

Campaigns 2007

Sexual Health Awareness Week

12th - 18th February 2007

Lead - Sexual Health Promotion Team

steve.paske@ghpct.nhs.uk (Tel 0191 490 1699)

2007 will see an expansion of Sexual Health Services for Gateshead residents, Sexual Health Awareness week will kick-start awareness of sexual health issues and promote the use of condoms.

No Smoking Day

14th March 2007

Lead - Claire Mawson

claire.mawson@ghpct.nhs.uk (Tel 0191 487 1489)

No Smoking Day will promote the support available for people wishing to give it up. It will also raise awareness of the forthcoming smoke-free legislation (July 1st 2007).

Breastfeeding Awareness Week

13th - 19th May 2007

Lead - Community Health Team

jaynenorwood@gateshead.gov.uk (Tel 0191 433 2177)

Focusing on promoting The Gateshead Breastfeeding Friendly Scheme, this campaign will encourage as many businesses as possible to take part in the scheme. Breastfeeding in public areas will be made as easy as possible for mums in Gateshead.

Cancer Prevention - Fruity Friday

25th May 2007

Lead - Angela Hannant

angela.hannant@ghpct.nhs.uk (Tel 0191 497 1548)

This year's one-day campaign will focus on encouraging people to increase their fruit & vegetable intake. The campaign will build on the success of the 'Fruity Friday' theme developed over the last two years.

Heart Health Week

2nd - 10th June 2007

Lead - Michael Chappell

michael.chappell@ghnt.nhs.uk (Tel 0191 497 1516)

Heart Health Week promotes physical activity. It starts a summer of events/initiatives through to September. The campaign will signpost how you can get involved in activities across the borough.

Immunisation Awareness Week

10th - 16th September 2007

Lead - Laurence Lines

laurence.lines@ghpct.nhs.uk (Tel 0191 460 5249)

The Immunisation campaign will seek to raise awareness of immunisation.

World Mental Health Day

10th October 2007

Lead - Tom Hall

tom.hall@ghpct.nhs.uk (Tel 0191 497 1516)

This campaign's aim is to protect the mental health and well-being of children and young people in Gateshead, focusing on stigma and bullying.

Alcohol Awareness Week

10th - 16th December 2007

Lead - Julie Parker

julie.parker@ghpct.nhs.uk (Tel 0191 497 1474)

Alcohol awareness week will be co-ordinated at a local level by a multi disciplinary partnership and will target at risk groups.

Why do Campaigns?

There are a number of reasons why we carry out health campaigns. The key reason is to promote, or reinforce up-to-date information regarding particular health messages to as wide an audience as possible. Health campaigns also offer the opportunity to raise the profile of health promotion and may empower the public and professionals to make a difference by challenging stereotypes, by promoting attitude and behaviour change and informing choice.