

Change4Life Campaign Update

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Dear colleague

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1. Supporting Change4Life

We are recommending that anyone involved in supporting Change4Life should **register as a Local Supporter – this includes all health care professionals**. Registered Supporters will automatically be sent regular email newsletters, which will alert them to the latest news about Change4Life plus launch dates and content of sub-brand toolkits.

You can register at www.nhs.uk/change4life (go to Partners & Supporters page) or call **0300 123 1004**.

To help clarify ways that health care professionals can support Change4Life we have put together a **summary slide** and a **resources information sheet** outlining the resources that are currently available to Local Supporters – both are attached with this update.

2. Breakfast4Life Toolkit

The Breakfast4Life Toolkit is now available. ContinYou – a community-learning organization which works with young people to promote health messages – has helped us to develop the toolkit and it is full of tips, ideas and activities for families on how to have a healthy breakfast, whether it's at home or on the go. The toolkit also includes a guide on how you can speak to families about Breakfast4Life, as well as activity sheets, posters and leaflets on what constitutes a healthy breakfast.

The toolkit can be downloaded from www.nhs.uk/change4life - go to the Partners and Supporters section and click on 'Tools'. If you would prefer to receive a Breakfast4Life pack in the post, please call 0300 123 1004 to reserve your pack.

We have also made the toolkit available on CommsLink the NHS communicators' website: www.nhscommslink.nhs.uk.

3. Next phases of the campaign

Rooting the Behaviours

The current phase of the Change4Life campaign focuses around rooting the behaviours. One of eight behavioural changes is being promoted in the latest TV commercial. The 'Me Size Meals' advert focuses on the fact that parents often give their kids the same-sized portions as themselves when really they need much less (in research this was seen by mums as one of the behaviours they would find easy to change). We will post the new advert onto the DH YouTube page this week.

Throughout April, approximately 8.5 million magazine inserts and doordrops showing the eight behaviours (with an emphasis on 5 A Day) are also being distributed up and down the country. The inserts include a wall chart and stickers for families to keep track of how much fruit and veg they eat. They will be inserted into a range of magazines including: TV Times, Closer, Woman, Best and the News of the World.

'We're In' activity

The 'We're In' phase of the campaign was due to begin in May and run until September, but it is being pushed back and it is more likely that this will begin in the second week of June.

Part of this activity involves access to regular space in local press titles across England. The plan is that it will be branded with the C4L logo and characters and carry details of local C4L activity and examples of local families who have engaged with the campaign and seen the benefits.

We are still in discussion with our media partners about this activity (list of titles, size and frequency) and we will communicate the details once they have been agreed. In the meantime, if you have information, stories and contacts that might help us with content please contact Nicola Kidner on the C4L team, as she will be co-ordinating this activity. Please email her here: c4lcasestudies@dh.gsi.gov.uk

4. How Are The Kids?

We have had a fantastic response to our 'How Are The Kids?' questionnaire. The gross figure for completed questionnaires is 235,428. The questionnaire asks parents simple questions about their kids' lifestyle and eating habits. Every family that responds gets a free personalised Action Plan which is full of hints and ideas on how they can make easy changes for healthier kids.

The 'How Are The Kids?' activity was due to end on 31st March but because of the response, the questionnaire will be kept active - **online only** - and we will continue to send out Action Plans to those families that fill it in.

Field Marketing Stands

To help engage the public with the 'How Are The Kids?' activity we produced two field-marketing stands – a juice bar branded **Juice4Life** and a food throwing game called **Ready Steady Throw**. These have been very successful and we have received many enquiries from NHS and Local Authority colleagues to see if we can loan them out to support local Change4Life activity. We are currently looking into how best to make them available. However, the stands are large and need to be transported, set up and staffed, so it is likely that there will be costs for using the stands, and these costs would need to be covered by local budgets. We hope to share costing and logistical details in the coming weeks and to then make the stands available from mid May.

5. How is the Change4Life campaign doing?

The tracking survey results for the campaign so far are very good. A slide showing the weighted information for January and February is attached. Awareness to the advertising and recognition of the logo is high, and adverts are being understood, remembered and making mothers think about the links between eating healthily/physical activity and preventable diseases.

Orders for C4L support material continue to grow. We have received over 10,000 orders and dispatched over 2.6 million items of support materials. The bulk of orders have been received by GP surgeries, pharmacies and PCTs but we are also supplying a large number of schools and colleges, local authorities, charities and community groups working with children.

The Change4Life website has received 473,154 visits to date and we have sent out over 51,000 fulfilment packs.

All this information, and the reaction to the How Are The Kids questionnaire, gives us a clear indication that there is a real appetite for the campaign across society.

6. Commercial Partnerships

There are now over 70 signed commercial partners including Fitness Industry Association, Co-op, Kellogg's, ITV, Netmums and Flora (working with C4L on the London Marathon). You can find out about some of them on our new commercial partners page on the website:

<http://www.nhs.uk/change4life/Pages/OurPartnersLogos.aspx>

Netmums, the local online network for parents, has joined up with Change4Life to develop a programme which will help spread the word and get members' kids eating better and running about.

As well as weekly newsletters containing Change4Life tips and challenges, the website's homepage will have a dedicated Change4Life section on it promoting the hint or challenge for that week.

Netmums will also help by encouraging parents to post Change4Life activities on their Noticeboard, as well as by providing details of Change4Life roadshows and events on their local websites. Plus, parents will be able to use these websites to sign up local supporters and use the supporter toolkits.

For more information, please go to www.netmums.com from mid-April.

7. Database

We are aware that there have been some issues with our online database and we are working with NHS Choices to try to resolve these as soon as we can. Until this happens we cannot load local activities onto the database.

The **Healthy Weight Healthy Lives: One Year On Report** had been published on the DH website. Click on the link to access it: www.dh.gov.uk/healthyweight

Thank you for your continued support.