

**Change4Life  
Campaign Update - June 2009**

**Gateway Reference: 11974**

**Please cascade this update to your relevant colleagues and networks including PCTs, Local Authorities and community groups.**

Dear colleague

Thanks for all your continued work and support for Change4Life. There is still a lot happening with this exciting three-year campaign and in this update you can read about:

1. **News round up**
2. **'We're In' update**
3. **Muckin4Life**
4. **TV ads**
5. **New audience**
6. **Athletics and McCain**
7. **Convenience Store activity**
8. **Comms Link**

## **1. NEWS ROUND UP**

The **Top Tips For Top Kids** leaflet is now back in stock via the DH Orderline (product code C4L034). Visit [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk) to place an order.

The **Swim4Life Toolkit** is now available to download from the Change4Life website. Don't forget to check out the Swim4Life short films: [www.nhs.uk/change4life/Pages/PartnerTools.aspx](http://www.nhs.uk/change4life/Pages/PartnerTools.aspx)

The **Walk4Life Toolkit** will be available to download **mid June** but in the meantime there are some hints and suggestions about how to get families active here: [www.nhs.uk/change4life/Pages/Walk.aspx](http://www.nhs.uk/change4life/Pages/Walk.aspx)

Further guidance about **sub-brand** usage is now available and a guidance document has been attached with this update.

The Change4Life team have produced two new resources to help Local Supporters to talk to families about Change4Life and the eight behaviours. They are entitled: **'Language Guidelines for Change4Life'** and **'8 Lifestyle Changes'**. Both documents can be found on the Change4Life downloads page on the DH website at: [http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_092029](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_092029)

So far, we have received over 250,000 **How are the kids?** questionnaires (net figure). That means we can carry out ongoing communications, such as Change4Life behaviour change ideas and encouragement, with 250,000 families in England - and the questionnaire is still available online: [www.howarethekids.com](http://www.howarethekids.com).

Register as a **Change4Life Local Supporter** and you will receive our monthly Local Supporters Newsletter. To register go to the Partners and Supporters section of the website:  
[www.nhs.uk/change4life](http://www.nhs.uk/change4life)

## 2. 'WE'RE IN' UPDATE

We have made further progress in negotiations with our media partners for the 'We're In' phase of the campaign. There are three main strands to the activity: space in local press, sponsorship slots and idents on GMTV and local radio activity.

The press activity is due to begin at the end of June or early July. It will involve space in a list of local press titles and we will be able to supply a list of titles and contacts for each region w/e 12th June. The space will have Change4Life branding and will carry information and stories about local Change4Life activity and success stories. The aim is to inspire families to join in with Change4Life.

One minute slots and short idents (on-air stings highlighting the brand) have been negotiated on GMTV and these will run from 27 July through to the end of August. The one minute slots, themed around the sub-brands, will run in the 'Summer Of Fun' feature on Monday, Tuesday and Wednesdays; the ten-second Change4Life idents will appear within the 'Weekend Starts Here' feature on Fridays.

We are still in negotiation around the radio activity and will send out a final update via Regional Obesity Leads as soon as we can.

In the meantime please continue to send stories and contacts that might help us with content for the local press.

Please email Nicola Kidner at: [c4lcasestudies@dh.gsi.gov.uk](mailto:c4lcasestudies@dh.gsi.gov.uk)

## 3. MUCKIN4LIFE

Muckin4Life is a campaign led by Department of Environment, Food and Rural Affairs (Defra). Muckin4Life aims to raise awareness of the physical and mental health benefits of being active outdoors and encourages families to take part in local outdoor conservation volunteering. It gets children up and about in the long summer holiday and involved in activities that benefit them and the local community. From pond and canal dredging to bat spys, it's a great way to ensure they get their 60 active minutes!

If your organisation has any links with volunteering or conservation, please encourage families you're involved with to find out more and volunteer. Visit [www.direct.gov.uk/muckin4life](http://www.direct.gov.uk/muckin4life) for more information.

## 4. TV ADS

We hope you have seen our TV ads featuring the colourful Change4Life family (all our TV ads can be viewed on the DH YouTube page: [www.dh.gov.uk/change4life](http://www.dh.gov.uk/change4life)). The ads concentrate on two behaviour changes – 'Me Size Meals' and, more recently, '60 Active Minutes'. The ads are off-air now but will return on 12 June and run until 26 July.

## 5. NEW AUDIENCE

The first of the new audiences for Change4Life has been agreed and as part of this work we are developing guidance for new parents on how they can make the best start for maintaining a healthy weight for their child. Evidence suggests that behaviours picked up very early on can contribute to weight problems later in life. It is

critical that families are encouraged to get into good habits from the very start of a child's life.

If you work with pregnant women, their partners or new parents look out for specific advice and support materials in the Autumn. In the meantime a briefing note to help with enquires is attached with this update.

## 6. ATHLETICS AND MCCAIN

A number of our national partners have already run activity to support Change4Life, and McCain is one of the latest organisations to join in.

Unless you happen to be a professional athlete, track and field sports probably aren't something you get to do that often. But as part of their support for Change4Life, McCain are running their Track & Field Roadshows in major city centres up and down the country, giving everyone the chance to have a go at athletics.

These roadshows are branded **Athletics4Life** and will be running through the summer. Visit [www.mccaintrackandfield.co.uk](http://www.mccaintrackandfield.co.uk) to direct families you work with to an Athletics4Life near them.

## 7. CONVENIENCE STORE ACTIVITY

You may be aware that Change4Life has piloted activity in convenience stores in the North East of England. Launched in November 2008, twelve 'development stores' are currently showcasing a range of initiatives to improve sales of fruit and vegetables. This work includes increased space for displays, an increased range of fruit and vegetables, strong branding and an in-store fresh food champion. To date sales have increased by average 37% and the results of an initial consumer evaluation have also been encouraging.

The second phase involving another 34 stores launched in April. A further 63 stores are planned to launch in June. We will also work with one non-affiliated store as part of our key learnings.

In addition to the generic fruit and vegetable promotion, the pilot stores also ran activity to support Breakfast4Life. This included promotional posters in their stores and a promotional poster in local schools plus a 50p off fruit and veg voucher that was distributed to kids in local stores to encourage them to eat fruit (or veg) for their breakfast – some visuals are attached. The project evaluation will be published later this month.

## 8. COMMS LINK

NHS Comms Link is a secure, restricted-access website for NHS communicators ([www.nhscommslink.nhs.uk](http://www.nhscommslink.nhs.uk)). The site brings together the online material issued to communicators by the Department of Health's (DH) Communications Directorate and forms a network for communicators to share plans, materials, ideas, resources, challenges and solutions both amongst themselves and with DH communications colleagues. The information on the site provided by the DH is for you to use to support your own local communications.

The Change4Life team supply regular updates and materials to Comms Link (including briefings, toolkits and news stories). If you are involved in communications and have either a DH or NHS email address, you can register and benefit from the excellent range of DH approved material on the site. Once registered please check out the *New resources* button on the homepage.