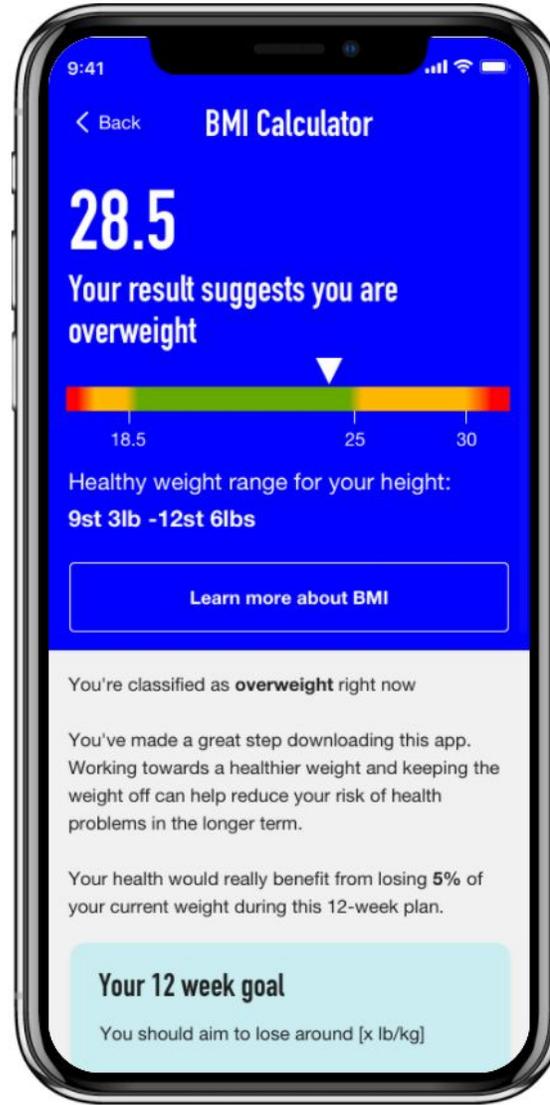
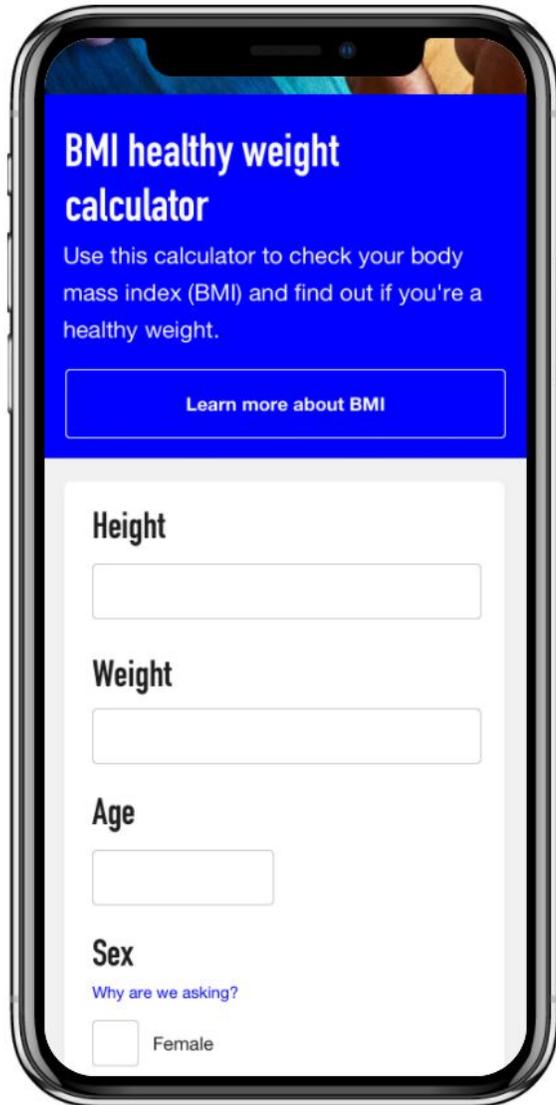


The NHS Weight Loss Plan is designed to help users develop healthier eating habits, be more active, and get on track to start losing weight with an easy-to-follow NHS 12 week diet and exercise plan.

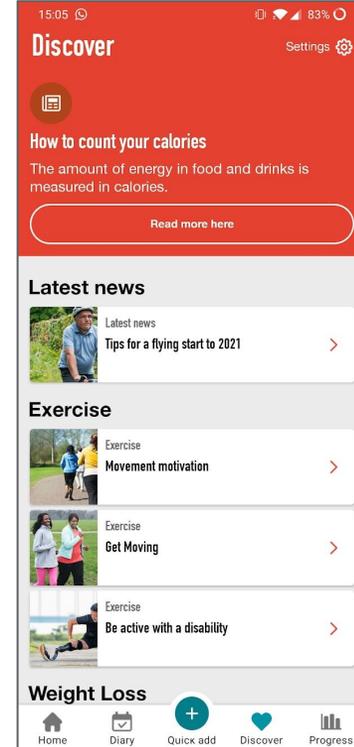
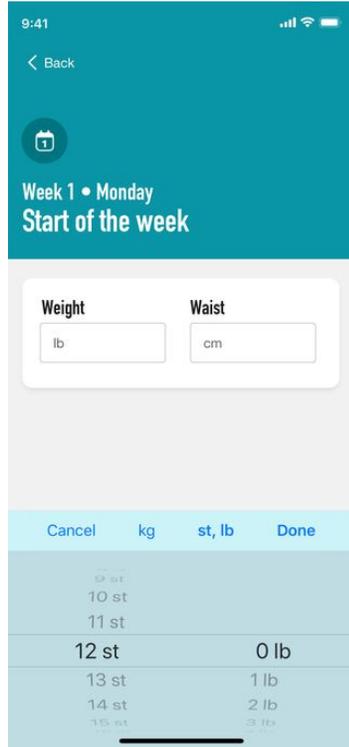
Key app features:

- A BMI calculator to help the user work out if they are a healthy weight.
- Diary that allows users to input the food/calories they eat each day and track their weight each week.
- Weekly information guides with actions, hints and tips to help users reach their goal.

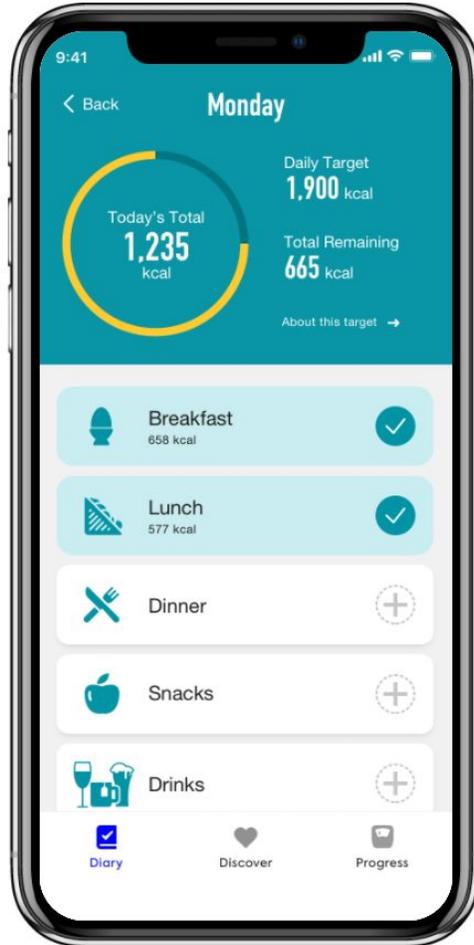
User journey



User journey continued...



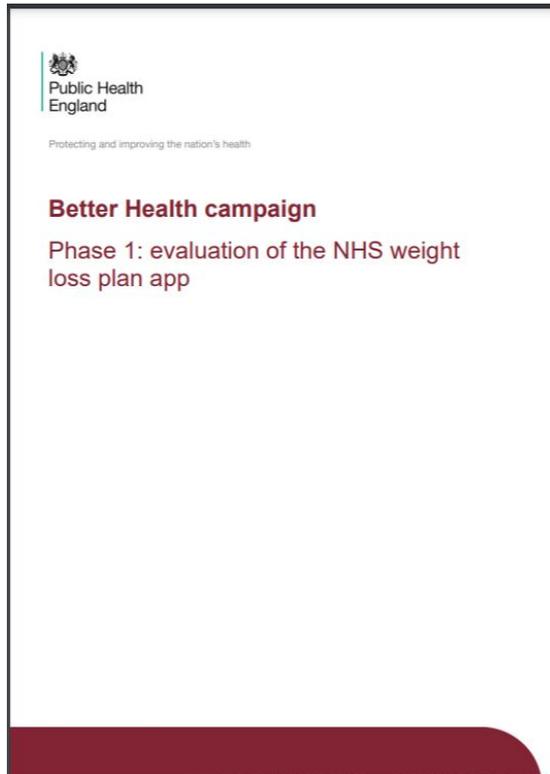
App Evaluation



Downloads and demographics

- Over 850,000 downloaded the app
- Around 700,000 completed their BMI
- Around 70k completed at least part of the 12 week plan (starters)
- Around 8k completed at least 75% of the 12 week plan (completers)
- 81.5% were female and 18.5% were male
- 54% were aged 40 and over
- 88% had a BMI above 25
- For most ethnic groups, downloads reflected the national ethnic breakdown

Main Findings



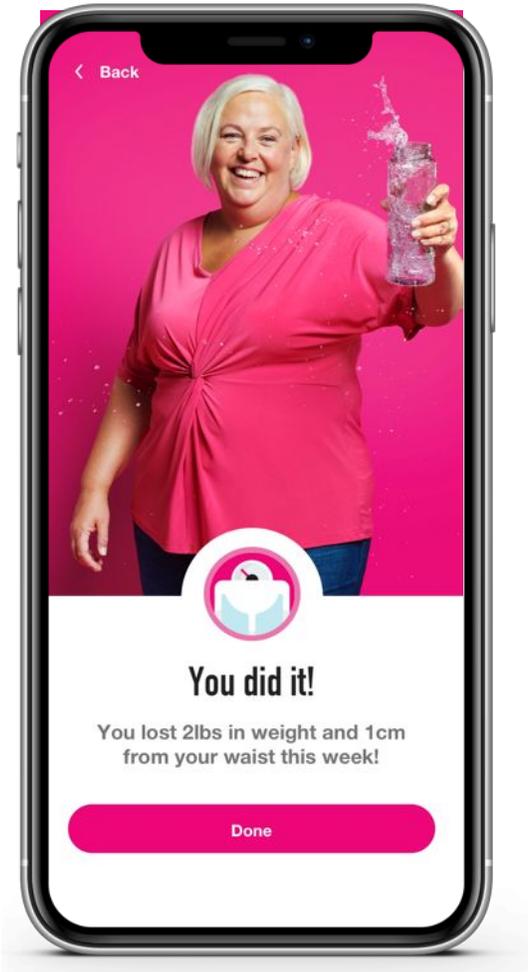
Starters

- Starters reported losing 2.4% of starting body weight (an average of 2.1kg)
- 17.1% (over 10K) lost a clinically significant amount of weight (5% or more of their body weight).
- 31% reported an increase in fruit and vegetable intake
- 28% reported an increase in physical activity

Completers

- On average they lost around 6.5% of starting body weight (an average of 5.8kg)
- 64.1% of completers (around 5000 people) lost a clinically significant amount of weight
- 36% reported an increase in fruit and vegetable intake
- 34% reported an increase in physical activity

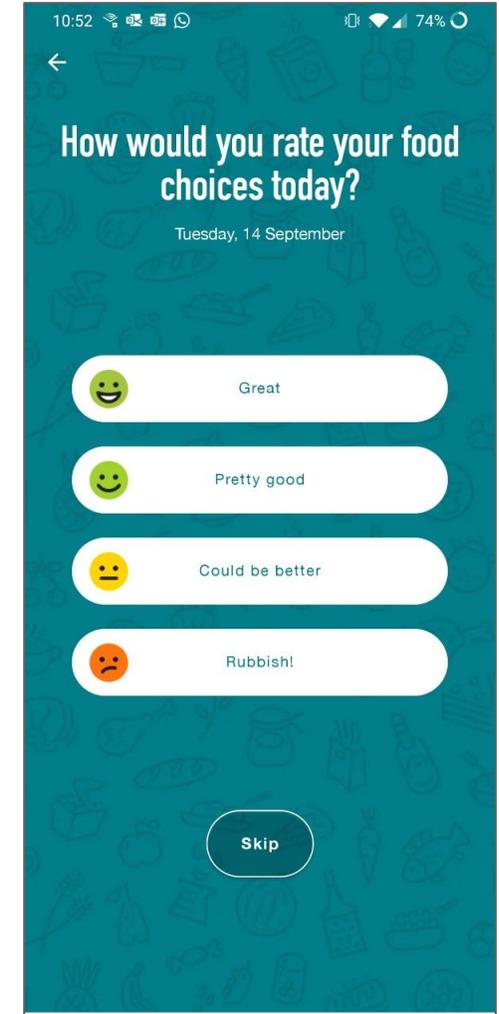
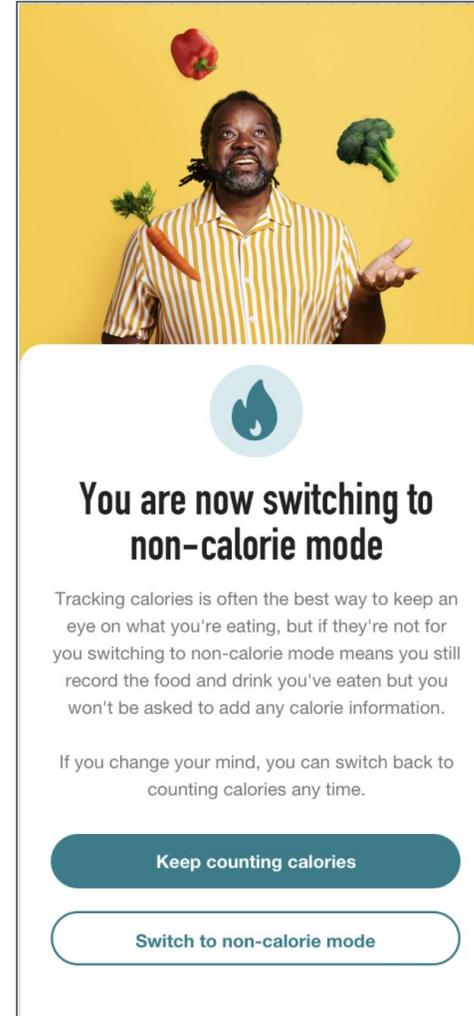
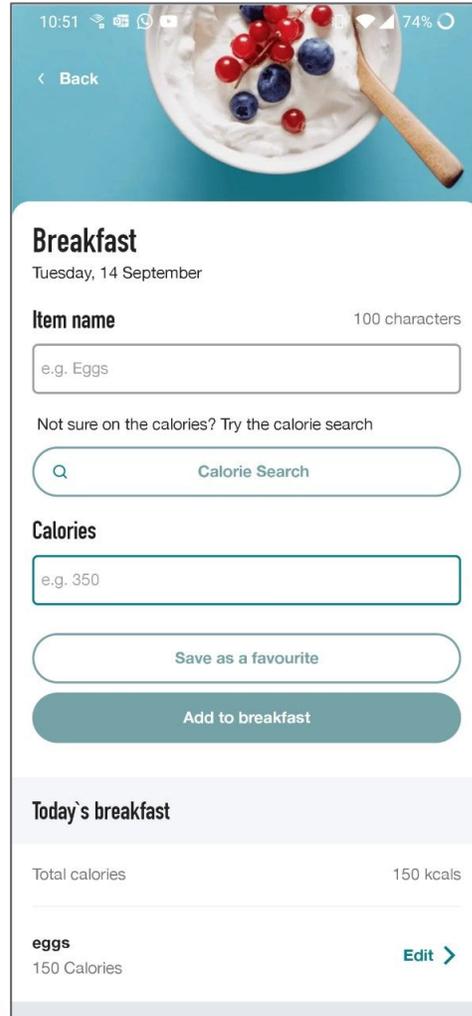
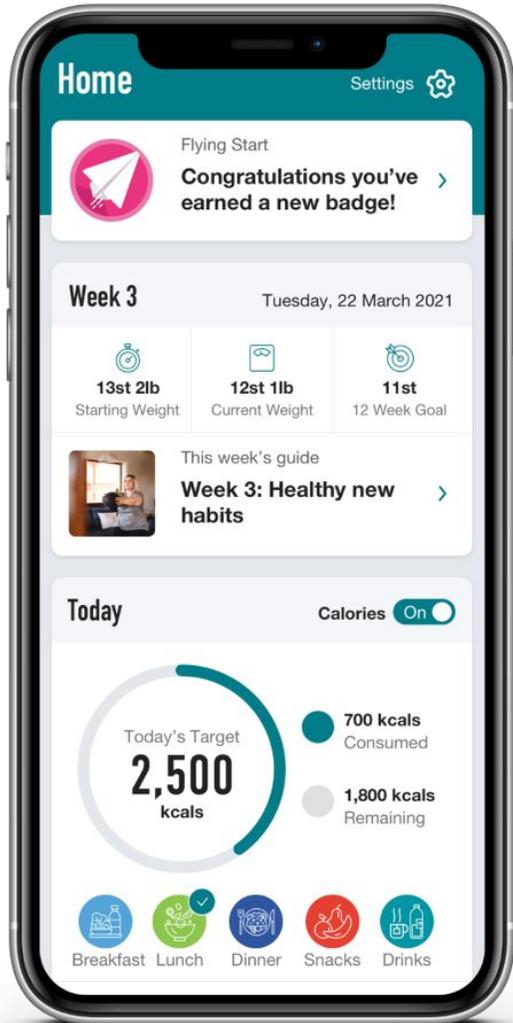
Ongoing user testing



3 Key themes:

- Calorie counting identified as difficult for users
- 12 week duration of plan was not meaningful for users
- Users were less engaged with content that required them to leave the app

App Updates



Commercial partner support

WEIGHT MANAGEMENT Free programmes and discounted offers

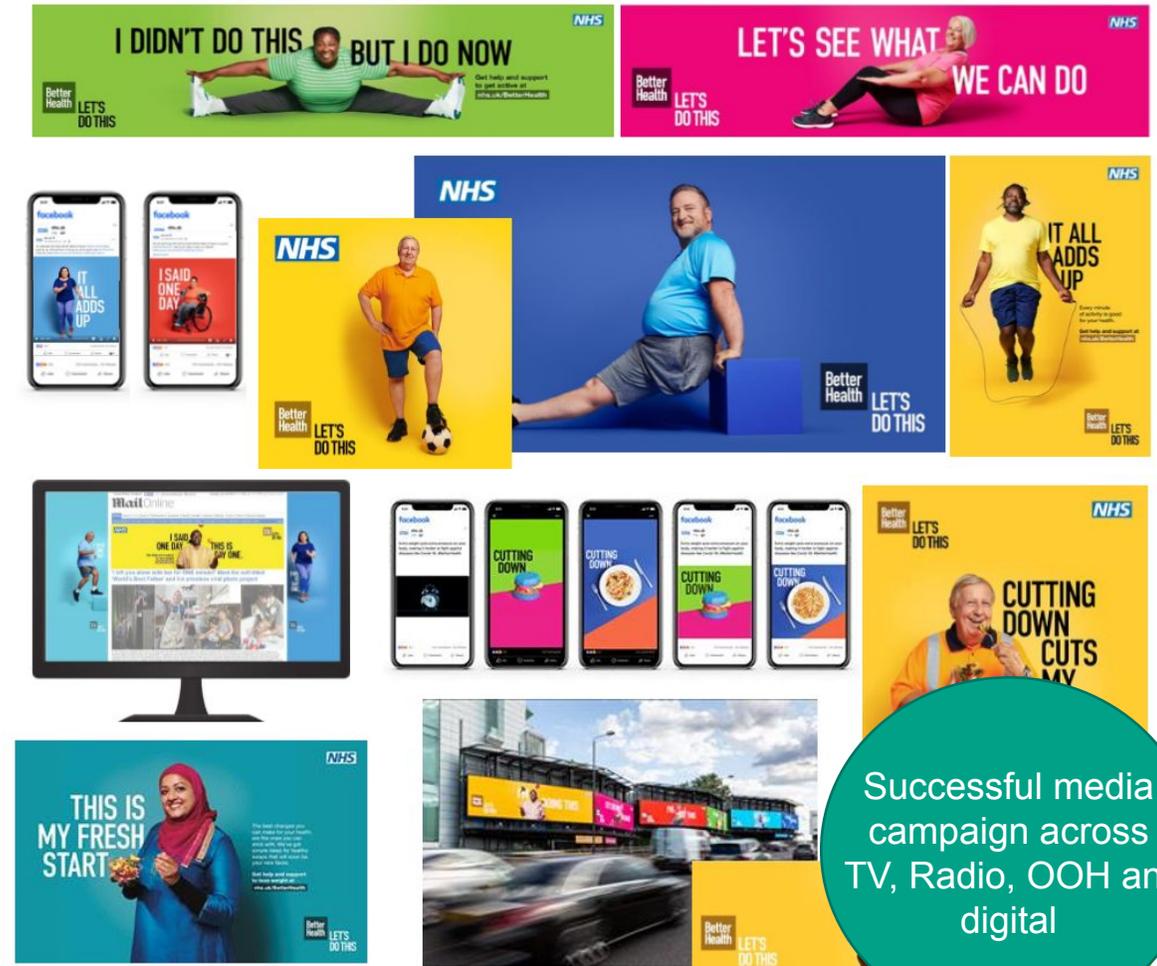


PHYSICAL ACTIVITY Virtual workouts, trial offers and discount memberships



Campaign impact

- Across the three campaigns we've delivered so far, research is showing that people's confidence and motivation to eat more healthily and do more physical activity has increased.
- There have been over **9.5 million** health actions related to losing weight or increasing physical activity since campaign launch
- **1.6m** downloads of the 12-week NHS weight loss app to date.
- Partnerships have reached over **863,000 people** with key campaign messages.



Successful media campaign across TV, Radio, OOH and digital

January 2022 campaign planning

Primary objective:

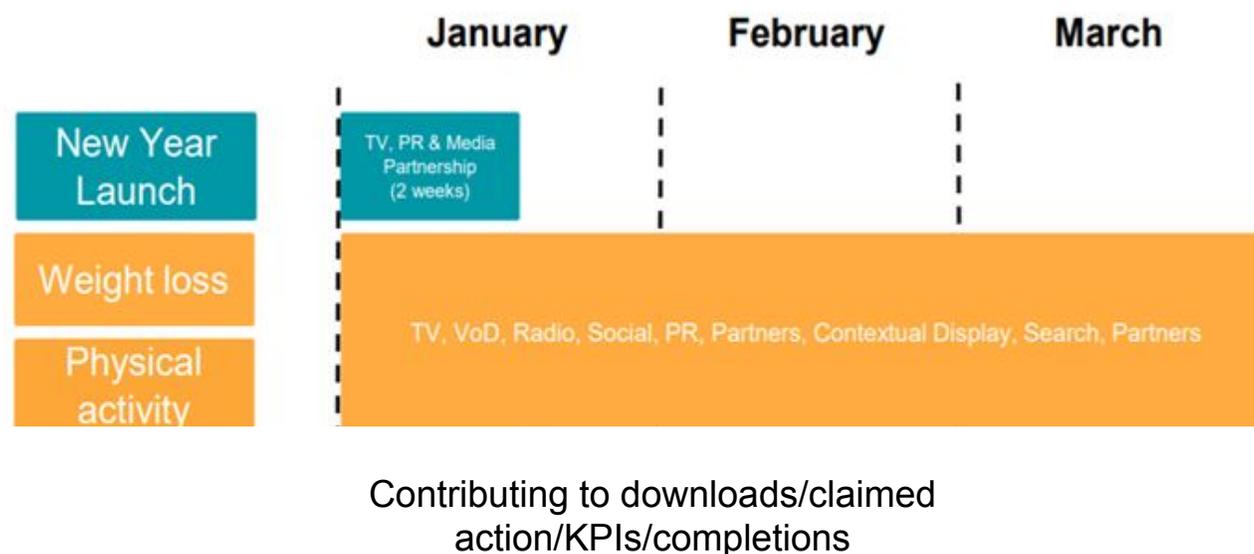
To continue to drive health-related actions related to achieving a healthy weight and/or increasing levels of physical activity.

Key partnerships objectives:

To motivate and support people to achieve a healthy weight via:

- Driving registrations to weight management programmes
- Driving usage/sign ups to physical activity providers

Example campaign laydown (exact timings TBC)



January 2022 strategy

The strategy for the campaign will broadly remain the same as previous obesity bursts, with room for refinement where appropriate

	ACKNOWLEDGE	MOTIVATE	SUPPORT & SUSTAIN
	Acknowledge that the issue of weight is common in a non-judgmental way, instead emphasizing the fact that they can lose the weight	Wrapping around the contextual moment of New Year to encourage positive changes (that we know the audience already want to make). Use the moment as a trigger point for change	Signposting to the relevant PHE tool, partner offer or support (e.g. DPD)
Weight loss focussed message:	Primary: There are little changes we can take everyday to lose weight & feel better now Recessive: Those extra pounds can put strain on our bodies*	Primary: There are little changes we can take everyday to lose weight & feel better now Recessive: Those extra pounds can put strain on our bodies.	For free help and support to lose weight search Better Health. Let's Do This.
Exercise focussed message:	There are little changes we can take everyday to get active and feel better now	There are little changes we can take everyday to get active and feel better now	For free help and support to get active search Better Health. Let's Do This.
CTA:	Weight loss: Search 'Better Health' to the Better Health homepage, and where appropriate to the NHS app Physical activity: Search 'Better Health Get Active' to the Get Active page on the Better Health site		

*TBC whilst we determine how great a part the role of harms will have in January 2022

Creatively, we will re-deploy and improve last January's campaign

Channel summary:

- TV – adapt and improve
- Radio – adapt and a new execution
- OOH – new cast and 3 burst approach
- Social – focus on support and new format



Three bursts of OOH



Priming burst

Formats within major travel routes priming and positively motivating those travelling home from Christmas ahead of the New Year

R&F: 2.6m @ 3



Launch burst

Higher impact formats to drive cut through at campaign launch

R&F: 11.6m @ 4



Sustain burst

Reach-driving formats prioritised to generate scale and ensure motivate messaging disproportionately reaches priority at-risk groups

R&F: 26m @ 5

Introducing the new faces for 2022

Eva



Anna-Marie



**Examples have not been retouched yet and are for illustrative processes only*

***Every person will have x1 physical activity shot, x1 neutral shot and x2 nutrition shots*

Introducing the new faces for 2022

Sevjan



Andre



Introducing the new faces for 2022

Daniel



Phillipa



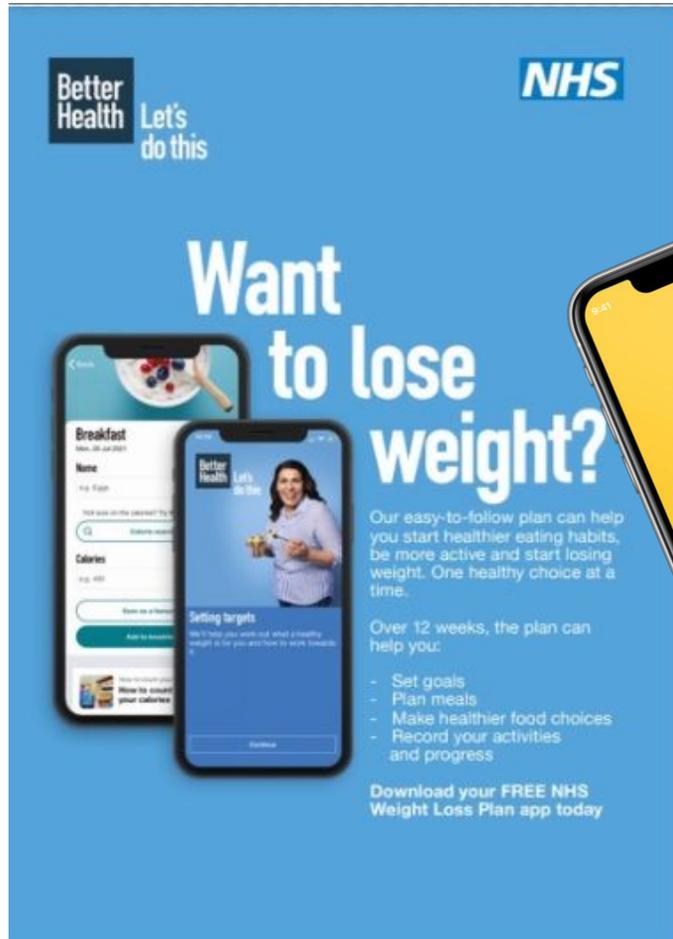
Partner assets

An updated portfolio of partner assets will be available on the CRC

- Campaign PR Toolkit
- Posters
- Empty belly posters
- NHS Weight Loss App Poster
- Social media statics
- Social media animations
- Website banners
- Email signatures
- Digital screens
- Press ad translations
- TV & Radio adverts



New assets for 2022



Better Health Let's do this NHS

Want to lose weight?

Our easy-to-follow plan can help you start healthier eating habits, be more active and start losing weight. One healthy choice at a time.

Over 12 weeks, the plan can help you:

- Set goals
- Plan meals
- Make healthier food choices
- Record your activities and progress

Download your FREE NHS Weight Loss Plan app today

The graphic features three smartphone screens. The top screen shows a 'Flying Start' badge and a 'Week 3' progress summary with metrics like '12st 1lb Current Weight' and '11st 12 Week Goal'. The middle screen shows a 'Breakfast' section with a name field and a 'Calories' section. The bottom screen shows a 'Setting targets' section with a 'Continue' button. The background is blue with the NHS logo and 'Better Health Let's do this' branding.



- Social statics promoting the NHS Weight Loss Plan app
- New demo of the NHS Weight Loss Plan app

Owned channels



The collage displays three social media platforms:

- Instagram:** A post from 'betterhealthnhs' featuring a woman in a pink shirt with the text 'NHS Better Health Let's do this'.
- Twitter:** A tweet from 'Better Health' (@BetterHealthNHS) with a video thumbnail showing a woman in a kitchen and the text 'Say hello to Better Health'.
- Facebook:** A post from 'BetterHealthNHS' with a video thumbnail showing a woman in a pink shirt and the text 'All moves are good moves'.

Hi Alice,

The last year has reminded us all just how much health matters. Whether you want to lose weight, get active, quit smoking or drink less, Better Health is here to help you get on track.

This month, we have launched our latest Better Health campaign to help the nation eat better and move more with free tips, support and exclusive offers. Check out the [Better Health website](#) for more.

In the meantime, read on for this month's tips, tools and advice to help you make simple changes and stick to them. Let's do this!

Get your tastebuds tingling

From stuffed veggies to fish and chips, we're celebrating our favourite tasty, easy and healthy recipes. Give [this week's meal](#) a go and check back next week for a new one! Who said eating better is boring?

[Get the recipe](#)

Make 'one day' today

Looking for ways to eat healthier, be more active and start losing weight? There's an app for that. The free [NHS Weight Loss Plan](#) app can help you kickstart healthier habits, one week at a time.

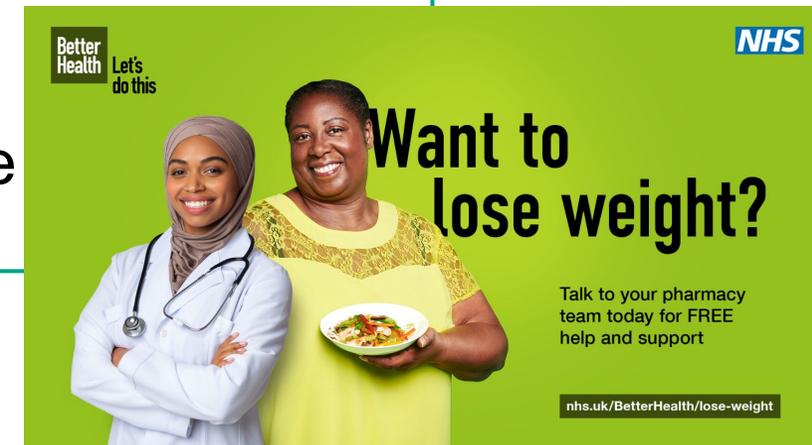
[Find out more](#)

Nine simple ways to move more

Whether you walk, run, skip or dance around the kitchen, the more active you are, the greater the benefits. Not sure where to start? Don't worry! Take a look at our [nine simple tips](#) to help you get moving.

Better Health weight management campaign in pharmacies

- NHSE & I mandatory health campaign in all community pharmacies in January 2022
- Resources and marketing collateral supporting pharmacy teams to make brief adult weight loss interventions
- Signposting and referrals to the:
 - Better Health website and tools and NHS Weight Loss Plan app
 - Local Authority Tier 2 weight management services
 - NHS Digital Weight Management Programme
 - Healthier You NHS Diabetes Prevention Programme





Local Authority Tier 2 Weight Management

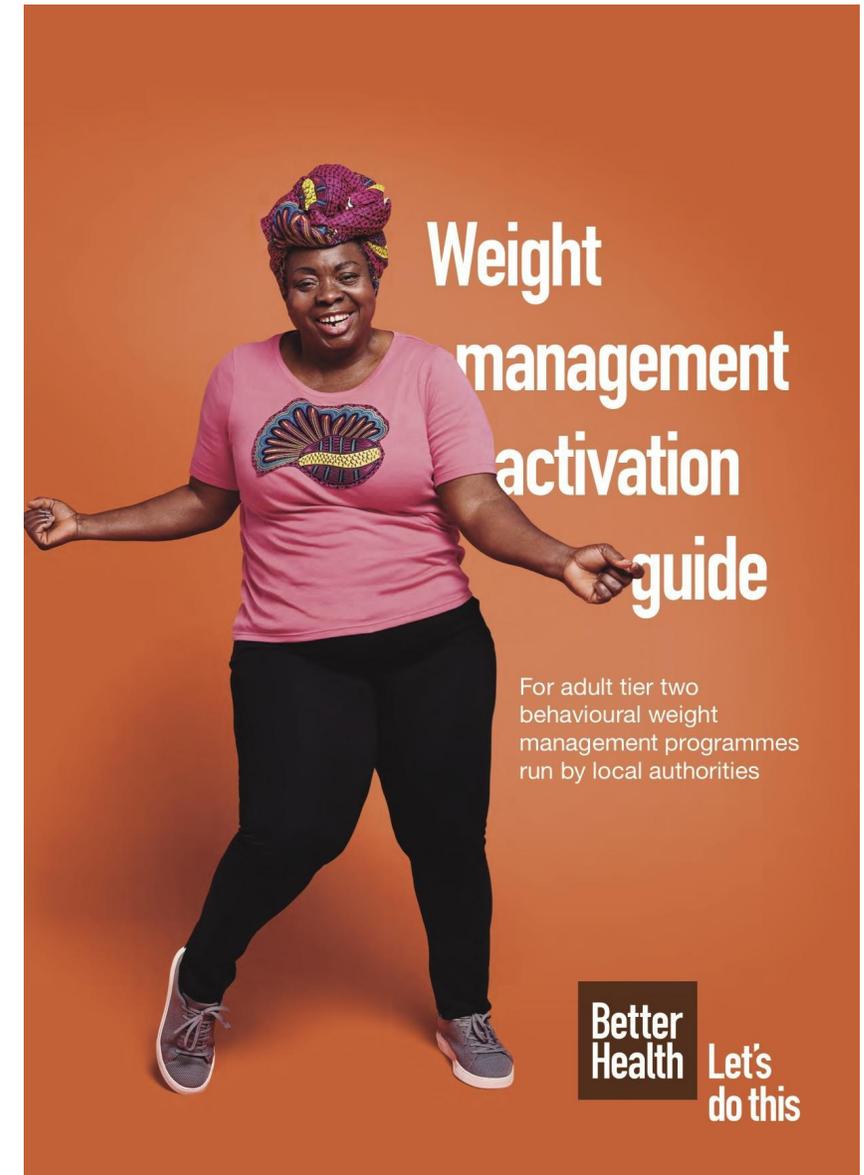
Local Authority Tier 2 Weight Management

LOCAL WEIGHT MANAGEMENT SERVICES

Support for local government to help them drive participation in adult tier two behavioural weight management services. The project has three strands:

- Sharing localisable Better Health resources
- Sharing insight, behaviour-change expertise and campaign advice
- Signposting to local services from the Better Health website

search [Campaign Resource Centre](#)



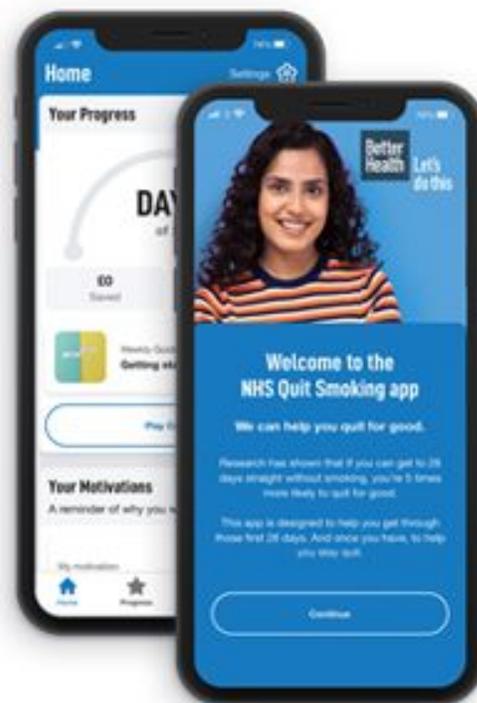


Better Health Quit Smoking

Look back to Stoptober

Key achievements:

- 400 people joined our campaign webinar and significant support from partners – thank you!
- 880 pieces of media coverage across national print, national online, national broadcast (TV & Radio), consumer, regional and trade titles
- 225,000 visits to the Better Health Quit Smoking website
- Over 30,500 downloads of our NHS Quit Smoking app
- Over 16,700 Personal Quit Plan completes
- Please complete our partner evaluation [survey](#) by 17 December



Smoking campaign: tapping into the January moment

Paid media

The task for media will be to leverage the increased intention that the New Year brings to drive maximum quit smoking attempts.

Advertising will signpost to the Better Health Quit Smoking website for a variety of support, products and information (local partners, digital tools, quit aids)

Channels:

Radio (including station partnership), digital audio, display, social, search.



Quit smoking

Stopping smoking is one of the best things you will ever do for your health.

When you stop, you give your lungs the chance to repair and you will be able to breathe easier. There are lots of other benefits too - and they start almost immediately.



Creative

Existing imagery will be re-purposed (balancing hope and harms messaging across channels).

Radio:

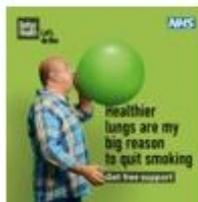
A new radio advert/s will be recorded to drive reach amongst our audience.

Radio partnership:

Using station DJ's and past quitter success stories to show current smokers that people in their position and community have managed to quit.

Social and display:

Existing creative messaging being refreshed.



Earned media

A PR narrative aiming to put smoking back in the headlines and remind people about the importance of quitting smoking focused on the motivation of family.

There is a significant and growing body of evidence that indicates how children are more likely to smoke if they have a parent/carer who smokes.



Timings: 28th Dec – 31st Jan
with activity upweighted
28th Dec – 7th Jan

Owned media

Better Health Quit Smoking owned channels will support the campaign: Twitter and Facebook pages, Facebook support group and messenger BOT, SMS and eCRM.



Smokefree Quit Smoking Support Group
Public group · 123 members

Partnerships

We will continue to work with local authorities/charities and commercial partners



Paid media (social/display): What's your big reason to quit smoking?



Better Health Let's do this **NHS**

Healthier lungs are my big reason to quit smoking

Get free support

This advertisement features a man in a blue and yellow plaid shirt blowing into a large green balloon. The background is a solid light green color.



Better Health Let's do this **NHS**

More energy is my big reason to quit smoking

Get free support

This advertisement shows two people playing soccer on a blue field. One person in a red shirt is running towards a soccer ball, while another person in a white shirt is in the background near a goal. The background is a solid light blue color.



Better Health Let's do this **NHS**

More money is my big reason to quit smoking

Get free support

This advertisement depicts a man in a green shirt climbing a ladder to put a coin into a large pink piggy bank. A young girl in a pink dress stands in the foreground. The background is a solid bright pink color.



Paid media (radio): What's your big reason to quit smoking?

There's lots of big reasons to quit smoking this January.

When you stop smoking your circulation improves, giving you more energy to keep up with the ones you love.

[we hear footsteps and kids running/playing]

There's big savings to be made. By quitting, you could have around £36 more in your pocket each week.

[we hear sound of coins falling into a pot]

And there's big health benefits too. Stopping smoking reduces your risk of developing lung disease, heart disease, and cancer.

Whatever your big reason for quitting, make this January your fresh start.

For free NHS support to quit smoking, search smoke free.

Draft version, subject to change



PR narrative : the powerful motivation of children and family

- There is a significant and growing body of evidence that indicates how children and are more likely to smoke if they have a parent/carer who smokes (and how this contributes to a cycle of social-inequality), including:
 - [NatCen report published November 2021](#): Family characteristics seemed to be crucial in influencing children starting smoking, with children more likely to smoke if their parents currently smoked or had smoked in the past.
 - [Published in 2016](#): A major risk of adolescents' smoking initiation is the imitation of their parents' smoking behaviour and that observation of parental smoking is associated with adolescent smoking and heavy smoking in early adulthood.
 - [Published in 2018](#) by Imperial: More than one quarter (26 per cent) of teens whose main caregiver smoked said they had tried cigarettes and five per cent said they were current smokers, compared with 11 per cent and one per cent among those whose caregivers did not smoke.
 - [Published in March 2018](#) by ASH with UCL: Smoking by family members is strongly associated with smoking among 16/17-year-olds. 16/17 year olds are four times more likely to be a heavy smoker, and three times more likely if a sibling smokes

We will use:

- **Research from academic/stakeholder partner** used in **news release** highlighting the proven impact that smoking as a parent/carer/older relative can have on children and teenagers in their family.
- Spokespeople briefed for **audio pre records** and **lives** on launch day including: OHID, Partner, medic and talent/case study. **PR date TBC 28th/29th**.



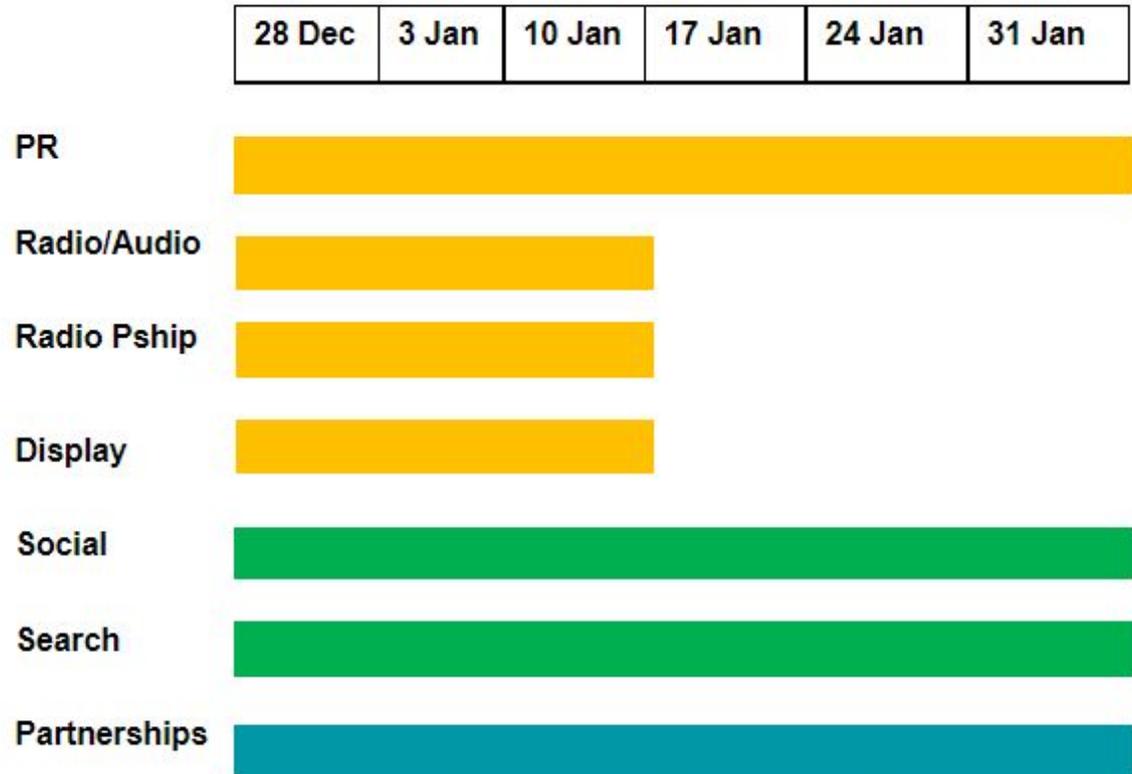
NatCen
Social Research



Imperial College
London



Media laydown: December 2021 - January 2022



Assets to help you get involved

We are currently producing a range of assets to help you support the campaign locally which will be available ahead of launch. This will include:

- Posters
- Social assets (static and animations)
- Communications toolkit
- Benefits of quitting timeline animation
- Printed wallet cards



Further information

For general enquiries on these campaigns please contact partnerships@phe.gov.uk

Whatever activity you're planning, your local Regional Marketing Manager can help with

Your Regional Marketing Managers are:

- Alex (North East and Yorkshire and Humber) - alex.trewhitt@dhsc.gov.uk
- Claire (North West) - claire.troughton@dhsc.gov.uk
- Alana (West Midlands, East Midlands and East of England) - alana.grocott@dhsc.gov.uk
- Sarah (South East and South West) - Sarah.Houlden@dhsc.gov.uk
- Daniel (London) - Daniel.Ward@dhsc.gov.uk

Partner resources can be downloaded from the Campaign Resource Centre at <https://campaignresources.phe.gov.uk/resources>



THANK YOU

