

Local Mental Wellbeing Five Ways campaign: a resource for Cheshire & Merseyside Councils

Update on development and testing, November 2015

Background

The Champs Mental Wellbeing and Social Marketing leads have been developing campaign materials around the Five Ways to wellbeing which will soon be available for local delivery.

This work further develops the adult-focused Mental Health and Wellbeing campaign work developed in conjunction with Public Health England (PHE) through 2014, though no funds to support delivery of the work were forthcoming from PHE. Investing in the continued development of the work embarked on with PHE was proposed by the Champs mental wellbeing group, ratified by the Cheshire and Merseyside Directors of Public Health and taken forward by an agreed project group.

Overview

The existing five ways to wellbeing are delivered as part of a range of interventions locally as a set of evidence based actions that can improve health and wellbeing. This campaign approach has been taken forward following significant insight in 2014 that the five ways messages, whilst evidenced based, are sometimes seen as abstract or complicated when presented without an intervention approach and would not resonate in a marketing campaign as they are currently presented.

Two agencies were recruited in July 2015 to provide creative development services and research: segmentation and testing services.

The campaign materials, alongside plans and tips for local implementation, reframe the five ways into simple messages that better resonate with the public, to be used in local marketing campaigns which support local work.

Materials and plans will be customisable with local details and available from December for implementation in the New Year 2016.

Connect...
Be active...
Take notice...
Keep learning...
Give...

Audiences and segmentation

In order to identify the best target audience for a campaign of this nature, a segmentation exercise was carried out to map wellbeing scores from the Cheshire & Merseyside Mental Wellbeing Survey (WEMWBS) 2012/13 alongside established target marketing insight. A recognised marketing tool - geo-demographic database Mosaic segmentation software - was used to develop a robust segmentation model for targeting the campaign.

Building on the Mental Wellbeing leads group's work with PHE, the campaign will target those with WEMWBS mental wellbeing score just below average – 18-25 points; a level where their WEMWBS score could potentially be improved to reach the average value and beyond through this type of campaign.

Wirral's WEMWBS data constituted the highest sample in Cheshire & Merseyside and therefore this data was used to approximate initial mapping and activity. WEMWBS scores in the target range (18-25) and also in ranges either side (15-25 and 18-28) were analysed and the outcomes from each of these cuts of data were identical in terms of Postcodes on which to search Mosaic segments – meaning that there was no significant difference in their characteristics in marketing terms.

Running the postcode analysis through Mosaic the priority groups were identified as:

L: Transient Renters: Single people privately renting low cost homes for the short term

M: Family Basic: Families with limited resources who have to budget to make ends meet

N: Vintage Value: Elderly people reliant on support to meet financial or practical needs

O: Municipal Challenge: Urban renters of social housing facing an array of challenges

(see *Appendix 1* for more detailed characteristics)

This robust segmentation process enabled the identification of the most appropriate audience for the campaign.

It is accepted that people with lower WEMWBS scores would be more likely to require local support/intervention. Whilst these audiences could engage with the campaign, in creating the approach it was a deliberate intention not to focus on those with very low WEMWBS scores. The campaign aims to target individuals who do not necessarily require assistance from specialist services but are able to take on ideas of self-help.

The aim of this work is therefore to engage the target populations through a marketing campaign which highlights the behaviours associated with the NEF Five Ways to Wellbeing.

The creative objectives were:

To raise awareness of the behaviours associated with the Five Ways to Wellbeing

To encourage people to take up Five Ways behaviours independently of local service support

Despite this, a method to link to local service provision would still be needed and the campaign, whilst stand alone, could improve resonance of the Five Ways messages and provide a bridge to link Five Ways behaviours with other local intervention work.

Gathering insight and testing creative

A series of research activities have been carried out to provide a robust and reliable feedback from the target audiences. The research agency testing the concepts operated under Market Research Society code of conduct and was independent to the creative agency developing the campaign concepts.

Phase 1: Focus Groups across the nine Local Authority areas (two per area) to discuss initial creative approaches and to comment on the concept of wellbeing/Five Ways generally

Phase 2: Two separate online/telephone interview exercises to report on amends to the creative approach, artwork and copy

Phase 1 testing

Focus groups were utilised to test initial creative concepts. Two groups in each of the nine local authority areas were recruited. The primary objectives for this phase were to:

- Conduct campaign creative and 'proposition' testing in all nine local authority areas in the Champs partnership.
- Provide robust qualitative feedback which has taken opinion from all nine areas.
- Explore and understand the target audiences' understanding of wellbeing and their reactions to the campaign routes to help identify, and improve, the strongest approach in terms of strength and breadth of appeal.

Three initial creative propositions were taken to testing where channels and routes to engagement, including social media, were discussed.

Discussion guides were used with Focus Groups which were split into blind and informed groups:

Blind – reviewed the creative concepts without any input on the 'Five Ways' to gauge respondents' unprompted initial reaction.

Informed - introduced the concepts of wellbeing and then tested the creative concepts to see if there is any difference in opinion.

'Creative vandalism' was used as a technique for the group to develop their view on the campaign, as well as testing the value of local authority branding and developing a consensus description for 'wellbeing'.

Testing of the phrase 'Wellbeing'

Unprompted, the groups universally expressed strong preconceptions towards a clinical/medical model associated with the term, few instantly made the connection to mental wellbeing and thought it was related specifically to mental health interventions, rather than a more generalised concept of happiness.

On the introduction of the 'technical definition' the groups universally recognised "...if people are happier they are more likely to be healthy." And the groups felt the term 'Wellbeing' did not explain the concept in a way they recognised. They provided the alternation simpler description for the concept as:

"Feelgood" or "Feeling Good"

Group participants also felt that the concept is strongly underpinned by common sense and decency:

"...it's how my mum taught me to behave..."

"...it's a good way to live.."

Testing of Five Ways:

People who had heard of the concept tended to work in caring professions (care worker, trainee nurse) or previously mental health service users.

People who had not previously heard of the Five Ways generally provided examples from their everyday life of 'common sense' actions:

- connecting with friends through practical activities
- Smiling at people in the street
- Helping people:

"I clean someone's house..."
"Having a role; being needed..."
"...getting more out of life..."

On the whole the overall concept of "Five Ways to Wellbeing" was received positively as a *non-pressurised approach* as opposed to the majority of 'health' campaigns which are viewed negatively *"...always telling us what not to do..."*

It was noted during the focus groups that there is a need to emphasise a slower/gentler approach for older groups – particularly in the presentations of 'be active' which the groups felt could focus on 'sporty' activities, rather than smaller changes such as walking the dog or walking to the shops rather than using the car.

A strong presence on social media was highlighted during the focus group sessions with the Facebook, Twitter and Instagram being the social media channels identified.

Testing use of the Local Authority logo

Participants were asked about the use of their respective Local Authority logos on the campaign materials and their opinion was split for and against.

For:

"... it localises the message..."
"... it's understandable the council want their name on it..."
"...it tells me its for the people of (area name) and that is important..."

Against:

"It adds nothing, it wouldn't make me stop and look."
"(local authority name) does nothing for us, it makes me think of failure and being let down..."

The conclusion taken from this is that people appreciate local relevance and their area being cited, but the use of the Local Authority logo could be unhelpful.

Phase 2 testing

Focus Group participants were surveyed in two separate exercises to obtain insight about the target audience's view on the amended campaign approach. This took place via online and telephone methods and two additional Focus Groups were also carried out at this stage.

The Phase 2 testing results gave feedback on the specifics of language, tone and creative content and has been used to develop the campaign to the final product.

Two campaign names were also tested – using the hashtag ideas #maketime (preferred) and #itstime

This triangulated methodology offers assurance that the approach is appropriate and provides confidence that this campaign will be well received by the target audiences.

#maketime

Agreed concept and recommendations

Several key recommendations came from this testing which have influenced the campaign's development. The recommendations were:

1. The campaign should be developed around the **“When was the last time...?”** proposition.
2. The images/photography used should be directly and obviously linked to the ‘way’ (from the Five Ways) being promoted and need to feature people who are happy and clearly engaged in the activities associated with the ‘way’, though each concept should deal only with a single ‘way’.
3. The campaign should build on people’s inquisitive nature and the ‘checklist for your life’ element of ‘When was the last time...?’ which should be developed to act as an initial ‘call to action’ encouraging people to consider their own actions to ‘feelgood’ and to take action accordingly.
4. This campaign needs to be set within the context of social networks and the benefits of connections.
5. It was agreed that the approach should be a multi-channel approach not reliant upon print and traditional outdoor media in recognition of the diverse “routes to attention” of the priority segments.
6. Copy used must be clear, simple and unambiguous terms - not too clever or try too hard.

The focus groups also all highlighted the need for a ‘feelgood’ factor to reflect the ‘wellbeing’ message – this can be highlighted by copy/images that employ appropriate and sensitive copy/messaging, such positive imagery of people or the use of humour.

It was recognised that where a multi-channel approach is not feasible – for instance if a mix of methods for delivering the campaign is not affordable locally - copy needs to explain the benefits of the Five Ways and provide advice on simple actions.

The propositions used in this campaign, linked to the ‘way’ they represent, are:

When was the last time... you laughed until you cried? (Connect)

When was the last time... you got up and out? (Be active)

When was the last time... you noticed things around you? (Take Notice)

When was the last time... you tried something new? (Keep learning)

When was the last time... you made someone smile? (Give)

More focused objectives for the campaign will be locally defined and adapted from this work, depending on how the campaign is delivered.

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Developed collectively, delivered locally

A key element of this approach has been to share the development of materials - benefitting from the economies of scale, thorough and consistent testing and also the quality and consistency of final product.

Campaign assets have been developed to provide a range of possible delivery options locally – including ‘no and low cost’ options. The suite of available campaign materials will be available for each local authority to use as and when they feel it is appropriate/affordable.

The suite of materials will be available, suggestions for local ‘no cost/low cost’ delivery include:

- Posters – formats for easy use in Council settings (also for paid-for advertising).
- Ambient routes e.g. Power washing/clean ads/floor vinyls - each Council to work with and seek agreement from appropriate department (Estates, Transport and Streets)
- Competitions and give-aways - for example free passes to Council run gyms

Call to action

The campaign focuses on encouraging self-help actions and directing people into services is not the first priority. However, as a locally implemented resource, the campaign must link to local online support and resources, therefore for those who want to find out more it will be important to offer a route for this.

A central campaign online microsite is in development. It will not hold detailed local information but will provide a ‘landing page’ for the campaign and a portal for guiding visitors to local resources linked to Five Ways and wellbeing more generally, linking the campaign with the local Council service provider information.

The landing page will be at URL www.make-time.org which will be used on all campaign assets.

Local pages for each Council will be developed which can include local links to Council wellbeing websites.

Locally managed social media can link to the hashtag #maketime. Local variants of this hashtag can also be used and managed locally, i.e. #maketime[area]

Campaign assets

In December, Local Authority Mental Wellbeing and Comms/Marketing leads will receive the following for local delivery of the campaign:

1. Output documents from the segmentation exercise and a report on the results of the two phases of testing.
2. #maketime Menu of Options for the campaign, providing ideas, tips and suggestions about how to deliver the campaign and which ‘channels’ of communication could be used.
This will offer suggestions depending on budget, including ‘Low and no cost’ items and suggestions on evaluating these, including what data could be collected and assessed for effectiveness locally, to support local facilitation of evaluation.
Includes possible Qs to include in public surveys.

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3. Final suite of materials - all campaign collateral as open artwork files – allowing for local production. A full list of assets will be provided, but will include
 - Open artwork - to resize locally
 - Series of sized print ready artwork (posters, leaflets and newspaper ads)
 - Brand guidelines

A password protected FTP site will hold all artwork, for download and resizing locally as needed by communications and marketing teams.

Evaluation

Evaluation will be locally driven and delivered. Information and data to collect to assist local areas will be outlined in the Menu of Options, to be used as local areas choose. There are also suggested survey Qs and following a consistent format would be helpful in order to amalgamate feedback from all areas where the campaign has been developed.

There may be some scope for Champs to collate this local feedback to provide a collective view on how the campaign has been evaluated in 2016.

Timeline

October / November – Creative development and online testing, stakeholder engagement and feedback. Briefing document produced for local use.

December – Campaign plans and assets finalised and available for local use for all nine Local Authorities

January – Local Councils decide on implementation of the work locally

Contacts

The project group for this work has been:

Champs MWB group - Katie Donnelly (Warrington)

Champs Social Marketing leads group - Helen Williams (St Helens)

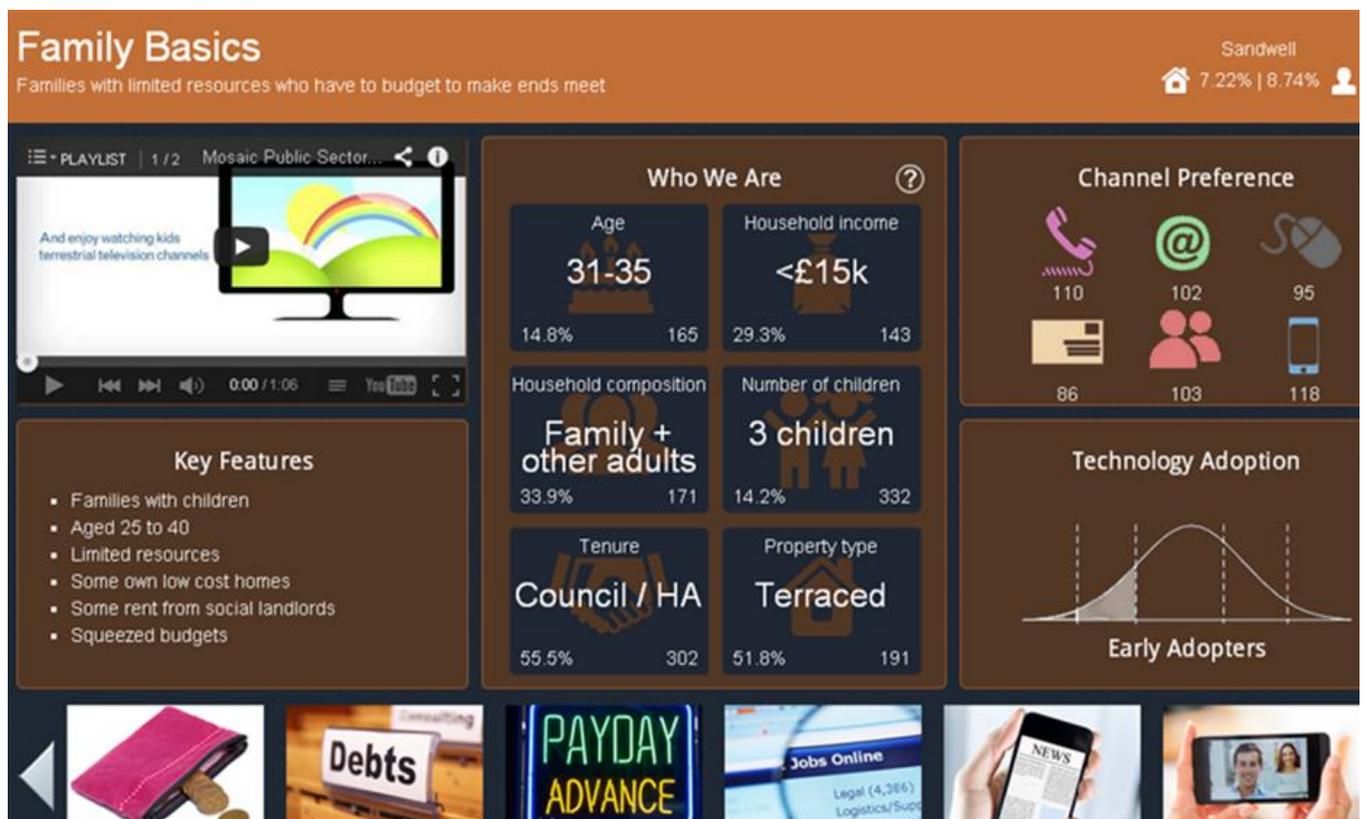
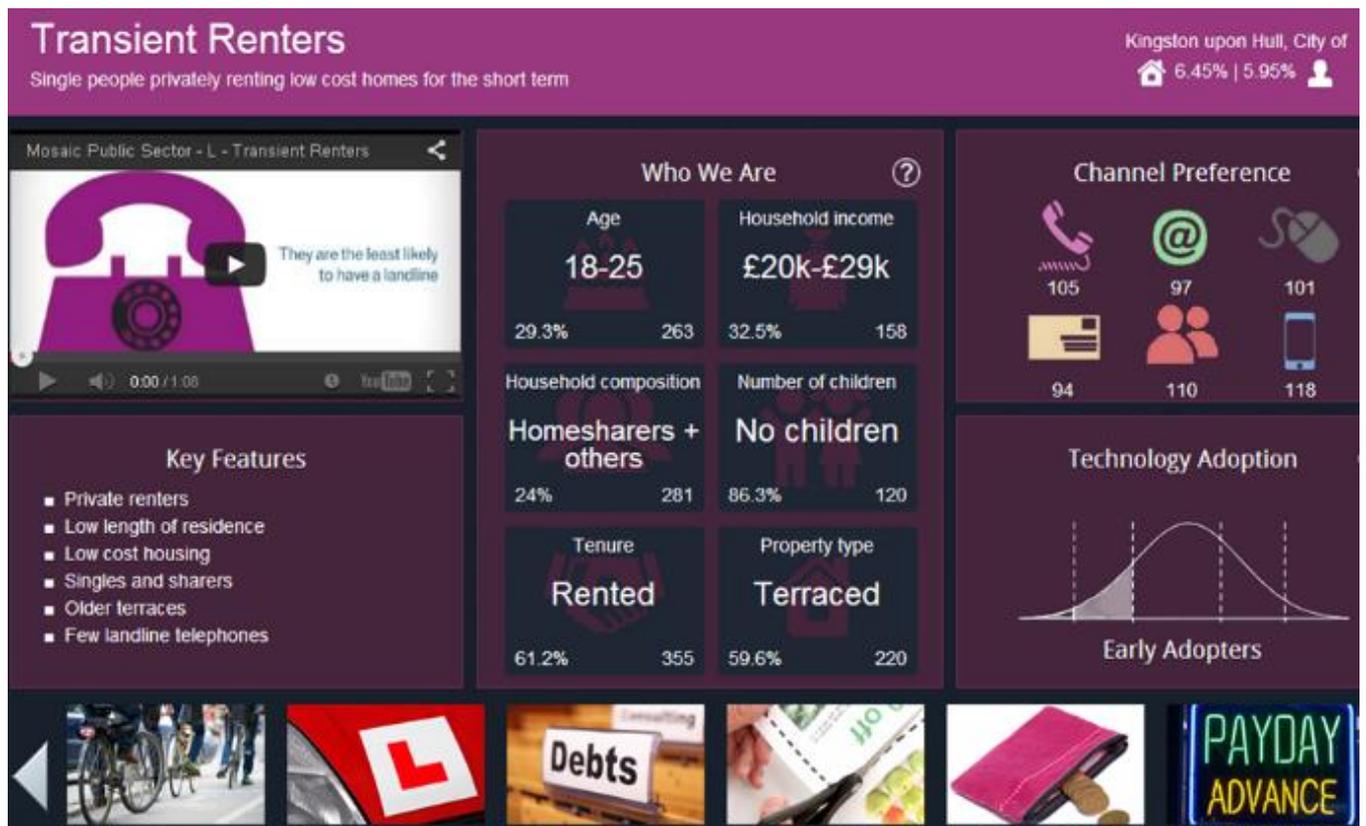
Champs support team - Pippa Sargent / Tracey Lambert / Pat Nicholl / Suzanne McGuckin

For more information on the campaign contact Pippa Sargent or Tracey Lambert at Champs on:

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Appendix 1: Target audience segments



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Vintage Value

Elderly people reliant on support to meet financial or practical needs

South Tyneside
6.82% | 4.73%

PLAYLIST | 1/2 | Mosaic Public Sector - N - ...

0:00 / 1:07

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

Who We Are

Age	Household income
76-80	<£15k
17.7% 418	59.4% 291
Household composition	Number of children
Single	No children
71.7% 189	98.9% 137
Tenure	Property type
Council / HA	Purpose built flats
54.9% 298	34.5% 222

Channel Preference

Phone	@	Mouse
115	88	83
Card	People	Mobile
112	109	71

Technology Adoption

Late Majority

ConsumerView ?

2.34M

2.05M

388k

353k

[Find out more](#)

Municipal Challenge

Urban renters of social housing facing an array of challenges

Hackney
6.46% | 5.69%

Mosaic Public Sector - O - Municipal Challenge

0:00 / 1:05

Key Features

- Social renters
- Low cost housing
- Challenged neighbourhoods
- Few employment options
- Low income
- Mobile phones

Who We Are

Age	Household income
56-60	<£15k
11.5% 159	43.9% 215
Household composition	Number of children
Single	No children
53.1% 140	81.3% 113
Tenure	Property type
Council / HA	Purpose built flats
81.7% 444	58.7% 378

Channel Preference

Phone	@	Mouse
99	98	89
Card	People	Mobile
115	103	105

Technology Adoption

Early Majority

#maketime