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“From the initial designs for the campaign to creating social media plans, the support for the project has been innovative and the team have been responsive to challenges. Working with Words & Pictures has been a very enjoyable experience and we would happily invite them to tender for future work.”

Communications Officer, Leeds City Council



Supporting poster campaign

Words&Pictures Case Study

LEEDS CITY COUNCIL - PREVENTION OF FALLS CAMPAIGN

The challenge

Earlier this year Leeds City Council (LCC) conducted an audit to better understand the large number of people who experience falls each year. In light of the findings, they wanted to roll out a targeted campaign to educate those at risk, increase engagement with advice and information, and ensure impact and uptake of preventative activities.

The approach

Words&Pictures responded with a cross-channel approach – to deliver a mixture of educational materials, advice and preventative activities, as well as essential contact information.

Based on the results of the audit, and accompanying research carried out by Words&Pictures, the materials created were designed to be useful and accessible for the target audience. The unique and eye-catching brand

made the campaign easily recognisable across materials, including vinyl stickers and metro card bus holders, while a video and booklet provided essential information and access to help if a fall were to happen. The choice of channels, including a posted DVD, a social media campaign, and bus holders, as well as their placement and distribution –for example in GPs, One Stop council offices and public transport – was essential to ensure the relevant information reached the right people.

Research also showed that the older target audience were active on LCC social media – resulting in the choice to invest in a strong social media presence alongside the main campaign. To enhance the effectiveness of the messaging we chose to feature a range of people from the local area in both the photo-shoots and in the video. Additional extras – including a torch, were used to spread awareness of the brand, but also had practical functions

– in this case combating the dangers of low lighting at night, a major cause of falls.

The results

Continual feedback from community throughout the process helped to shape the on-going campaign, and will help to deliver quantitative measurements of the effect and impact of the campaign going forward. The Fallproof campaign has been well received and achieved positive feedback from partners and customers alike. The Facebook advert campaign drove over 800 clicks to the web page, and reached 21, 260 people, with a very even split between men and women. LCC were impressed with the level of research and innovate solutions, which ensured a successful delivery of the large-scale campaign.



DVD



Metro card holder



falls prevention booklet