

Campaign Guide



Top tips for supporting
Change4Life in Kent

In support of
**change
4 life**
Eat well Move more Live longer



Who this guide is for

This guide has been created for Kent County Council's partners, service providers and other organisations working with families.

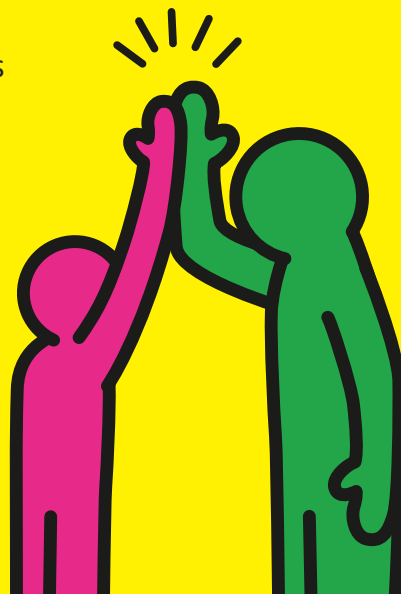
It's for those who want to help give Kent's children the best possible start in life by supporting the county's families to eat well, move more and live better.

When writing this guide, we had the following organisations in mind:

- GP surgeries and health centres
- Pharmacies
- Healthy living centres and weight management groups
- Dentists
- Children's Centres
- Childcare settings (including playgroups, child minders and pre-schools)
- Community centres and outreach teams
- Libraries
- Housing associations
- Voluntary groups
- Parish Councils
- District and Borough Councils
- Leisure centres
- Sports clubs
- Local shops and supermarkets.

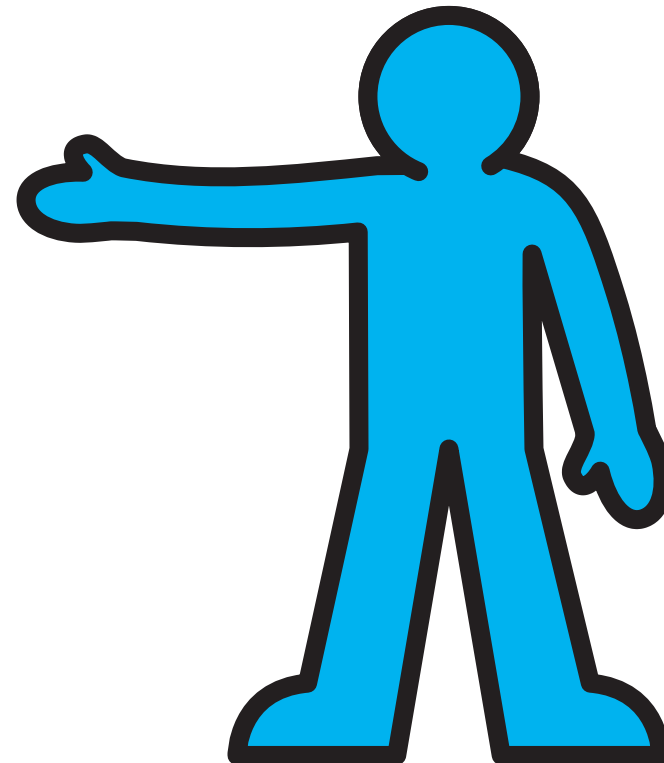
As well as this guide, there are special resources available for schools. These can be found by searching "change4life" on www.kelsi.org.uk

NHS organisations and District and Borough Councils can also register with the Campaign Resource Centre and download national materials direct from Public Health England: campaignresources.phe.gov.uk



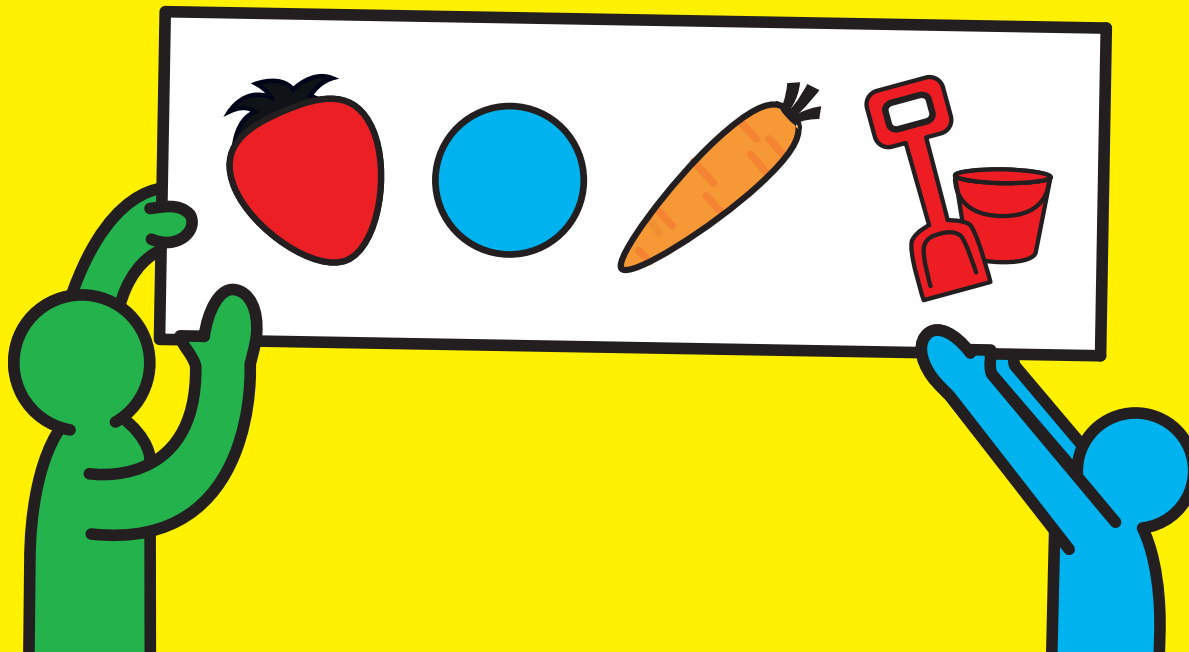
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Welcome to Change4Life in Kent

Change4Life aims to inspire a social movement, through which Government, the NHS, local authorities, businesses, charities, schools, families and community leaders could all play a part in improving children's diets and activity levels.



Change4Life provides motivation and support for families to make small but significant improvements to their diets and activity levels. Rather than being a weight loss programme, it seeks to change behaviours that can cause weight gain.

Change4Life is also accessible to a wide audience. For example, online content is easy to find, and recipes are designed to be low-cost (typically under £5 for a family of four) and easy to prepare with basic cooking equipment.

Kent County Council is working with Public Health England as a local authority public health partner to extend the reach and impact of the Change4Life campaign in Kent.

Part of that work involves running consumer-facing marketing campaigns often carried out alongside a national campaign (for example, Sugar Swaps, Be Food Smart and 10 Minute Shake Ups). We use advertising, public relations, customer relationship management, digital, social media and face-to-face events.



A whole system approach

We think there is a real need for a whole system approach to these sorts of preventative campaigns. And you agree! When developing our approach we spoke to a number of stakeholders in the county and one of the clear themes coming back from that conversation was the need for all parts of the system to work collaboratively. As one respondent put it:

“It does need to be joined up. It has to be a similar message coming from Children’s Centres, our staff and in schools. We shouldn’t be working in isolation”.

It’s a big task. But by working together we can all deliver this campaign more effectively and ensure that its messages reach the people who will really benefit from the changes they are promoting.

As well as this campaign guide, we have created a web page to keep partners and providers up to date about what’s happening in Kent. You can download free resources from there and sign up to receive occasional Change4Life email alerts and updates:

kent.gov.uk/C4Lresources

The need to act

Childhood obesity is one of the most serious health challenges of the 21st century.

One in five children enters primary school overweight or obese but then one in three leaves primary school overweight or obese.

Obese children are not only at increased risk of immediate health problems; they are also more likely to become obese adults.

In Kent nearly 65% of people aged over 16 are overweight or obese. That's over 770,000 people.

Obesity is a risk factor in many long-term conditions, including type 2 diabetes, heart disease, stroke and some cancers.

Nationally, the annual cost of obesity is estimated at £27 billion (including social care cost to local authorities of £352 million).

Who are we trying to reach?

Change4Life is a society-wide movement that encourages everyone to make changes to their diet and activity levels. Its goal is to reverse the growing trend of obesity and obesity related illnesses.

However, the core target audiences for Change4Life are parents and carers of primary school children (ages 4 to 11) who influence what children eat, drink and do.

Our focus is on long-term prevention. Overweight and obese children are more likely to become overweight and obese as adults.

This is why we're focusing on families and encouraging them to adopt healthier behaviours that will serve their children well as they grow up.

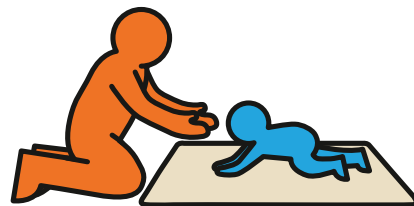
In particular, we've tailored our communications to engage with four audiences:

Mums-to-be and new parents

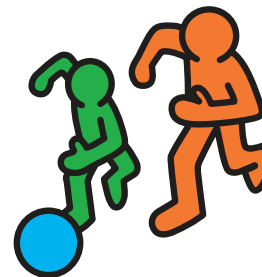


Healthy Start / Start4Life

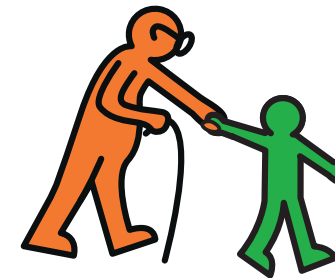
Parents of under-5s



Parents of 6-11 year olds



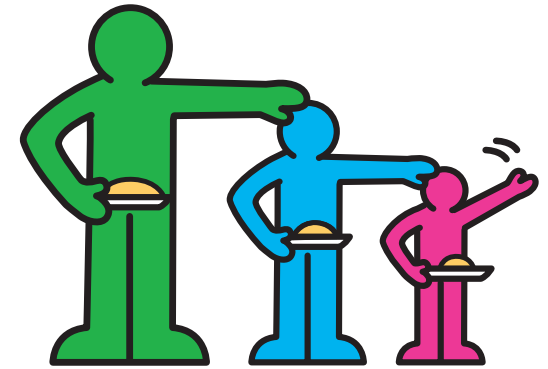
Grandparents and other influencers



Healthy Start

Change4Life

What do we want families to do?



There are 8 healthy behaviours that we want to help families adopt. They are:

1. Swapping food and drink with added sugar for options that are lower in sugar or sugar-free. We're calling this 'sugar swaps'.
2. Making sure kids eat at least five portions of a variety of fruit and veg every day. We're using the name that parents are already familiar with: 5 A DAY
3. Making time for regular meals to help avoid unhealthy eating habits. We're calling this 'meal time'.
4. Setting a limit on the number of snacks and treats kids have each day. We're calling this 'snack check'.
5. Making sure kids eat the right sized portions for their age and size. We're calling this 'me size meals'.
6. Taking simple steps to eat less fat by comparing food labels, swapping certain foods for others and changing the way food is cooked and prepared. We're calling this 'cut back fat'.
7. Making sure kids do at least 60 minutes of physical activity – like playing outside, walking or swimming – every day. We're calling this '60 active minutes'.

8. Limiting 'sitting down' activities, like watching TV or playing computer games, and encouraging kids to do something more active. We're calling this 'up and about'.

It's not about making all of these changes at the same time. It's about doing something and sticking to it and then moving on to something else as well. More of a snowball than a wrecking-ball! In order to help families to do these things, we are using marketing communications and engagement activities to encourage families to:

- Download and use the national Change4Life apps (especially the new Be Food Smart app).
- Obtain and use free Change4Life resources, kits, tips and products (pre-printed and downloadable).
- Sign up to the national Change4Life programme (to receive emails).
- Access local services if they need a bit of extra support.
- Use Kent's amazing facilities to start moving more (for example, the county's leisure centres, countryside, parks and sports clubs).

Key messages

The main Change4Life campaign slogan is 'Eat well, Move more, Live longer'

This core message is supported by other specific messages, including:

- Even small changes can make a big difference.
- Be aware of the health risks of accumulating dangerous levels of fat in our bodies.
- Reduce overall calorie intake and develop healthier eating habits by:
 - Cutting down on foods and drinks high in added sugar.
 - Cutting down on foods high in fat, particularly saturated fat.
 - Reducing frequency of snacking in favour of regular balanced meals.
 - Eating more fruit and vegetables (increase 5-a-day habit).
- Be aware of the main sources of dietary salt and the health risks associated with consuming too much of it.
- Increase exercise by engaging in regular physical activity (with particular emphasis on parent/child activities) and by avoiding prolonged periods of inactivity or sedentary behaviour.

The above messages give a sense of what we're trying to convey. Later on in this guide, we'll show you how we'll clearly deliver these messages to our audiences.



Tone and style

It's not just what we say but how we say it that matters. That's why Change4Life communications should always be approachable, practical, encouraging and resolute in tone.

Approachable

The brand treats this serious subject in an accessible way. It makes dry information digestible, snappy and memorable. Often it speaks in a way that mums know their children will get, using simple hooks like rhyming, alliteration, 1-2-3 and colloquialisms.

Encouraging

The brand doesn't blame or criticise. It recognizes the modern day pressures parents are under and demonstrates understanding when offering ideas for change. It is friendly and supportive. It rarely uses the word obesity.

Practical

The brand suggests lots of small changes, easy swaps, alternatives and choices which can be made on a daily basis. It provides information about and offers access to local, fun initiatives to get involved in from the network of partners.

Resolute

The brand is not shy of delivering unpleasant news when required. It clarifies, cajoles and chivvies because people do need to make changes if Change4Life is to achieve its goals. It manages to do this firmly but without 'telling us what to do'. The brand strives to make changes clearer and easier for people. But in the end it's down to individuals to achieve them. Change4Life ultimately requires families to change their lifestyles and habits, so the buck stops there.



Using consistent copy

To deliver facts and messages to our audience, we use copy written in the following tone and style:

- Food labels can seem a bit boring, but they are the best way of checking what you're eating as they can tell you what's hidden inside the food.
- Many foods and drinks are packaged for two adults sharing, so if you're eating by yourself avoid temptation and save some for later.
- If you plan your meals in advance, you're less likely to eat snacks and convenience food – and more likely to save money and eat healthily.
- Children who achieve a healthy weight tend to be fitter, healthier, better able to learn, and more self-confident.
- Kids are eating and drinking THREE times more sugar than they should be.
- Sitting down for hours – maybe at work, watching TV or playing computer games – can also increase the risk of poor health.
- Kids aged five to 16 need to do at least 60 minutes of daily physical activity that gets their heart beating faster than usual.
- Storing excess fat in the body can lead to some cancers, type 2 diabetes and heart disease.
- Building activity into your day keeps your heart healthy, reduces your risk of serious illness and strengthens muscles and bones. It can also be a great way to reduce your stress levels.

Top tip: These can be useful conversation starters with parents who don't realise that their children may need to make changes to achieve and maintain a healthier weight.

Some messaging has been tailored to capitalise on seasonal events, which can indirectly impact on health and wellbeing. Currently, these periods include Christmas, New Year, Valentine's Day and Spring.



Healthy start voucher scheme



Some of our branded communications promote Healthy Start. This is a UK-wide government scheme which aims to improve the health of pregnant women and young families on benefits or low incomes.

Those eligible are sent vouchers that can be used to buy liquid cow's milk, fresh or frozen fruit and vegetables, and infant formula milk, plus coupons that can be exchanged for free vitamins (for pregnant women, new mums and children).

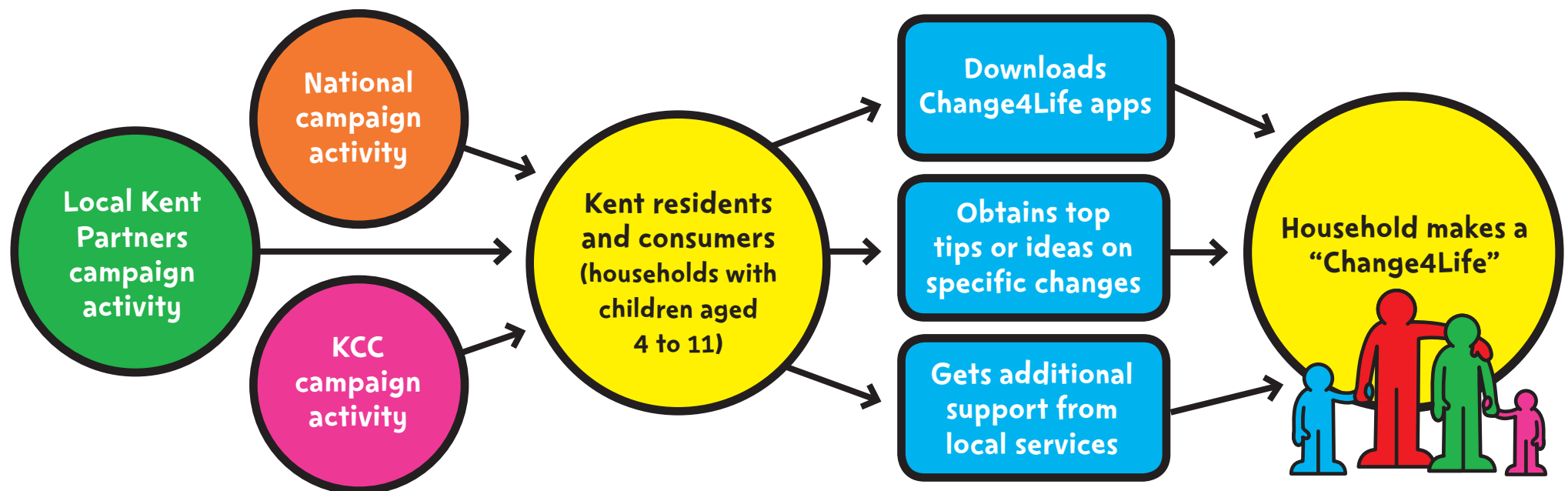
Healthy Start is also a great opportunity for all health professionals and others working with pregnant women and young families to provide encouragement, information and support about subjects such as healthy eating, breastfeeding, vitamin supplements and nutrition for pregnant women, new mums, babies and young children.

For full details about the scheme and who qualifies, visit www.healthystart.nhs.uk



How you can support this campaign

There are many ways you and your organisation can support this campaign and get actively involved. Here's how we see it all working together:



Over the following pages we've set out the main ways we think partners, providers and other local organisations can get involved and highlighted some of the resources we're making available to help. But don't let it hold you back! If you've got an idea, please do talk to us about it.

You can download your free resources from kent.gov.uk/C4Lresources or contact us about ordering pre-printed posters and materials at PHCampaigns@kent.gov.uk (subject to stock and availability).

Put up a poster

We've created posters with a general message to drive people to the website and inform them about the Healthy Start voucher scheme. There are also 'empty belly' posters in which you can write your own message.



Healthy families have more fun

With Change4Life there's something for everyone – recipes, tools, tips and games to help you and your family live healthier, happier and better lives.

To find out more visit:
kent.gov.uk/change4life

In support of
change 4 life
Great Recipes. Simple Tips.

Kent County Council
kent.gov.uk



Give your little ones

the best start



Do you qualify for free weekly vouchers?

With Healthy Start vouchers, pregnant women and mums of under-4s can get free milk, plain fruit, veg & vitamins. If you're on benefits, or pregnant and under 18, you could qualify.

To find out more visit:
kent.gov.uk/change4life

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Healthy families have more fun

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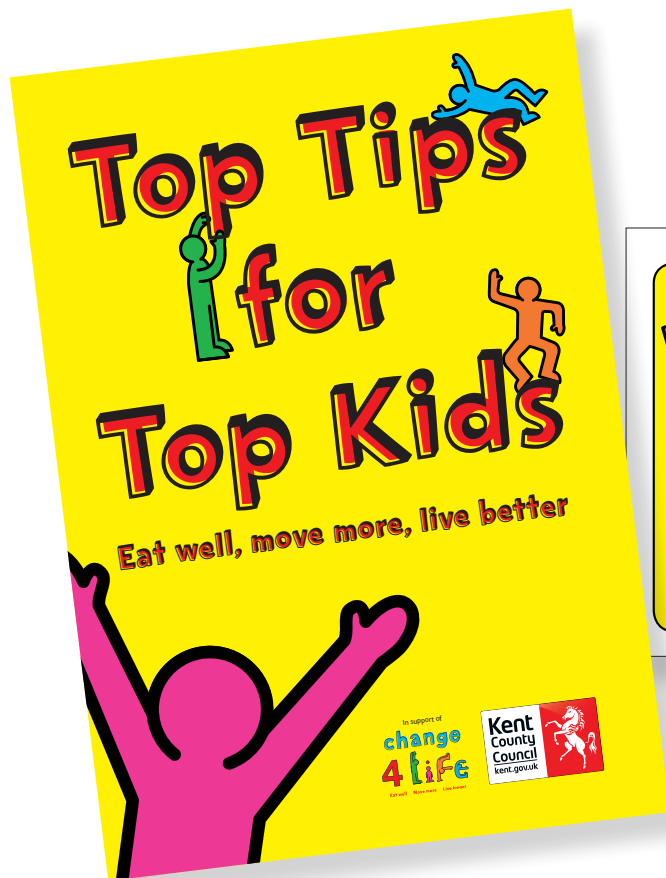
Kent County Council
kent.gov.uk



Give a Top Tips leaflet

This leaflet is full of top tips and handy hints to help parents keep their kids happy and healthy.

You can download your free resources from kent.gov.uk/C4Lresources or contact us about ordering pre-printed posters and materials at PHCampaigns@kent.gov.uk (subject to stock and availability).



Fun, free and easy ways to keep your kids happy and healthy

We all want our children to grow up to be happy, healthy adults. But it can sometimes be hard to know how. So here are 8 easy tips to help you keep your kids feeling great.

These tips have been put together by health professionals and will help your kids to eat well and move more. Whatever their weight, it's important that children eat a healthy balanced diet and get lots of exercise to build a healthy body. The problem is too much stored fat in the body can lead to diseases like heart disease, some cancers and type-2 diabetes. If they're underweight it's just as important for them to eat healthy food and be active.

If you ever have any concerns about your kids' health or weight - please contact your GP.

For more information visit: kent.gov.uk/change4life

Top tip 1

Sugar swaps

Swapping sugary snacks and drinks for ones that are lower in sugar can make a huge difference to kids' calorie intake. Not only that, but it's better for their teeth too. Here are a few ideas on what to swap:

- Sugary drinks have no place in a child's daily diet. Swap to water, lower fat milks, sugar free, diet and no added sugar drinks instead.
- Switch to snacks like fresh fruit, plain rice cakes, plain nuts or toast with low-fat spread instead of sweets or biscuits.
- Swap sugary breakfast cereal to plain cereal such as plain porridge, plain, whole-wheat biscuits or plain shredded whole grain.

Top tip 7

10-minute bursts of activity

Kids need to do at least 60 minutes of activity a day to help them stay happy and healthy. But it doesn't have to be sport - running around and having fun outside count too.

- Get them off the bus and out of the car - if it's walkable, walk it.
- Clock up 60 minutes' worth of active play each day after school and at weekends - this includes running around, going to playgrounds and kids' outdoor games. And it's all free!
- Get them splashing about. Whether it's lengths of the pool, or just playing about in the shallow end, a trip to the pool is a great way to get them moving and wear them out.
- Check out our great 10 Minute Shake Tip! by searching Change4Life. Any burst of 10-minute activity counts and goes towards the 60 minutes of physical activity kids need a day.

Top tip 8

Get going everyday

The way life is today means that most of us spend too long sitting down. Not being active means our bodies don't burn off enough energy which leads to it storing up as fat inside.

- 2 hours max - You may find it helpful to set a limit to how long your children can sit still in front of the TV, computer or video game. Some families have found saying '2 hours max' of screen time each day helps them to make sure kids jump up and play, or go outside after they've been sitting still for a while.
- Get them running around after school. We tend to think that they get loads of exercise at school, but they still need to be active out of school hours too.
- Get them up and about after eating. Instead of plopping down on the sofa, moving around helps digestion and can be fun.

Post and share

Twitter, Facebook and other forms of social media can play an important role in increasing reach and visibility of the campaign. Please tweet and post about the campaign.

We've created a range of images that you can use in your posts to promote Change4Life online. You can direct people to your own site for more information, to kent.gov.uk/change4life or onto the main national site (please use http://po.st/C4L_Kent). You can also use these images for online display advertising.

Suggested posts are available on kent.gov.uk/C4Lresources

Kent County Council
Sponsored ·

The Be Food Smart app shows you how much sugar, sat fat and salt is in food and drinks.



Be Food Smart!

Without realising it, we're all having too much sugar, saturated fat and salt. The new Be Food Smart app lets you scan products with your phone to reveal what's inside. It's full of tips for adults, and fun activities for kids. And it's free!

KENT.GOV.UK [Learn More](#)

Kent County Council
Sponsored ·

This Valentine's, why not fall in love with a new healthier lifestyle?



Love healthy living

Get together with Kent County Council and Hange4Life, and you'll discover lots of stuff for you and your family to get passionate about - from tasty recipes to activities that will set hearts racing.

KENT.GOV.UK [Learn More](#)

Kent County Council @Kent_cc · Feb 17

The #BeFoodSmart app is a great way to get the kids making healthier food & drink choices! bit.ly/2kFvf33



[Share](#) [Retweet](#) 1 [Like](#) 2 [More](#)

Kent County Council @Kent_cc · Feb 10

We are supporting @change4life's #BeFoodSmart app which is PACKED full of tips and suggestions for the whole family! bit.ly/2kFsw9H



[Share](#) [Retweet](#) 2 [Like](#) 1 [More](#)

Activities and events

As well as informing families about the changes they can make to their lifestyles, we need to organise activities and events where they can turn their goals into a reality. Here are some ideas – feel free to think up more and make them happen!

Practical parenting groups at children's centres and family sessions at schools/youth clubs.

Healthy lunch box demonstration where a local nutritionist or chef gives a presentation.

Practical cookery course for kids or as a family. A recipe book could be created to take home.

Hobby days. A 'one stop-shop' at a community space where local groups can provide taster sessions of various activities.

Gardening groups. Families learn to grow their own fruit and vegetables in community gardens or at home.

Teddy bears picnic for young families, with healthy food options and outdoor games.

Toddlers sports day. Families are given event packs with ideas for activities.

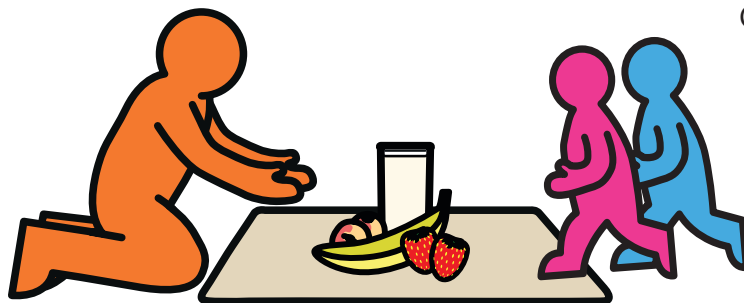
Parents v kids football match; could be organised at local clubs, sports centres or playing fields.

Family dance routines. A workshop held in local community centres where families can learn steps and techniques.

Cook your own lunch. A morning of preparing a healthy lunch which families eat together – takeaway booklet of recipes, tips, local support.

Tasting experience. An opportunity to learn about and taste food from other cultures. Each person brings a healthy dish from their childhood.

Video-making. Getting local schools or community groups to create Change4Life video snippets that can be shared online.



Feature Change4Life

We've created some examples of written copy which you can use in your own communications material such as information leaflets, newsletters, web content and blogs.

Be Food Smart with our new free app

We're all eating too much sugar, saturated fat and salt. In fact, kids are having nearly three times more sugar than the recommended daily amount every day. What's more, a quarter of children's saturated fat comes from unhealthy snacks, and most of the salt we're all eating each day is already in the food we buy.

That's why the brand new (and totally free) Be Food Smart app is here. It's been especially designed to help you and your family make healthier food and drink choices while you're out shopping or in the kitchen. It's all about using the camera on your smartphone as a clever scanner.

Download the app, open it and find a food or drink barcode to quickly see what's inside. You might be surprised by what you find. You'll also find loads of simple hints and tips to help you make healthier choices, plus food detective activities for the kids and fun mini-mission ideas for the whole family.

This app is based on the most extensive data available, and more and more products are being added to it all the time. So don't hesitate and put this free app on your phone today. You can find it on the iTunes App Store and Google Play.

For more information visit: kent.gov.uk/change4life

Do you qualify for Healthy Start vouchers?

Healthy Start vouchers have been created to help some mums and mums-to-be to buy milk, healthy food and vitamins from local shops. You could qualify if you're on benefits and are pregnant or have kids under four. Also, if you're under 18 and pregnant you automatically qualify – even if you are not on any benefits.

What you get. With Healthy Start, you get free vouchers every week to spend on milk, plain fresh and frozen fruit and vegetables, and infant formula milk. It's all about helping you and your little ones to be healthy, so they get a great start in life.

Vitamins. Women getting Healthy Start food vouchers also get vitamin coupons to swap for free Healthy Start vitamins. These vitamins have been specifically chosen for pregnant and breastfeeding women and growing children.

Learn more. For more details about who qualifies, what you can spend your vouchers on and where you can use them, be sure to visit the website below. Here you'll also find links to tips about healthy eating, staying active and loads more.

For more information visit: kent.gov.uk/change4life

Feature Change4Life

Is your family eating 'me-size' meals?

We were all brought up to finish the food on our plates, but sometimes it's more than we really need. These days, larger portion sizes are also more readily available, which means that it's very easy to eat too much. That's why we've come up with some special ideas to help you give your kids the right amount of food.

Me-size bowls. Plates and bowls are bigger these days - a child-size portion may not look like enough. So try getting child-sized ones for the kids; it'll make it easier to tell if they're getting the right amount.

Start small. Give them less to start with - they can always ask for seconds. You'll have less waste and they won't eat too much. If the kids say they're hungry while you're cooking, try giving them a glass of water or lower fat milk to fill the gap rather than a snack that could ruin their appetite.

Just a mouthful. If you're worried about picky eaters not getting a balanced diet, encourage them to try a mouthful of everything on the plate, rather than all of it. You might find they try more things that way. Don't worry if they don't clear their plate. If they say they're full, the chances are, they are full!

For more information visit: kent.gov.uk/change4life

Let's get moving!

Most people are not getting the amount of activity they need to stay healthy. Building activity into your day keeps your heart healthy, reduces your risk of serious illness and strengthens muscles and bones. It can also be a great way of reducing your stress levels and lifting your mood if you're feeling down.

To stay healthy, adults need to be active for at least 150 minutes each week.

Kids aged five to 16 need to be active for at least 60 minutes each day. And even kids under five should get three hours of activity a day.

Looking for something to do near you? There are plenty of places where you and your family can have fun and get active. We've listed them on our website. And we've also created a range of brilliant apps to help you find more fun and exciting ways for you and your family to make healthy changes.

For more information visit: kent.gov.uk/change4life



Promote the apps

This campaign offers many online support tools including downloadable apps for smartphones and tablets, and a variety of downloadable resources. Currently, apps include:

Be Food Smart

Use this brand new app to scan the barcode of your food and drink to find out what's inside. Discover hints and tips, kids' activities and mini-missions for the whole family too!

Fun Generator

We've got over 100 fun activities to keep your kids up and about during the summer holidays - and it's easy to find the perfect one with our mobile fun generator!

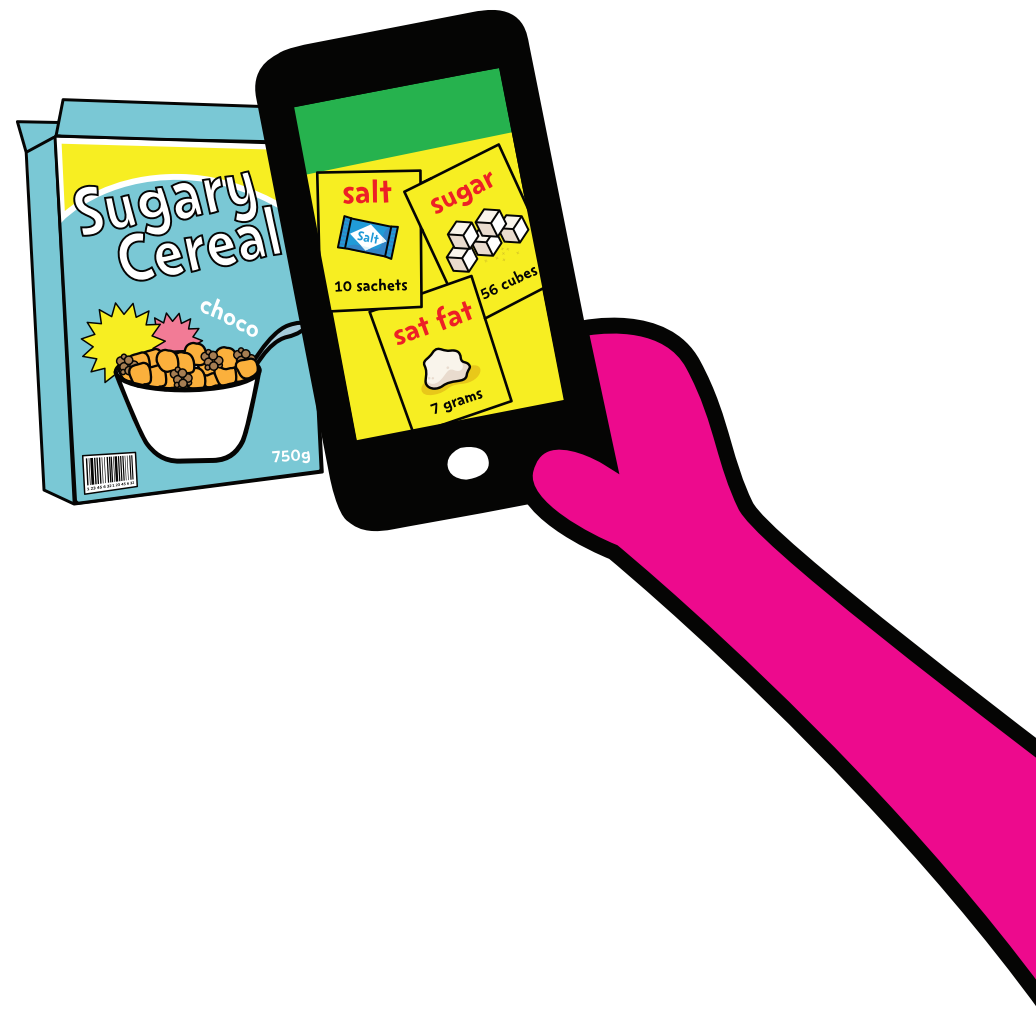
Smart Recipes

Our Smart Recipes app contains over 100 healthy recipes, as well as suggestions for a day's meals, and a shopping list function so you can keep track of everything you need.

Smart Restart

Make a fresh start and get your kids into a healthier routine for the new term — this app provides support, encouragement and good ideas to keep you on track.

Download free from the iTunes App Store or Google Play.



Other materials

We can also provide artwork files for other items such as pull-up banners for events, plus email signatures.

Contact us to discuss your ideas: PHCampaigns@kent.gov.uk



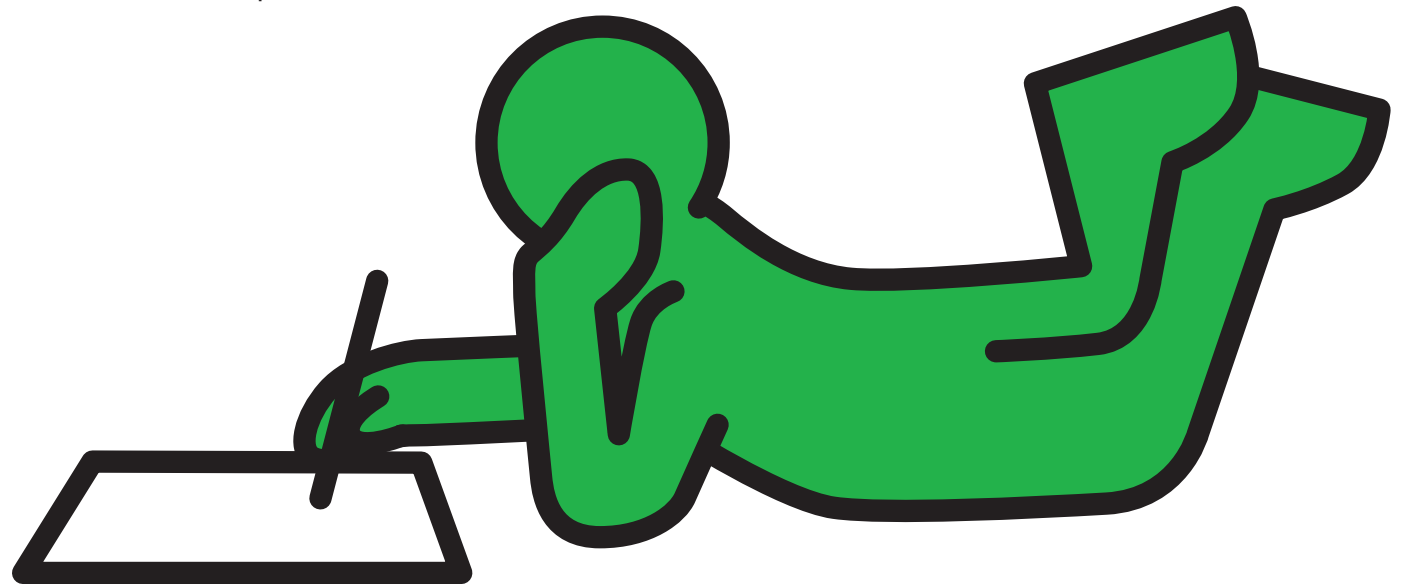
Let us know what you think!

We hope you find this guide useful and are ready to support Change4Life in Kent.

We'd love to hear your feedback on the campaign and the resources provided. What's working? What could be improved? What's missing? Let us know:

Please get in touch by contacting: PHCampaigns@kent.gov.uk

Remember you can find out about the latest plans and resources at kent.gov.uk/C4Lresources and you can also sign up to receive occasional email alerts and updates from us.



PHCampaigns@kent.gov.uk

kent.gov.uk/C4Lresources

