

Communications & Marketing

Public Health Outcome Funding was used to deliver a range of communications and marketing campaigns to increase the health and wellbeing of Wirral residents, which delivered excellent results. One such campaign was designed to get more people exercising regularly, through increasing membership rates at the Council's leisure centres. The targeted marketing campaign resulted in a significant increase in the membership base of the 'invigor8' product.

A further campaign was delivered to increase the number of Wirral families becoming either foster care households or adopters. Through the investment of PHOF, 168 Wirral people and families applied to become foster carers and 107 people applied to become adopters. Marketing activity funded through Public Health Outcome funding also focussed on early years' services, specifically to support the extensive consultation and engagement activity related to the complete redesign of the service. Targeted work was also completed in regard to early education. This work resulted in 743 2 year olds and 908 3-4 year olds accessing the service. This is an 18% increase in access year-on-year.