

Communications and Social Marketing Programme Activity roundup – 2024/25

| Mentions and Case Studies | | |
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| <p>TheKingsFund ›</p> <p>Public health and population health: leading together</p> <p>Cheshire and Merseyside’s unique model of public health and population health leadership featured as a case study example in this report.</p> <p style="text-align: center;">Link</p> |  <p>Cheshire and Merseyside: tackling health inequalities across a region</p> <p>Case study on success of All Together Fairer Programme with Interview with Prof. Ian Ashworth.</p> <p style="text-align: center;">Link</p> |  <p>Building fairer towns, cities and regions: Insights from Marmot Places</p> <p>Cheshire and Merseyside featured alongside Manchester, Coventry and others as case study examples.</p> <p style="text-align: center;">Link</p> |
|  <p>Alleviating child poverty – a shared endeavour: the critical role ICSs can play in the government’s child poverty strategy</p> <p>The All Together Fairer Child and Family Poverty Programme featured as case study example within this report.</p> <p style="text-align: center;">Link</p> |  <p>Health inequalities and prevention</p> <p>Prof. Matt Ashton interviewed by the Royal College of Physicians about All Together Fairer and Cheshire and Merseyside’s work on reducing health inequalities.</p> <p style="text-align: center;">Link</p> |  <p>Addressing the leading risk factors for ill health – supporting local government to do more</p> <p>Cheshire and Merseyside supported a project to identify potential policy proposals to support local government in England do more to reduce harm from tobacco, alcohol and unhealthy food.</p> <p style="text-align: center;">Link</p> |



**eDPH – News from
around the UK**

Cheshire and Merseyside's
Public Health Workforce
Wellbeing Pilot featured by
the Association of
Directors of Public Health.

[Link](#)

Media Coverage



Publication of Child and Family Poverty situational analysis and joint statement

Press release featured on BBC News Online and interviews with Prof. Matt Ashton and Dave Bradburn for BBC Radio Merseyside, ITV Granada Reports and Global Radio.



Launch of Simple Things winter campaign focusing on children and handwashing

Interview in a local school with Prof. Helen Bromley to promote the launch of the campaign.



All Together Smiling Supervised Toothbrushing Programme

Interview on BBC Radio Merseyside with Prof. Ian Ashworth to promote over 200,000 free toothbrushing packs being sent to children in more deprived areas Cheshire and Merseyside.



Launch of All Together Smokefree's Smoking Ends Here campaign on No Smoking Day

Interviews with Prof. Ian Ashworth and Dr Sarah McNulty and coverage of press release across a range of outlets including Liverpool Echo, Chester Chronicle, Global Radio, BBC Radio Merseyside and more.



Launch of dedicated vaping clinic for children and young people

Supported Alder Hey with All Together Smokefree key messages for media engagement with the Sunday Times, The Telegraph, BBC Radio 4 and others.

Awards



Team of the Year

All Together Fairer Leads
Group

Entry submitted



Outstanding Contribution to Patient and Public Involvement and Engagement

ACTIVE Patient and Public
Involvement (PPI) in a
context of alcohol services
research and innovation
group

Shortlisted



Mental Health and Wellbeing category

Early Identification of Co-
occurring Alcohol and
Mental Health disorders
project

Shortlisted

Conferences and Events



25th April, Virtual

Ruth du Plessis delivered a presentation on 'Developing and Implementing a Robust Suicide Prevention Strategy to Tackle High Suicide Levels'.



8th May, Virtual

Ruth du Plessis delivered a presentation on 'Crafting and Executing a Resilient Mental Health Plan to Address Elevated Suicide Rates' at the Mental Health Services Conference.



July 2024, Westminster

Ruth du Plessis attended Feeding Britain's 2024 parliamentary reception at The House of Lords.



**23rd-25th September
2024, Birmingham**

The Health Protection Programme presented a poster on Community Infection Prevention and Control (CIPC) Commissioning Arrangements across Cheshire and Merseyside.



**8th October 2024,
Birmingham**

Eustace de Souza, Independent Consultant working with the Champs Support Team, presented at the National Health Equity Network Conference, with a focus on Child and Family Poverty.



**10th October 2024,
Chester**

Prof. Ian Ashworth and Prof. Matt Ashton attended to deliver a session on health inequalities and local collaboration.





**27th November 2024,
Bradford**

Alan Higgins, Independent Consultant working with the Champs Support Team, presented at the Making It Happen Conference, with a focus on All Together Fairer.



**13th March 2025,
Manchester**

Gwen Cowley Roberts from the Beyond Programme attended the conference to discuss the Child and Family Poverty report.



25th March 2025, York

Presentation to delegates on All Together Smokefree Programme and dedicated stand in exhibition space.

