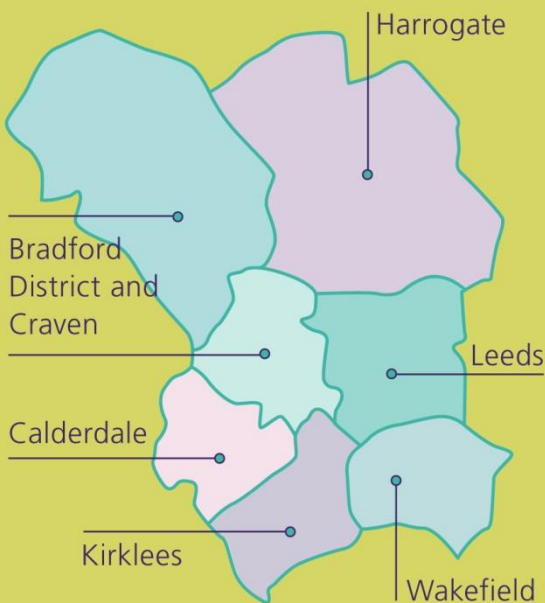


Telling our Partnership story



Proud to be the West Yorkshire and Harrogate Health and Care Partnership

Committed to improving the health and wellbeing of people living in:



- > Working to improve people's health with and for them
- > Improving people's experience of healthcare
- > Making every penny in the pound count
- > Working to keep people well and make life better for 2.7 million people living in West Yorkshire and Harrogate.

West Yorkshire and Harrogate Health and Care Partnership



'Looking out for our neighbours'

Campaign highlights

Looking out for our neighbours is a social movement that inspires neighbourly action to make a difference to the wellbeing of our population.

In phase three of the campaign we launched an online docuseries with over 20 local people from across West Yorkshire and Harrogate featuring as our reality stars.

Over four episodes they opened up about life during Covid-19, offered insights into how they were remaining positive, discussed acts of kindness and reflected on self-care.



What we did

Phase three of 'Looking out for our neighbours' the mini-series ran from 16 November to 18 January 2021 and a campaign evaluation has highlighted some very positive outcomes for the campaign.

This included:

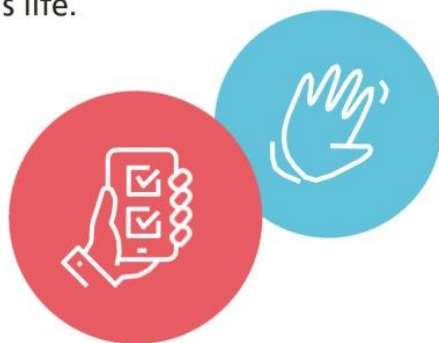
- ✓ 2,905 visits to the campaign website
- ✓ Receiving 8,153 clicks, likes, comments and shares on Facebook with our content reaching over 91,881 on the platform.
- ✓ 23,800 people reached on YouTube.
- ✓ 115,681 people reached via adverts on Facebook and YouTube. Many of these were new audiences that haven't previously engaged before.

'Thank you' to everyone who supported the campaign, tuned in and joined in the conversation.



A directory of local services was created as part of the campaign. Many people used the new support services webpage finding help with finances, mental or physical health. This will continue to be made accessible at: <https://ourneighbours.org.uk/local-resources/>

Take a look at this [video](#) featuring one of our participants who wanted to share how the **#OurNeighbours** campaign has had a positive impact on someone's life.



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A partnership made up of the NHS, local councils, care providers, Healthwatch, community and carers organisations.

March 2021

West Yorkshire and Harrogate
Health and Care Partnership

