

Supplemental Information for Joint Public Protection Committee

Monday 14 June 2021 at 7.00pm
in the Council Chamber Council Offices
Market Street Newbury

Part I

Page No.

11 **Communications Strategy 2021-2023**
Communications Examples.

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Examples of the Proactive National “events” linked to PPP Priorities and work areas

Event Title	Start Date	End Date	PPP Priority	Lead Service	Lead Messages
Ongoing COVID-Response	Ongoing	Ongoing			
National BBQ Week	25/05/2021	31/05/2021	Priority 2 - Protecting and Improving Health	Environmental Health	Cook meat properly / food allergies
International No Smoking Day	31/05/2021	31/05/2021	Priority 2 - Protecting and Improving Health		
Pride Month	01/06/2021	30/06/2021	Priority 6 - Partnership Working		
National Cheese Day	04/06/2021	04/06/2021	Priority 2 - Protecting and Improving Health	Environmental Health	Food Safety Facts on Cheese
National Licensing Week	14/06/2021	18/06/2021	Priority 4 - Supporting Prosperity and Economic Growth	Licensing	Different genres of licensing
International Working Animal Day	15/06/2021	15/06/2021	Priority 1 - Community Protection	Animal Warden	Highlighting need to microchip - get your lost dog quickly
Clean Air Day	17/06/2021	17/06/2021	Priority 3 - Protection of the Environment		
Bring Your Dog To Work Day	21/06/2021	21/06/2021	Priority 1 - Community Protection	Animal Warden	Pictures of team with their dogs
National Picnic Week	22/06/2021	28/06/2021	Priority 2 - Protecting and Improving Health	Environmental Health	Food safety - temperature / allergens
Plastic Free July	01/07/2021	31/07/2021	Priority 3 - Protection of the Environment		
International Plastic Bag Free Day	03/07/2021	03/07/2021	Priority 3 - Protection of the Environment		
World Day against Trafficking in Persons	30/07/2021	30/07/2021	Priority 1 - Community Protection		
World Friendship Day / International Day Of Friendship	30/07/2021	30/07/2021	Priority 2 - Protecting and Improving Health		
Cycle to work day	06/08/2021	06/08/2021	Priority 3 - Protection of the Environment		

Event Title	Start Date	End Date	PPP Priority	Lead Service	Lead Messages
World's Biggest Coffee Morning	25/09/2021	25/09/2021	Priority 2 - Protecting and Improving Health		
National Baking Week	14/10/2021	20/10/2021	Priority 2 - Protecting and Improving Health	Environmental Health	Food Safety
Halloween	31/10/2021	31/10/2021	Priority 1 - Community Protection	Trading Standards	Flammable costumes / safety re toys
Guy Fawkes Night (Bonfire Night)	05/11/2021	05/11/2021	Priority 1 - Community Protection	Animal Warden / Trading Standards	Fireworks - noise re animals / fireworks sales underage etc.
National Nacho Day	06/11/2021	06/11/2021	Priority 2 - Protecting and Improving Health	Environmental Health	Food safety
Alcohol awareness week	11/11/2021	16/11/2021	Priority 2 - Protecting and Improving Health	Environmental Health	
Black Friday	27/11/2021	27/11/2021	Priority 1 - Community Protection	Trading Standards	Trading standards online shopping scams
Cyber Monday	30/11/2021	30/11/2021	Priority 1 - Community Protection	Trading Standards	Trading standards online shopping scams
International Animal Rights Day	10/12/2021	10/12/2021	Priority 1 - Community Protection	Animal Warden	Highlight animal warden work
Christmas Jumper Day	14/12/2021	14/12/2021	Priority 6 - Partnership Working		
Christmas Day	25/12/2021	25/12/2021	Priority 1 - Community Protection	Trading Standards / Environmental Health	RoSPA messages re toys / batteries etc. Food Safety
New Year's Eve	31/12/2021	31/12/2021	Priority 1 - Community Protection	Animal Warden	Fireworks - noise re animals / fireworks sales underage etc.
Dry January	01/01/2022	31/01/2022	Priority 2 - Protecting and Improving Health		
Walk Your Dog Month	01/01/2022	31/01/2022	Priority 1 - Community Protection		
National Human Trafficking Awareness Day	TBC	TBC	Priority 1 - Community Protection		