

Non-Executive Report of the:  <b>Health and Wellbeing Board</b>  16 April 2024	
<b>Report of:</b> Natalia Clifford, AD for Public Health	<b>Classification:</b> Unrestricted
<b>Report Title:</b> Just Say Hello video - part of wider public health campaign to tackle loneliness and social isolation in the borough	

<b>Originating Officer(s)</b>	Agnes Gautier
<b>Wards affected</b>	All wards

## Executive Summary

### Just Say Hello campaign

The 'Just Say Hello' Video is part of a broader campaign **to tackle loneliness and isolation in Tower Hamlets**. This is a mayoral priority as set out in the Tower Hamlets Council Strategic Plan 2022-26. Since the pandemic, an increased number of our residents are suffering from loneliness and isolation. Some residents are particularly affected, including 16-24 years old, disabled residents, new migrants and older residents.

Tower Hamlets Council is leading the TH Connection Coalition, a network of Council staff, and over 100 VCS and NHS organisations who want to tackle loneliness. As part of our strategy, co-produced with the network, partners had identified the need for a borough wide communication campaign targeting residents. The 'Just Say Hello' campaign was rolled out in December 2023 and concluded in March 2024. It was timed with the opening of the warm hubs, which were provided with 'Just Say hello' banners and conversations starter kits in 6 locations across Tower Hamlets.

The campaign had many aspects, built on feedback from the Connection Coalition network:

- A cohesive look and feel and accessible design developed in partnership with Well One;
- A media toolkit on TH Together website and THCVS website, to be used by members of the coalition, with posters, Facebook and Twitter banners that could be branded by different organisations;
- 10 'Just Say Hello' events taking place across the borough, organised through Poplar Harca, with over 300 residents from different demographic categories (Dec 23-March24);

- A launch event held on 30<sup>th</sup> November, attended by 80 organisations, mostly VCS partners, with the distribution of over 100 'Just Say Hello' starter kits (tea, coffee, 'Just Say Hello' banner, conversation starters);
- A directory of local organisations providing social connection activities (walking groups etc);
- A social media campaign orchestrated by the TH communication team, and echoed by THCVS.

The aim of the campaign was to encourage residents to have conversations with each other and referred people onto warm hubs and other community activities running this winter.

### **About the video**

The video was filmed in November 2023 at Bow Idea Store, during a health fair involving TH public health, early years and the Bow health network. Local residents were filmed. Many residents take part in weekly social activities at the Bow Idea Store (50+ club, story time for under 5s). About 10 residents were filmed on this occasion.

The video was:

- shared on TH social media and TH Council You Tube channel
- shared with residents who took part in it with the help of Bow health network
- shown during a broader Bow health network meeting
- was shown at the Connection event (67 participants)
- will be shown at the Idea stores (on site screens)

It will be used when the campaign is rolled out again next autumn.

### **Measuring impact (Just Say Hello campaign)**

During the launch event, over 40 VCS organisations all over TH signed up to the campaign and committed to deliver various actions to fight loneliness and social isolation.

Some organisations have adopted the 'Just Say Hello' campaign for the long-term, for example Mind TH now has a weekly Just Say Hello drop in coffee morning.

A 100 copies of 'Just Say Hello' directory was distributed to adult social workers who will use it for referrals. A further 100 copies was distributed to our homeless service who will also use it in their signposting work.

The 'Just Say Hello' page was the 10<sup>th</sup> most popular page on the TH connect website.

### **Recommendations:**

The Health and Wellbeing Board is asked to:

Note the campaign and share with colleagues. Provide advice on how to further promote the campaign in preparation for next year re-launch (October 24))

## Health and Wellbeing Strategy:

The Health and Wellbeing Strategy is grounded upon 6 principles that matter most to residents of Tower Hamlets. Detail how this report relates to these principles:

<p>1. Resources to support health and wellbeing should go to those who most need it</p>
<p>The campaign is targeting residents suffering from loneliness and isolation. Loneliness and isolation can have long-term adverse effects on health and mental wellbeing. The campaign was delivered through our VCS partners working with different strands of residents affected by loneliness, such as the elderly, disabled, migrants, LGBTQ+.</p>
<p>2. Feeling connected and included is a foundation of wellbeing and the importance of this should be built into services and programme</p>
<p>The whole campaign is based on how to help residents connect, by inviting them to talk to each other, also by connecting them to community activities taking part around them.</p>
<p>3. Being treated equally, respectfully and without discrimination should be the norm when using services</p>
<p>The campaign highlights what is available locally for all our residents especially suffering from loneliness and social isolation, such as new migrants, elderly residents, disabled residents, LGBTQ+ residents etc.</p>
<p>4. Health and wellbeing information and advice should be clear, simple, and produced with those who will benefit from them</p>
<p>The campaign idea was the product of a coproduction workshop with members of the Connection Coalition network. The communication campaign outputs were co-designed with Well One.</p>
<p>5. People should feel that they have equal power in shaping and designing services and programme that impact on their health and wellbeing</p>

Members have very much shaped this campaign, it was a clear ask from Connection Coalition members which includes VCS and NHS stakeholders,

6. We should all be working together to make the best use of the assets we already have that support people's health and wellbeing.

The following partners were key to the Just Say Hello campaign:  
TH Council public health team- loneliness senior policy officer  
THCVS  
Connection Coalition TH  
Tower Hamlets Together  
Well One

## **1. REASONS FOR THE DECISIONS**

1.1. The campaign was co-produced by members of the Connection Coalition.

## **2. ALTERNATIVE OPTIONS**

2.1. No alternative options were considered as it was considered feasible within the yearly objectives of the Connection Coalition campaign, and also helped support the Mayoral priority of tackling loneliness.

## **3. DETAILS OF THE REPORT**

3.1. n/a

## **4. EQUALITIES IMPLICATIONS**

4.1. N/a

### **OTHER STATUTORY IMPLICATIONS**

4.2. N/a

## **5. COMMENTS OF THE CHIEF FINANCE OFFICER**

5.1. n/a

## **6. COMMENTS OF LEGAL SERVICES**

6.1. n/a

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### **Appendices**

Link to download video <https://we.tl/t-Dq8xiOE2eE> (download expire 15th April)

You tube link <https://www.youtube.com/watch?v=bqVIY0Gdyro> (permanent)

### **Local Government Act, 1972 Section 100D (As amended)**

#### **List of “Background Papers” used in the preparation of this report**

List any background documents not already in the public domain including officer contact information.

- None.

### **Officer contact details for documents:**

Agnes Gautier Senior Policy Officer Connection Coalition