

magpie

West Yorkshire and Harrogate
Health and Care Partnership



Looking out for our neighbours

Co-creation & Feedback





Objectives

'Looking out for our neighbours' overall objectives

- Inspire individual action; encouraging communities to look out for vulnerable people providing local tips for micro wellbeing at a neighbourhood level
- Prevent loneliness in the community and its associated health issues that lead to strains on health and care services

Phase four specific objectives

- To celebrate young people across West Yorkshire and Harrogate
- To support young people who are feeling lonely and let them know they are not on their own
- Encourage young people to look out for each other
- Inspire a sense of kindness throughout communities across West Yorkshire and Harrogate
- Encourage young people to build on their resilience and help them feel like they can cope



Target Audience

The campaign has been developed with young people in mind and with young people at the forefront of the content creation process, however this campaign looks to cut across all ages. Building cross generational connections and communicating the message that ‘everyone can be kind’.

This phase of the campaign will highlight that the young people in West Yorkshire and Harrogate are contributing positively to society and playing a vital role in supporting one another through loneliness and isolation.

We know that some groups of young people are more likely to be experiencing loneliness and isolation and will target them throughout the campaign:

- Young adult carers
- Young people with special educational needs and disabilities
- Young people not in education, employment or training
- Young offenders
- Young people from ethnic minorities
- Young parents
- Young refugees and migrants



Campaign goals

We want to create a campaign which helps build kindness and resilience in young people.

We want the campaign to start with young people and our target groups but will spread across the region.

We want the campaign to highlight the good that young people bring to society.

The campaign will likely start offline moving online to spread further and wider and encourage others to join in.

Campaign Branding



What we heard...

Language

The word 'neighbours' did not relate to young people. It's not a word used regularly and only ever in the context of thinking about the person/people who live next door.

'Looking out for each other' made much more sense as a campaign title. This would:

- Talk directly to young people
- Encourage young people to look after their friends
- Encourage young people to be kind to everyone, not just those they know

Do you agree?

Colours

The colours already use for 'Looking out for our neighbours' were felt to be bright and bold. They were exactly right for the campaign and made the group feel happy.

The icons and images

The current icons didn't represent the young people. They wanted images which they felt a connection to. They liked image such as:



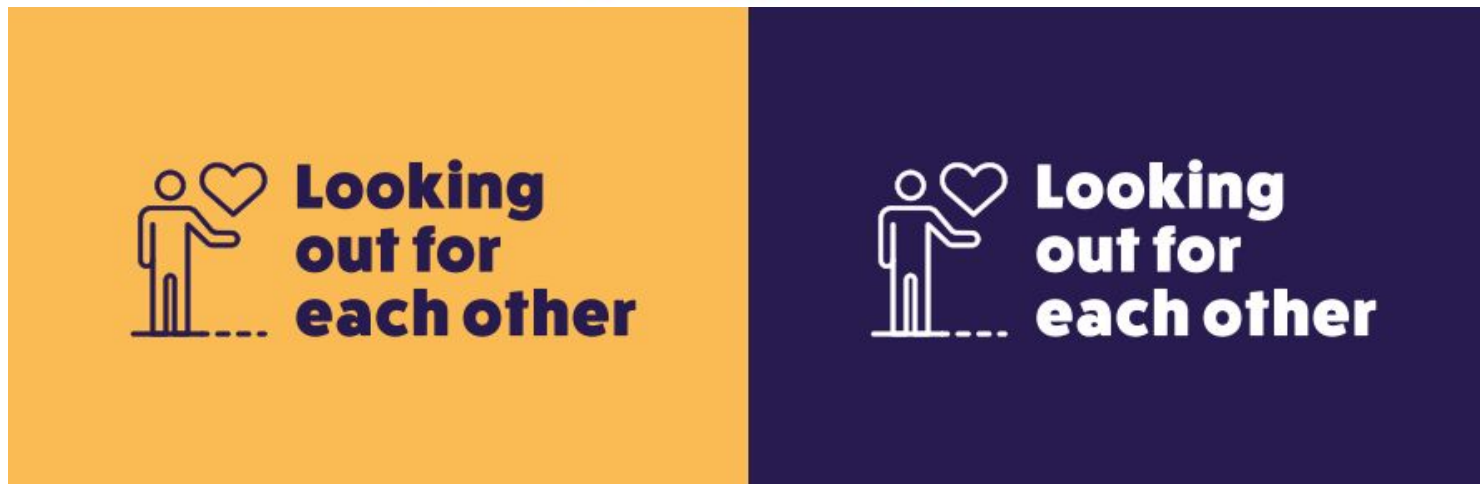
Thoughts on logo options...



Campaign colour palette

The original neighbours colour palette will be used but using the yellow and dark purple as the core pairing. This will make the 'Looking out for each other' campaign stand out and be clearly differentiated from the original campaign.

Core pairing



Thoughts on new stickers...



Outcomes:

Language: Looking out for each other was agreed as the campaign name.

Logo: Logo two or three was preferred. Logo's sent digitally to more young people to vote on their favourite.

Colours: Felt the dark purple was too dark, but really like th yellow. Could we try yellow and light purple together.

Icons: Love the icons. Only one not sure on was the trainer.



Campaign Development



The Campaign

The main mechanism for spreading kindness will be through the use of postcards. Side one of the postcard will show: Website link / # / Looking out for each other branding / Five ways to spread kindness list. Side two will be blank for handwritten kindness notes.

We will spread kindness by

- Magpie Campaign Ambassadors writing messages on the postcards and leaving them across West Yorkshire and Harrogate in the places young people told us they frequented regularly e.g. we will leave them on busses, in train stations, on cinema seats, in college canteens, in coffee shops.....
- Sending blank postcards to young people groups across the VCSE and colleges. We will focus attention on the services supporting the target audience groups, asking them to write their own messages and leave around the locations they know young people will be. Or to send the postcard with a supportive message direct to a friend, family member or colleague.

Through just one postcard we will be

1. Making the person writing the postcard feel good about spreading kindness
2. Making the person who finds the postcard feel better about their day
3. Encouraging both people to spread their own kindness more and more

Thoughts on the postcard mock up...



Outcomes:

Love this campaign idea and would definitely like to find a postcard themselves and would like to write them.

They would prefer to hand out the postcards anonymously.

They agree that both the act of writing and finding is a great way to spread happiness and kindness.

If they found a postcard they would try really hard to follow one of the 5 ways to be kind messages.

If they found a postcard they would likely take a photo and post on social media.



Ten Ways to spread kindness

We heard that people wanted it to be made as easy as possible to spread kindness and that by making it a challenge young people would be encouraged to get on board. We heard that the ten ways to spread kindness should not patronise. **How about these:**

- Send your mate a text. Tell them why they matter to you
- Compliment the next three people you meet
- Compliment a friend
- Buy your friend a coffee
- Let someone in front of you in the queue
- Leave food at a food bank
- Donate to a charity
- Tell someone at work they're doing a good job (postman, retail worker)
- Send a nice email to colleague
- Write a positive post on you social media
- Spend a day making sure you say thank you
- Bake a cake for a friend or loved one
- Offer to help a friend, do their shopping for example
- Doorstep drop a bunch of flowers at a friends house
- Send a card to a friend or loved one
- Organise a picnic in the park for all your friends

Any of your own?

Outcomes:

Stay clear of too many acts which cost money..maybe just have one.

The top 5 for the card:

- 1. Send a text to a friend. Tell them why they matter to you.*
- 2. Spend the day making sure you say thank you.*
- 3. Buy your friend a drink.*
- 4. The next time you're stood in a queue let someone go in front of you.*
- 5. Organise a picnic in the park for all your friends.*



Postcard messages

We heard that these messages should be encouraging but not sickly sweet. That they should be neutral rather forced positivity and recognise that times has been tough, and still are for some. [How about these:](#)

- ~~Wishing you the best of luck~~
- Have a wonderful day
- Times may be tough, but you've got this
- ~~You are not alone~~
- Don't worry, you're doing great
- We are only human, we all make mistakes. It's OK
- Remember we are all unique, it's what makes you special
- Having a bad day? There are plenty more great days to come
- You have the potential to overcome anything
- Good things come to those who wait
- Trust your instincts
- ~~Look in the mirror, what do you see, I see potential~~
- Yesterday is the past, today is the present and tomorrow is the future. There is always something to look forward to.
- Today is your day
- You're worth it
- The best thing about today is you
- ~~This world needs you~~
- Here's a hug
- You're doing great
- Don't forget to look after yourself, take 10 minutes and relax

Any of your own?

"Here's a hug"

"You're doing great"

"Hope you're having a good day"

"Don't forget to look after yourself, take ten and relax"

Online

Social media

We heard that **#SpreadTheKindness** was a good # and overall tagline for the campaign. Do you agree?

The postcard will have a # and those who have been lucky to find one will be encouraged to share where and what it said. Magpie Campaign Ambassadors will also take photos of the postcards in their location and share on social media. The young people we have engaged with from across colleges and the VCSE will also be asked to share what they are writing.

As the campaign becomes more established Magpie Campaign Ambassadors will take to the streets and talk to young people. They will take photos and film them answering a question such as “what does kindness mean to you” and “how do you spread kindness”. These short voxpops, photos and quotes will be shared on social media and will encourage others to do the same.

We will look to work with social media influences and young people (like you) and ask them to promote the # and share what kindness means to them. We will create a ‘Looking out for each other’ gif. This will be loaded on to Giphy meaning it can be used across TikTok, Instagram and Snapchat stories.

What do you think? What questions should we ask whilst out on the street?



Website

The LOFN website will have a new page added which will be dedicated to the **#SpreadTheKindness** campaign. It will showcase:

- Ten (or more) ways to be kind
- The photos and/or videos collected from the Campaign Ambassadors
- Links to support services for young people

Would you use an e-card to send to friends over email? Download an image of the postcard and send it on?

Outcomes

They wouldn't use the e-card. They'd be more likely to follow the first way to be kind 'Send a text to a friend. Tell them why they matter to you.'

Important to have a landing page for the campaign.

Where will we spread the kindness

Offline

- Train stations across
- Parks and playing fields
- Coffee shops
- Cinema
- Shopping centres e.g. The Trinity Centre
- Places where people are playing sport
- Busses / bus station
- College
- Leisure Centres e.g. Morley swimming

Online

- TikTok
- Instagram
- SnapChat

- In taxi's
- University campus
- Bowling alleys
- Leisure facilities e.g Xscape
- Mcdonalds etc
- Community centres

Would you like to take some and drop them around your local areas?

Outcomes

Like all these places maybe add:

Libraries, young people clinics, supermarkets and schools.





Next steps

Agree on a logo

Design:

- Postcards
- Covering letter (how to use the cards)
- Social media for the campaign: 5 ways to be kind
- Social media for 'Looking out for our neighbours'
- Moving gif for giphy

Website

- Content for the page

Network mobilisation

- Contacting the organisations in the VCSE sector who support young people. Ask them how many cards they may want.