



Peterborough

CREATING A HEALTHY CITY



four key elements of the healthy city plan

1. overarching annual marketing and communications plan
2. review of current activity across partners
3. targeted effective campaigns and associated interventions
4. achieving aligned and coordinated delivery across settings and target groups





marketing and communications

website development

aim

- to support the umbrella health and wellbeing marketing campaign, ensuring already stretched resources are used in the most cost effective way, providing the best outcomes.
- to deliver a clear call to action signposting users to existing local activity and support services to help enable local people to make that healthy change.
- to provide or sign post to advice and information on healthy lifestyles (with a local angle) and to national campaign messages such as *Change 4 Life*.



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marketing and communications

website development (cont.)

activity timescale

Research and planning	November/December 2010
Design and template development	January 2011
Population of pages with content	February/March 2011
Review and testing with users	March 2011
Go live testing	April 2011
Official launch	April 2011



[Home](#)[> Get active](#)

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[> Want to stop smoking?](#)

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[News and events](#)[Lorem ipsum dolor sit amet](#)

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[Eat Healthy](#)

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[Lifestyle support](#)

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[Education and training](#)

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[Parents](#)[Children](#)



Physical Activity

A healthier you

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change
4 life

Eat well Move more Live longer



9 out of 10 of our
kids risk growing
up with dangerous
amounts of fat in
their bodies

so we'd better
get moving!





marketing and communications

health bus to come to
Peterborough

six days across Peterborough

- health advice and information
- health checks
- screening services



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review of current activity

aim

Establish a pilot project to enable an increased understanding of our partnership to the extent we understand the population we serve. Ensuring that each partner's plans, motivation, objectives, capacity, activities, objectives, and behaviours are congruent.

outcome

The managed transformation of services to the benefit of our population while making the best use of money allocated to public health services.

funding

green shoots programme

management

public health



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review of current activity (cont.)

stages

stage 1 – benefits identification and profiling

review date 31 January 2011

stage 2 – changes and investment costs review date 31 March 2011

stage 3 – implementation

review date 30 June 2011

benefits

- to reduce costs of service delivery
- to improve demand management
- to increase levels of service provision
- to improve value for money (e.g. increasing the range of services for the same cost),
- to improve customer service and satisfaction



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targeted campaigns and interventions

profile of recent activity
Peterborough care facility project
 Temporary emergency care facilities in the Laxton Square area of Peterborough City Centre delivered across the festive season.



the evening
Telegraph
SPORTS AWARDS
 The voting begins in our annual celebration of local sporting stars
 Monday, December 20, 2010 LATEST BREAKING NEWS ON: www.peterboroughtoday.co.uk 40p

First patients at 'field hospital'
 Full story: Page 7

NEWS
New figures show crime is falling
 Full story: Page 6

READER OFFER

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FIELD A man with a head injury is brought out of the field hospital. (LEFT) (10-11-10) Peter DOWD AND MICHAEL

First patients at 'field hospital'

By KIRSTEN BEACOCK
 k.beacock@peterboroughtoday.co.uk



FIELD The temporary 'field hospital' in Laxton Square. (LEFT) (10-11-10) MICHAEL

DOCTORS, nurses and police have been set up on the city centre streets starting for pre-Christmas evening at a new temporary 'field hospital'.

The Peterborough Care Facility was set up in Laxton Square for the first time on Friday night, marking the start of the festive season to reduce the number of people in hospital and to reduce the number of people in the city centre who are injured or need medical attention.

The team was joined by police, two nurses, a doctor, a paramedic, a police community support officer, police and probation staff members.

"It's a fantastic initiative and we are pleased to be able to help people in the city centre who are injured or need medical attention before Christmas, but the care facility workers were kept busy speaking to people and ensuring they were taken safely to hospital."

The police were talking with city centre CCTV operators to get people in need of help and to alert them to their first casualty if they are involved in an accident. The police also had a mobile phone unit to help people in need of help and to alert the ambulance service.

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 include safe...
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 public. They...
 winter maintenance...
 www.peterborough.gov.uk

Chance to learn about the city's

A TALK about life in HRPBorough in 1945 will be held on January 19 next year. Peterborough Civil Society will be holding the Peterborough Civil Society Open House, head of one service, will talk about the prison since it opened. The event will be at St Mark Church Hall, Lincoln Road, 7.30pm.

Cash boost for runners for charity

BOURNE Town Harriers Club presented a cheque for £1,000 to the Bourn Town Harriers Club on December 16. The money was raised from the proceeds of the annual club night on December 11. The event took place at John Arundell Centre, Bourn. The money was raised from the proceeds of the annual club night on December 11. The event took place at John Arundell Centre, Bourn. The money was raised from the proceeds of the annual club night on December 11. The event took place at John Arundell Centre, Bourn.

Chance to specify policing

POLICE officers will be a night in the city centre to help specify the way in which the police should be used in the city centre. The officers will be a night in the city centre to help specify the way in which the police should be used in the city centre. The officers will be a night in the city centre to help specify the way in which the police should be used in the city centre.

Burglars make with electrical

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targeted campaigns and interventions

profile of recent activity (cont.)

love local

Love Local provides Peterborough residents with access to local food and education about how to cook it, in order to change the way people shop, cook and eat.



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targeted campaigns and interventions

January

alcohol

- marketing and promotion campaign - alcohol and sexual health
- harm reduction advice and signposting to specialist services
- new Alcohol Liaison Nurse recruitment

healthy eating and physical activity

- walk Peterborough iphone app launched
- green shoots project commenced
- 3rd Tranche of weight management programmes starting
- love local shop opening



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