

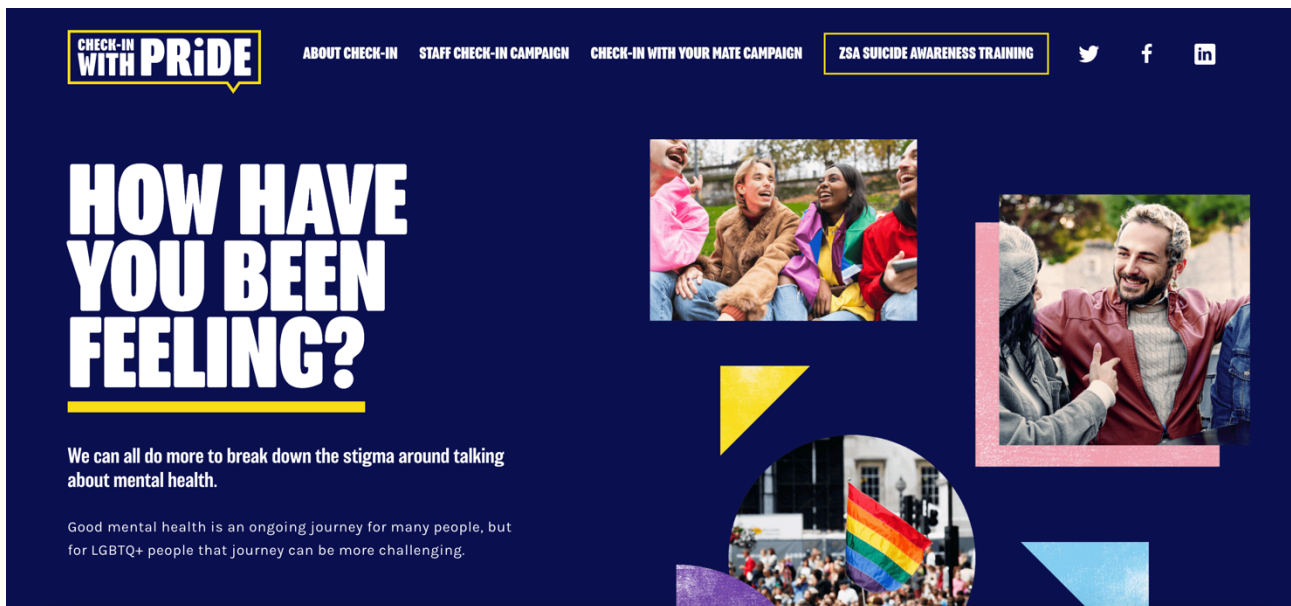
# CHECK-IN WITH

# PRIDE

## ‘Check-in with Pride’ End of project summary and effectiveness report

Collated by Gerard Savva (Magpie) on behalf of West Yorkshire Health and Care Partnership and West Yorkshire Suicide Prevention partners.

v1. circulated 30 Oct 2024



Check-in with Pride campaign landing page ([StaffCheck-in.co.uk/Pride](https://StaffCheck-in.co.uk/Pride) and [CheckInWithPride.co.uk](https://CheckInWithPride.co.uk))

## About the campaign

The "Check-in with Pride" campaign pilot is an extension of the broader "Check-in" ([StaffCheck-in.co.uk](https://StaffCheck-in.co.uk)) initiative by the West Yorkshire Health and Care Partnership, sought to promote mental health conversations for LGBTQ+ populations and across the wider public.

Launched over two distinct phases, the campaign aimed to normalise discussions around mental health, specifically targeting moments of Pride and Suicide Awareness. The campaign encouraged people to connect with LGBTQ+ friends, family, and colleagues to foster supportive mental wellbeing dialogues and signposted to local resources and support services.

## Funding and budget

The campaign ran from 01 June to the end of September 2024. Funding was provided by a collaborative effort across local partners, including Bradford, Calderdale, Kirklees, Leeds, Wakefield, and the Integrated Care Board (ICB) Wellbeing Hub.

A nominal pilot campaign **budget of £5,149.33** covered core activities, while additional **time-in-kind valued at £2,300** was provided by Magpie, covering materials for Pride events, T-shirts, business cards, and development of partnerships with community groups such as Angels of Freedom.

## Measures for success

The primary success metrics for the "Check-in with Pride" campaign were:

1. **Website visits** to the "Check-in with Pride" and "Staff Check-in" campaign pages during the campaign period (13 June - 30 September).
2. **People finding and accessing support services** via the "Check-in with Pride" website: the number of people who, through campaign engagement, actively find and access relevant mental health and support services.

*Note:* Success measure '2' was measured via website analytics as service access data was unavailable or not comparable.

## The campaign phases

### Phase one: 1 June - 9 September

Activities during Phase one included:

- **29 May:** Kick-off meeting
- **Magpie:** Developed a creative brief, conducted a literature review, designed the campaign sub-brand, and created campaign assets.
- **Steering group:** Provided feedback and approved the campaign branding.
- **13 June:** Website launch with initial content.
- **Kirklees, Leeds, and Calderdale Pride events attended:** Promoted with distributed campaign materials.
- **Partner communications:** Promoted across social media, in newsletters and online channels across the Pride event season (June - September 2024)

Phase one aimed to reach the public during Pride events, with a focus on online news, social media, and in-person activities across local Pride festivals (signposting to [www.CheckInWithPride.co.uk](http://www.CheckInWithPride.co.uk)).

## Phase two: 10 September - end of September

Activities during Phase two included:

- **World Suicide Prevention Day (10 September):** Launch of an updated toolkit and website enhancements.
- **Magpie:** Updated the website and distributed the campaign toolkit.
- **Steering group and Magpie:** Promoted throughout Suicide Awareness Month via internal communications within health and care services.

This phase intensified communication around World Suicide Prevention Day, with a proactive focus on health and care staff across partnership organisations (signposting to [www.StaffCheck-in.co.uk/Pride](http://www.StaffCheck-in.co.uk/Pride)).

## Campaign design deliverables

The campaign design deliverables included:

- Phase one overarching design and key messaging
- Briefing document for participating organisations
- Social media assets and messages
- News items promoting LGBTQ+ inclusive mental wellbeing
- Web page design and related brand materials (T-shirt, tablecloth, pull-up banner)
- Outdoor screen animated advert
- Branded T-shirts promoting the campaign URL
- Branded flag for in-person events
- Business card flyers

## Summary of core campaign activity

The campaign involved:

- **In-person promotion** at Leeds, Huddersfield, and Calderdale Pride events
- **Partner communications**, including two news items shared, 53 social posts, and targeted internal communications (newsletters, weekly team updates, leadership emails etc)
- **Campaigning by Angels of Freedom**, conducting street and event promotions over several weekends. The Angels of Freedom provided campaign awareness-raising activities at various events including flyering at the Leeds Pride Weekender Community Space at Kirkgate Market, Trans Pride Leeds and several of their weekend community support events based in Leeds' LGBTQ+ quarter.

*Note:* There was no paid digital advertising strategy for this campaign.



## Campaign in action

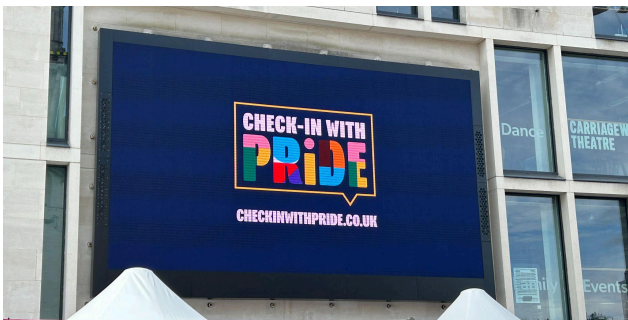


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## Campaign activity (in more detail)

### 15 June 2024: Phase one launch

A campaign briefing note was distributed to the steering group, outlining campaign objectives and activities along with a campaign toolkit. From this date, partners were encouraged to promote across networks.

### 16 June 2024: Kirklees Pride

Despite wet weather, the campaign was well-received at Kirklees Pride, generating positive engagement. Flyers were widely distributed, with 197 unique visitors to the campaign website linked to this event.

### 21 July 2024: Leeds Pride

A Check-in with Pride stall at Leeds Pride Village Fete reached a broad audience, with team members distributing flyers across the city and engaging in conversations. This generated 233 unique website visits linked to the event.

### 22-28 July 2024: Happy Valley Pride

Flyers distributed during Happy Valley Pride drew 121 unique visitors to the campaign website.

### 17 August 2024: Calderdale Pride

Jennifer Eastwood and volunteers engaged with attendees, distributed promotional items, and encouraged other stallholders to participate, generating 101 unique visitors to the website during this period.

### 10 – 30 September 2024: Phase 2 toolkit and communications

A new campaign kit was launched across project partners. This included a news article relating to World Suicide Prevention Day and Suicide Awareness Month plus year-round social media assets and awareness day posts.

# Results

## Website performance (13 June - 30 September)

- **Check-in with Pride page:** 562 visitors
- **Staff Check-in campaign page:** 1,000 visitors
- **Top visitor locations** included Leeds (162), Bradford (86), Barnsley (74), and London (41).
- **Other key page visits:** "Check-in with your mate" toolkit received 294 views, likely boosted by campaign awareness during this period.

## Social media

Over 53 social media posts were recorded during the campaign, spanning Twitter, Instagram, Facebook, and LinkedIn.

## New users/organisations joining the Check-in campaign

A total of nine new users registered on the campaign website, indicating direct engagement with campaign content.

# Effectiveness in supporting users to access mental health support services

## User behaviour and outbound click rate analysis

This section examines user behaviour on the "Check-in with Pride" campaign page, specifically focusing on outbound click rates to external support resources. With a total of **1,562 unique visitors** across the campaign period, outbound clicks to mental health and wellbeing resources serve as an indicator of user engagement with support options and the campaign's effectiveness in connecting users to these services.

The data reflects **outbound clicks** to various local, national, and urgent support services. Below is a summary of the primary support links accessed, showing the number of users who clicked each link.



## Key support links accessed

1. **Bradford support services** ([suicidepreventionwestyorkshire.co.uk/support/bradford](https://suicidepreventionwestyorkshire.co.uk/support/bradford))
  - Visitors: 73
2. **Leeds support services** ([suicidepreventionwestyorkshire.co.uk/support/leeds](https://suicidepreventionwestyorkshire.co.uk/support/leeds))
  - Visitors: 65
3. **Wakefield support services**  
([suicidepreventionwestyorkshire.co.uk/support/wakefield](https://suicidepreventionwestyorkshire.co.uk/support/wakefield))
  - Visitors: 62
4. **Calderdale support services**  
([suicidepreventionwestyorkshire.co.uk/support/calderdale](https://suicidepreventionwestyorkshire.co.uk/support/calderdale))
  - Visitors: 46
5. **Regional** ([suicidepreventionwestyorkshire.co.uk/support/national-organisations](https://suicidepreventionwestyorkshire.co.uk/support/national-organisations))
  - Visitors: 29
6. **Kirklees support services** ([suicidepreventionwestyorkshire.co.uk/support/kirklees](https://suicidepreventionwestyorkshire.co.uk/support/kirklees))
  - Visitors: 26
7. **Zero Suicide Alliance training** ([zerosuicidealliance.com/training](https://zerosuicidealliance.com/training))
  - Visitors: 26
8. **Urgent help resources** ([suicidepreventionwestyorkshire.co.uk/i-need-help-urgently](https://suicidepreventionwestyorkshire.co.uk/i-need-help-urgently))
  - Visitors: 10
9. **Mind Annex F resource** ([mind.org.uk/media-a/6085/annex-f.pdf](https://mind.org.uk/media-a/6085/annex-f.pdf))
  - Visitors: 9
10. **West Yorkshire suicide prevention home page**  
([suicidepreventionwestyorkshire.co.uk](https://suicidepreventionwestyorkshire.co.uk))
  - Visitors: 7

## Overall engagement with support resources

- **Total click-through rate (CTR):** Out of **1,562 users**, **363 clicks** were registered across various support links.
- **Percentage of users clicking on support resources:** Approximately **23.2%** of visitors accessed at least one support link, reflecting a strong impact in connecting users to mental health resources.

The "Check-in with Pride" campaign directed users towards essential support services, with local mental health resources receiving the highest engagement.

## Summary of campaign impact and effectiveness

**Significant engagement:** Successfully reached and engaged over 1,500 individuals through website visits, with targeted in-person interactions at major Pride events, reinforcing mental health support within the LGBTQ+ community.

- **High-impact visibility:** Over 900 page views on the "Check-in with Pride" campaign page, with additional visibility through "Check-in with your mate" resources, emphasising the relevance and resonance of the campaign messages.
- **Raising awareness:** Attracted visitors from across key locations, with high engagement in Leeds, Bradford, and surrounding areas, bolstering the campaign's influence within West Yorkshire.
- **Valuable volunteer contribution:** Magpie's time-in-kind valued at £2,300 enabled impactful activities such as the literature review, creative design, and promotion at events, enhancing the campaign's reach and effectiveness.
- **Positive community reception:** Garnered enthusiastic feedback at Pride events, with participants highlighting the campaign's relevance and expressing support for inclusive mental wellbeing initiatives.
- **Increased engagement in mental wellbeing resources:** Observed spikes in access to the "Staff Check-in" campaign toolkit and new user registrations on the site, indicating sustained interest and action beyond the campaign's initial outreach.
- **Successful alignment with Pride and Suicide Prevention Month:** The phased approach ensured visibility at key times, leveraging both Pride events and Suicide Awareness Month to encourage mental health check-ins within both the public and healthcare sectors.
- **Good user behaviour impact:** Approximately 2 out of 10 users who visited the "Check-in with Pride" campaign page clicked to access additional resources for support, demonstrating the campaign's effectiveness in prompting users to seek help – 363 in total. This averages as 104 people accessing support resources per month and 24 per week (during the 3.5 month campaigning period).

# Shared learnings

## Campaign SWOT

### Strengths:

- Campaign branding was effective, with positive feedback across events, partner organisations, and public engagement. Many attendees at Pride events mistook the team for official event staff, reflecting strong brand alignment with event themes.
- High levels of enthusiasm at Pride events led to numerous quality conversations, enhancing community engagement and interest.
- Pride event organisers endorsed the campaign and affirmed the importance of its messages for LGBTQ+ mental wellbeing.
- Additional community support from organisations like Angels of Freedom and the Brunswick Centre extended campaign visibility beyond the event period.
- Impact metrics show that 363 individuals accessed mental health support resources, suggesting substantial reach and utility.
- Volunteered time and in-kind support amplified the campaign's impact, supplementing the budget.

### Weaknesses/challenges:

- The compressed timeline for campaign creation limited time for feedback and sign-off, with the phase one design period completed in just three weeks.
- Variances in understanding of inclusive language among stakeholders highlighted a training gap, suggesting potential improvements in future inclusivity training.
- Limited budget restricted full agency-led campaign management and digital advertising, impacting the consistency and coordination of materials and communications.
- Ensuring the campaign did not appear tokenistic was a primary objective, but periodic targeting around Pride events risks this perception. Year-round continuation is recommended to maintain authenticity.
- Coordinating communications for World Suicide Prevention Day was challenging due to delays in finalising the phase two briefing and positioning.
- An email sent to the StaffCheck-in.co.uk membership email database (those registered to be kept up to date with Check-in campaign developments) had an open rate of 20% and the email agent suggested the data needed cleansing (presumably due to role changes). This is an area of improvement for future communications.



### **Opportunities:**

- Incorporating real, local imagery in future designs could increase relatability and engagement based on positive feedback.
- Agency-led digital campaigns could drive down cost per website visits
- Expanding the campaign with regular investment in quarterly boosts may further increase reach and engagement.
- The campaign toolkit and social media asset pack offer resources for continued engagement on LGBTQ+ Awareness Days throughout the year, keeping the campaign active and visible.

### **Threats:**

- Budget limitations and lack of ongoing digital ad funding may reduce long-term visibility and audience reach.
- Potential for reduced community interest if the campaign does not consistently evolve and engage audiences outside Pride events.
- Risk of decreased partner involvement over time if the campaign does not expand beyond initial stakeholders.
- Limited resources may lead to challenges in sustaining in-kind support, which was essential to the campaign's initial impact.
- The perception of the campaign as seasonally focused could threaten year-round relevance and its effectiveness in addressing mental health needs outside of Pride events.
- Confusion around the target audience for this campaign (i.e. staff populations vs general public) - the positioning is inclusive of both, however the link to the Check-in campaign positions this as part of a campaign targeting health and care organisation staff – this can be made clearer.

# Recommendations for enhancing campaign effectiveness and impact in the future

1. **Continue campaign activity year-round with further investment to drive engagement:** To strengthen the campaign's reach beyond seasonal events like Pride, commit to maintaining consistent, year-round communication with additional quarterly investment. Continuous outreach will ensure the message remains top-of-mind, allowing the campaign to reach a wider audience in need of mental health resources and LGBTQ+ support. Regular funding boosts would allow for more flexible, targeted activities throughout the year, broadening the campaign's scope and fostering greater, long-term engagement.
2. **Invest in a digital marketing campaign to centralise online activities and reach a broader audience:** Allocate a dedicated budget for a digital marketing campaign that supports the centralisation of campaign activities on digital platforms. By using targeted adverts on social media and search engines, the campaign can drive more traffic to the "Check-in with Pride" page and ensure a broader, more diverse reach.

This approach can also lower the cost per site visit, aligning with industry standards, and allow for precise targeting to specific demographics, creating a more efficient and impactful online presence.

*If continuing this work with an agency, a minimum recommended budget would be £2.5k per month across a year.*

3. **Run more in-person events and outreach targeting LGBTQ+ populations and staff networks:** To further support and engage LGBTQ+ communities, expand outreach with a stronger presence at events, both within the general community and at workplace events for health and care staff. Tailored events, outreach at LGBTQ+ gatherings, and collaboration with staff networks can enhance community trust and provide face-to-face engagement opportunities. By expanding the number and variety of these touchpoints, the campaign will foster connections that translate into more meaningful community impact and increased access to resources.

*If continuing this work with an agency, a minimum recommended budget would be £20k -£30k (with the strategy of the agency securing an existing group or organisation to carry out activities with an events toolkit in their local area - across all areas).*

4. **Strengthen the campaign toolkit for partners and allocate budget for coordinated communication:** To ensure consistent and effective messaging across partner organisations, invest in enhancing the campaign toolkit. This would include easy-to-use communication materials, brand assets, inclusive language guides, and templates that make promotion more seamless. By allowing a budget for either agency-coordinated toolkit management or an internal lead to oversee partner

communications, the campaign can maintain a unified voice and ensure that materials are deployed effectively, even without too much oversight.

*If continuing this work with an agency, a minimum recommended budget would be £5-10k to strengthen and develop the materials.*

- 5. Centralise a PR campaign focused on lived experiences, case studies, and storytelling:** Build on the campaign's foundation with a public relations strategy centred around storytelling and lived experiences, using case studies and film to deepen the campaign's message. Developing rich, human-centred content not only enhances public engagement but also provides valuable resources for training and internal communications within organisations. By integrating these powerful stories into both external promotions and internal messaging, the campaign can create a lasting impact, shifting the conversation around LGBTQ+ mental health and wellbeing.

*If continuing this work with an agency, a minimum recommended budget would be £7-10k.*

For any questions:

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