



## **West Sussex Age Healthy Communications Campaign**

**10 October 2019**

**Report by Daniel MacIntyre, Acting Consultant in Public Health**

### **Executive Summary**

At the launch of the West Sussex Joint Health and Wellbeing Strategy 2019-24, delivery of a healthy ageing campaign was agreed as a priority action for 2019/20. West Sussex Public Health team, working with partners, has led on developing a six month campaign which was launched on 1<sup>st</sup> October. The campaign has a different theme each month: October – introduction; November – the home and neighbourhood environment; December – social connections; January – finance; February – mental health; March – physical health. Campaign activity includes a survey on older people’s views on ageing in West Sussex, a dedicated campaign page, monthly newsletter, and social marketing campaign.

#### **The Health and Wellbeing Board is asked to:**

- 1) Note the delivery of a 6 month Healthy Age campaign commencing on 1<sup>st</sup> October 2019
- 2) Support the delivery of the campaign via the Health and Wellbeing Board member organisations

## **1. Background**

Ageing Well is one of the three components of the West Sussex Joint Health and Wellbeing strategy 2019-24. Overall, older people in the county are relatively healthy, contributing to the life of their communities and find West Sussex a great place to live. However, with age comes the increased likelihood of living with one or more long term health conditions and / or sensory impairment. Older people have increased risk of dementia, and large numbers of older people suffer from depression. Older people are also have an increased risk of falls and are vulnerable to social isolation and/or loneliness. All of these can result in a reduced quality of life and increased use of health and care services.

At the launch of the West Sussex Health and Wellbeing Board’s Joint Health and Wellbeing Board Strategy 2019-2024: Start Well, Live Well, Age Well, delivery of a healthy ageing campaign was agreed as one of the priority actions for 2019/20. West

Sussex County Council Public Health team has led on developing the campaign, working with partners including Age UK. It was launched on 1<sup>st</sup> October 2019, International Day of Older Persons, and will run for six months.

The campaign will support the Joint Health and Wellbeing Strategy goals for ageing well through a focus on the positive assets which support healthy ageing in West Sussex and enable people to improve their wellbeing, remain independent and lead lives with meaning and purpose.

The **objectives** of the campaign are to:

- Share practical ideas for action and signpost local resources and best practice which will support prevention and enable people to improve their health and wellbeing
- Raise awareness of positive approaches to healthy ageing which help people to live well as they age
- Celebrate the contribution which older people make to our communities, and the skills, knowledge and experience which they bring
- Tackle ageism and present a positive narrative of ageing well, demonstrating that West Sussex is a good place to grow old

The **audience** for the campaign is the public - including (but not limited to) older people, their friends and families, carers - as well as health and care professionals and others working to improve health and wellbeing across the county, such as leisure centres and community and voluntary groups.

**Approach:** The campaign will be delivered over six months, with a different focus each month:

October: Introducing the campaign including a survey for older people on what it means to Age Well in West Sussex.

November: Environmental – living in a home and community which improves wellbeing and enables independence.

December: Social – being socially connected with enhanced friendships and support, and engaging in social activities.

January: Financial – the ability to be financially secure, including through work, building resources and planning for the future

February: Mental – improving mental health and wellbeing and building resilience to adversity

March: Physical – enjoying life in good health and improving health and wellbeing

**Activity:** Campaign activity includes a survey on older people's views on ageing in West Sussex, a dedicated campaign page, monthly newsletter, and social marketing campaign. Engagement with Health and Wellbeing Board member organisations and other stakeholders will be ongoing to ensure that relevant activities, services and resources are promoted for the different months / themes.

## **2. Proposals**

The Health and Wellbeing Board are asked to:

- i. Note the delivery of the Age Well campaign as a priority action agreed at the Joint Health and Wellbeing Board Strategy 2019-2024
- ii. Support member organisation communications leads in promoting the campaign to customers, staff and other organisations

## **3. Next Steps**

1. Deliver the November component of the campaign focussing on a safe home environment.
2. Prepare resources and material for the December component of the campaign focussing on social connections

**Director for Public Health**