

# A Step Change for Health Improvement The Social Marketing Approach in Hull

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# A Step Change for Health Improvement

## The Social Marketing Approach in Hull



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# SMOKING

Behavioural Goal – To increase the number of smokers quitting through use of the PCT's stop smoking services

Target - Smokers aged 40+

Qualitative and quantitative insight and scoping identifying motivation factors/ barriers

Development phase - pre-testing leading to:

- Service improvement  
(e.g. easier access to local stop smoking services)
- Local campaigns responding to insight gained

# OBESITY

Behavioural Goal – To reduce the levels of obesity in Adults aged 40-65 and target services to change their behaviours.

Qualitative and quantitative insight research and scoping

Introduction of single point of access

Pre-testing leading to - Local campaigns to be commissioned, including focus upon men and lifestyle

# ALCOHOL

Hull  
Teaching Primary Care Trust



Target - Underage street drinkers and parents

Behavioural Goal – Reduce underage street drinking

Qualitative and quantitative insight research and scoping

Partnership approach to improve local services and support to young people and their families

Possible service development and family support

# DOMESTIC VIOLENCE

Target – Male perpetrators of domestic violence

## Objectives -

- The overarching project objective is to continue to increase the safety of women and children affected by domestic violence.
- To develop a model for engaging with perpetrators of domestic violence in a proactive and productive manner.
- To evidence, through implementation of a robust and longitudinal evaluation process, a reduction in incidence and type of domestic violence offending/re offending in Hull.

Research – Literature review, qualitative work with men in hull and a robust, longitudinal evaluation of the project.

Marketing – This will be directly informed by the research findings. Marketing will be targeted and relevant to the client group.

New Services – Appropriate services will be developed for men who respond to the social marketing process. These will potentially include a domestic violence perpetrators Help Line and therapeutic interventions/perpetrator programmes delivered and developed by a designated specialist practitioner.

# Commitment

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- Public Health Lead Post
- Non-recurrent investment (up to Million pounds)
- Top Management Support (up to chief exec)
- Consistent with wider PCT emphasis on public involvement
- World Class Commissioning Investment

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Kathryn Tennison -	Alcohol Strategy Coordinator
Spencer Robinson –	National Social Marketing Centre Associate

# Any Questions?

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