

Change 4 Life

2017/18 Activity

1. Kent County Council Campaign Extension

1.1 The Campaign has three elements:

1. Traditional promotion to the public through various key locations (GPs, Children's centres, pharmacists) as well as online advertising (predominantly Facebook). In conjunction with developing content on the website that contains resources for parents and simple tips and tools – then onward referral to national resources (apps etc)
2. Support for frontline workers through amending resources, developing tools to aid good conversations, simple materials that help with onward referral, tools that can be used in Children's Centres – these are currently be distributed to 84 Children's Centres.
3. Support for wider system to ensure consistent messaging – campaign guides, standard articles, tweets, empty belly posters – these can be downloaded at www.kent.gov.uk/change4liferesources

Promotion to the public

2.1 To deliver the first element of the campaign calendar-relevant digital advertising campaigns were developed. These campaigns were low budget, each delivering simple, single messages about nutrition or activity on Facebook, local websites such as Kent Online.

2.2 A dedicated 'Change4Life Kent' Facebook page was created to build a community within Kent. This allows for additional opportunities for engagement with our residents away from the KCC corporate page.

2.3 Each campaign was designed to nudge the audience towards a specific positive behaviour and to help keep Kent County Council and Change4Life top of mind as a source of support.

2.4 Sticking to a formula of 'supportive, fun and one small change' the key message in each campaign has been adapted to be relevant to the specific time of year and to suggest a behaviour that might be likely and easy to adopt.

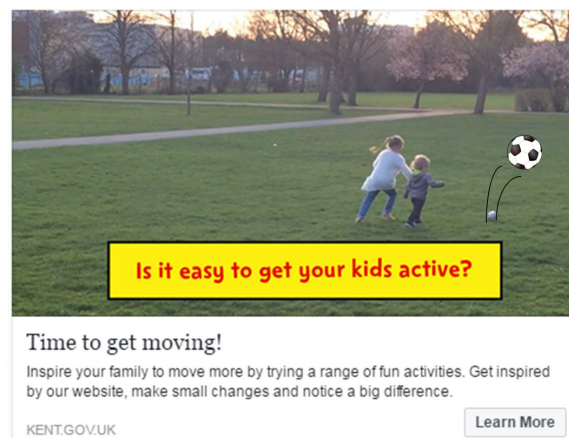
2.5 Campaigns have directed viewers either to ideas for physical activity and healthy eating at the Council's Change4Life homepage or to a specific resource or webpage linking directly with the campaign.

- **Summer 2017**

Kent Families content - a series of short videos that feature three Kent families trying out some of the resources to help them move more, or eat more healthily. The videos are narrated by a Dr Sahota a Gravesend GP who describes the benefits that small changes can make.



Get your family up and about with Change4Life.



- **Autumn/Back to School 2017 – ‘Healthier Packed Lunch Ideas’**



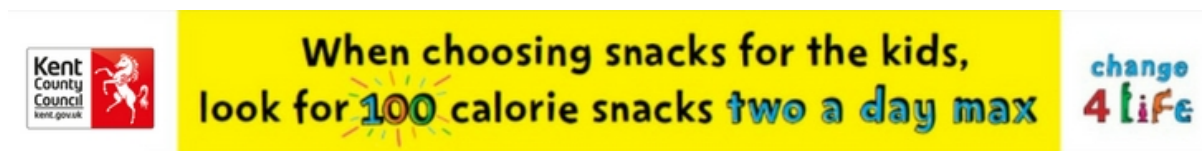
- **December 2017 – Advent countdown**
 - Sharing a different activity or recipe every day during advent on the new Change4Life Kent Facebook Page.



- **January 2018 – ‘Top tips for a Fitter 2018’**
 - Sponsored article, supported by Digital banners, on KM Online
 - Content also hosted on kent.gov, promoted with Facebook ads (to parents with children 0-12 years) generating 275,000 impressions and over 4,000 website visits.

- **February 2018 – ‘100 Calorie Snacks, Two Max’**

- Supporting launch of national nutrition campaign, focused on healthier 100 calorie snacks, with snack examples for parents.
- Primarily promoted via Facebook Ads and Digital Display Ads, generating 4,500 visits to content on kent.gov.



- **March 2018 - 'Put some steps in your spring'**
 - Encouraging families to get active in spring, particle during the Easter school holidays.
 - Sponsored article "4 ½ ways to put some steps in your spring this Easter Holiday" to go live on My Kent Family highlighting local activities for families.
 - New campaigns page on kent.gov, promoted via Facebook Ads.
 - Additional activity promoting 10 Minute Shake Ups, to stay active at home.



Start4Life

- **Late March 2018 – Breastfeeding Support**
 - Planned activity to support launch of national breastfeeding support campaign.

3. Evaluation

Year	Total Sessions on kent.gov	% of returning visitors	Total. no Facebook Page Followers
2017/18*	18,958	24%	2,300

**correct at the time of writing (21/2/18)*

