

Using stories to promote the ‘Six Ways to Wellbeing’ in areas of health inequality – Kent.

In 2014 Kent County Council is stepping up its innovative communications campaign, based on first person accounts of how the ‘Six Ways’ - ‘connect’, ‘be active’, ‘keep active’, ‘take notice’, ‘give’ and ‘grow your world’ - have made a difference to people’s lives. ‘Grow your world’ mirrors the sixth way of ‘care’, added by the South London and Maudsley Partnership Trust and builds on the work of the Foresight Team at the New Economics Foundation.

(<http://neweconomics.org/projects/five-ways-well-being>)

Kent is working closely with SLaM, using its Wheel of Wellbeing imagery as the logo for the Six Ways to Wellbeing campaign: <http://vimeo.com/48512085>

The ‘frontline’ stories (told in video, audio, photos and written features) are posted regularly on www.sixwaystowellbeing.org.uk and on its Facebook page at <https://www.facebook.com/LiveItWellKent>.

Collaboration is key: all published content is shared freely with ‘partner’ groups, including the Library Service, Adult Education, District Councils, CCGs and increasing numbers of voluntary and community groups.

In sharing this content, Kent County Council is emphasising the positive and recognising how groups are already supporting wellbeing. Crucially, this includes organisations which would not normally see themselves as being part of the public health ‘agenda’.

Over the coming months the campaign will use a variety of themes, including ‘Recipes for Wellbeing’, ‘Wild about Wellbeing’ and the ‘Art of Wellbeing’. These themes will showcase how a wide range of simple, low cost activities (from doing a crossword to chatting over a cuppa) can support wellbeing by offering people the chance to, say, ‘learn’ or ‘connect’ through their interests and hobbies.

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