

SUFFOLK HOW ARE YOU?

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Waveney how are you? Campaign briefing

Public Health Suffolk and partners are launching a new campaign in the Waveney area focusing on improving people's health and wellbeing. The 'Waveney how are you?' campaign will run from 24 January to 31 March 2020 with a particular focus in Lowestoft and Beccles.

How you can get involved

We will be promoting the campaign via social media and using targeted promotional materials such as booklets and posters, plus local media advertising. If you are able to support us by sharing these resources with your networks, **please let us know by emailing healthandwellbeing@suffolk.gov.uk**

Campaign objectives:

- To promote opportunities and advice that contribute to a healthy mind and healthy weight through diet and physical activity
- Promoting Public Health England's *One You* campaign, generating widespread awareness of the major factors that contribute to good health including sleep, emotional wellbeing, healthy weight and increasing awareness of the national *One You* support packages and advice

Communication objectives

- Influencing positive behaviour change by promoting healthy lifestyle factors as part of the [One You](#) brand (more physical activity, drinking less alcohol, quality sleep, eating a healthy diet and good emotional wellbeing)
- Promoting wellbeing through healthy food choices local physical activity with the focus on improving mental wellbeing: Good Mood, Less Stress, More Energy and Sleep Well
- To promote Public Health England's *How are you? Quiz* and encourage people to register
- Targeting all the above to adults around the child¹
- Supporting health professionals to act as advocates for the *One You* campaign with supporting information to share with patients and customers
- Increasing uptake of Public Health Suffolk's [Sugar Reduction Fund](#)
- Increasing awareness of the Healthy Eating Awards for businesses
- Providing temporary self-care awareness health kiosks in community spaces, including Lowestoft Library from early February

¹ Adults around the child include parent, other relatives, guardians, carers and professionals.

Outcomes

- Increase in the number of people who have completed the *How are you? Quiz* and have registered for more advice
- Public and professionals are aware of Public Health England's *One You* healthy lifestyle resources
- Public and professionals are aware of local free physical activity opportunities
- Public and professionals are aware of nutrition for wellbeing and where to get more advice
- Increased uptake of the Sugar Reduction Fund
- Increased awareness of the Healthy Eating Awards Eat Out Eat Well and Take Out Eat Well

Working in partnership

This work will be led by Public Health Suffolk, working in partnership with colleagues at Great Yarmouth and Waveney CCG, OneLife Suffolk, Active Suffolk, Suffolk Mind, district councils, health care professionals, education, voluntary sector and local businesses.

Find out more

For more information about the campaign, which has been running in Ipswich and East Suffolk throughout 2019, visit <https://onelifesuffolk.co.uk/suffolkhowareyou/>

Contact for further information

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