



# Local Authority Activity Guide

2018 Change4Life nutrition campaign

'Embargoed until 2nd January 2018'

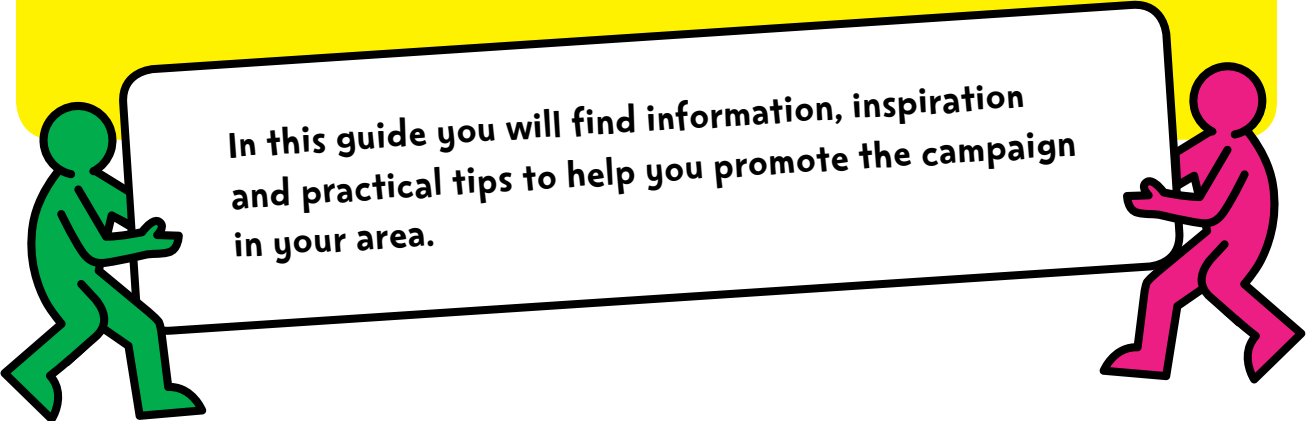
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# Introduction

As a way to help parents reduce children's sugar intake, Change4Life is launching a new campaign in January 2018 to help families choose healthier snacks.

We know that children are eating nearly 3 times the recommended amount of sugar, which is bad for their health. Surprisingly, half the sugar they consume is from sugary snacks and drinks.

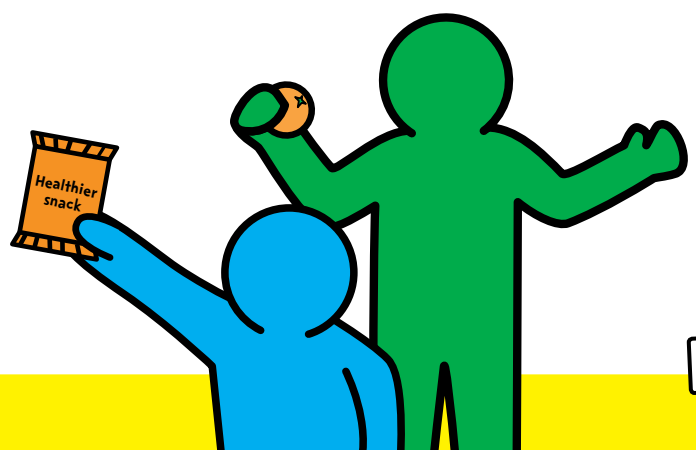
The campaign will help parents take action by introducing a new simple tip – “Look for 100 calorie snacks, two a day max”.



In this guide you will find information, inspiration and practical tips to help you promote the campaign in your area.

## It's easy for families to make healthier snacking choices

1. Look for 100 calorie snacks, two a day max.
2. Download the **FREE**, updated Food Scanner app to help them make healthier snack choices. The app will bring labels to life and shows just how much sugar, salt and saturated fat is inside everyday snacks, foods and drinks.
3. Sign up on the **Change4Life website** to receive money-off vouchers for healthier snacks and loads of helpful tips and ideas.



# How you can support families to make healthier snacking choices

We will have a range of new campaign resources available to order on the Campaign Resource Centre:

- A4 and A3 posters
- A consumer flyer featuring:
  - A fun activity challenge for kids to do with their families.
  - A call to action to sign up to Change4Life to receive a free pack containing money-off vouchers for healthier snacks, stickers and loads of helpful tips and ideas.



These resources can be distributed at local events and through local services such as:

- Children's centres, community and health centres
- Weight management groups
- Housing associations
- Libraries
- GP surgeries and local pharmacies
- Leisure centres and local sports clubs

Available to download:

We've created a suite of **digital resources** to support local amplification of the campaign. Where possible, we have made the design files (InDesign IDML) available so that you can customise these by adding a local call to action, or your logo.



These include files that you may choose to print yourself:

- A4 and A3 posters
- Advertising design that can be used on buses, 6-sheet format for outdoor advertising
- Pull up banner artwork

Files that can be used in various online or digital media:

- TV screensaver/still advert
- Web banners and email footer
- Images that can be used on social media

# Easy to use communication materials

On the Campaign Resource Centre you will also find resources to help with your local communications activity.

- The **Communications Toolkit** contains key messages, an overview of the campaign and pre-written short and long copy that can be used in newsletters or on your website. A template regional press release will also be provided closer to the launch date for you to customise and share with your local media.
- The **Social Media Toolkit** includes images, video links and suggested copy to share across social media. We are also providing unique URLs for upper tier local authorities to track campaign effectiveness.

## What's happening in primary schools

**Free digital resources** will be available for teachers to download from the School Zone website from early January, including game show style presentations and a school council toolkit.

The consumer flyer will also be sent to primary schools that receive the School Fruit and Veg Scheme (SFVS) deliveries, for pupils to take home in their book bags. You can check which schools receive the SFVS deliveries on the **Campaign Resource Centre**. Schools that are not part of the SFVS can order printed flyers for their pupils on the **School Zone website**, while stocks last.



## You can support the campaign in schools by:

- Letting primary schools in your area know that a box containing flyers for pupils to take home in their book bags will arrive in January along with the SFVS delivery. You will find ready to use content to promote those deliveries in the social media toolkit.
- Sharing **teacher-facing newsletters** with your primary school networks, and encouraging them to include information about the campaign in parent-facing newsletters and on their website.
- Promoting the **School Zone** and prompting your school's contacts to subscribe to stay up to date with new campaigns and resources.

Would you like to keep up to date with our expanding schools programme which now covers secondary schools? [Click here](#) to subscribe to the school zone newsletter.

# Tips and inspiration from around the country

Last year we saw lots of wonderful examples of local participation happen right across the country.



The **London Borough of Waltham Forest** hosted a Be Food Smart event with school children from seven primary schools promoting physical activity, healthy eating and food growing.

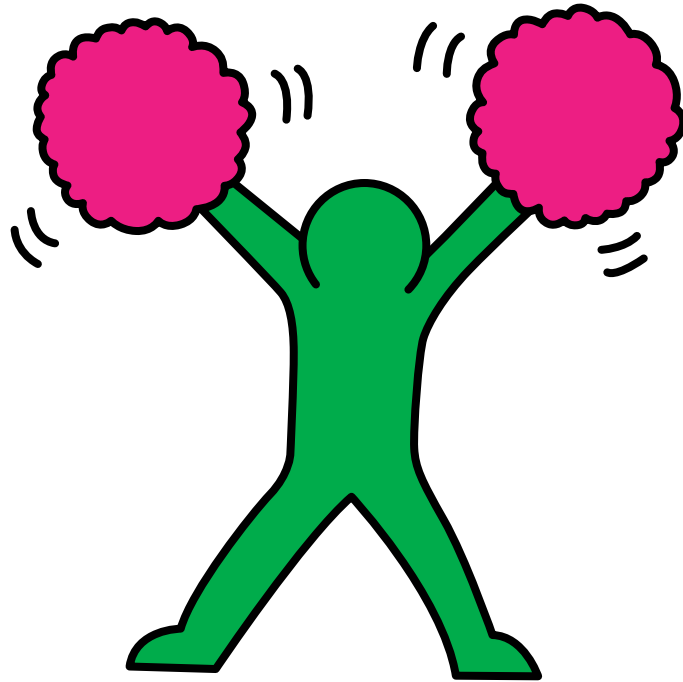
**Kent County Council** kicked off their Change4Life support in December 2016 with a radio campaign promoting healthy eating messages. They supported the launch of the Be Food Smart app in January 2017 using online advertising, social media and web content. They also encouraged local partners and providers to help promote the campaign across the county as part of a whole system approach to supporting Change4Life. Read more about Kent's activity [here](#).

**Halton Council's Health Improvement Team** presented a session on healthy eating to over 1500 Year 4 primary school children from across Halton, focusing on the harmful effects of eating too much sugar, fat and salt through an interactive presentation and sugar quiz. The children were all given a Be Food Smart pack to take home, and many said they would actively encourage their parents and siblings to cut down on unhealthy foods and snacks.

**West Sussex Council** ran a "Be Food Smart Challenge" in partnership with 36 local libraries, many of which reach into the heart of deprived areas. The challenge utilised free campaign resources and involved a Be Food Smart quiz and treasure hunt for children and families, with the answers hidden throughout the library. Starting in late January to coincide with the Be Food Smart national campaign, the challenge ran over the period of a month. Participants learned key tips and facts about healthy eating as they completed the treasure hunt, and were entered into a draw to win a family healthy eating cookbook funded by the library service.

**Tameside Council** made use of the Be Food Smart roadshow stand and staff, by commissioning extra visits in their area. The additional roadshow events meant the campaign had a physical presence in specific areas with high footfall, and enabled meaningful face-to-face engagement with the local community.

**Submit your case studies here!**



## Now, you're all set

You have everything you need to help families in your local area make healthier snacking choices. Please share your stories and show us the resources in action by sending your comments, questions and photos to [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk)



For more campaign activation ideas, key findings from other local authorities and suggestions for measuring the impact of your activities, visit the **'Case Studies'** section of the Campaign Resource Centre.

