

CHANGE4LIFE RESOURCES

LEAD OFFICER: Tim Capper, Head of Democratic Services
REPORT AUTHOR: Neil White, Scrutiny Officer

Recommendation – that (A) the Committee members promote the message of Change4Life as widely as possible in their own communities,

(B) the Change4Life Resources be circulated to all members of the council with an encouragement to promote as widely as possible, and

(C) the Change4Life Resources be prominently displayed in all council locations throughout the borough.

BACKGROUND

Change4Life is a society-wide movement started by the Department of Health that aims to prevent people from becoming overweight by encouraging them to eat better and move more. The Change4Life advertising campaign began on 3 January 2009 – on TV, in the press, on billboards and online. In this initial stage, the government is targeting young families.

The Change4Life advertising campaign seeks to make the subject of weight and physical activity a hot topic and will urge all of us to make changes to our diet and levels of activity.

On current projections, 90 percent of today's children could be overweight or obese by 2050.

The Government are asking as many as people as possible to get behind this campaign by simply putting up Change4Life posters, giving out leaflets and sign-posting the public to further information. All the information the public needs to get involved will be on the Change4Life website (www.dh.gov.uk/change4life) or they can call the helpline: 0300 123 4567.

The Government would also like to encourage the use of the Change4Life brand within your own healthy living communications (on your posters, leaflets and promotional items), or to use one of the sub-brands (such as walk4life or cook4life).

A copy of the Change4Life Resources which are free of charge is at Appendix “A”.

All members of the Committee are strongly encouraged to use this information as widely as possible within their communities and to draw these resources to other major contributors within those communities so that the message is promoted as widely as possible.

List of Appendices

Appendix “A” – Change4Life Resources

List of Background Documents: None

Change4Life Resources

This handout outlines the resources currently available to you as a Change4Life Local Supporter.

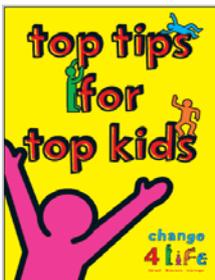
We recommend that anyone involved in supporting Change4Life at a local level should register as a Local Supporter – this includes all health care professionals. Registered supporters will receive regular Local Supporter Newsletters by email, with information about the launch of our toolkits and the latest news on the campaign.

You can register as a Local Supporter at www.nhs.uk/Change4Life/Pages/Partners.aspx

CHANGE4LIFE SUPPORT MATERIALS

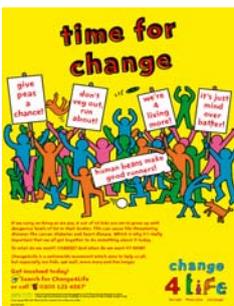
Change4Life support materials are free and can be ordered online from the Department of Health Orderline (you will need to register as an Orderline customer). You can link to the Orderline via our Change4Life pages on the DH website at: www.dh.gov.uk/change4life (click on the top right hand box).

All of the materials except the stickers can also be downloaded from the website (click on the Downloads box). Here's a list of what's available:



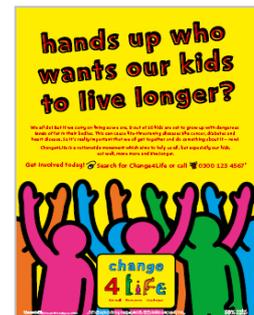
The **'top tips for top kids'** leaflet offers eight tips that correspond to the eight behaviours we want at-risk families to change. They range from tips on how to reduce sugar and fat in kids' diets to fun and free ways to increase physical exercise.

You can give this leaflet out to the public in GP surgeries, clinics, pharmacies, clubs, gyms etc and use it chat to families about Change4Life, telling them you support the campaign and signposting them to the website or helpline to get involved.



The **double-sided posters** are a great way to raise awareness to the campaign and provide details of where to find out more.

If you have access to a notice board (or spare bit of wall) why not put one or two up?



The **event poster** and two types of **stickers** are useful if you already run healthy living activities. The poster has Change4Life branding but also a space for you to advertise your own event, club or meeting.

Use the window stickers to show you support Change4Life and stick the smaller ones on to existing healthy living flyers or leaflets to show alignment to the campaign.





The **kids' activity and colouring sheets** are aimed at keeping young children occupied in surgeries, clinics and clubs. They come with small crayons and are a good way to get young families talking about healthy food choices.



5 A DAY leaflets and pocket cards are included as part of the Change4Life support materials. Change4Life is aligned with and supports existing healthy living activity and 5 A DAY forms an important part of the eight behaviours we are promoting. You can use these along with the 'top tips' leaflet to give families ideas about what constitutes 5 A DAY and what a portion is.

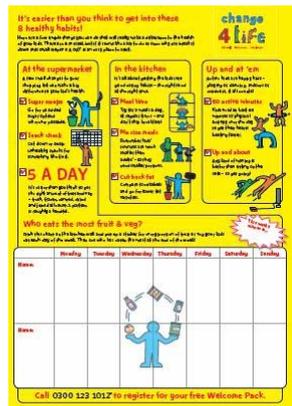


'**Help Stop Childhood Obesity**' is a guide aimed at health care professionals. It describes why we need Change4Life and what it is trying to achieve, focusing on the evidence and research behind it.



The **8 easy ways to change4life poster** is a great way to display the 8 behaviours we want families to change.

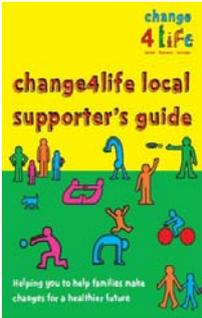
The **5 A Day wall chart** can be given out to families in local events, surgeries and clubs. It has stickers attached and is an easy way to get families to keep an eye on how much fruit and veg they eat. It also lists the 8 behaviours and shows the web address and telephone number for further information.



CHANGE4LIFE TOOLKITS

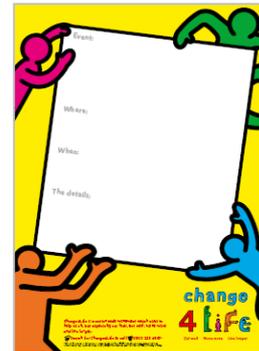
We are developing a number of toolkits to help Local Supporters to engage the public and change behaviour around healthy eating and increasing physical exercise. Once launched the toolkits are available to download from www.nhs.uk/Change4Life/Pages/Partners.aspx - click on 'Tools'. Some toolkits can be ordered by calling 0300 123 3434. So far, we have launched five toolkits: the Change4Life Local Supporter Toolkit, the Breakfast4Life Toolkit, the Swim4Life Toolkit, the Walk4Life Toolkit and the Bike4Life Toolkit. Here's an indication of what's in each:

Change4Life Local Supporter Toolkit

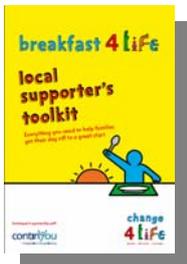


The **Change4Life Local Supporter Toolkit** includes a guide on what you can do to support the campaign, how to talk to families and detailed information on the eight behaviours. It comes with 'eight behaviours' posters, awareness and event posters, stickers and supporters leaflets to hand out to colleagues and your local contacts. It's a great starter pack for supporters and is available as a printed pack or can be downloaded.

Use this toolkit to help set up informal events in your area to introduce Change4Life to families.



Breakfast4Life Toolkit

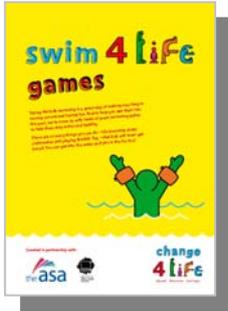


The **Breakfast4Life Toolkit** is full of tips, information and activities for families on how to have a healthy breakfast. It includes a guide, activity sheets, posters and tips leaflet on what constitutes a healthy breakfast and how you can help everyone eat one.

ContinYou, one of the UK's leading community learning organisations, helped us develop this toolkit which will promote the 'meal time', '5 A DAY' 'snack check' and 'sugar swaps' behaviours. It's available as a printed pack or can be downloaded.



Swim4Life Toolkit

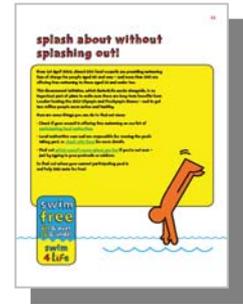


The aim of **Swim4Life** is to try to get every child to learn to swim and enjoy swimming. Included in this toolkit are: a Local Supporter guide to Swim4Life, top tips to help get families swimming (for Local Supporters and pool providers), games to play in the pool and also an inspirational film about the joys of swimming and demonstrations of swimming games.

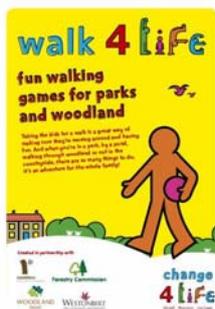
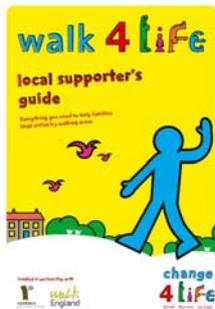
We have worked closely with the Amateur Swimming Association to develop these materials and with The Department of Culture, Media and Sport. Over 200 local councils in England are providing free swimming to those aged 16 and under. To find out where you can swim for free visit: www.culture.gov.uk.

Swimming promotes the 'up and about' and '60 active minutes' behaviours.

A DVD with the film and demonstrations is available on request from c4lpartnerships@dh.gsi.gov.uk



Walk4Life Toolkit

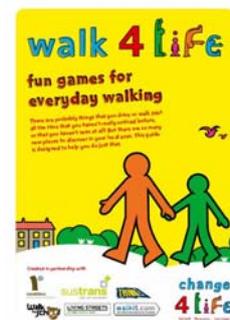
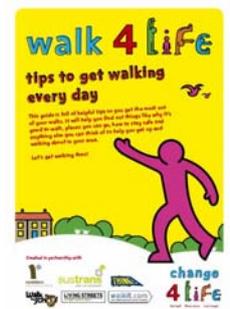


Walking is a great way to improve the general health of the whole family. It's a feel-good exercise that's also good for the environment and completely free. **Walk4Life Toolkit** has everything you need to help families keep active. The toolkit includes a Local Supporter's guide to Walk4Life, tips and fun games for every day walks, fun walking games for parks and woodland walks and a Walk4Life poster to advertise any group walks you might organise in your area. It helps with questions and barriers people have about walking, and offers advice for staying safe while walking.

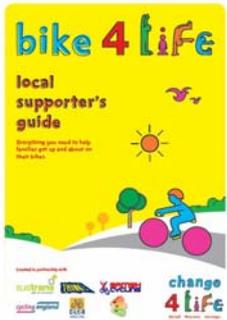
The toolkit has been developed with the help of a number of partners including The Ramblers Association, Walk England and Living Streets.

Walking promotes the 'up and about' and '60 active minutes' behaviours.

The toolkit can be downloaded from www.nhs.uk/Change4Life/Pages/Partners.aspx There are also some animated walking hints online here: www.nhs.uk/change4life/Pages/Walk.aspx



Bike4Life Toolkit



The **Bike4Life Toolkit** contains ideas to get families out on their bikes together. We want to tell all parents and carers that cycling is a great way to exercise with their children and remind them how much fun it can be.

Cycling promotes the 'up and about' and '60 active minutes' behaviours and it can give everyone a good workout without putting stress on joints.



The toolkit includes a guide, fun ideas, tips on safety and on how to look after your bike, how to deal with the things that prevent families from cycling and a Bike4Life poster with space to advertise cycling activity in your area.



The toolkit has been developed with the help of a number of partners including British Cycling, Sustrans and Think!

The toolkit can be downloaded from www.nhs.uk/Change4Life/Pages/Partners.aspx

CHANGE4LIFE BRAND GUIDELINES AND ASSETS

If you run activities that encourage people to make healthier food choices and do more physical activity, you can add our logo to your materials and use our font, characters and images to create your own Change4Life support materials. We have developed brand guidelines and a range of brand assets to help you do this.

The brand assets include the Change4Life logo, the sub-brand logos (such as Walk4Life), the Change4Life characters, our font, character alphabets and images. We ask all Local Supporters keen to align with Change4Life, who want to use the assets, to read the brand guidelines beforehand to understand the campaign principles.

The guidelines - **Principles and Guidelines for Government and the NHS** - can be downloaded from www.nhs.uk/Change4Life/Pages/PartnerTools.aspx from the Reference Materials section. We have recently added two new reference documents to this section of the website that you might also find useful: '**Language Guidelines for Change4Life**' and '**8 Lifestyle Changes**'.

We have placed the brand assets on a secure page on the Change4Life website. To gain access to them you need to follow these steps:

Step 1: Register as a Local Supporter online: www.nhs.uk/Change4Life/Pages/Partners.aspx

Step 2: Receive a welcome email from Change4Life containing a link to the brand assets in their protected location on the NHS website.

Once registered, you will also receive regular Change4Life Local Supporter Newsletters by email and be the first to know about tools for you to use to talk to families and to hear the latest news about Change4Life. **We have recently improved the registration process. If you have registered but not received any emails from Change4Life, you may need to register again using the new process.**

Thanks for your continued support.