

Dear Colleague

This e bulletin the national campaigns for 2007 and the resources you can access to deliver various messages

This month's e-bulletin covers a range of issues including:

1. DH Campaigns: Tobacco Control, Roll out of National Bowel Cancer Screening Programme
2. DH Publications Update including ...Know your limits update and the new RU thinking campaign

### **1. DH CAMPAIGNS & PROGRAMME UPDATE**

Tobacco Campaign Update

Motivational Campaign 'Hook' and TV Tail 'Unhook' - January/February

On 1 January the DH launched a new motivational campaign to present a new enemy to smokers' addiction. The creative approach is to use a hook as a metaphor for the addiction of cigarettes. For example, in the TV commercial, when the craving for a cigarette happens, a hook appears in the mouths of smokers and violently drags them from whatever normal situation they are in, to their cigarettes. TV, press and digital advertising, as well as high impact outdoor and tactical opportunities, runs throughout January and February. A support TV commercial with interactive functionality runs as a tail to the 'hook' TV commercial using the hook metaphor in a positive way i.e. showing people becoming unhooked. It tells people that there are different types of support available to 'get unhooked' and encourages people to call the helpline or visit the website to find the best route.

#### Support Campaign - January/February

On 15 January a new support campaign (to run alongside the 'hook' motivational campaign) was launched to communicate the range of support services available to quitters and how to access them. The campaign is aimed at smokers in late contemplation and preparation stages of the Prochaska model. Regional press and radio, digital media, direct marketing and PR will run from mid January to mid February.

#### Second-hand Smoke Campaign - March

In March the DH is launching a new second-hand smoke campaign to remind people that second-hand smoke can cause serious illness amongst non-smokers. The main focus is to inform people that wafting and blowing smoke away from others is futile because 85% of second-hand smoke is invisible and odourless. TV, outdoor, press and digital advertising, along with direct marketing and PR will run throughout March.

#### SMOKEFREE Identity

The new SMOKEFREE identity is being rolled out across all tobacco activity.

All publications are being rebranded over the next few months but there are already some new items in stock including a new version of the main guide called 'Stop Smoking Start Living', a relapse guide, a young adults guide, a support guide and a new calendar in stock. PHILS/HPUS are advised to run down stocks of existing materials before using new resources.

The new website [gosmokefree.co.uk](http://gosmokefree.co.uk) replaces [givingupsmoking.co.uk](http://givingupsmoking.co.uk). This site includes an extranet for health professionals - ([gosmokefree.co.uk/extranet](http://gosmokefree.co.uk/extranet)), where resources are available to view and download. You will need to register online to use the extranet. A new SMOKEFREE photo library is also available on the extranet.

For more information please visit [www.gosmokefree.co.uk](http://www.gosmokefree.co.uk)

### **Roll out of the Bowel Cancer Screening Programme**

The NHS Bowel Cancer Screening Programme started being rolled out across England in July 2006.

All five regional hubs are operational, under which there are currently around 30 'live' PCTs participating under 7 screening centres. More screening centres across the country are due to go live over the next few months.

PCTs that are part of the first wave bids for the screening programme should already be informed of when they are going live. If you need to find out whether your PCT is involved in this first wave of national roll out, your Public Health team will know about the roll-out plans in your area. It is hoped that second-wave bids for more screening centres will be invited shortly.

Supporting information resources can be found on the NHS Cancer Screening Programmes website from where many items can be downloaded <http://www.cancerscreening.nhs.uk/bowel/publications/index.html>

Multiple copies of materials can be ordered via the DH Publications Orderline. **0800 555 777**

The range includes two leaflets: Bowel cancer screening – the facts (code 273372) and Bowel Cancer Screening - the colonoscopy investigation (code 273371). Hubs will include the facts leaflet with all screening invitations, and the colonoscopy leaflet will accompany letters to any screening participant who is advised to go for further investigations.

The national office has also produced a GP pack which contains copies of the leaflets detailed above, along with specific primary care information leaflets, and a poster for display in GP surgeries. Please note that screening centres will arrange the distribution of packs to all local GP surgeries when their PCT is incorporated into the roll-out of the programme.

Orders for information materials will only be accepted from screening centres and PCTs etc which are already participating in the programme, or which have a 'go live' date agreed with the national office. All requests for materials

have to be approved by the NHS Cancer Screening Programmes national office, to ensure that information is only distributed in areas where screening has started, or will soon start. This is to make sure that public expectation is not disappointed in areas where screening has yet to become available.

More information is available from

<http://www.cancerscreening.nhs.uk/bowel/roll-out.html>

### **3. DH PUBLICATIONS UPDATE**

#### **Antenatal screening leaflet - Screening tests for you and your baby**

Some of you may have already been asked about this new leaflet by your local clients, so please look at the briefing attached. It is a copy of the briefing which is being sent to Heads of Midwifery and Regional & Local Screening Co-ordinators.

Consultations have occurred and orders have been placed for Heads of Midwifery and Screening Co-ordinators in Devon PCT

For more information please refer to

<http://www.screening.nhs.uk/anpublications/index.htm>

#### **Breast & Cervical Screening - the facts - audio - language versions**

Within each screening programme, the individual language audio tapes are due to be replaced by one audio CD version which features a range of languages. There will be one CD per screening programme and the contents are as follows:

Breast: Breast Screening - The Facts, Be Breast Aware, and Over 70? - you are still entitled to breast screening leaflets

Cervical: Cervical Screening -The Facts, What your abnormal result means, The Colposcopy Investigation leaflets

Each CD will have audio tracks of each leaflet in: English, Arabic, Bengali, Cantonese, Polish, Punjabi and Urdu.

#### **Pregnancy Book and Birth to 5**

##### 2007/8 allocations

We are currently pulling together all the relevant data to provide figures for this year's allocation.

The most recent birth data available is 2005 which will be configured by PCT boundaries in place at that time and will not take account of latest restructuring of PCTs (post October 2006).

## **Know your limits update**

Please find attached the latest stakeholder update from the Know your Limits campaign which was issued just before the Christmas break. It includes details of new photographic posters which are now available to order (see attached details)

## **Guidance on Infection Control in Schools and other Child Care Settings**

A poster produced by the HPA and DH giving guidance on Infection Control in schools and other Child Care settings. Covering D&V, respiratory infections, rashes and skin infections. The poster also includes good hygiene practices such as hand washing, coughing/sneezing and the cleaning of blood and body fluid spillages. Issues surrounding infections and pregnant female staff are covered as well as a brief update on immunisation.

Posters are available from Prolog on 08701 555 455

**The RU Thinking? Campaign** is all about connecting young people to the information they need to make healthy and informed choices about sex, relationships and contraception.

We know that the majority of young people under 16 haven't had sex yet; but they are 'inquisitive' about it. They talk about it and myths circulate. They are hungry for information and want to know more. They may feel under pressure to be having sex but not necessarily feel ready. They don't always have the confidence to talk about it.

Key Messages:

- It's your choice when to have sex, nobody else's.
- Most people don't have sex until they're over 16.
- Most people who have had sex before 16 regret it later, so there's no need to rush, wait until you're ready.
- You can get free, confidential advice about contraception whatever your age – even if you're under 16.
- If you are sexually active, use condoms and other methods of contraception to prevent against pregnancy and catching a sexually transmitted infection (STI).

## The Ads

The RU Thinking? Campaign uses a fun cartoon illustration style and poses questions in the ads which are designed to provide information and reassurance to the 'sexually inquisitive' group of young people. The tone is reassuring and helpful, as if coming from a big brother or sister. All the ads point to the Sexwise helpline, or [ruthinking.co.uk](http://ruthinking.co.uk), both of which are supported by extensive databases providing local information and further confidential information and advice.

Ads appear on the radio and in teenage magazines like Sugar, Bliss, CosmoGIRL, Top of the Pops and Match, as well as on teenage websites like [Monkeyslum.com](http://Monkeyslum.com), [Mykindaplace.co.uk](http://Mykindaplace.co.uk).

### **What can you do?**

We have a whole range of campaign materials you can disseminate in your local area. These materials are flexible – you can insert and overprint your own local details on the posters and postcards. Look out for these selected items, clearly marked in the order form which can be found in this toolkit. These materials can be used in youth settings, Connexions, sure start plus, clubs, by school nurses and in looked after children's settings.

You have a huge role to play in ensuring these RU Thinking? Campaign materials are placed as widely as possible and include local services details where appropriate.

Stock up on RU Thinking? materials via the Teenage Pregnancy order form, and make sure they are on display in high profile youth settings in your community.

You can order any of the RU Thinking? Campaign materials by using the order form supplied. All items are in single units (unless otherwise stated), and quantities should not exceed the stated amount. If you do require more than the maximum allowed, please contact the Teenage Pregnancy Campaign team on [teenage.pregnancycampaign@dfes.gsi.gov.uk](mailto:teenage.pregnancycampaign@dfes.gsi.gov.uk) stating your reasons.