

**PROUD** OF OUR **PAST**, OUR **PRESENT** AND FOR OUR **FUTURE**

# Wellbeing Campaign Evaluation

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Walsall Council



**IMPROVE**  
outcomes and  
customer experience



**IMPROVE**  
employee satisfaction  
and engagement



**IMPROVE**  
service efficiency  
and performance

# Background

**Aim:** to raise awareness of the different resources and support available that will enable residents and communities to independently manage their wellbeing. This will lead to opportunities to increase quality of life.

The campaign built on the Walsall 8 Steps to Wellbeing framework:

- Improve confidence in communicating sensitive information, increase early recognition of poor mental wellbeing behaviours in diverse communities and access to services.
- Enhance the ability to tackle stigma and identify early signs.

**Target audience:**

- Whole population with a focus on men living in the below geographical areas: Blakenall, Birchills-Leamore, Pleck, Palfrey, St. Matthews, Bloxwich East, Bloxwich West, Darlaston, Willenhall South

**Key elements of the plan included:**

- Using the DPH Annual Report 2021 as a foundation to develop messages on mental wellbeing and the 8 Steps to Wellbeing.
- Incorporating the Mental Health First Aiders programme into internal communications aimed at staff.
- An 8-week focus on the 8 Steps to Wellbeing between March to May 2023.
- Offering communications support for the mental wellbeing events in February and May 2023.

# Summary of activity

## Social media

- 171 posts were published across five topics related to mental wellbeing between December 2022 and May 2023, achieving 142k impressions, 3.82k engagements and 2.41k clicks.

## Video

- Internal: Produced nine videos on Mental Health First Aiders totalling 569 views.
- External: Produced a short 30-second animation [introducing the 8 Steps to Wellbeing](#) along with eight portrait videos for each wellbeing step. These were incorporated into a partners' toolkit.

## Press releases and media coverage

- Issued three press releases relating to mental wellbeing.
  - [Events supporting mental wellbeing in the community | Walsall Council](#)
  - [Get support for your wellbeing this Mental Health Awareness Week | Walsall Council](#)
  - [Community event supports residents as part of wellbeing campaign | Walsall Council](#)

## Website

- Signposting to the council's existing [wellbeing support webpage](#). This included details of the Let's Chat bus, 8 Steps to Wellbeing and who to contact for urgent support.
- Created a customised link to the Wellbeing Plan which has achieved 528 clicks.

## Inside Walsall

- Published 15 articles relating to mental wellbeing (including the Mental Health First Aiders) between January and May 2023 totalling 4589 views. Our most popular article was on the [8 Steps to Wellbeing](#).

## Marketing

- Social media assets, posters and leaflets to advertise Community Wellbeing Events.
- Printed booklets of the 8 Steps to Wellbeing along with wellbeing bottles, notepads, hand sanitisers and tote bags which were given out at community wellbeing events.

# Internal communications

Between January and February 2023, we incorporated the Eight Steps to Wellbeing into an internal video series about Mental Health First Aiders (MHFAs). Each MHFA spoke about their experiences of supporting others with mental health and highlighted one of the eight steps and what it means to them. We signposted to the Wellbeing Plans on the Council website and access to wellbeing support for staff.

For Mental Health Awareness Week in May 2023, we published a 9<sup>th</sup> video about another Mental Health First Aider.

Inside Walsall posts about the MHFA series totalled 1687 views. Video views in total was 569.

The videos are now hosted on the [Mental Health First Aiders page](#) on Inside Walsall.



Inspiration all Mental Health First Aider colleagues. Keep it up

very powerful thank you!

I love this

Fantastic video, mental health has always been a taboo subject, and it is about time there is opportunities for all of us too come forward, be honest, and seek the help when it is needed.

*Feedback from staff relating to the MHFA video series.*

# Mental wellbeing awareness

From December 2022, we introduced mental wellbeing through a series of posts that were published during the Christmas and New Year. Content signposted to national charities like Mind and the Black Country 24/7 Urgent Helpline service, as well as advice on looking after mental wellbeing.

Following this, in January 2023, we started to promote the Let's Chat bus timetable, Every Mind Matters national campaign and introduce the 8 Steps to Wellbeing.

We also supported the national campaign 'Lift Someone Out of Loneliness', utilising the resources from DCMS over a six-week period between February and March 2023.



# Community wellbeing events

In February 2023, we brought the Community Wellbeing events into the campaign.

The events provided an opportunity for the community to network with others, find out about wellbeing support across the borough and learn about the 8 Steps to Wellbeing.

Working closely with Public Health, we supported with communications through social media posts, setting up Facebook events, print marketing and encouraging providers and partner organisations to support and publicise the event.

Publicity related to the February events gained 11.1k impressions, 378 engagements and 115 clicks.

We issued a press release to celebrate the success of the three events: [Events supporting mental wellbeing in the community | Walsall Council](#)

A fourth event took place in May as part of Mental Health Awareness Week.



# Print marketing for events



## Material produced by Print and Design:

- 8 Steps to Wellbeing merchandise
  - Water bottles
  - Wellbeing Plans
  - Notepads
  - Sanitisers
  - Tote bags
  - Community Wellbeing Event posters and leaflets (A4/A5) in digital and print with social media specific assets created.

We supported public health colleagues to produce the above materials for distribution relating to the Community Wellbeing Events.

# 8 Steps to Wellbeing

Between Monday 27 March and Sunday 21 May, we did a social media campaign on the 8 Steps to Wellbeing Plan over an 8-week period (with each week focusing on a different theme). This led into Mental Health Awareness Week.

We developed a consistent and extensive social media plan. This included a mixture of polls and localised images and videos to visualise each step. We also signposted to the Let's Chat bus service and the [Get support for your wellbeing | Walsall Council](#) page.

We asked partner organisations to support the campaign in the following ways:

- Utilise the suggested copy and assets and share from @WalsallCouncil and @HealthyWalsall socials.
- Use our hashtag #8StepsToWellbeing and tag in @WalsallCouncil / @HealthyWalsall if there were any activities that tie in with

one or more of the 8 Steps.

- Encourage people to download and complete their free Wellbeing Plan: <https://bit.ly/walsallwellbeingplan>

Some of the organisations who supported include:

- NHS Black Country ICB and ICS
- Walsall for All
- One You Walsall
- Walsall Libraries
- whg
- Walsall College
- Umbrella Medical Group:
  - Holland Park Surgery
  - Lichfield St Surgery
  - Mossley Fields Surgery
  - The Limes Medical Centre
  - Sycamore House Medical Centre

I'm a video animation.  
Click to play me.





# Examples of posts published

The below screenshots are of posts published by Walsall Council and Healthy Walsall.



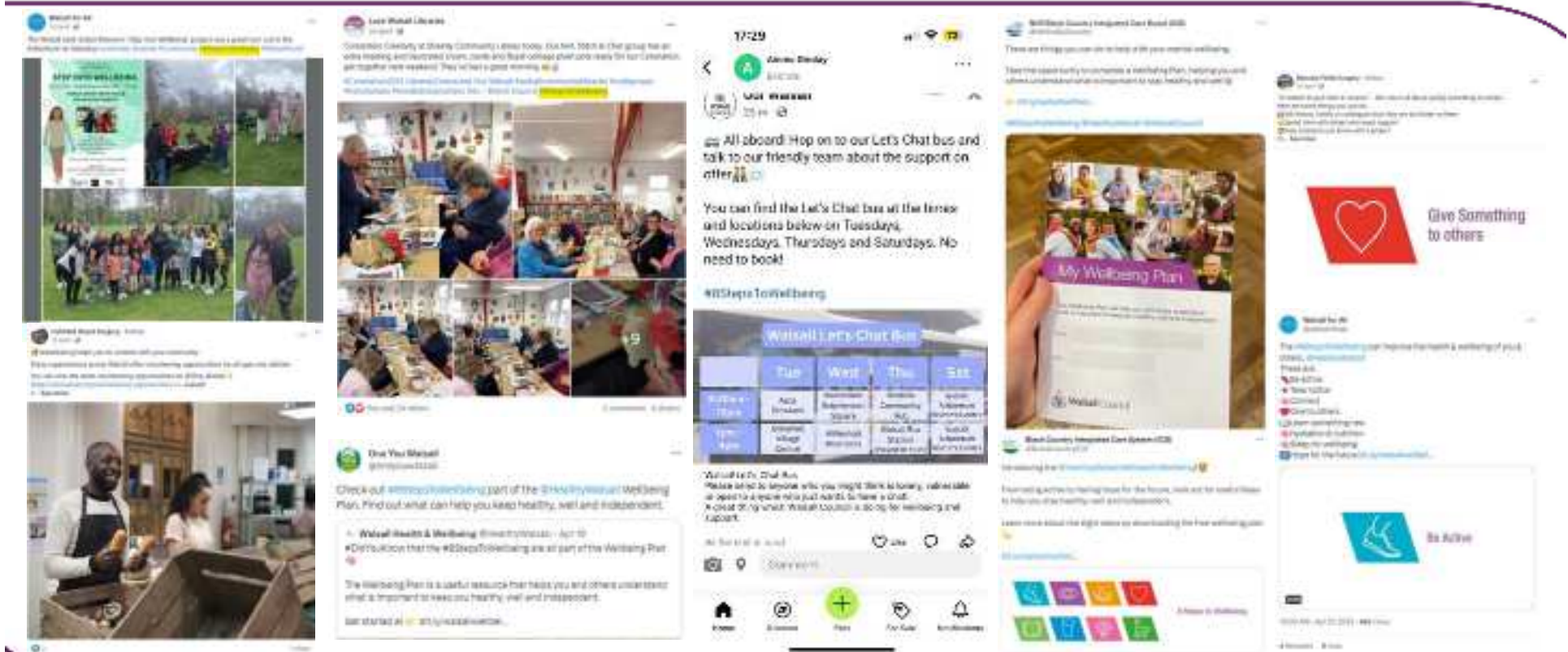
# Mental Health Awareness Week

- Mental Health Awareness Week (15-21 May 2023) was the culmination of the 8 Steps to Wellbeing campaign.
- Throughout the week, we published 24 social media posts, which gained 13k impressions and 266 engagements. Post topics included the Let's Chat Bus, wellbeing plans and signposting to local services such as Talking Therapies.
- We issued a [press release](#) on 15 May 2023, which highlighted the different ways residents can access support for mental wellbeing. This was subsequently featured in the [Express and Star online](#).
- On Inside Walsall, we published five articles achieving 2,218 views in total:
  - [Mental Health Awareness Week is from 15-21 May \(walsall.gov.uk\)](#)
  - [Mental Health Awareness Week - 8 Steps to Wellbeing \(walsall.gov.uk\)](#)
  - [Focus on Mental Health and Wellbeing and Health & Safety \(walsall.gov.uk\)](#)
  - [Mental Health Awareness Week – Claire's story \(walsall.gov.uk\)](#)
  - [Mental Health Awareness Week – round up \(walsall.gov.uk\)](#)
- During the awareness week, the Public Health team hosted their final Community Wellbeing in the south locality at Nash Dom CIC. It brought together 23 providers to offer tailored advice, and information about activities and wellbeing support in the borough to over 70 attendees. We celebrated the success of this event on social media and in a [press release](#) at the end of July.



# Examples of posts published

The below screenshots are of posts published by partner organisations supporting the campaign.



# Engagement and impact

- The 8 Steps to Wellbeing focus drove high levels of engagement through participation in polls, quote RTs and comments. The following slide demonstrates some of the comments we received in response to our posts.
- The Let's Chat Bus engaged with the following numbers. However, it is not possible to prove impact of communications on the initiative:
  - 1st Dec to 31st March 1,769
  - 1st Feb to 21st May 1,534
- It is possible that the communications campaign on wellbeing has been a contributing factor in more providers and services using the wellbeing plans.
- When promoting the Let's Chat bus on a weekly basis during the 8-week campaign, we received feedback from the public about possible, future locations. We took on board the suggestions from the public about where the bus should go and it is now travelling to other locations between 13 June and 20 August 2023: Ford St in Pleck, Paddock, Brownhills and Lower Farm.
- On one post we shared about hydration and nutrition, we received a reply from the Mental Health Foundation thanking us for signposting to their website.



# Social media comments

Fabulous gyms 🏋️‍♀️ 🧘‍♀️

Comment about the leisure centre post linked to the 'Be Active' step.

Well done! Such initiatives are very welcome to the residents. Congratulations to all those involved and present!

Feedback on the Community Wellbeing event in May 2023.

#8stepstowellbeing is a great way to improve how you think and how you feel in your day to day life. Little changes make a big difference. 10months ago yesterday I drank my last coca cola which is a whopping 9030 spoons of sugar I haven't drank! (I could never drink sugar free)

Quote RT from a local employee about the 8 Steps to Wellbeing

Getting in my car and going for a drive. Good for your mental health having time to yourself

Reply from a member of the public about how they look after their wellbeing.

How about a Bentley bus?

Could we get this bus to Palfrey, Caldmore, Delves and Pleck to get this side of Walsall chatting too

Like Reply Hide 15 m

Aldridge or pheasey would be good please x

Darlaston would be good!

Feedback from the public suggesting future locations for the Let's Chat Wellbeing Bus



As long as they can point anyone wanting to volunteer... in the right direction... it seems to me that the volunteer group takes the lead... organises and supports through their own network... proven in most cases... as we know the council budget rarely stretches to any financial or physical input support.

Extract from a Facebook group conversation where a post on volunteering (linked to the 8 Steps) was shared.

# Social media analytics

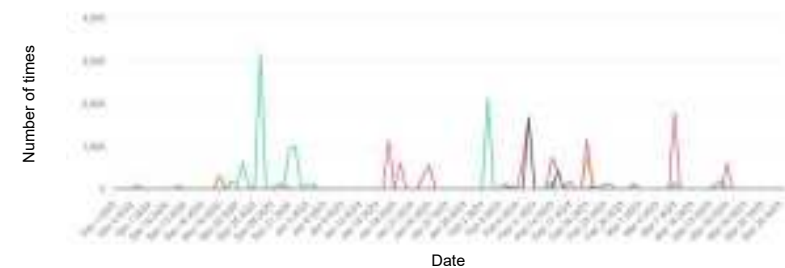
|   | Impressions | Engagements | Clicks | Video views |
|---|-------------|-------------|--------|-------------|
| <b>Pre-campaign<br/>(1 Dec 22-26 Mar 23)</b>            | 19.9k       | 472         | 127    | 129         |
| <b>During campaign until end<br/>(27 Mar-31 May 23)</b> | 122k        | 3.35k       | 2.28k  | 2.1k        |

The above table gives the impressions, engagements and clicks for the wellbeing campaign. We have included video views in the analytics as videos were part of the content produced. As you can see in the graphs on the right, prior to the 8-week campaign between December and late March, we achieved almost 20k impressions but smaller numbers of engagement. During the campaign until the end, analytics increased as a result of the 8 Steps to Wellbeing campaign.

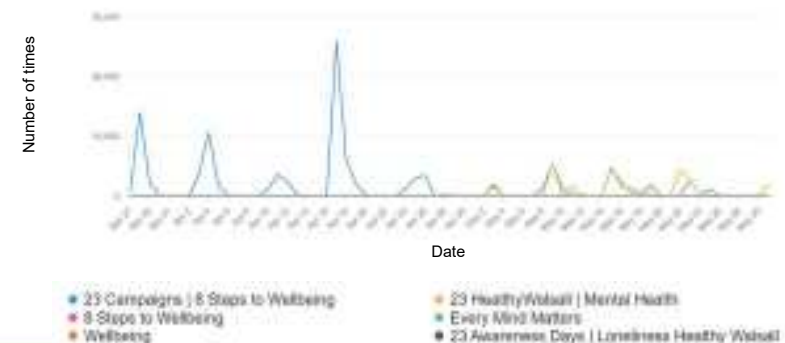
**Notes and definitions:**

- Analytics for posts published via Meltwater.
- Impressions: The number of times it appears on feeds.
- Engagement: The number of times someone has engaged with the content through a like/reaction, comment or share.
- Clicks: The number of times someone has clicked within a post (e.g. links).

## Pre campaign



## During campaign until end



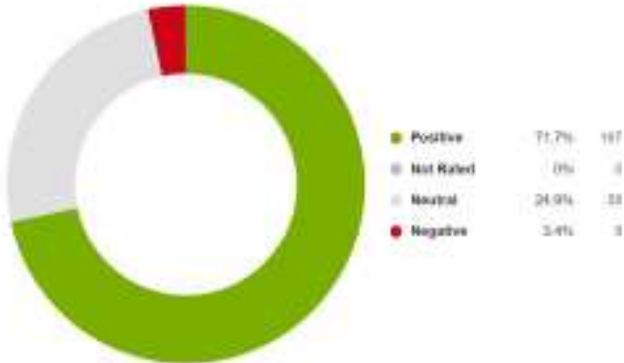
# Meltwater search - 8 Steps to Wellbeing focus



**Mention trend**



**Top keywords**



**Sentiment**

A search on '#8StepsToWellbeing' via Meltwater had 233 mentions between 27 March 2023 and 21 May 2023.

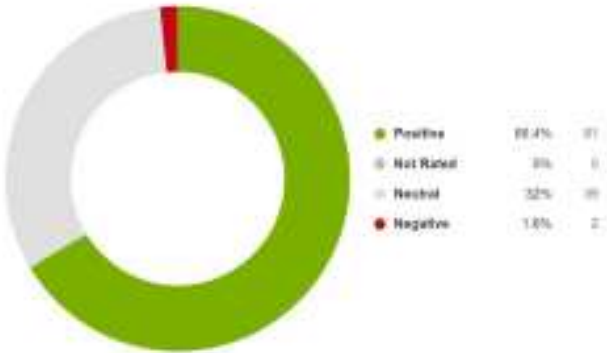
Popular keywords included 'others', 'chat bus' and 'mental wellbeing'.

A search on this hashtag generated a 71.7% positive sentiment.

# Meltwater search – wellbeing in Walsall



Mention trend



Sentiment



Top keywords

A search on wellbeing in Walsall as a topic on Meltwater had 122 mentions between December 2022 and May 2023.

Mentions generated a 66.4% positive sentiment.

Popular keywords were 'wellbeing', 'community wellbeing' and 'work' amongst others.



# Benchmarking analysis

- Overall, our analytics are impressive, especially compared to previous public health campaigns:
  - Benchmarking against the Heart Health campaign, we received 502% more impressions, 241% more engagements and 271% more clicks. This shows the impact the 8 Steps to Wellbeing content had. One of the points that made the Heart Health campaign weaker was the identity, making it disjointed (i.e. lots of different branded messages from different organisations going out). We improved this with the 8 Steps to Wellbeing campaign as our comms were consistent and the messages were clear. This shows the impact this can have.
  - Running the campaign over eight weeks was also a positive. It gave us more time to break down the comms into smaller, more consumable pieces of information. Sometimes, when we run public health awareness weeks, we often fit in a lot of information over a short period of time. However, the 8 weeks helped space the campaign out.
  - Compared to the 'HIV Awareness Week', we only gained 1.87k impressions, 26 engagements and no clicks. It shows that these short bursts of activity are not having as much of an impact. For our public health messaging to be lasting, we need to take a similar approach to what we have done with the 8 Steps to Wellbeing.

# Observations

- Comparing between pre-campaign (before 27 March) and during the eight-week 8 Steps to Wellbeing social campaign, we saw an 983% increase in impressions, 897% increase in engagements and 1972% increase in clicks. These results were achieved organically. There are several factors that may have contributed to this success:
  - The 8 Steps to Wellbeing was specific to Walsall, therefore our content was localised and focused on local opportunities and services that could help the mental wellbeing of Walsall residents.
  - The use of polls and relatable topics created engagement and participation.
  - Certain posts published on social media gained higher numbers of impressions and engagements, such as the Let's Chat bus timetable and volunteering in Walsall.
- The portrait videos for Instagram were an opportunity to try out animated reels.

# Lessons learnt

- This campaign demonstrated the need to create engaging, consistent content across a variety of platforms that is local and relatable to target audiences. We signposted to local services and opportunities that would enable residents to improve their wellbeing and we had clear calls to action (such as downloading the wellbeing plan and registering for the events).
- The comments and feedback we received were positive. Often, we struggle to generate engagements and a 'back and forth' conversation around public health content. The way the content was positioned (polls, open questions etc.) helped to create a conversation around the campaign. We are really pleased with this approach, and we feel this has been one of our stronger public health campaigns.
- The development of a social media toolkit distributed to partner organisations enabled greater awareness and participation around the 8 Steps to Wellbeing. Therefore, development of toolkits have benefits in widening out key messages to audiences.
- We brought different elements into the campaign, such as the Mental Health First Aider videos and Community Wellbeing events and linked this with the 8 Steps to Wellbeing messages. Activities like events and videos that reinforce key messages have benefits in strengthening campaigns.
- This campaign generated impressive results. The use of polls, reels and running campaigns over a longer period have proven to benefit with engagement.