

Make a swap when you next shop



Local Authority Activity Guide

2019 Change4Life nutrition campaign

Embargoed until January 2nd 2019

change 4 life

Introduction

In January 2019, Change4Life is launching a new campaign to help parents reduce their children's sugar intake.

Children are eating twice as much sugar as they should be, which is bad for their health. Too much sugar can lead to serious health problems like type 2 diabetes, heart disease and painful tooth decay.

The new campaign will help parents take action by introducing them to a simple new tip, "Make a swap when you next shop", encouraging them to make simple swaps to lower-sugar food and drink options.

This guide contains all of the information, tips and inspiration you'll need to promote the campaign in your area.



We've made it easy for families to find lower-sugar swaps:



Search Change4Life for loads of helpful tips, hacks and tasty low-cost and lower-sugar meal ideas.



Download the FREE Food Scanner app to see how much sugar is in everyday food and drink products.



Look for the Good Choice badge in-store and online to find lower-sugar food and drink options.

How you can support the campaign

There are a number of Public Health England campaigns launching in late December and early January 2019. In order to give you the opportunity to support across campaigns, we will be taking a phased approach to the Change4Life launch.

Phase one

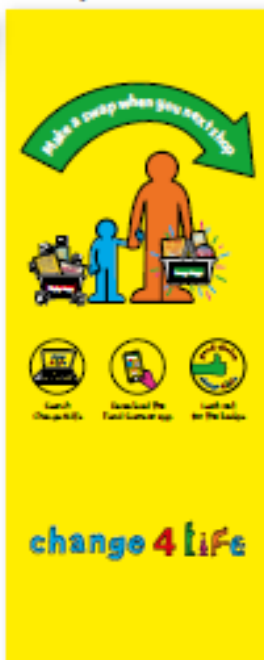
Phase one launches on January 2nd and will focus on alerting parents to the surprisingly high amount of sugar in everyday food and drink products. You can expect to see PR, TV, outdoor, digital and social media advertising.

To help you promote this phase of the campaign, we've created a range of digital resources for you to download from the [Campaign Resource Centre](#):

Web banners and email signature



Pull-up banner



Outdoor advertising



TV screensaver/still advert



Empty belly poster



A4 and A3 posters

(if you would like to customise and print your own)



A4 and A5 editorial content



Where possible, we have made the design files (InDesign IDML) available for you so that you can customise them by adding a local call to action or your logo.

Please note that public release of these resources is embargoed until January 2nd.

Phase two

Phase two will motivate and support parents from mid-January to reduce their child's sugar intake by swapping to lower-sugar options in selected categories such as puddings, drinks, yoghurts and cereals. Throughout this period there will be ongoing TV, social media, outdoor and radio advertising.

There is a range of printed resources for you to order on the [Campaign Resource Centre](#) to support local campaign activities, including:

- Take-home packs for children
- A4 and A3 posters
- New toolkits for children's centres and libraries.



From January 2nd, resources will be available to order directly from the [Campaign Resource Centre](#). If you would like to place a pre-order, please email partnerships@phe.gov.uk

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
- Dental practices
- Leisure centres and local sports clubs
- Local cooking classes and workshops.



Easy-to-use communication materials

The [Campaign Resource Centre](#) also has resources to help you promote and inform people about your local activity, including:

- A communications toolkit that contains an overview of the campaign and key messages, as well as pre-written short and long copy that can be used in newsletters or on your website
- A social media toolkit that contains images, video links and suggested copy to share across social media.



What's happening in primary schools?

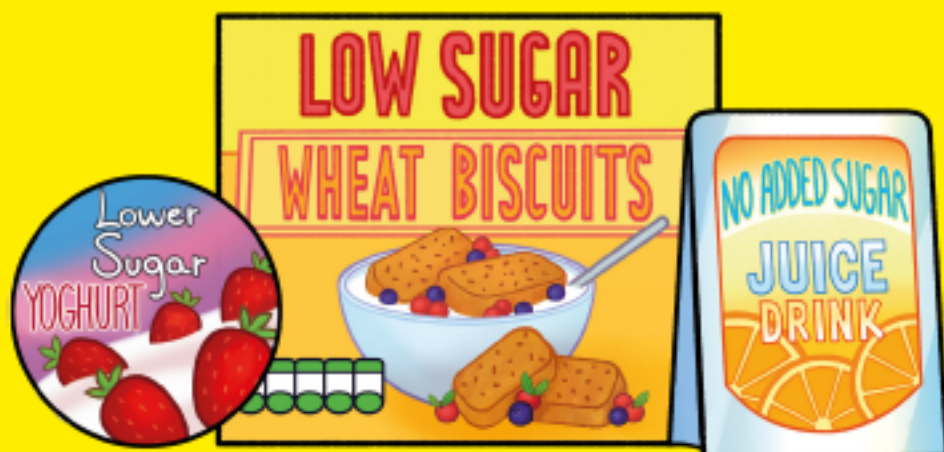
There will be new maths and literacy activities available to download on the School Zone. The online teachers hub has free, curriculum-linked resources to help primary teachers and leaders embed healthier habits in their school throughout the year. These exciting activities will get pupils counting and comparing how many sugar cubes are in some of their everyday foods, as well as sharing stories and persuading others about lower-sugar swaps with their new-found sugar smart knowledge.

Most state-funded primary schools will also receive free 'sugar smart world' packs for children to take home in their book bags. The packs feature a fun game and stickers to encourage children to spot higher-sugar food and drink and choose healthier everyday swaps.

You can check which schools receive the pack on the [Campaign Resource Centre](#). Schools that don't receive the pack will be able to order take-home packs for their pupils on the [School Zone website](#), while stocks last.

You can support the campaign in schools by:

- Downloading our brand-new overview of the schools programme, designed to help your conversations with schools and give you all the information you need to encourage schools to help you support the campaign in your area
- Letting primary schools in your area know that a box containing take-home packs for pupils will arrive in January
- 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 contacts to [subscribe](#) to stay up-to-date with new teaching resources and our expanding schools programme, which now covers secondary schools.



Tips and inspiration from around the country

Read about the local participation and success stories from previous campaigns.

How Kent is using Change4Life to enhance its work on childhood obesity.

Kent County Council uses Change4Life both in year-round local healthy weight activities and during national campaigns. [Find out more.](#)

How Change4Life is helping Westminster tackle sugar.

Westminster City Council identified the Change4Life Be Food Smart campaign, with its focus on sugar, saturated fat and salt, as a particularly relevant opportunity to help tackle the various health issues arising from high sugar consumption in children. [Find out more.](#)

How Change4Life is supporting families in Leeds to be food smart.

The Leeds City Council public health team overcome the lack of a social marketing budget by maximising use of the Change4Life brand and resources to promote healthy eating and behaviour change at low cost. [Find out more.](#)

How libraries in West Sussex are playing a key role in improving the public's health.

West Sussex County Council's public health team have extended their reach into communities by bringing Change4Life to the county's 36 libraries, in order to improve health outcomes and reduce health inequalities for local residents. [Find out more.](#)

That's it. You're good to go!

That's everything you need to support the campaign and help families make lower-sugar swaps. Please share your stories and show us the resources in action by sending your comments, questions and photos to partnerships@phe.gov.uk

Spread the word on social media by using our suggested post copy. And make sure to follow and share content posted on the Change4Life [Facebook](#) and [Twitter](#) accounts.



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