

Change 4 Life

1. Introduction

- 1.1 Change4Life has become one of the most instantly recognisable brands in health improvement. It enjoys high levels of trust and involvement from both the public and private sectors.
- 1.2 In line with our key principle of utilising strong PHE brands if they exist, KCC Public Health have invested in a programme to promote the Change 4 Life messages and resources to the families of Kent with children under the age of 11.

2. Kent County Council Campaign Extension

- 2.1 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) and on radio. In conjunction with a redeveloped 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
 3. Support for wider system to ensure consistent messaging – campaign guides, standard articles, tweets, empty belly posters.

3. Promotion to the public

3.1 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 and other websites where ads could be tailored to local traffic, such as Take a Break and Mother and Baby.

3.2 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.

3.3 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.

3.4 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.

- Autumn/Back to School:
 - 'Get going every day this term' to promote the Change4Life physical activity planner
 - 'Pick a healthier packed lunch' to promote Change4Life healthy lunchbox ideas



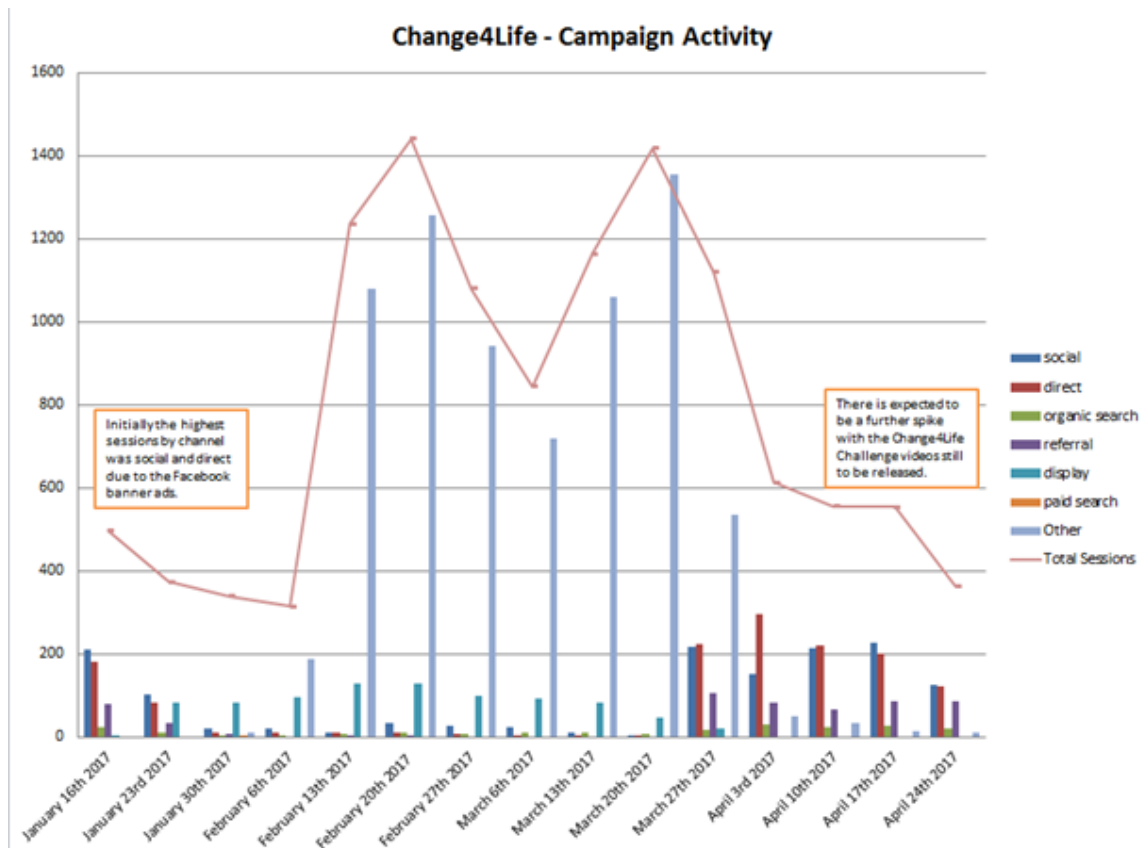
- December and New Year:
 - 'Enjoy a healthy Christmas'
 - 'Eat well, move more and stay healthy this Winter' including a competition to collect participants data and create a consumer database
 - 'Top tips for a fitter 2017'
- February
 - 'Be Food Smart' as a follow on from national activity
 - 'Love healthier living this valentine's day'
- Spring:
 - 'Put some steps in your spring/small changes can make a big difference'



Results

A three month snapshot of data capturing response to the campaigns has shown some 3,978,106 advert impressions were created which has generated:

- 13,101 media clicks
- 9795 visits to the Kent Change4Life web page



3.5 This campaign of short burst digital activity will continue until August, and will next feature 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.

4. Supporting stakeholders

4.1 Whilst we can reach many of the target audience through traditional advertising, we also have the opportunity to utilise the wider system to reinforce those messages, and there are many partners and stakeholders who work with target audience families on nutrition and physical activity and see them from neonatal through early years and primary school.

4.2 By harmonising material used by these different stakeholders and making messages and offers for help sound and look the same:

- **Messages have been amplified** as the target audience hear the same messaging more often, increasing the likelihood of it landing and helping with ongoing recognition and reinforcement
- **Consistent endorsement and advocacy** of the Kent Change4Life campaign and its tools and services has given the campaign more authority and encouraged target families to turn to Kent Change4Life for further guidance and support on changing their behaviour

4.3 As frontline services are often time poor, Kent County a bank of materials have been developed that stakeholders could use immediately. A survey of stakeholders was conducted to understand both what type of conversations they were having with the target audience and what sort of materials they wanted. This insight was used to tailor resources that are provided free from Public Health England.

4.4 Materials now available through a dedicated stakeholder resources page (www.kent.gov.uk/change4liferesources) on Kent's Change4Life website include:

- **Change4Life campaign guide:** Written and presented in the style of Change4Life, this gives the rationale for the campaign and provides top tips on content and tone, and specific ways to use the materials.
- **Materials to print** (self or professionally): Ready to use or customisable posters, booklets, planner and banners
- **Prominent links to Public Health England smartphone and website applications:** Be Food Smart, Smart Recipes, 10 Minute Shake Up Games and the Fun Generator
- **Resources for social media:** A range of ready to use Facebook and Twitter images

4.5 Children's Centres are one of the primary locations that have been supported with tailored materials. The 97 Children's Centres have been provided with 2,500 "Get started kits" containing the tools needed for families to start their C4L journey. Including a - Top Tips booklet, Small Changes leaflet and a Weekly Wall Planner.

4.6 The next development will be an events toolkit that partners will be able to use at their events to encourage families to think about what they are eating, and how they can increase their physical activity.



Change4Life resources for professionals



We've created resources to help you and your organisation to support our [Change4Life](#) campaign.

Read our [Change4Life campaign guide \(PDF, 5.0 MB\)](#) for tips and ideas on how you can support Change4Life using the resources below.

If you have a question or would like to request additional resources please email phcampaigns@kent.gov.uk.

Materials to print



Mobile apps



Resources for social media and email

