

REQUEST FOR DIRECTOR DECISION – DD1233

Title: London support for Public Health England campaign

Executive Summary:

Public Health England (PHE) is delivering a 'Change4Life' obesity and physical activity summer campaign targeted at children and families in 2014. The GLA wishes to strengthen the London elements of this campaign by funding additional campaign materials to the value of up to £50,000 for use in London which carry the logo 'supported by the Mayor of London'. PHE has also agreed to add this logo to its existing digital assets.

These additional materials will be funded using income rolled forward from NHS London which was previously earmarked to fund the (now defunct) London Health Improvement Board. Approval to receive this income from NHS London and roll it forward was given previously under MD919 and MD1151 respectively. NHS England, the successor organisation to NHS London, has approved the use of these funds for this purpose.

Decision:

That the Executive Director approves the allocation and expenditure of up to £50,000 of income rolled forward from NHS London to strengthen Public Health England's 'Change4Life' summer 2014 campaign.

AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.
It has my approval.

Name: Jeff Jacobs

Position: Executive Director for Communities and Intelligence

Signature:

Date: 19 June 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

1.1 GLA involvement and support

- The Mayor is keen to talk to Londoners about their health. The Mayor has discussed this with Duncan Selbie, CEO of Public Health England, where they agreed to enable the Mayor to partner with PHE Marketing, which includes the well established Change4Life brand.
- The GLA wishes to strengthen the London element of the Change4Life obesity and physical activity summer campaign by investing in additional campaign materials for London which carry the 'Supported by Mayor of London' logo.
- PHE has also agreed to add the 'Supported by Mayor of London' logo to its existing Change4Life summer campaign digital assets which will be available for a range of local partners to download. Several London boroughs have already expressed an interest in partnering with the national campaign.

1.2 Funding

- In 2012-13 the GLA received £2m from NHS London to support the development of the shadow London Health Improvement Board (sLHIB) and its priority workstreams. Approval was given in MD919.
- Approval was subsequently given to roll forward £135,000 of this income (previously earmarked for the now defunct London Health Improvement Board) into 2013-14 to support the GLA's Health Team work. This funding was subsequently underspent and permission has been gained from NHS England to roll it forward into 2014-15.
- The GLA wishes to allocate up to £50,000 of this £135,000 to support the PHE campaign described in paragraph 1.4 during 2014/15.

1.3 Public Health England

- Public Health England (PHE) is an executive agency of the Department of Health. Its purpose is to protect and improve the nation's health and to address inequalities.
- The GLA enjoys a positive working relationship with Public Health England's London office. Its Regional Director, Dr Yvonne Doyle, is the Mayor of London's statutory health adviser. The GLA's Head of Health post is jointly funded by PHE London and the GLA in recognition of the important shared objective to improve the health of Londoners and reduce health inequalities.
- One of PHE's key priorities for 2014 is to help people to live longer and healthier lives by reducing preventable deaths and the burden of ill health associated with smoking, high blood pressure, obesity, poor diet, poor mental health, insufficient exercise, and alcohol. To this end PHE is planning a number of national public-facing campaigns including Change4Life.

1.4 Change4Life obesity and physical activity summer campaign: '10 Minute Shake Up'

- Change4Life's aim is to inspire a broad coalition of people, including the NHS, local authorities, businesses, charities, schools, families and communities to play a part in improving the nation's health and well-being by encouraging everyone to eat well, move more and live longer.
- Change4Life and Disney are partnering on '10 Minute Shake Up' a major new summer campaign across England to encourage children to be more active. It aims to inspire children to reach the recommended 60 minutes of physical activity per day, with fun, manageable 10 minute bursts of exercise. Only 1 in 5 children aged 5-10 currently meets the recommended target 60 minutes of daily activity, with almost 40% of children in this age group doing less than 30 minutes per day. The campaign aims to get children across the country moving for an extra 100 million minutes this summer.
- The campaign will be launched to schools on 23 June with a 10 Minute Shake Up game delivered to every primary school. TV advertising starts on 15 July, and there will be 10 roadshows across England, local authority activities, a full PR programme and 'healthy zones' on Disney, Disney Junior and Disney XD channels promoting the campaign.
- A range of new and existing Change4Life partners have been engaged and will be helping to drive awareness of the campaign and provide offers which support increased activity levels. Discounts on activity equipment are being provided by partners such as Micro Scooters and Atlantic Trampolines. The partners' signposting the campaign include Nike, Aldi, Lidl and Unilever.

2 Objectives and expected outcomes

The aim of this work is to:

- Strengthen the London element of PHE's public-facing campaign to encourage children and families to stay active over the summer, a period of time when we know children tend to become less active by both; a) increasing campaign coverage in London through the development and use of additional campaign materials; and b) using the Mayor's profile and brand to raise the profile of the campaign.
- Raise the profile of the Mayor's commitment to tackle obesity and promote physical activity in London.
- Explore how the Mayor can talk to Londoners about their health.

3 Equality comments

- Public Health England campaigns are targeted at different groups depending on the nature of the campaigns. The Change4Life campaign uses cartoon imagery and informal, non-judgmental language to suggest easy diet and exercise swaps, which appeals to children and families.

4 Other considerations

a) *key risks and issues*

- The most significant risk to this work is the timing of the PHE Change4Life summer campaign. GLA approvals need to be secured in time for the soft launch to schools on 23 June and in order for additional materials to be material in situ by 15 July (national TV launch).
- The scope or objectives of the initiative might change, and so the aims for which funding is provided may not be met. This risk will be minimised by setting out clear milestones, and ensuring that the GLA is provided with regular updates.
- The project might fail to meet its stated aims. This is a risk which is mitigated by the background research already completed by PHE on the areas of need and the target audience. This review will be ongoing, and the current forecast indicates that intervention can have a positive impact on the physical activity levels in children

b) links to Mayoral strategies and priorities

- The Change4Life campaign links closely to, and supports the Mayor's obesity programme.
- The Mayor has recently made a personal public appeal to improve health habits and behaviours in London which he is promoting through the GLA's eight week wellbeing challenge.

c) impact assessments and consultations.

- The Change4Life campaign has undergone a large public consultation exercise in order to ensure that it appeals to the right people and is effective. Initial phases of the campaign have been evaluated, and amended accordingly.

5 Financial comments

- Approval is being sought for the GLA to support Public Health England's summer 2014 'Change4Life' campaign in London during the 2014-15 financial year at an estimated cost of up to £50,000. The Mayor of London logo will also be used during this period to promote the campaign.
- The GLA's costs towards this programme will be up to the value of £50,000 and will be funded via NHS London income previously received in to support the London Health Improvement Board as approved by MD919. As detailed within the main body of this report, NHS England, the successor organisation to NHS London has given permission for the funding to be used for this purpose.
- The income and the associated expenditure will be accounted for within the Health Programme budget held within the Health & Communities Unit. Any changes to this proposal will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- The Health Team within the Communities & Intelligence Directorate will be responsible for managing this project and ensuring that all expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code, and Expenses & Benefits Framework.

6 Legal comments

- Sections 1 – 4 of this report indicate that the decisions requested of the Director in accordance with the GLA's Contracts and Funding Code fall within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of

economic development and wealth creation, social development or the promotion of the improvement of the environment in Greater London; and in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:

- pay due regard to the principle that there should be equality of opportunity for all people;
 - consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - consult with appropriate bodies.
- The GLA's provision of funding to support public-facing health promotion campaigns falls within the principal purposes of the Authority as it promotes the improvement of health and addresses health inequalities in London.
 - The report indicates that the contribution is grant funding and not payment for services. Officers must ensure that the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code. Section 3 sets out that the equalities implications of this decision have been considered.
 - Officers must ensure that an appropriate funding agreement is put in place between and executed by the GLA and recipient before any commitment to fund is made.

7. Planned delivery approach and next steps

Activity	Timeline
Change4Life summer campaign's digital assets (badged with 'Supported by Mayor of London' logo) launched to schools	23 June 2014
Additional summer campaign materials (funded by GLA and badged with 'Supported by Mayor of London' logo) circulated to tie in with TV national campaign	August 2014
Evaluation of summer campaign with PHE, including Mayoral awareness question within campaign tracking research	October 2014

Appendices and supporting papers:

MD919

MD1151

Email from NHS England to confirm permission to carry forward income

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:**Is the publication of Part 1 of this approval to be deferred? No**

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Charlotte Hall has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

Date