**Preconception campaign workshop**

**Derbyshire County Council. Member’s Room. County Hall. Matlock**

**Monday 22nd January 2024.**

**10am – 2pm.**

Derbyshire County Council’s Public Health team would like your help to co-produce a preconception / healthy pregnancy campaign.

Unplanned, unintentional pregnancies remain an important public health issue. Available evidence shows that unplanned pregnancies can have a negative effect on people’s lives and can result in poorer health outcomes.

This campaign is aimed at people who may have a greater chance of experiencing an unplanned pregnancy, or who take part in risky behaviours that could impact on their health, and the health of their baby.

We would like to invite anyone with an interest in perinatal and maternal health, children’s wellbeing, and the wider determinants of health to come along and find out more.

Whether you work in children’s services, financial inclusion, mental health and wellbeing, or social care, you will all be in regular contact with our target audiences.

We want to hear from you about the work that you currently carry out, how your clients want to receive information from us and what our key campaign messages need to be.

If you would like to attend, please email colleen.marples@derbyshire.gov by **Monday January 8th 2024** and we can add you to our attendees list.

A formal invite to the workshop will then be issued in early January 2024.

Please note that if you would like to attend, there are some mandatory pre-workshop tasks to complete, and you can see these below.

Please feel free to share with other organisations who may be interested in being involved.

**Pre-workshop tasks:**

Our campaign aims to target audiences in the following key groups:

* Professionals in regular contact with the following audiences, and the following audiences themselves:
* People taking part in risky behaviours preconception – e.g. smoking, drug, or alcohol use.
* Groups who may not be planning a pregnancy, or are at greater risk of experiencing an unplanned pregnancy – e.g. sexually active teenagers
* People from ethnic minority backgrounds
* Populations living in areas of deprivation in Derbyshire

1. We would like to hold focus groups with several of these key groups to develop our key messages, tone, and campaign design. Please think about the client groups that you work with and how they may be able to help us co-produce this campaign.

2. If you know of any examples of health and wellbeing campaigns or imagery that you feel will resonate with your client base. Please bring printed examples with you and be prepared to discuss

3. Think about what ‘preconception’ health means to you. How would you define it in a simple sentence or short paragraph? Bring your thoughts

If you have any questions, or would like more information about the workshop and the wider project, please feel free to email colleen.marples@derbyshire.gov.uk

Yours sincerely

Colleen Marples

Derbyshire County Council. Public Health communications officer