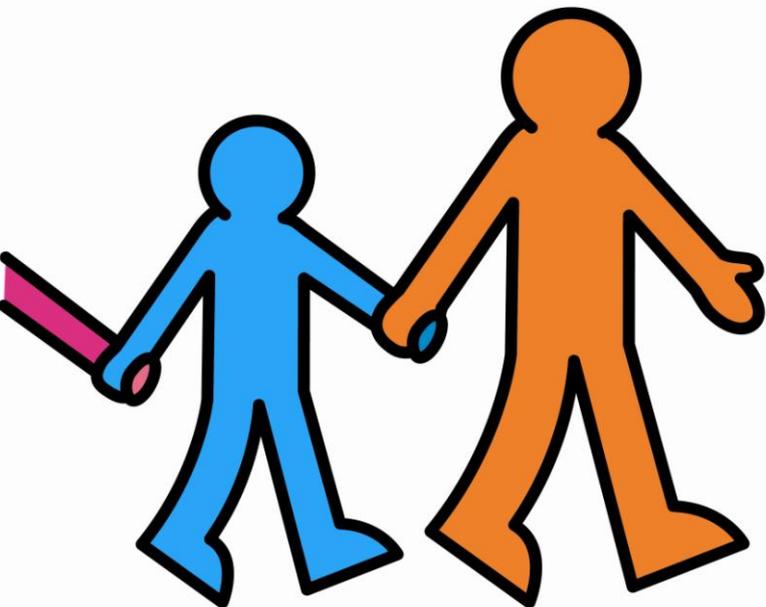


WELCOME TO THE PROMOTING ACTIVITY TOOLKIT



What does change4Life do for you?

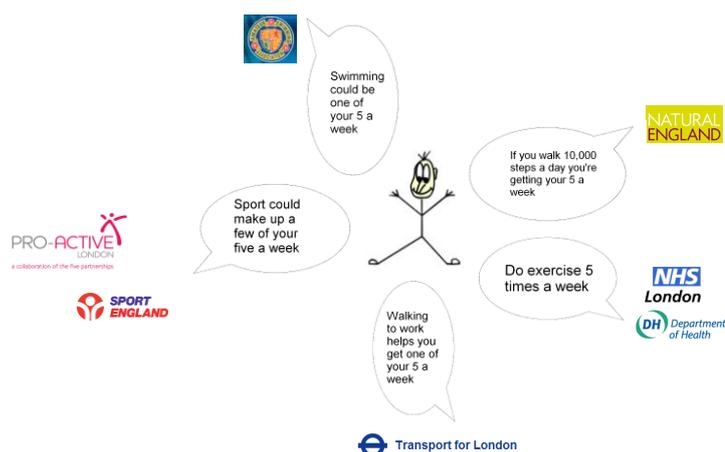
The Change4Life advertising campaign will make the subject of weight and physical activity a hot topic and will urge us to make changes to our diet and levels of activity. The campaign talks about 'fat in the body' rather than 'fat bodies' and makes clear the link between fat and preventable illnesses. It also pins the blame on modern life, which affects all of us, rather than pointing the finger at parents.

Why should you support Change4Life?

If we carry on as we are, 90 percent of today's children could be overweight or obese by 2050. We all need to address the rise in obesity for the sake of the future health of our children. The importance of health care practitioners to the success of Change4Life cannot be over-emphasised. As trusted advisers, you are influential and many in the health service and facility providers will be the first point of contact for young families with at-risk children.

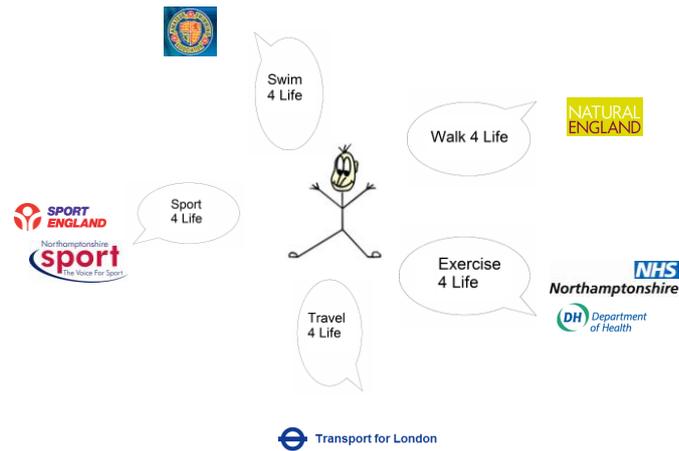
Background Information

All the information on physical activity and sport is confusing to the general public. Different organisations promote different messages. It was recognised that it would be easier if we could simplify the whole thing by explaining how their activity would help people do 30 minutes moderate intensity activity 5 times a week in line with the Department of Health's recommendations.



Further research was conducted and they found that people don't do sport or activity in order to hit government targets – they do it because they enjoy it, it gives them a chance to meet their mates, they want to keep fit, it's something to do with the children, or for the competition. They also found

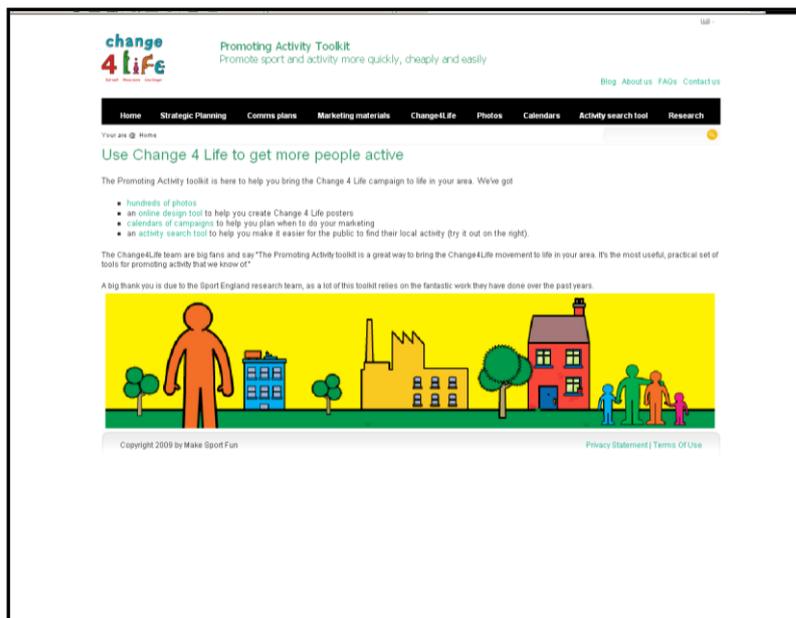
that most people don't care about the supposed long term health benefits from moderate intensity activity. And it turned out that the Department of Health were thinking the same thing. They've been researching a number of different names and have found one which works much better than all the others – Change4Life:



The Toolkit

The Promoting Activity toolkit is a series of practical tools to help you market and promote sport and activity. This is the website address to access the toolkit and a picture of the homepage:

WWW.PROMOTINGACTIVITYTOOLKIT.CO.UK



The website is divided into 9 sections. Each of the sections have been listed below with a brief description of their function and how this applies to you specific audiences:

-  **Home**
-  **Strategic Planning**
-  **Communication Plans**
-  **Marketing Materials**
-  **Change4Life**
-  **Photos**
-  **Calendars**
-  **Activity Search Tool**
-  **Research**

Home

A simple description of what the toolkit contains and what the website should be used for

Strategic planning

The strategic planning tool is useful to see what 'type' of people live in your local area.

The 'types' of people relate to the work undertaken by Sport England, other wise known as Market Segmentation.

Sport England has developed nineteen sporting segments to help us understand the nations' attitudes and motivations – why they play sport and why they don't. The segments provide the knowledge to influence people to take part.

Each segment can be explored at differing geographic levels. It is possible to find out what people's sporting habits are in a particular street, community, local authority or region.



Leanne is a Supportive Single.

She is the least active segment amongst 18-25 year olds. We know that she is likely to be single, living in private/council rented accommodation and will have a significant number of children.

We now also know what motivates her, what brands she aspires to, how we can overcome things that stop her taking part in sport and how to get her involved in sports she likes - such as the gym and keep-fit. From this we can work out which sporting interventions are likely to be more successful for Leanne.



To find out more about market segmentation go to:

www.sportengland.org/index/get_resources/research/se_market_segmentation.htm

Communication Plans & Promotional Messages

Sport England have been working with a marketing company to help develop insight into how to market to the different market segments and have produced a number of promotional messages for each of the segments relating to which sport or activity they are most likely to participate in.

So if you want to know what to write on a poster for Kev to persuade him to play football then we can help. If you want to produce a leaflet to promote a pilates class to Chloe then we can help. If you want to convince Tim to walk more then we can help.

Promoting Football Sessions to Kev!



"That 'after the match pint' tastes even better when you've played"

"Playing the game makes watching it twice as exciting"

"Drinking to your team's success - it's even better when you've played"

"Meet friends old and new down

the park"

"Great goals - sometimes. Great banter - every time"

"Find your nearest friendly five-a-side or Sunday league team here"

The communication plans also detail information about that market segment, what sports they like, why they do it, why they don't do it, how they make decisions, what marketing they relate to most (humorous, serious etc.), what communication channels they respond to and what brands they like (see opposite for what brands Kev responds to):



Marketing Materials

The marketing materials section of the website is a unique tool to help you develop posters and leaflets specific to your activity and market segment. The

online tool takes you step by step through designing your promotional literature as well as giving you ideas relating to the age, gender and type of activity you are promoting. You can also download photos from their library or you can upload your own.

Please note – at the moment there isn't a facility to add your own logo but this will be the next stage of the toolkit once it has been developed.

The poster below details information about our lunchtime walking sessions targeting Women aged 26-35 in the workplace. Images and pre-written promotional messages have been used from the toolkit.

Change4Life

This section of the website tells you how to register so you can access the Change4Life branding

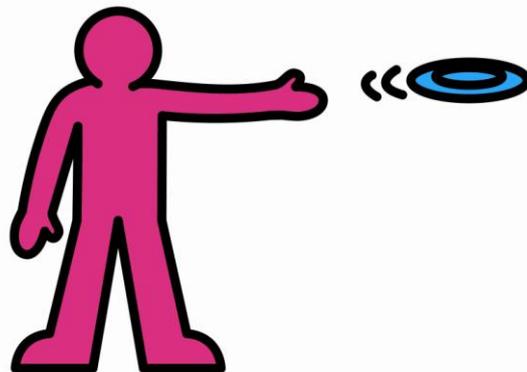
We would also like to encourage you to use the Change4Life brand within your own healthy living communications (on your posters, leaflets and promotional items), or to use one of our sub-brands (such as walk4life or cook4life). Follow the steps below to access our brand guidelines document (Principles and Guidelines for Government and the NHS) and to find out how to access our brand assets (logos, characters, font and images).

The process is simple:

Step 1: call the Change4Life NHS Workforce helpline on 0300 123 1004 (calls to 03 numbers should cost no more than geographic 01 or 02 UK-wide calls, and may be part of inclusive minutes subject to your provider and your call package.)

Step 2: register as a member of the NHS Workforce

Step 3: receive an email containing a link to the Change4Life assets in their new, protected location on the NHS website



Photos

There are over 200 photos available for you to download and use and this section is continually being updated.

Calendar

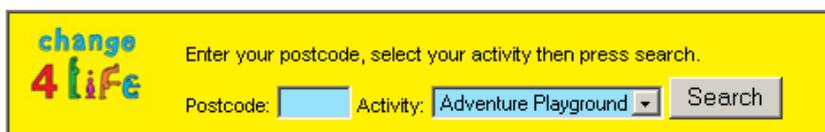
It's much easier to promote or market an activity when there's something to piggyback it on to. For example the RFU made great use of the World Cup in 2007 for their Go Play Rugby campaign. Similarly interest in tennis goes up around the time of Wimbledon.

The calendar is designed to give you a chance to see forthcoming events/campaigns. It will help you to plan what marketing work you can do to take advantage of those peak times in the year when some activities are more popular than others. You can check out the national calendar as well as regional links too.

Activity Search Tool

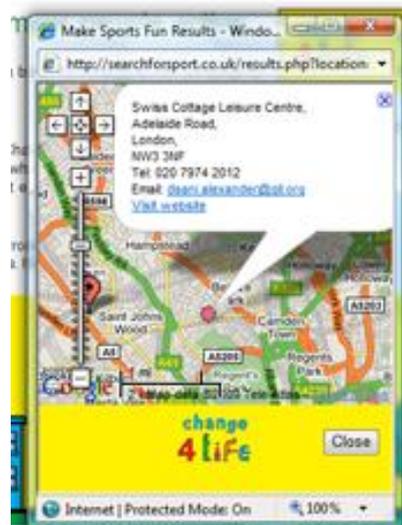
We've built a search box which anyone can put on their website. It allows the public to easily find their nearest club, facility, walking group, playing field, playground, etc. (Currently there is only data for London). They are currently uploading 2000 entries per week so at present there is no information for Northamptonshire. As soon as this has been uploaded then

we will let you know, so for the time being it is probably worth holding back from uploading the search tool onto your website!



The search tool is a clever little box. It makes it a bit easier for a member of the public to find the right place to go to play sport or do activity.

There are hundreds of different websites of where to do sport or activity (National Governing Body sites, local council websites, county sports partnership websites, Active Places, etc.) This tool allows a member of the public to find information on the activity they're interested in and sends them to the right site for more information. It's similar to kelkoo or moneysupermarket as it looks at loads of sites for you and only gives back the useful info.



Research

The Promoting Activity Toolkit is based on hundreds of thousands of pounds and years of research. This research has been done by Sport England, Make Sport Fun, Experian, Henley Centre (now the Futures Company) and others.

What next?...

The Change4Life Campaign will only be successful if we as providers change the way we do things to make the public more receptive. Hopefully this toolkit is a good start point and provides you with all the information you need. If you would like further help or training with the toolkit, or simply a discussion about the Change4Life Campaign and activities then please contact your local sports development officer or alternatively Katie Melia or Jo Newberry, Get Active Coordinators for Northamptonshire Sport:

Katie Melia (Northampton, Daventry, South Northamptonshire) – 07921 092771 – Katie.melia@northampton.ac.uk

Jo Newberry – (Kettering, Corby, Wellingborough, East Northamptonshire) - 07921 092801 – joannenewberry@kettering.gov.uk

Thanks for your time