



WELL NEWHAM LAUNCH CAMPAIGN TOOLKIT

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1. INTRODUCTION

Improving the health and wellbeing of Newham residents is not only a mayoral and council priority as part of Building a Fairer Newham, but something each and every one of us can contribute to. To help achieve this goal, Newham Council in partnership with the NHS and voluntary sector partners, is launching 'Well Newham'; a shared programme that supports residents with their health and wellbeing.

The programme has responded to Newham residents' feedback that they were struggling to access health and well-being information that is relevant to them. To help address this, the Well Newham programme has developed a new health and wellbeing

website and in-person hubs, offering access to a directory of services as well as personalised advice and support for residents.

Well Newham is launching the week commencing 5 June 2023 and aims to raise awareness of the programme for both residents and staff across the borough. We have created this toolkit, along with campaign assets such as leaflets, posters and social media graphics, to help everyone spread the word about Well Newham.

Please share the news using these materials with the residents you support and colleagues you work with. With your help, we can make a healthy Newham!

2. WELL NEWHAM AIMS

Well Newham aims to achieve the following:

- That every Newham resident is effectively supported around the social determinants of their health and wellbeing, in a strength-based, holistic and inclusive way.
- That services recognise, understand, and support the social determinants of health when working with residents; instinctively responding socially to their needs.

People's health can be affected by a variety of social, economic and environmental factors, known as [social determinants](#). Well Newham aims to connect residents with the support and services that address these social/wider factors of health. We will do this guided by the following values:



3. WELL NEWHAM RESOURCES

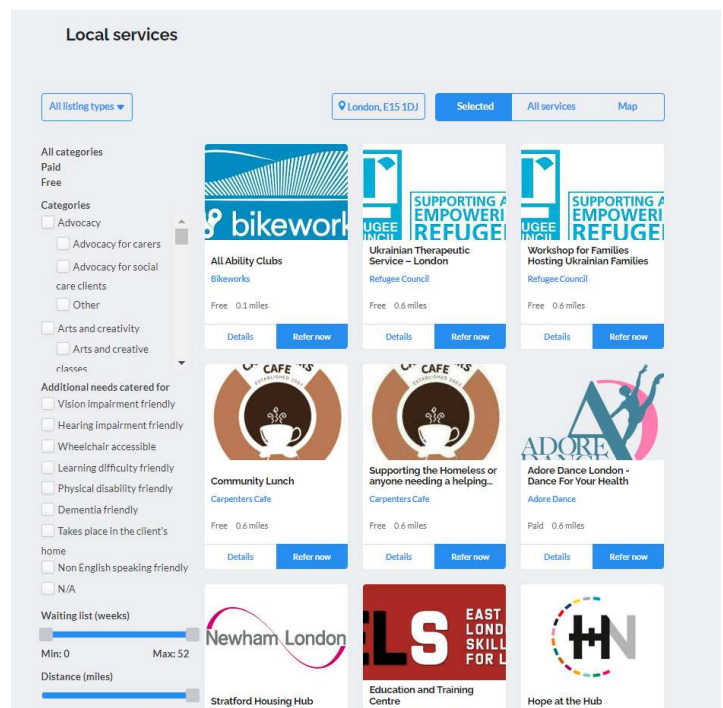
The key features of the Well Newham programme are the launch of the new Well Newham website and in-person Hubs around the borough. These provide an all-encompassing, central point of access to information and services to support residents' health and wellbeing.



The stand-alone **Well Newham website** (image left) provides a range of information and advice to support people with finances, housing, energy bills, food, work, health and well-being in easy-to-understand language for all to access. The Well Newham website links into a **new directory of services** (image below right) to connect people with local services that can support their health and well-being. The Well Newham website links our new directory of services, powered by a platform called Joy. From walking groups and art classes to advocacy and stroke recovery, connecting people to support available for them in Newham is now easy

with the Well Newham Directory of Services. The Directory lists over 340 Newham services where residents can self-refer, or you can refer them on their behalf. All of Newham's GPs and social prescribers are now using the system to make referrals for residents into the community.

Well Newham Hubs located around the borough, offer residents in-person support from Well Newham Advisors to support residents with their health and wellbeing. Residents can get 1:1 support



to develop personalised wellbeing action plans, help using the website, and referring or signposting people to services, depending on their need.

4. WELL NEWHAM KEY MESSAGES / ARTICLE FOR NEWSLETTERS

Please help spread the word using the following article about Well Newham in your newsletters:

Launch of Well Newham

Many of us need a little help to be healthier. For some of us, it's about doing a bit more exercise or giving up smoking. For others, it's about connecting with our community or getting help with things that can cause stress, like money.

Whatever it is, Well Newham is here to support you achieve your goals, in a way that works for you.

Well Newham brings all this support together in one place to help you connect with a range of health and wellbeing services and activities in Newham.

Visit the Well Newham website at www.wellnewham.org.uk and in-person Hubs to find out about support available for your health and wellbeing.

Email: wellnewham@newham.gov.uk

Phone: 0208 430 4841 (This number is operational from 5 June 2023)

5. TOOLKIT ASSETS AND TIMELINE

We have created a range of materials to help everyone living and working in Newham to find out about Well Newham. Please find a summary of the assets below and you can find them all at this link: <https://www.wellnewham.org.uk/well-newham-partners>

To launch Well Newham we are hosting a **Health and Wellbeing Fayre** on Thursday 8 June 2023 at East Ham Leisure Centre from 3-6pm. Please help us to promote the launch event **before 8 June 2023** using the following leaflet and poster:

- Well Newham Launch Event Leaflet
- Well Newham Launch Event Poster

From 5 June onwards please help us promote the Well Newham programme and services (i.e. Well Newham website and Hubs) using the following assets (in the above sharepoint folder):

- Well Newham leaflet (for residents)
- Well Newham leaflet (for professionals)
- Well Newham poster
- Social media square tile
- Social media landscape tile
- QR code poster A4 poster

Printed copies of the leaflet and poster are available by emailing wellnewham@newham.gov.uk (please include your delivery address).

6. SOCIAL CHANNELS AND SUGGESTED POSTS

Please follow us on the channels linked below for posts to **re-share from 5 June onwards**:

- Twitter: [@NewhamLondon](https://twitter.com/NewhamLondon)
- Instagram: [@NewhamLondon](https://www.instagram.com/NewhamLondon) (from mobile only)
- LinkedIn: [London Borough of Newham](https://www.linkedin.com/company/London-Borough-of-Newham)

We'd also appreciate it if you could **post on social media to let your network know about the Well Newham offer**. Below are some suggested social media posts. You can combine these with the assets in the sharepoint folder if you'd like to include an image.

- Need help with your health and wellbeing? Well Newham is here to support you to achieve your goals, in a way that works for you.
Visit www.wellnewham.org.uk and in-person Hubs around Newham.
[@NewhamLondon](https://twitter.com/NewhamLondon) [#WellNewham](https://www.instagram.com/NewhamLondon)
- Have questions about your health and wellbeing? [#WellNewham](https://www.instagram.com/NewhamLondon) is here to support you to achieve your goals, in a way that works for you.
Visit www.wellnewham.org.uk or in-person Hubs around Newham.

- Need some help using the Well Newham website? Visit the #WellNewham Hubs in libraries around the borough to speak to our friendly Well Newham Advisors. @NewhamLondon #WellNewham
- Want to start your journey to a healthier mind and body? The #WellNewham website offers advice and support to help you achieve your goals. Visit www.wellnewham.org.uk or in-person Hubs around Newham. #HealthierYou
- Stress keeping you awake at night? #WellNewham can provide advice on money management, housing and jobs to help you get to a better place Visit www.wellnewham.org.uk or an in-person Well Newham Hub near you.
- Struggling to find the right eating habits? Well Newham can connect you with an advisor who can support you with your diet, weight management and cooking classes. Visit www.wellnewham.org.uk or in-person Hubs around Newham. @NewhamLondon #WellNewham #HealthyEating
- Want help to quit smoking? Well Newham offers a range of services to support you on your journey to stop smoking. Visit www.wellnewham.org.uk or one of the in-person #WellNewham Hubs around Newham. #QuitSmoking #WellNewham
- Want to be healthier but don't know where to start? Visit the #WellNewham Hubs in libraries around the borough to speak to our friendly advisors and get a personalised action plan for you. @NewhamLondon #WellNewham

7. WELL NEWHAM WEBSITE

Visit and share the new Well Newham website: www.wellnewham.org.uk

8. FEEDBACK WELCOME!

We would love to hear any feedback that you, your colleagues and residents have about Well Newham. Feedback will help us to grow and improve the service for all.

Please get in touch at wellnewham@newham.gov.uk