

## John Morley (Public Health Wales)

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**From:** FOI (Public Health Wales)  
**Subject:** FW: Campaign Enquiry  
**Importance:** High

In regards to your request for information under the Freedom of Information Act detailed below in Italics, I enclose the Public Health Wales answers to your questions:

*I would like to enquire about the Public Health Wales 'Shaking your baby is just not the deal' - Preventing Non-Accidental Head Injury (NAHI) in Infants campaign highlighting the risks of shaking a baby.*

*Could you please tell me how much the campaign cost to produce?*

*Was an outside agency commissioned to produce the campaign?*

*Or if you purchased the campaign and if so how much it cost?*

*Who was the campaign targeted at and was the campaign considered to have reached the target audience?*

*How much did it cost to disseminate the information? Is it given to local authorities to use for free or do they purchase/license the film from Public Health Wales?*

1. *Could you please tell me how much the campaign cost to produce?*

**The DVD was produced as a favour when we had our 'Just Talk' videos produced by Red Ninety Ltd, therefore there was no specific charge for this additional work**

2. *Was an outside agency commissioned to produce the campaign?*

**The campaign and its DVD were shot by Red Ninety Ltd, the Safeguarding Children Service of Public Health Wales, supported by Children in Wales, launched a public health campaign to prevent NAHI in infants at an all Wales Conference held on 30 September 2013. The key messages of the campaign will be disseminated using the following four minute video which highlights the challenges of coping with a crying infant and clearly states that it is harmful to shake a baby. The film gives helpful guidance for parents and carers to assist them to develop strategies to deal with stressful times which are common to all parents.**

3. *Or if you purchased the campaign and if so how much it cost?*

**The campaign was not purchased, its video originates from work undertaken over the last ten years by an Australian multi-disciplinary project team from The Children's Hospital at Westmead, Sydney, New South Wales.**

4. *Who was the campaign targeted at and was the campaign considered to have reached the target audience?*

**Target audience – these were professionals from all disciplines in health but the video has also been used in training with social workers and third sector early years workers. The video could be used in schools, by Young Offender Managers to inform them of dangers of shaking babies. Public Health Wales has not undertaken a review of viewing / download figures, therefore does not hold the information needed in order to answer the second part of your question**

5. *How much did it cost to disseminate the information?*

**There were 100 copies of the DVD made which cost us £372 which includes VAT  
The conference held to launch the campaign cost £8.009.**

6. *Is it given to local authorities to use for free or do they purchase/license the film from Public Health Wales?*

**The video is free to download from the Public Health Wales website, there is no license purchase necessary.**

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of the decision, you should write to the Corporate Complaints Manager, Public Health Wales NHS Trust, Unit 1 Charnwood Court, Heol Billingsley, Parc Nantgarw Cardiff, CF15 7QZ.

If you are not content with the outcome of your complaint or review, you may apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by the Trust. The Information Commissioner can be contacted at:

Information Commissioner for Wales  
2nd Floor  
Churchill House  
Churchill Way  
Cardiff  
CF10 2HH  
Telephone: 029 2067 8400  
Email: [wales@ico.org.uk](mailto:wales@ico.org.uk)

**Kind regards**

**John**

**Ivor John Morley**

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Rydym yn croesawu gohebiaeth yn y Gwmraeg neu'r Saesneg  
We welcome correspondence in Welsh or English

**#S4L2016**

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