
Wellbeing Communications Campaign

Background

Before Covid-19 reached the UK, loneliness had already been recognised as an important issue facing many people in society. Social connections and having someone to rely on in times of trouble is one of the strongest drivers of overall wellbeing. Feeling lonely is strongly associated with reporting high anxiety and has been linked directly to poor physical and mental health.

With social distancing, lockdown, self-isolation and shielding, the pandemic has heightened the already increased risk of loneliness experienced by 18-30 year olds. Older people who live alone are also at risk as they are less likely to connect with others online.

Funded by the Contain Outbreak Management Fund, MVDC is running two distinct campaigns targeting these age groups. They will publicise the local support available to those feeling lonely and suggest things residents can do at home to look after their wellbeing and keep connected to others. They will also share the latest advice to protect against Covid-19.

Objectives

- To inform residents feeling lonely during the pandemic of the support available locally and nationally
- To suggest things residents can do at home to keep active physically and mentally and reduce feelings of loneliness.
- Enhanced communication towards hard-to-reach groups
- To publicise the latest government coronavirus safety messages

Audiences

- Over 65s
- 18 – 30 year olds

Campaign Mechanics & media

Over 65s:

- A colourful spring-themed **Mole Valley Life health and happiness magazine** is being posted to the 14K households in the district where one or more person over 65 lives. It publicises the local help available to combat loneliness and improve wellbeing, and the ways in which Mole Valley Life continues to support residents through their Technology Enabled Care, Community Transport and Social Centre services. The magazine provides articles and activities to engage with whilst at home, including reader offers, fitness exercises and brainteasers. Whilst the publication mainly focuses on offline activities it also includes information on the help available locally to get online.
- A **social media** campaign and **online advertising** which will direct people to a new [Ways to Wellbeing](#) section on the Mole Valley Life website. The online advertising will reach an estimated 20,000 people over 65 in Mole Valley.
- **Posters** with wellbeing tips sent to all GP surgeries in the district

18 – 30s:

- A **digital advertising campaign** will reach around 10,000 people aged 18 to 30 in Mole Valley. This will include fun and friendly Snapchat and YouTube animated videos with tips for keeping happy at home and a survey asking people how they are feeling. People will be encouraged to visit a new [40 Ways to Wellbeing](#) page on MVDC's website, which contains tips for keeping happy at home.

All residents:

- A '15 ways to keep healthy and happy at home' **infographic** in the annual council tax leaflet.
- **Social media** including a video made in partnership with Mole Valley's arts festival Arts Alive which features all the creative things people have been doing to keep happy during lockdown.

Timeline

- Council tax leaflet hits doormats – 9 March
- Mole Valley Life magazine hits doormats – 12 March
- MVDC & MVL social: 15 – 19 March
- GPs receive posters – 12 March
- Press engagement – 15 March
- Online advertising – 17 March – 6 April

Creative examples

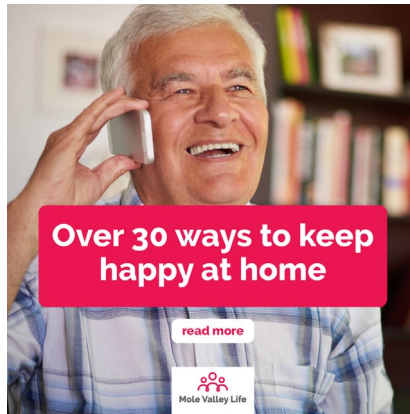
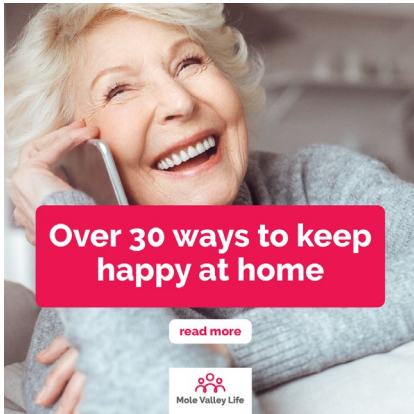
Over 65s Magazine ([digital version](#))



Online advertising – 18-30s



Online advertising – over 65s



Evaluation

The campaign will be tracked to prove positive return on investment and effort.

- **Over 65s:** Number of magazines posted, take up of MVL offers featured in newsletter, increase in traffic to MVL website, increase in MVL enquiries, number of views received by digital version. We will aim to secure a minimum of two radio interviews.
- **18 – 30s:** Visits to landing page, social media engagement, campaign reach (number of impressions), CTR, comments.