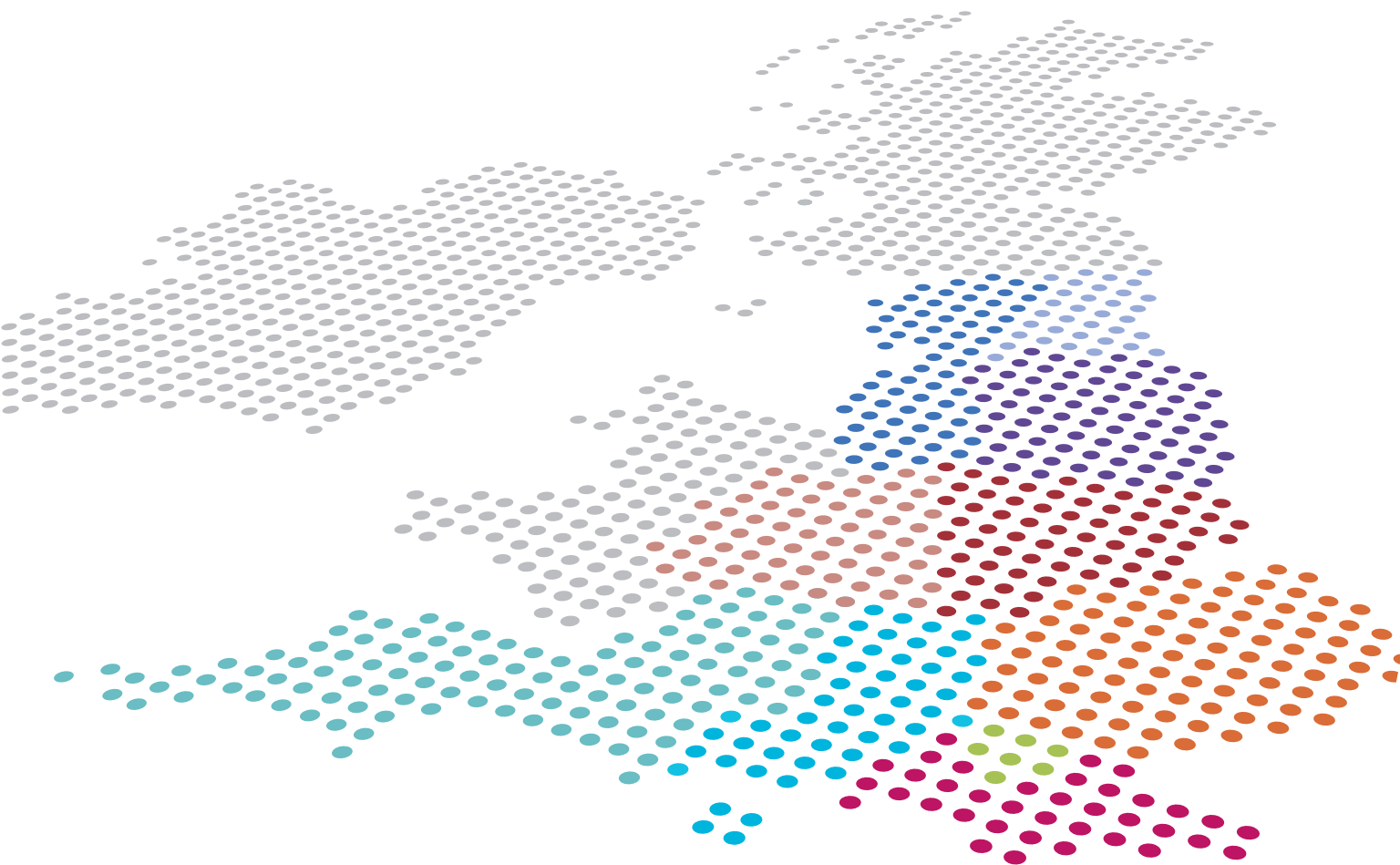


Lighting the Beacon

A profile of the ten Beacon Partnership
Projects underway in England

**National
Social Marketing
Centre**



Produced by the Regional Social Marketing
Development and Support Programme

December 2009



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Introduction

The ten Beacon Partnership Projects for England were established by the National Social Marketing Centre and the Department for Health in early 2009. Their purpose is to demonstrate and showcase best practice in partnership working for social marketing, in order to improve public health outcomes.



The origins of the Beacon projects lie in the 2008 report, 'Ambitions for Health: A strategic framework for maximising the potential of social marketing and health-related behaviour'. This strategic framework sets out how the Department of Health plan to work together with key leaders in the public health community to embed social marketing principles into health improvement programmes. At the heart of this framework are four programmes of action:

1. Health Capacity
2. Health Insight
3. Health Innovation
4. Health Partnerships

One of the key deliverables for **Programme 4: Health Partnerships**, was the establishment and development

of ten Beacon Partnership Projects across England (one in each Strategic Health Authority region) which will become outstanding examples of partnership working, using social marketing to improve health.

All projects had to include two or more key partners and were required to address one or more public health priorities within their region. The focus for the projects could cover single issues such as reducing smoking prevalence, or focus on cross-cutting behavioural issues in target groups such as a poor diet, high alcohol consumption and low activity levels.

The development and delivery of the Beacon Partnership Projects was assigned to the Regional Development and

Support team at the National Social Marketing Centre, in late 2008*. Applications were invited in early 2009, from which one project was selected for each of the ten Strategic Health Authority regions in England. Nine projects are now up and running across England, with ongoing evaluation. One project will be chosen in the North West in December 2009 and launched in early 2010. (see page 24).

* For more information on the Regional Development and Support Programme and the Regional Team please go to page 26



Region:
South Central

Partners:

- NHS Portsmouth
- Portsmouth City Council
- The Listening Company
- Members of the Workplace Health and Wellbeing Group
- Hallmark Scheme
- Portsmouth Football Club
- National Social Marketing Centre

Project start:
April 2009

Project end:
End of 2010 (estimated)

Lighting the Beacon in... Portsmouth

The project: To reduce smoking prevalence and increase uptake of stop smoking services amongst females in routine and manual employment in Portsmouth.

Summary

Working with some of the city's largest employers, this project in Portsmouth aims to reduce smoking prevalence and increase uptake of NHS Stop Smoking Services amongst females in routine and manual employment within the city.

The project aims to understand why women smoke, how they feel when they smoke, barriers to quitting, preferred support and motivations to quit. This insight will enable the Portsmouth Local Strategic Partnership to develop Stop Smoking Services that are supportive, accessible and relevant to the target audience.

Why was this project chosen?

Tobacco use remains the number one cause of preventable death and ill health in Portsmouth* and is a major risk factor which contributes to the city's major killers – cardiovascular disease, respiratory disease and cancer. Smoking prevalence within Portsmouth is high, particularly in some communities where it is higher than the national average. Portsmouth is committed to reducing smoking prevalence and the associated burden of ill health.

Nationally, smoking prevalence among routine and manual workers is 29%** . Portsmouth has set a target to reduce this to 26% within the city.



“This project has enabled us to develop our partnerships across the NHS, local authority and the private sector within the city for the benefit of our local population. The development of a coherent approach to social marketing will enable us to share learning across other partnerships.”

Jonathan Smith, Assistant Head of the Health Improvement and Development Service, Portsmouth City Council

What progress has been made?

As part of the Scoping phase of the project, professional researchers commissioned for the project have already spoken to over 60 women in their place of work whilst on cigarette breaks, held in-depth ‘discussion picnics’ with workers in two work places, circulated questionnaires and held further in-depth interviews to gain insight into women’s smoking behaviour.

An event was held with local stakeholders, including ex-smokers and smoking service commissioners, to help co-design and develop propositions and recommendations to take the project forward.

The target audience has been segmented by behaviour and the steering group will now be setting measurable behavioural goals and will review the recommendations made following the research phase. The chosen recommendations – based on insight – will then be taken forward to the Development stage where potential interventions will be tested among the target segment groups.

* Smokefree Portsmouth
– A collaborative strategy for health improvement 2008-2011
** Department of Health’s Tobacco Control Marketing Communications Strategy 2008-2010.



For more information on this Beacon Partnership Project, contact: Emma Wierzbicki, e.wierzbicki@nsmcentre.org.uk

Region:
West Midlands

Partners:

- University of Kent
- Government Office West Midlands – Public Health
- Local Supermarkets
- National Social Marketing Centre

Project start:
July 2009

Project end:
July 2010

Lighting the Beacon in... The West Midlands

The project: Exploring the link between obesity and food purchasing behaviour in the West Midlands.

Summary

This project will explore, through qualitative research, what influences us to buy certain foods – in particular, the drivers of ‘unhealthy’ food purchasing behaviour amongst distinct (vulnerable) consumer segments

and their attitudes towards different support programmes designed to change their food purchasing behaviour.

Working with the University of Kent and using store card data, the project team will analyse consumer behaviour to understand attitudes towards diet and health. Previous research has been predominantly qualitative in nature, designed to explore awareness of, and attitudes towards obesity – its causes and how to deal with it – amongst different



social groups (e.g. individuals and families from different socio-economic and ethnic backgrounds). This project proposes to build on previous research by identifying how different the food purchasing behaviour of these different groups actually is, where the vulnerable groups are and how best to intervene for effective behaviour change.

Why was this project chosen?

Obesity is a problem of increasing significance in the West Midlands, which has the highest incidence rate in the UK. The causal factors are related largely to lifestyle and diet, yet changing the lifestyle and food consumption behaviour of individuals is a complex challenge. A recent report by the Department of Health* highlighted the importance of designing

intervention strategies that are relevant to distinct (regional) communities, recognising that behaviour change is complex and interventions must be effectively targeted at specific consumer segments. This project will aim to address these recommendations.

What progress has been made?

An indicative unhealthy food list has been formulated, in consultation with regional public health topic leads and the Food Standards Agency. The analysis of basket data and the penetration of unhealthy food in vulnerable consumer group segments has started.

* Healthy Weight, Healthy Lives: A toolkit for developing local strategies (published by the Department of Health, 2008)

“Before investing resources into the development of a range of programmes to tackle obesity, we felt that we should gain a better understanding of food purchasing behaviour and how this relates to the incidence of obesity. This is an innovative and novel approach and it will be interesting to see what we find out.”

David Elliott, Public Health Manager, Department of Health West Midlands



For more information on this Beacon Partnership Project, contact: Harjit Kooner, h.kooner@nsmcentre.org.uk

Region:
Yorkshire and Humber

Partners:

- North Yorkshire and York PCT
- North Yorkshire County Council
- Whitby Community College
- The Yorkshire and Humber Public Health Observatory
- The Yorkshire and Humber Collaborative
- Commercial partners – The HUB
- National Social Marketing Centre

Project start:
September 2009

Project end:
March 2011

Lighting the Beacon in... Whitby

The project: Reducing the number of teenage pregnancies in Whitby, Yorkshire.

Summary

This project aims to reduce the number of conceptions in girls under 18 in Whitby and surrounding school catchment areas. Through research and working with the target groups, the partnership hopes to understand more about those most likely to engage in risky sexual behaviour and develop insight to inform the commissioning of services/ interventions that will support young women to make different choices.

Why was this project chosen?

Whitby has remained one of North Yorkshire's 'hot-spot' areas for some time. Streonshalh, in particular, has a teenage pregnancy rate amongst the highest 20% in England, with 61.8 under-18 conceptions per 1,000 females aged 15-17.





What progress has been made?

The project is currently in the initial Scoping phase. Over the winter months of 2009-10, a number of actions will take place including:

- Reviewing existing policy and evidence
- Developing a clear definition of the behavioural challenge and behavioural outcomes in relation to the overall project, based on the findings from the literature and policy review
- Conducting a situation/service provision analysis in the local area
- Developing an initial segmentation for testing and produce recommendations for subsequent qualitative research

- Identifying target areas based on geographic / demographic analysis within Whitby for pilot social marketing campaigns
- Producing initial recommendations for interventions based on the evidence review
- Developing initial benchmarking and evaluation measures, including proposals for an evaluation plan

Initial stakeholder engagement meetings have taken place over the last six months to ensure buy-in from all partners, enable all stakeholders to understand the social marketing process and ensure everyone is signed up to their roles and responsibilities. To date, one of the biggest success factors is collaborative working and forming partnerships to address community issues and putting into practice a possible model of how PCTs can approach partnerships in the future.

This Social Marketing project, though relatively small-scale, is important to us for three reasons. Firstly, it's an early opportunity to demonstrate the support we can offer PCTs; secondly, it's a chance to use some of the new tools under development by NSMC; and finally, through working with an external agency, The HUB, it's an opportunity to test one possible model of how we could support the Scoping phase of a project"

Jake Abbas, Assistant Director of the Yorkshire and Humber Public Health Observatory



For more information on this Beacon Partnership Project, contact: Amanda Stocks, a.stocks@nsmcentre.org.uk

Region:
South West

Partners:

- NHS Cornwall & Isles of Scilly
- Cornwall Council
- Real Baby Milk
- National Social Marketing Centre

Project start:
April 2009

Project end:
2011

Lighting the Beacon in... Cornwall and Isles of Scilly

The project: Increase the uptake and duration of breastfeeding in Cornwall and Isles of Scilly

Summary

The South West Beacon Partnership Project aims to increase breastfeeding duration rates (to 6-8 weeks) across Cornwall & Isles of Scilly. Evidence shows that maximising the uptake of breastfeeding is a key opportunity to help more children achieve and maintain a healthy weight, and establish good foundations for healthy lives.

Following a literature review, a strong evidence base has led to a very focused primary research phase which will aim to explore key areas with the target population, including:

- Impact of local communications (during pregnancy and after birth to 8 weeks)

- Impact of service and support provision/availability in Cornwall & Isles of Scilly
- Impact of health professionals on breastfeeding initiation/ duration
- Impact of key influencers (partner, family, friends)

Why was this project chosen?

Around 5,000 children are born in the Cornwall and the Isles of Scilly health community each year. Improving the health and wellbeing of children, enabling them to enjoy a happy and healthy lifestyle, is a priority for NHS Cornwall & Isles of Scilly and its wider community. This includes the allocation of additional resources to help children achieve a healthy weight



– one of the ten health outcome priorities identified by NHS Cornwall & Isles of Scilly for the next five years, and mirrored by the UK's national Healthy Weight Healthy Lives* programme to combat obesity.

The South West Beacon project also offers a wider benefit for NHS Cornwall & Isles of Scilly, as it will create a best practice model for how a social marketing and behaviour change approach can be taken from scoping to practical implementation. This learning will then be applied to other key public health topics in Cornwall and the Isles of Scilly.

What progress has been made?

The Steering Group was formed in April 2009 and project initiation and set-up was completed by early summer, with a review of available baseline data undertaken by the Steering Group. Over summer 2009, a secondary research brief was developed and work commissioned to an independent researcher, who undertook a literature review of the substantial evidence base available on this subject. The literature review was completed in August and findings presented at the Steering Group meeting in September. The project managers are now leading the phase II primary research, which is taking place in autumn/ winter 09/10.

* Healthy Weight, Healthy Lives: A Cross-Government strategy for England (published by the Department of Health, January 2008)

“Becoming a Beacon Project has been a welcome boost to our existing partnership. It has enabled us to focus on a deeper understanding of our target audience and will support better commissioning of services. The social marketing approach has been embraced because it is highlighting opportunities to build sustainable change, for example, how best to develop our network of breastfeeding peer supporters.”

Matt Lenny, Head of Social Marketing, NHS Cornwall & Isles of Scilly



For more information on this Beacon Partnership Project, contact: Jane Grey,
j.grey@nsmcentre.org.uk

Region:
East of England

Partners:

- Bangladeshi Support Centre
- NHS Suffolk
- National Social Marketing Centre

Project start:
March 2009

Project end:
September 2010 (estimated)

Lighting the Beacon in... Suffolk

The project: Improving health outcomes for the Bangladeshi communities in Suffolk.

Summary

This partnership project was set up to explore some of the health issues facing the Bangladeshi community in Suffolk, with a particular focus on cardiovascular disease (CVD). The project aims to reduce the risk of CVD in the Suffolk Bangladeshi community by trying to promote more healthy behaviours around exercise, healthy eating and smoking.

The budget for this project has been invested into the Bangladeshi Support Centre as the organisation best placed to deliver the project. This follows NICE guidance around behaviour change for harder to reach communities.

“The Bangladeshi community had clear ideas on how to tackle their health problems. Through the project, trust and friendship has grown between the PCT and this innovative and open community. The result is a tailored programme to improve health and a community which is helping to shape services”

Dr Peter Bradley, Director of Public Health, NHS Suffolk

The partnership will explore achievable lifestyle behaviour change by first gaining insight into the community – how they live their lives, and what moves and motivates them. The insight gained will hopefully lead to responsive commissioning of health services that will meet their needs and reduce health inequalities arising from cardiovascular disease risk in the Bangladeshi community.



Why was this project chosen?

The rationale driving the project is that the Bangladeshi community are at a high risk of CVD because of their lifestyle. Men are often working long hours in the restaurant trade and don't have much time for themselves or for healthy eating. Women may be isolated and face language barriers. They may find exercise culturally difficult and don't always know how to access services. This project will test the best ways to communicate with this ethnic group, learning from the good practice of the Support Centre which already has a strong track record of engaging with the target audience.

The East of England region is keen to focus on the needs of this community and other BME communities in the area, by addressing the health inequalities that might exist. A Joint Strategic Needs Assessment and a BME community health needs assessment has already taken

place which shows a need to work with this community to help improve their health outcomes.

What progress has been made?

Two project workers, one male and one female who are both Bengali speaking professional interpreters and very experienced community development project workers, have been recruited to the project. The project workers have created an action plan which features a community launch, various engagement activities that will generate community 'insight', a marketing plan and lots of healthy living activities. The project workers will work with the community to set their own goals in order to make behaviour change achievable, working proactively within the community to develop this customer focused programme.

"I find the community so genuine. Mr Khan who runs the centre is the best social marketer I've met in my job up to now – he knows his own community and I'm learning from him."

Sam Revill, East of England Regional Development and Support Manager, National Social Marketing Centre



For more information on this Beacon Partnership Project, contact: Dr Sam Revill, s.revill@nsmcentre.org.uk

Region:
South East Coast

Partners:

- North West Kent Countryside Partnership (hosted by Kent County Council)
- Chances4change (Big Lottery)
- NHS West Kent
- Gravesham Borough Council
- Dartford Healthy Living Centre
- National Social Marketing Centre

Project start:
April 2009

Project end:
TBC

Lighting the Beacon in... Kent

The project: 'Naturally Active' provides and promotes activities for people in Dartford and Gravesham, utilising urban green spaces and adjacent countryside to improve both physical activity levels and mental wellbeing.

Summary

'Naturally Active' was started by the North West Countryside Partnership in 2008 and is a three year project providing outdoor activities such as walks, games and conservation activities for people living in Dartford and Gravesham.

The project team is now using social marketing techniques to explore the opportunities for the long-term viability of Naturally Active, based on understanding its role in changing behaviours through outdoor physical activity to improve mental wellbeing for existing and potential new audiences. A key objective is to improve referral rates from professional audiences such as GPs and primary care workers.

Why was this project chosen?

Naturally Active targets the resident populations of Dartford and Gravesham, specifically focusing on six wards which fall within the 20% most deprived wards on the health deprivation and disability domain within the Kent and Medway area. Levels of physical activity in both Dartford and Gravesham are significantly worse than the England average and people in Dartford lead less healthy lifestyles compared with the England average.

A number of significant and high profile policy drivers recognise the role that the outdoor environment is able to play in improving the

physical and mental health of individuals. This project also demonstrated evidence of an existing strong partnership with a diverse range of organisations involved at local, regional and national level.

What progress has been made?

At the project's mid-term point, Naturally Active has been successful in reaching over two thirds of its target number of beneficiaries, achieved in large part through the successful development of relationships with other local groups or communities.

The Steering Group for the project was set up in 2008 and a Social Marketing Sub Group was set up in July 2009 to ensure that social marketing principles and techniques are maximised by the project. Each group has its own terms of reference and there is a clear link between the work of the two groups. The Social Marketing Sub Group recently led a competitive tender process to secure an external agency to undertake the scoping, development and evaluation stages of the project. This was undertaken after a resource analysis to ascertain how best to allocate the Beacon funding.

“Naturally Active is targeting hard to reach groups and individuals who, as their very name suggests are ‘hard to reach’. The project was able to save considerable time and resources by not having to start from scratch but rather working with partner organisations locally which were already engaging with these groups. Naturally Active provides them and their clients, at no cost, with a range of activities in local green spaces to help improve physical activity and mental wellbeing levels.”

Brian Whittaker, Partnership Manager, North West Kent Countryside Partnership



For more information on this Beacon Partnership Project, visit www.nwkcp.org or contact: Hannah Corbett, h.corbett@nsmcentre.org.uk



Region:
East Midlands

Partners:

- Government Office East Midlands – Public Health
- Food Standards Agency
- NHS Lincolnshire
- Lincolnshire County Council
- Consumer Direct
- Trading Standards East Midlands,
- National Social Marketing Centre
- The Food Liaison Group, Lincolnshire

Project start:
July 2009

Project end:
December 2011

Lighting the Beacon in... The East Midlands

The project: Changing behaviour within the takeaway industry in the East Midlands

Summary

This project aims to change the behaviour of those who supply takeaway food to consumers such as cooks, food preparers and takeaway owners in a bid to provide healthier food options for consumers. This means looking at the supply chain – how they cook, what they buy and where it is sourced from. The project will explore the competition and the exchange that is needed to get establishments to cut the high levels of saturated fat, salt and calories found in popular dishes.

Primarily, the project will be working with the Indian restaurant and takeaway industry but, if successful, the project hopes to expand to look at other takeaway industries. The sharing and learning from the research

and insight undertaken in Lincolnshire will be shared with other target areas across the East Midlands such as Leicester, Derby, Northampton and Nottingham, so they can test and pilot interventions to help change behaviour within the takeaway industry.

Why was this project chosen?

Obesity is one of the biggest health challenges we face. Almost one in four adults in England are currently obese, and if this continues 60% of men, 50% of women and 25% of children would be obese by 2050*.

Trading Standards East Midlands have undertaken testing and sampling across the East Midlands and found 92 of the 171 meals they tested (54%) fell into

amber or red categories when tested for saturated fat. 53 meals exceeded the daily amount of salt (6g) with 16 meals containing 12g or more per serving – double the daily recommended level.

What progress has been made?

The project is currently in the scoping stage. Researchers are carrying out 50 semi-structured telephone interviews with staff in Indian restaurants and takeaways across Lincolnshire, undertaking a series of 10 more in-depth

qualitative discussions (face-to-face and telephone) with a cross section of Indian takeaway staff in order to create qualitative case studies, as well as carrying out face-to-face surveys with 500 regular eaters of Indian food across Lincolnshire. The project aims to test out some interventions in April 2010 once the research stage has concluded.

* The Foresight report, Tackling Obesity: Future Choices project, published in October 2007

“This project is innovative because it is trying to change the behaviour of those who supply the food rather than directly targeting consumers to ask them to cut down or cut out. If we can work with the industry to help them to produce healthier products for consumers we are one step closer to tackling the impact of a diet high in salt and saturated fat”.

Dr Mandy Bretman, Director of Public Health and Partnerships, NHS Lincolnshire



For more information on this Beacon Partnership Project, contact: Kelly Evans, k.evans@nsmcentre.org.uk



Region:
North East

Partners:

- The Newcastle United Football Foundation
- The National Social Marketing Centre (NSMC)
- NHS North East
- The local voluntary sector/ Health Trainer programme
- National Social Marketing Centre

Project start:
Summer 2009

Project end:
2012

Lighting the Beacon in...Newcastle

The project: Motivating men with poor health to improve their diet, increase their activity levels and quit smoking.

Summary

This project aims to engage men from targeted communities who are most likely to have health problems due to lack of exercise, poor diet and smoking. It will use the popularity of Newcastle United within the community as the motivational factor for the men to become involved.

Why this project was chosen

Regular physical activity of moderate intensity, such as brisk walking, can bring about major health benefits. Increasing levels of physical activity helps to reduce coronary heart disease and obesity, hypertension, depression and anxiety. Even relatively small increases in physical activity can protect against chronic disease and improve quality of life and can

help us all to lead healthier and even happier lives, irrespective of age.

What progress has been made?

A specialist health trainer has already been recruited to the project to work with men in West Newcastle to encourage them to take up community football to improve fitness. The programme will follow the idea of a football 'season' and sessions are being planned at a variety of times including day, evening and weekends to maximise attendance. This project is being developed in conjunction with the targeted men, using focus groups to test assumptions about the key drivers which will incentivise this group of men to make a change in their lifestyle. The project will





“This is a great example of positive partnership working. Our community workers are able to get the right kind of men on board and we are able to provide the design and direction for the programme to be successful.”

Elaine Wilson, North East Regional Development and Support Manager, National Social Marketing Centre

then develop further to include staged incentives to address diet, smoking and possibly alcohol use.

Incentives for men to continue with the programme include free match tickets and visits to the ground. An end of programme ‘friendly’ game between the two groups involved has proved a popular inclusion. As the programme progresses, a Match Day MOT is to be offered and additional sessions on cooking, healthy diet and stopping smoking.

Already 20 Dads are involved in playing community football sessions on a Saturday morning, while their kids are looked after at the community centre.

Health trainers are now recruited and links with the communities to recruit onto the programme are well advanced. Focus groups have been carried out at the club with the target market to test assumptions and to start to design the programme module for delivery.

A pilot will be launched before Christmas which will offer men a choice of two regular timetabled sessions for football coaching. This will be followed by additional sessions on diet which will be linked to staged incentives such as free tickets to matches. If they complete the programme there will be a ‘friendly’ with the other group of men who are based in Ashington.



For more information on this Beacon Partnership Project, contact: Elaine Wilson, e.wilson@nsmcentre.org.uk

Region:
London

Partners:

- NHS Ealing
- Ealing Hospital Trust
- Harmoni GP
out-of-hours provider
- Ealing Local
Involvement Network
- National Social
Marketing Centre
- A Community organisation
– TBC

Project start

June 2009

Project end

September 2010

Lighting the Beacon in... Ealing, London

The project: Reducing the demand for urgent care services in Ealing.

Summary

This project aims to work with a range of providers – statutory, provider and community – to reduce the use of the Emergency Department by people who attend with healthcare issues that do not need specialist input emergency care. Target groups include children and people from backgrounds or cultures where healthcare is mainly provided by hospitals. The project will seek to better understand the patterns of current behaviour and reasons for using the Emergency Department.

It will then develop a targeted approach using a variety of interventions, drawing on best practice from across the country and harnessing the knowledge and skills of all the partners to address the problem.

Why was this project chosen?

Currently around 40-50% of people who attend the Emergency Department at Ealing Hospital Trust have issues that could be managed elsewhere, for example, care and support in pharmacies, GP surgeries or even at home.



What progress has been made?

A preliminary working group has reviewed current pressures on the Emergency Department and have gathered information on attendance by ethnic groups and children under five years. This highlighted a need to undertake further work on data collection. A number of stakeholder engagement sessions are planned for the winter months.



“Improving the responsiveness of unscheduled care services for the people of Ealing is a priority for all of the partners in this project. Only by understanding more about the people who use our services and working together to design interventions which meet their needs, can we do this as effectively as possible.”

Robert Creighton, Chief Executive, NHS Ealing



For more information on this Beacon Partnership Project, contact: Emmet Giltrap, e.giltrap@nsmcentre.org.uk

Region:
North West

Partners

- At least two partners required
- Plus National Social Marketing Centre

Project start:
Early 2010

Project end:
TBC

Lighting the Beacon in... The North West

Summary

Initially, the beacon project for the North West was one that focused on ensuring 16-19 year old women choose, access and use contraception that is effective for preventing pregnancy and matches their needs. The project focused on understanding the attitudes, beliefs and behaviours of 16-19 year old women when it comes to contraception. In particular, the project looked at how partners, peers, parents and professionals influence 16-19 year olds women choice of contraception and work with 16-19 year old women to develop approaches that enable them to choose, access and use effective contraception.

What progress has been made?

The North West partnership developed a social marketing strategy on contraceptive choice that focuses on enabling the target audiences to explore and discover for themselves a contraceptive that is right for them, explore care pathways and training for staff to deliver key messages at key points and to encouraging conversations between young women and their mothers.

A review of this strategy highlighted a need for regional and sub-regional organisations to concentrate on staff development needs to support a new national



campaign on contraceptive choice. The partnership group was disbanded in order for them to develop this work which means that resources will be released for a second new partnership project in the region – launching in early 2010.

Proposals are being invited in December 2009, with work commencing on the new project in January 2010.



“The project has demonstrated to me that working with the private sector can be particularly productive. They have provided research, intelligence, expertise and resources that we have put to good use.”

Mike Hope, Regional Development and Support Manager



For more information on this Beacon Partnership Project, contact: Mike Hope, m.hope@nsmcentre.org.uk

Programme start date:
2008

Programme end date:
TBC

Funded by:
Department of Health

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Marie Meredith

Programme Team:

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- Harjit Kooner (West Midlands)
- Amanda Stocks (Yorkshire and Humber)
- Jane Grey (South West)
- Sam Revill (East of England)
- Hannah Corbett (South East Coast)
- Kelly Evans (East Midlands)
- Elaine Wilson (North East)
- Emmet Giltrap (London)
- Mike Hope (North West)

The Regional Development and Support Programme

About the regional programme

The ten Beacon Partnership Projects were set up in 2009 by the ten Regional Development and Support Managers recruited into the National Social Marketing Centre by the Department of Health to work in the English regions with the NHS to help build capacity and capability in social marketing. One of their tasks was to establish a beacon partnership project in every region. As well as establishing these projects the regional managers have:

- Undertaken a review to establish the capacity and capability to embed social marketing at a local level within the NHS
- Collated its findings into a national report, A Review of Social Marketing within Public Health Settings (July 2009, available to download at: www.nsmc.org.uk)
- Created a development and support action plan for each region (based on analysis of the Review findings).
- Created a comprehensive modular training programme that will take NHS professionals from novice social marketers to practitioners. The programme will deliver over 150 one day courses (4000 training places) from September 2009 to March 2010.
- Developed a Masterclass on social marketing for Directors, Senior Managers in the NHS and strategic partners which will be rolled out from January 2010 across the regions.

- Piloted support packages for the NHS – including a tailored package of support for Primary Care Trusts in the South East Coast region on how to design and implement behaviour change programmes for Change4Life
- Built relationships and partnerships with the regional and local NHS and its partners
- Assisted the development (and commissioning) of social marketing at a local, regional and national level
- Assisted the Department of Health (including the National Support Teams) and other government and statutory bodies on topic specific behavioural challenges such as smoking, obesity, alcohol misuse, cancer and sexual health.



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