

**WRITTEN QUESTION TO THE CHIEF MINISTER
BY DEPUTY L.V. FELTHAM OF ST. HELIER CENTRAL
QUESTION SUBMITTED ON MONDAY 30th JANUARY 2023
ANSWER TO BE TABLED ON MONDAY 6th FEBRUARY 2023**

Question

“Will the Chief Minister provide the following information in respect of each communications campaign launched by the Government since she took office –

- (a) the purpose of the campaign;
- (b) the target audience and the number of people estimated to be in that target audience;
- (c) the methods and/or media used to reach the target audience;
- (d) the cost of the campaign including staff time;
- (e) whether she considers that the campaign was effective and provide details of how the effectiveness was measured; and for on-going campaigns detail the effectiveness to date; and
- (f) whether any lessons have been learned from the campaign and how such learnings might be applied in future campaigns?”

Answer

In 2022, we produced 148 communications campaigns (external and internal) aimed at informing and engaging with the public and colleagues on important Government initiatives, as well as generating behaviour change in areas such as public health (this includes a pre-election period where no campaigns were launched). Approximately a third of these campaigns have been launched since June 2022, including a focus on the Chief Minister’s 100 Day Plan, which included campaigns on addressing the cost of living, community and quality of life, economy and population, education, housing, trust and accountability in Government.

Given the number of campaigns and their detailed plans (which include situational analysis, audience segmentation, strategy, tactics, timings and costs, and success measures) it would be impossible to succinctly answer the question. Nevertheless, below, we have tried to explain our guiding principles and give a number of examples.

1. Approach

We follow the same campaign planning process for each initiative:

1. The need for a campaign is identified by Ministers and Departmental senior leaders based on agreed initiatives and priorities for the year
2. The communications directorate, led by a departmental Head of Communications, produces an initial draft campaign plan, which follows a template of Background, Objectives, Strategy (audiences), Tactics (channels), Actions (activity), and Controls (budget), and is signed-off by the Head of Strategic Communications
3. The draft is shared with colleagues across the directorate, including the Marketing & Campaigns team, for further input and creative
4. A final plan is produced and signed-off by the relevant Chief Officer before going to the Minister.

The following are campaign examples from June 2022. This information took less than 45 minutes to prepare, as it is already contained within our plans and is readily available.

2. Example campaigns from June 2022 onwards

Cervical Screening



Purpose

Cervical screening is one of the best ways to protect from cervical cancer. We need to make sure that eligible Islanders opt in and maintain cervical screening schedules to give themselves the best protection. Without promotion, Islanders are likely to be less informed and less likely to opt in and attend.

Free cervical screening is offered to all women and people with a cervix aged between 25 – 64. Screening for those aged 25 – 49 is offered every three years and every five years for those aged 50 – 64.

Government of Jersey's KPIs for the 50 – 64 age group is 80% uptake, we are currently at 74%. We currently meet the KPI of 80% for the 25 – 49 age group. This group is required to opt in once they turn 25. Although the KPI is currently met, maintaining the promotion of cervical screening is required to make sure eligible Islanders opt in for their first screening and keep up with their screening schedule.

Abnormal findings are more likely to be identified in the 25 – 49 age group, timely identification of these cells provides the opportunity for a lifesaving result.

The requirement to opt in for cervical screening is seen as the primary barrier for this age group. Secondary barriers mirror those for the older age group.

The uptake in screening attendance decreases in the older age group, this is mirrored in the UK. General barriers are thought to be:

- Embarrassment
- Pain (known to increase in the older age group)
- Intention to go but not getting round to it
- Worries about what the test might find
- Logistical issues
- Lack of awareness that testing is free of charge
- An additional barrier has been identified for Polish Islanders, namely that the quality of testing in Jersey is perceived not as good as the tests offered in Poland, which include a scan (risks for having the screening in Poland result from a possible delay to frequency of attendance)

Funding for free cervical screening is approved by the Minister for Social Security. Free cervical screening was first introduced in 2018. The delivery of cervical screening is the responsibility of the Minister for Health and Social Services.

Target Audience

Eligible Islanders aged 25 (they become eligible at aged 25)

- Good level of English regardless of place of birth (translations not required)
- Young working professionals - not on the registry
- Locations and Interests: Socialising / Shopping in town / Gyms / hairdressers and beauty salons

Eligible Islanders age 26 + who are yet to opt in

- English and Portuguese translations required
- Professionals - not on the registry - mixed across all industries
- Working / part-time working / with families
- Locations and Interests : Socialising / Shopping in town / Gyms / hairdressers and beauty salons / cafes / restaurants

Cost:
£20,000

Media and Channels used to reach audience

- Posters and Mirror decals in:
 - Mirrors in beauty salons and hairdressers
 - Gyms changing rooms
- Print: JEP full page ad
- Pull up banner
- A5 front leaflet
- Digital adverting: JEP digital ads and social media, Bailiwick, Google Ads
- Clock tower, Bus Screens and CLS/HCS screens
- Social Media
- Portuguese: Video circulated via WhatsApp

Effective and results

These are currently being collated. Outputs are based on the number of cervical screening sessions and effective use of our communication channels. Due to the increased media interest, we are aware of an increase in cervical screening sessions being booked. We also had over 3.5million hits on one social post. Although some of the sentiment was negative, this still contributed to the overall success of increasing bookings.

Lessons learned

The use of language and imagery to appeal to the transgender community caused an issue on Twitter and is currently being assessed. Further work with the community, and other groups, will be embarked on to make sure an inclusive approach is maintained but that all aspects of the campaign targeting women, females, and any Islander with a cervix are properly and sensitively considered.

Fostering and Adoption Dec 2022



Purpose

To address the lack of flexibility in the system to accurately match the needs of a foster child to a tailored placement.

Prospective foster carers were not signing up during the pandemic, and many former foster carers chose not to take on any more children. As it takes 6 months from signing up to becoming a foster carer, this is an ongoing issue.

Focus group research has shown there a number of misconceptions about foster care in Jersey – i.e. who can become a foster carer/ how much it requires from an Islander/ lack of support including financial. Focus groups didn't feel empowered to be foster carers.

Target Audience

Parents aged 30-55

- Work part time or stay-at-home parent with children at home or in school
- Wants to help other children
- Live in rented or owned secure accommodation
- Likely to have a spare bedroom (in some cases this isn't a condition)
- In a long-term relationship/married
- English speaking

Cost:

£7,550

Media and Channels used to reach audience

- Social media
- Channel 103 radio and digital ads
- ITV ad
- Google ads – targeted at online clothes shopping, news and entertainment
- Bailiwick ads
- JEP digital takeover
- Clock Tower
- A3 poster and distribution to key areas
- Digital screens at the Library
- Parentmail

Effective and results / Lessons learned

- This was a highly effective integrated campaign and resulted in 10+ foster carers coming into the system at a time of great need.
- We are currently assessing the use of images of children and the internal process for sign-off.

Tax 2022 launched January 2023



Purpose

Each year, Revenue Jersey runs a phased communications campaign to manage the flow of tax return submissions, encourage customers to file accurately and in good time, and remind customers of the tax filing deadlines and actions they need to take.

Many customers file within a week to 2 weeks of the filing deadlines, creating operational challenges and a stressful negative experience for filers, and for some, low customer satisfaction when the volume and nature of last minute requests for help can't be answered.

Using behaviour insights, a multi-channel, multi-message approach is taken as different customer groups tend to file at different times within the returns period, according to their circumstances.

In January 2023, taxpayers who filed using the paper form last year will receive a paper form again. Those who filed online in 2022 will receive an email letting them know they can complete their online return (these people won't receive a paper form).

Both paper and online filers will also receive a newsletter with their email / paper return.

Married couples and civil partners not yet in independent taxation, will also receive a leaflet that's part of the IndTax optional elections campaign, with their paper return or email.

A new Government of Jersey Digital ID solution, is available this year called JerseyMe. It allows customers without a smartphone to activate their onegov account, with face to face support available. Customer who have struggled with Yoti or are hesitant to use a non local solution, may be encouraged to use JerseyMe, which will then give them the option to file online in 2023.

Our customer strategy principles are to make it accessible, consistent, and easy for customers, and to think ahead, and our approach to supporting customers to file in a timely and accurate way, must align with these principles.

Deadlines for 2023 are: 31 May for paper returns and 31 July for online returns.

Target Audience

- Customer base is 65,000, aged 17 to 100, 4,000 or so who have tax agents, or friend /relative with Power of Attorney in place, who complete their return for them, but who will still be a taxpayer seeing the advertising.
- There is a mix of around 45,000 part and full time employees, who pay all their tax by ITIS, and 20,000 either self employed or retired taxpayers whose income is either part or wholly from non employment sources.
- 30% of customers leave filing to the last month, and almost 20% to the last week.

Insights

- TBC – Last minute filers are more likely to be self employed and need to do their business accounts, or have complex affairs
- 48% of taxpayers filed online in 2022.
- Yoti user age demographics show that generally, but not exclusively, those aged between 25-55, with more men than women, (unsurprising as married women cannot complete their tax return as not PT, and this is a main driver for setting up onegov accounts). See Appendix 1. Statistically, the distribution of those with a Yoti ID is similar to the overall population (compared with the 2011 Census)
- A number of retired taxpayers did also file online and were keen to do so, but some needed one-to-one support with setting up their digital ID. This is where JerseyMe has a fresh offering that could give many more customers online access to services.
- In 2022, we experienced only a 5% increase in online filers, indicating the current solution, Yoti, had plateaued take up.
- 52% of primary taxpayers still complete their tax return using the paper option, with all age groups represented

Cost

£15,000

Media and Channels used to reach audience

Phase 1:

Social Media

JEP print ads

Google ads

Posters

Digital screens

Bailiwick and JEP digital ads

Liberty bus and Jersey Post Digital screens

Channel 103

Effective and results / Lessons learned

We are currently assessing the impact of the campaign.

Vaccine Thank You



Purpose

The purpose of this campaign is to agree on the spokesperson element of the winter vaccination campaign and identify the correct spokespeople based on low uptake in certain audiences (outlined below). These spokespeople will appeal to target audiences in similar positions (work, age, lifestyle) and will help to spread the message that vaccination is important for themselves.

This is an element from the already approved and running winter vaccination campaign to drive an increase in vaccine uptake for eligible Islanders, with a particular focus on eligibility groups where uptake is low. We only require agreement on the spokespeople for the relevant audiences and a plan for how we use them.

The Autumn Booster programme was launched at the beginning of September by eligibility group, this was then followed by the flu vaccine. Uptake is currently lower than desired for Health and Care workers including HCS, Care Homes, Dom Care agencies etc... this is an area of concern as this group is tasked with caring for vulnerable people.

As at 15 November (waiting for updated figures):

- 27.3% Health and social care workers
- 34.3% Care home staff

- 23% those aged 50-54
- 32% those aged 55-59
- 47% those aged 60-64
- 60% those aged 65-69

Care home and agencies are staffed by a large number of Portuguese speakers. A request for information in Portuguese has been made by the industry.

Other areas of focus are pregnant women, as well as a general push towards the 50+ (largest) group

The winter vaccine plan has already been approved.

Target Audience

- Heath and care workers (English and Portuguese)
- Pregnant Women
- Those at Risk
- 50+ population

Cost

£19,000

Media and Channels used to reach audience

HCS & Domiciliary

- Posters in pause areas (all HCS sites, including laundry, Daily board messages etc)
- Leaflet and posters to organisations (incl translations)
- Digital screens
- HCS Twitter social assets using the #TeamHCS (push to remind staff after their shift)

Islanders

- Print – JEP adverts, Our Island Advert
- Digital ads – JEP, Bailiwick, Google ads
- Digital screen: bus screens, clock tower, Sand Street carpark
- Radio – Channel 103
- Information leaflets for midwives and GPs

Effective and results / Lessons learned

This is currently being assessed.

E Bike Grant Scheme



Purpose

The transport sector is the largest source of on-Island greenhouse gas emissions in Jersey. It produces 44% of emissions at a time when vehicle ownership levels are increasing and there are more cars on the Island than people.

Policy TR1 of the Carbon Neutral Roadmap is aimed at speeding up the adoption of electric vehicles, to help reduce emissions on Jersey's journey to net zero.

The Roadmap proposes a subsidy or grant scheme to support Islanders to make the switch to electric vehicles.

A decision has been taken to focus the initial tranche of grants on e-bikes. A separate scheme for electric cars will then follow.

Every quarter, Islanders will be given a week to apply for the e-bikes grant, with a lottery system then used to pick around 100 "winners" each quarter.

The first application week will open on Thursday 12 January 202.

Applicants will be able to select whether they want to go into the e-bike, e-cargo bike, or adapted cycle "draws". E-Mountain bikes are not part of the scheme.

Each successful applicant will be given a voucher to redeem at a participating local bike shop.

There is £300,000 in this subsidy pot, to be given out over a two-year period across the eight quarterly draws.

Target Audience

- Our primary audience will be those who are **considering** buying an electric bike, but for whom **cost** is the barrier. Whilst we don't want to explicitly target JUST commuters, it is our hope that a large proportion of applicants will want to use their e-bike for this purpose.
- Our secondary actors of change are the Island's bike shops, who will support change by engaging with the subsidy scheme and will promote the application process on our behalf, and organisations and associations closely linked to our target audiences. We will seek to promote this partnership.

Cost

£300

Media and Channels used to reach audience

- Social Media
- Poster for Bike stores

Effective and results / Lessons learned

We had over 350 applicants in the first 2 days of the campaign.

Help 2 Quit



Purpose

At the end of the Stoptober campaign 57 individuals signed up to the Help2Quit services. 1/3 of the individuals that came through were from manual and routine labour – our target demographic for the campaign.

Most of the individuals who came to the service had heard about it through word of mouth and radio. Word of mouth is hard to determine exactly where the thought of the service campaign from, therefore understanding the effectiveness of the campaign can be unclear.

The previous campaign targeted routine and manual workers and those who work unsocial hours in lower paid jobs - targeting specifically through their places of work.

The new year brings a fresh start with increased motivation from Islanders to adopt healthier behaviours for the year a-head.

Help2Quit would like to re-run the stop smoking campaign encouraging Islanders, especially those who work in routine and manual labour roles and those who live in social housing to stop smoking

Target Audience

Those in lower income jobs and work in routine and manual labour:

Hospitality

- Retail workers
- Hospitality workers

Construction

- Infrastructure, Housing and Environment employees
- Construction workers

Cost:

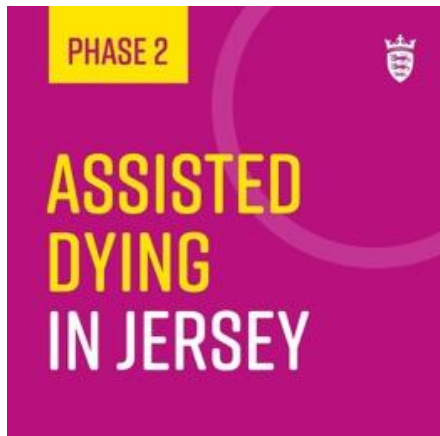
£9,500

Media and Channels used to reach audience

- Social media
- Back of bus decal sticker
- Radio – Channel 103
- Digital Screens – Liberation Station, Clock Tower, CLS and Hospital
- Posters to businesses, pharmacies and GPS
- Translated posters for Portuguese hubs and Caritas

Effective and results / Lessons learned
Results are still being compiled.

Assisted Dying



Purpose

The first phase of the Assisted Dying campaign was launched in March which started the conversation of Assisted Dying in Jersey. A number of in person drop-in sessions were set up around the Island for individuals to discuss their thoughts, feelings and concerns around the proposed policy.

The States Assembly have now agreed to put in place a policy which will determine the outcome of Assisted dying in Jersey.

A 90-page consultation will be available for Islanders to understand the proposed principles of Assisted Dying in Jersey. Islanders can feedback on the consultation which will influence the overall outcomes that are put in place for Assisted Dying.

Target Audience

Charities:

- FNHC
- Mind Jersey
- MacMillan
- Hospice
- Jersey Association of Charities
-

Wider community, the understanding of the assisted dying consultation is an opportunity Islanders have the right to be made aware of and undertake.

Portuguese Speaking Individuals, ensuring non-English speaking Islanders are aware of the incoming policy impacting their rights on decision making for End of life.

Hospital users – Islanders ongoing dramatic life changing medication

Cost

£2,000

Media and Channels used to reach audience

Portuguese community:

The consultation to be translated into Portuguese – updated onto the webpage
Translated Poster, promoting drop-in session (relevant to Portuguese community) - distributed by Caritas (Portuguese ambassador to support)

English:

JEP full page, promoting drop in dates and consultation

Parish magazine, promoting drop in dates and consultation

Socials: FB and Twitter, next phase of assisted dying consultation

Poster A4/A3 promoting drop-in sessions – Parish halls, Hospital

Digital Poster – Jersey Association of Charities

Digital screen – Library (come and chat to a member of staff to find out more), Hospital

Direct engagement from the team in the form of group meetings, Q&A sessions, continued information provided through:

Care homes

Charities

Internal Gov comms

ALO's

Consuls

Effective and results / Lessons learned

This campaign is ongoing

Embrace our Difference**Purpose:**

The embrace our difference campaign was launched last year which consisted of an all-Island survey to gain an understanding around perceptions of Disability in Jersey. An event took place at the town Library showcasing the research and findings from the survey. Stakeholders were invited to attend with pop-ups with invited individuals of interest.

There was good uptake in engagement throughout the campaign through various pop ups, social media monitoring and printed collateral.

To continue awareness and show progress, this year the aim is to expand on the campaign from last year, targeting larger audiences, stakeholders and visibility about Disability & Inclusion and how this looks day-to-day.

Starting with an event on 4th November for invited stakeholders hosted by Paralympian Liz Johnson and a campaign to follow after.

Target Audience

The whole Island plays a part in ensuring equality is delivered in Jersey.

- Students – direct engagement from the D&I with Liz going into schools to talk about inclusion
- Older Islanders 65+ harder to change attitudes
- Islanders online 25+ working islanders

Cost

£5,600

Media and Channels used to reach audience

- Social Media
- Digital screens – Liberation Station, Clock Tower
- JEP
- Accessibility – BSL and Portuguese translation

Effective and results / Lessons learned

This is being assessed.

Spread Warmth



Purpose

This year, the typical health pressures of the winter season will be heightened by predicted further waves of COVID-19 infection and forecast increases to the cost of living at levels not seen in recent times. These pressures will be felt across the community but particularly acutely by those on middle and lower incomes. A cross government winter plan has been developed by the Winter Risk Coordination Group (WRCG). This campaign plan is focused on the Public Health elements of the winter plan which are covered in groups 1 and 3 listed below.

The areas of concern for the winter plan can be summarised into three broad groups:

- COVID-19
- Cost of living, fuel poverty, and cold home related health problems
- Influenza and other seasonal viruses

To communicate the public health priorities of the winter plan with a multi-channel campaign targeting our defined audiences during the winter response period this includes:

To encourage uptake in vaccination (Flu, Autumn Booster and evergreen COVID-19) for eligible Islanders, implementing targeted comms to the priority groups where uptake is low. We aim to increase vaccine coverage from 40% to 60%

To share PH guidance on the best protection from seasonal illnesses, flu and COVID-19 and reduce the impact of these illnesses for Islanders. This will be measured by the following metrics.

i. Episodes of flu like illness and confirmed flu cases ii. Confirmed hospital flu cases iii. COVID case rate iv. COVID hospitalisations

To prepare Islanders ahead of a move away from the post emergency response by indicating that we are moving towards a steady-state and sustainable approach to the management of COVID-19 and into closer alignment with other jurisdictions. By providing open and transparent communications, acknowledging what we expect as we move forward. This will be measured by audience listening (social, direct comments, insights from the helpline, testing and vac centres etc..)

Target Audience

- Islanders on middle and lower incomes
- Older adults (70+)
- Those eligible for vaccination
- Working adults
- Businesses
- Stakeholders

Cost

£12,500

Media and Channels used to reach audience

- Direct SMS (vaccination message only)
- Emailers to Stakeholders
- Parentmail
- Print – JEP
- Digital ads – JEP and Bailiwick
- Digital Screens – CLS, Bus Screen, Clock Tower
- Radio – Channel 103
- Google Ads
- Translated posters, video and leaflets
- BSL translations (Connect Me)
- Easy Reads (online and Connect Me)

Effective and results / Lessons learned

This is ongoing

Community Costs Bonus



Purpose

Following the announcement of the Council of Ministers mini-budget, the Community Costs Bonus (CCB) has been highlighted to achieve **two key objectives**:

- Increase the number of Islanders claiming the benefit by raising more awareness - from 1k to 7k
- Double the value of the bonus to over £500 (if approved in September)

Target Audience

It has been identified that there are c.7k Islanders who could be entitled to this benefit. The target groups within this number could be quite broad and include the following:

- Pensioners
- Families with multiple children/using childcare
- Islanders with mortgages

Cost

£11,500

Media and Channels used to reach audience

Print: JEP, Parish Magazine

Social Media

Digital advertising: Bailiwick and Google ads

Digital screens: Liberation Station, CLS, Library, Gov.je

Print: Posters and Leaflets. Target P&C customers through P&C team, churches, residential/care homes including translations

Radio: Channel 103

Effective and results / Lessons learned

This is ongoing.

We have already noted that there have been four times the number of applications for the Community Costs Bonus this year than there have been in the previous 2 years.

Violence Against Women and Girls



Purpose

Violence against women and girls is one of the world's most prevalent human rights violations, taking place every day, many times over, in every corner of the globe. It has serious short- and long-term

physical, economic and psychological consequences on women and girls, preventing their full and equal participation in society.

The magnitude of its impact, both in the lives of individuals and families and society as a whole, is immeasurable.

Conditions created by the pandemic – including lockdowns, reduced mobility, heightened isolation, stress and economic uncertainty – have led to an alarming spike in domestic violence and have further exposed women and girls to other forms of violence, from child marriage to sexual harassment online.

- This campaign aims to support the distribution of 2 surveys (one for the public and one for victims/survivors), heatmap and testimonials
- The purpose of the surveys and the heatmap are to build up a clear picture of the breadth of women and girls' experience of violence on the island
- The aim is to launch early/mid September
- Would like to use posters with QR codes linking to the site in various locations as a means of furthering our reach
- Targeting anybody over the age of 16 (public survey and heatmap), testimonials are for only 18+
-

Target Audience

Reach different age groups and demographics in Jersey

Cost

£16,000

Media and Channels used to reach audience

- Print – JEP, Our Island Parish Magazine
- Bus internal decals
- Google Ads
- Social Media
- Printed leaflets and posters – including translations
- Stakeholder emailer
- Lunch and Learn – internal event

Effective and results / Lessons learned

This is ongoing

Vaccine



Purpose

As a result of non-pharmaceutical interventions (NPIs) in place for COVID-19 – such as mask-wearing, physical distancing, increased hand washing and sanitising, and restricted international travel – flu levels were lower than expected across the world in 2020/21 and subsequently in 2021/22.

Last year, in anticipation of higher levels of flu in the winter of 2021, it was recommended to combine the COVID-19 vaccine booster and the flu vaccine into one programme. 85% of Islanders over 60 (the most vulnerable) received their flu vaccine at the end of last year. However, less than 80% of those aged 50-64 received the vaccine. In order to boost vaccine numbers, targeted communication to this age group should be one of the priorities.

Although it was predicted there would be higher levels last year, the number of flu like illnesses was very similar to 2020. This may have been due to Islanders still being cautious as COVID-19 restrictions were eased. Islanders may not be so cautious this winter as there is a high level of covid-fatigue and as we have come to the point of living with the virus, it is possible there will be higher levels of flu this winter season, with more of the population susceptible.

Alongside this year's flu drive, the UK Government is preparing for an Autumn booster programme of COVID-19 vaccines, and the Joint Committee on Vaccination and Immunisation (JCVI) has published final advice on who would be prioritised for this booster from September 2022. With the transition to living with COVID-19, the protection of the most vulnerable people will continue to be of primary importance. The final recommendation from the JCVI is as follows:

- residents in a care home for older adults and staff
- frontline health and social care workers
- all those 50 years of age and over
- Individuals aged 5-64 years who are in a clinical risk group
- Household contacts of those who are immunosuppressed
- Persons aged 16 to 49 years who are carers

The Jersey Vaccination team will take the same approach as the NHS and the UK Government by delivering the this year's flu programme alongside the autumn booster programme for COVID-19 vaccines as part of wider autumn and winter planning. We will therefore need to communicate our autumn booster vaccine alongside this year's flu vaccine. Plans are in place to be able to deliver a booster vaccine programme from the beginning of September and the flu programme from early October.

Target Audience

The following people will be offered an Autumn booster dose as soon as possible from September 2022:

- residents in a care home for older adults and staff
- health and social care workers
- All adults aged 50 and above
- Persons aged 5 to 49 years in clinical risk groups
- Persons aged 5 to 49 years who are household contacts of people with immunosuppression

- Persons aged 16 to 49 years who are carers

Generic messaging can go out to all islanders, and those listed above will be told directly through their GPs/doctors or places of work.

Cost

£22,000

Media and Channels used to reach audience

Print – JEP and Our Island Magazine

Radio – channel 103

ITV tv advert

Digital Screens – Liberation Station, Clock Tower, Hospital

Digital adverts – JEP, Bailiwick and Google ads

Social Media

Posters – Hospital, GPs and Pharmacies

Effective and results / Lessons learned

This is ongoing

Leave No Trace



Purpose

- Second phase of Respect, Protect, Enjoy Countryside Access campaign.
- Islanders are having parties or BBQs in national park areas, leaving behind litter and general vandalism.

Raise awareness that Jersey's countryside and open spaces are there to be enjoyed in a responsible, respectful way, by all those that use them through the summer months.

Educate and inform social/anti-social behaviour in Jersey's countryside is advised against, and no trace should be left behind.

Leave No Trace focuses on reminding islanders that it is not acceptable to leave rubbish, BBQ ashes and remnants of parties at national park sites.

Target Audience

Young adults (Ages 16-25) - Having bunker parties, or parties in rural areas – leaving masses of litter, destroying habitats, vandalising heritage sites, ashes from BBQs, fires. Trespassing on land that doesn't belong to them. Disturbing wildlife.

Adults (30-50)- BBQs on the beach, picnics on the beach, leaving litter, bottles and plastic/food behind. Disturbing wildlife with noise and walking on paths/areas that are private.

Cost

£8,750

Media and Channels used to reach audience

Print – JEP

Digital advertising – JEP and Google ads

Bus Decals

Radio – Channel 103

TV – ITV

Social media

Digital Screen – Liberation Bus Station

Effective and results / Lessons learned

Ongoing

Fostering August 2022



Purpose

Fostering and Adoption campaigns are run regularly throughout the year with the intention to increase the uptake of foster carers in Jersey.

The campaigns have had the support from current fostering carers telling their experiences as well as from an individual from grew up in Jersey's care system.

Despite the campaigning, recruiting Foster carers continues to be a struggle with slow turn over. As a result of this research was carried out among current foster carers and non-foster carers about their motivation, behaviours and experiences of Fostering.

Target Audience

- Families: Female and male, Single, Same sex
- Current care givers: Nurses, Home carers, those looking after family members
- Empty nesters

Cost

£7,000

Media and Channels used to reach audience

- Website – gov article and web content updated
- Social media
- Full page JEP ad
- Radio 30 second ad
- Bus screens: £300
- Bootlid bus advert
- Roadside banners
- Pull up banner and posters
- Posters: £300

Campaign effectiveness / Lessons learned

- Over 25 enquiries,
- 444 website visits on launch day and 60 views per day during the campaign (compared to previously 1-3 views a day)
- over 11 Islanders signing up to become foster carers (as at 8 Sep but more signed up after the main campaign activity ended).
- This was the most successful fostering campaign to date in terms of the number of Islanders signing up to become foster carers, and the number of Islanders informed about the situation via measurable data such as engagement and enquiries.

100 Day Plan



Purpose

- The Chief Minister's Vision Statement requires the delivery of certain specific actions within CoM's first 100 days in office (the 100 Day Actions) which includes that Ministers present to the States Assembly their plans for the coming year (the Ministerial Plans).
- COM is required to lodge its Common Strategic Policy (CSP) and Government Plan (GP) with the States Assembly by **4 October 2022**.

Target Audience

- All Islanders
- Colleagues
- Commentators and influencers

Cost

£400

Media and Channels used to reach audience

- Social Media
- Internal – posters, countdown poster and timers, lock screens
- GoJ website

Effective and results / Lessons learned

This was a highly visible campaign and the first time a Jersey Government had put together a 100-day Plan. We achieved significant progress on 16 of the 18 actions in the plan and communicated on all 18 actions with regular updates to the public on progress.

Public Health Big Conversation**Purpose**

On Monday 10 October (World Mental Health Day), the Public Health Team will undertake a full day of public engagement to invite Islanders to “have their say” and help develop the Public Health Strategy for the Island, it will also start a week long online engagement. This activity will be known as Jersey’s Big Wellbeing Conversation

Target Audience

- All Islanders
- Colleagues
- Commentators and influencers

Cost

£5,000

Media and Channels used to reach audience

- Press notice to launch Jersey’s Big Wellbeing Conversation – to include what, when, where, why, who and how. Offer interviews with PH team / MHSS
- Posters in public facing government buildings, sports centres, libraries, schools, parks ect...

- Posters in locations where in-person conversations will take place
- Posters in place Islanders currently visit for wellbeing, doctors, pharmacies, gyms etc...
- Translated posters in areas identified to reach minority groups
- Update gov.je with content and online conversation page
- QR code to gov.je across all material to provide instant opportunity to “have your say”
- Internal communications – corporate comms across Government to raise awareness of the activity OurGov takeover, lockscreen
- JEP ads
- Digital ads - Bailiwick and JEP
- Digital screens – Clock Tower, Liberation Station
- GoJ social media

Effective and results / Lessons learned

This was a highly visible campaign which resulted in over 500 responses by Islanders and has helped to inform the Public Health Strategy for the Island.

Free Period Products



Purpose

As part of the Government’s 100-day plan and mini-budget proposal, free period products have been identified as an initiative that will support the community as well as taking the stigma out of periods by educating and talking about this openly.

There will be 3 phases to the campaign

- Phase 1 – pilot of products in a select few locations
- Phase 2 – Survey out in public for feedback
- Phase 3 – Full campaign launch and further roll out of products in more locations (August 2023)

The purpose of the pilot is to:

- Make sure that some free products are available for those who need them as soon as possible (particularly at this financially challenging time)
- Understand the service specification for the full roll out in September 2023 by gaining data and insight on:
 - Demand and take-up of particular products
 - The logistic requirements of service providers in order to inform

The purpose of the consultation is to inform the service specification for the full tender by gaining data and insight on people’s:

- Product preferences (what types of products)

- Venue/location preferences (where should products be available)
- Access preferences (how do people want access them – in toilets, from reception areas etc.)

Target Audience

- Focus on Females and people who menstruate in Jersey (14-55)
- Islanders can collect products on behalf of family members/carers

Cost

£7,500

Media and Channels used to reach audience

Phase 1 (Focusing on where women/people who menstruate are, to be able to inform them of the pilot scheme and current locations for supplies)

- Social media
- Posters
- Translations
- Digital screens
- Parentmail
- Internal comms (OurGov article)

Phase 2 (Digital campaign to enable people to click through to the consultation)

- Social media
- JEP social media
- JEP digital takeover
- Bailiwick digital ads
- Google ads
- Internal comms (OurGov article)

Effective and results / Lessons learned

The campaign was highly visible, positively received, and resulted in achieving our objectives of making sure that some free products are available for those who need them as soon as possible.