



Public Health
England

HOW PLYMOUTH USED ONE YOU TO HELP RESIDENTS **THRIVE**

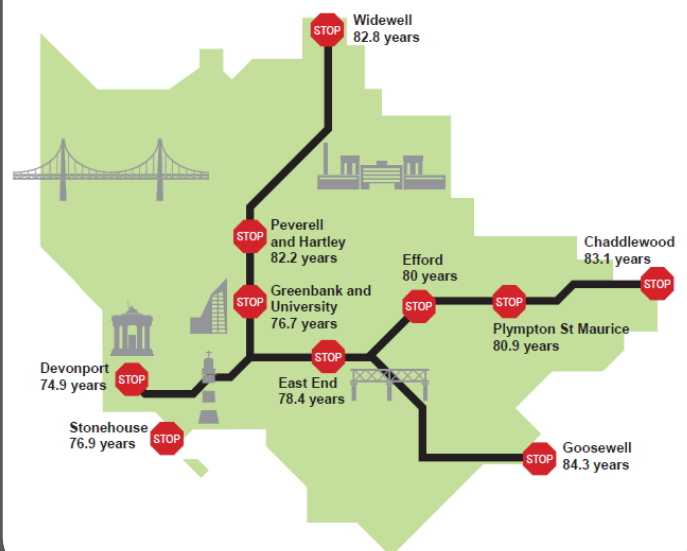
WHAT'S THE SCALE OF THE CHALLENGE?

The health of people in Plymouth is determined by a number of factors, but behavioural choices (many of which are associated with people's social and economic conditions) exert a dominant effect. These health-limiting behaviours are most common in poorer areas of the city and largely account for the nearly 10-year difference in life expectancy between different communities.

'Thrive Plymouth' is a 10-year programme to improve health and wellbeing and reduce health inequalities in Plymouth. It is being led by the Office of the Director of Public Health, Plymouth City Council. Thrive Plymouth is based on the local '4-4-54' construct, i.e. that four behaviours – poor diet, lack of exercise, tobacco use and excess alcohol consumption are leading risk factors for four chronic diseases – coronary heart disease, stroke, cancers and respiratory problems, which together account for 54% of deaths in Plymouth (i.e. 4-4-54).

Therefore changing these four behaviours would help prevent four diseases and reduce the number of deaths associated with them.

PLYMOUTH'S LIFE EXPECTANCY BUS ROUTE (2011-13)



BECAUSE THERE'S ONLY
ONE YOU





HOW DOES ONE YOU HELP?

Thrive Plymouth provides the City Council's Public Health team and other stakeholders with a framework through which to understand the challenges that affect the health and wellbeing of residents across the city as well as the inequalities affecting the city's communities. A wide range of organisations, including the City Council, local NHS organisations, employers and the community and voluntary sector also have an interest in tackling these issues.

The four lifestyle behaviours identified within the Thrive Plymouth '4-4-54' construct are also the initial focus of the One You campaign. As well as the ongoing focus on these four behaviours, Thrive Plymouth has an annual theme. In year one this was workplace wellbeing, year two was schools, and after hearing about One You, Plymouth's Public Health team decided that in year three the theme would be on One You and how it can be most effectively localised in Plymouth.

In early 2016 a network was formed consisting of representatives from 16 key organisations in the city, including communications specialists from Plymouth City Council, 'Livewell Southwest' (the city's main lifestyle service provider), the local NHS hospital Trust and representatives from voluntary and community sector organisations.

One You engagement briefings were provided to all members of the network, resulting in a significant multiplier effect for the national campaign that saw increased local coverage of the campaign across print publications, websites and out of home, on digital and social media and in workplaces. Of particular note was the Plymouth Herald's coverage of One You, which included an embedded version of the How Are You quiz on its website. During the first day of the national launch, The Herald was only beaten by the BBC website in terms of completions of the quiz among national and regional media outlets that hosted it.

Livewell Southwest's Plymouth service has recently rebranded as 'One You Plymouth', reflecting the adoption of One You as the voice of adult health in the city. The One You communications network that formed in the run up to the national launch continues to meet regularly and look for opportunities to collaborate on using the brand as a way to bundle healthier lifestyle support services throughout the

city and achieve greater collective impact. Plans are currently developing to engage a further 10 community and voluntary sector organisations in this effort and these include developing innovative ways of targeting the use of the How Are You quiz, for example with carers in the city.

Year three of the Thrive Plymouth programme has been dedicated to One You and how it can be most effectively localised. A launch event was held on 16 November at which an audience of 100+ partners met to celebrate the achievements of years one and two of Thrive Plymouth and to hear about plans for year three. A mix of national and local leads spoke about Thrive Plymouth, One You and the opportunities for synergy in year three of the Thrive Plymouth Programme.

PLYMOUTH HERALD

As part of an ongoing partnership, Plymouth City Council works closely with Plymouth's main local paper, The Herald. On national launch day, 7 March 2016, The Herald published a 12-page supplement dedicated to One You and has included feature articles on One You in the main paper over subsequent months.

In addition to the supplement in its printed edition, The Herald worked with Plymouth City Council and Public Health England's (PHE) partnerships team to host the How Are You quiz on its homepage.



OTHER PRINT MEDIA

One You articles have also appeared in other publications, including:

- VivaCity, a health and lifestyle magazine, which has a circulation of 20,000 across the city
- Plymouth's Clinical Commissioning Group (CCG) newsletter – leading to greater engagement with the campaign by GPs
- Chamber of Commerce newsletter to local businesses

DIGITAL AND OUT OF HOME

The One You web banner was displayed on home pages of key One You network member websites and a subpage has been produced for Plymouth City Council (<http://web.plymouth.gov.uk/oneyou>).

Public screens in the city library, Plymouth City Council Customer Service Centre and Plymouth University campus have also displayed the One You advertising, encouraging people to take the How Are You quiz.

SOCIAL MEDIA

Partners across Plymouth have maintained a regular One You social media presence through Facebook and Twitter. One Facebook update, for example, had a reach of 20,000 people and a recent One You tweet was retweeted by one of the city's MPs, who has nearly 14,000 followers.

ENGAGING LOCAL EMPLOYERS

Using One You to engage employers across Plymouth has been a big early success story for the campaign. In combination with the Workplace Wellbeing Charter scheme, over 32,000 employees at organisations in Plymouth and the south west region, as diverse as Plymouth University and Royal Mail have been provided with One You workplace packs, given electronic and face to face briefings and support with One You staff engagement events such as healthy breakfasts and participation in the One You 4-week challenge.

RESULTS

- One You established as the voice of adult health improvement in Plymouth among residents, stakeholders and partner organisations
- Between March and October 2016, 2,541 people in Plymouth have taken the How Are You quiz and registered for ongoing support from One You
- Over 32,000 employees at organisations in Plymouth and the south west region have been given the opportunity to take part in the One You 4-week challenge via distribution of One You resources through the Workplace Wellbeing Charter
- The Plymouth Herald's One You launch article recorded 7,455 page views
- A detailed analysis of the Plymouth How Are You quiz completions has been produced enabling the Public Health Team and partners to look at how levels of engagement and scores vary by neighbourhood, ward and deprivation group in the city

"Although we originally launched Thrive Plymouth 2 years ago, it felt timely this year with the launch of Public Health England's One You campaign, which mirrors many of our own aims, to bring the two campaigns together locally."



"When One You was launched nationally earlier in the year, our efforts in Plymouth with the Plymouth Herald and Public Health England, meant that the Herald was the no.1 regional media referrer in the country for the How Are You quiz, with more than 2,000 referrals. We hope to build on this success and continue to help people to make the healthier choices."

Dr Ruth Harrell, Interim Director of Public Health, Plymouth City Council

