



Liverpool
City Council

NHS

Liverpool

Clinical Commissioning Group

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PRESS RELEASE



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MEET THE NEW STARS OF FIT FOR ME!

The latest group of Ambassadors for Liverpool's Fit For Me campaign have been revealed!

The Ambassadors who are from all over the city and from all walks of life have one thing in common and that's to inspire everyone to be more active with their own personal stories. They join other Ambassadors of the campaign, which has engaged with over 100,000 people since it launched last July.

Fit For Me is a social movement which aims to inspire and get everyone more active in Liverpool. That can mean doing as little as ten minutes more activity, getting off the bus a stop earlier or simply taking the stairs instead of the lift.

To coincide with the new Ambassadors, Fit for Me have also launched their new online activity finder where everyone will be able to find activities near them at www.fitforme.info.

The campaign is delivered by NHS Liverpool Clinical Commissioning Group and Liverpool City Council as part of the 'Living Well' programme.

Dr Maurice Smith, a GP at Mather Avenue surgery in Allerton and Healthy Liverpool's 'Living Well' clinical lead said:

"Getting more active benefits everyone and can improve your everyday life. Start with simple things like walking more, taking the stairs instead of the lift or finding active ways to spend the weekend. As long as it gets your heart beating a bit faster and makes you breathe a bit harder, it counts. If you have a long-term condition, doing activity is still beneficial and can actually help your condition - ask your GP if you're concerned, but don't let it stop you."

Councillor Tim Moore, Mayoral Lead for Organised Sport said:

"These little things can make a massive difference to your overall health and wellbeing. Being active is good for you and can improve your everyday life. Even small changes can give you more energy, make you feel less tired and stressed, lift your mood, help you to sleep better and boost your confidence – as well as helping to protect you from serious illnesses such as heart disease and dementia."



Councillor Tim Beaumont, Mayoral Lead for City Well-being said:

“It’s great to see the hugely successful Fit For Me campaign take the next step forward. People have found inspiration in the stories of real people getting more physically active. The beauty of the campaign is that it doesn’t matter what shape, size or age you are, whether you’ve been active in the past or if you’re an absolute beginner. However fit or unfit you may be, being active is something that can help us all feel good!”

Join in with free local activities, special offers and motivational support at www.FitForMe.info, like our page on Facebook www.facebook.com/FitForMeLpool, follow us on twitter [@FitforMeLpool](https://twitter.com/FitforMeLpool) (<https://twitter.com/FitForMeLpool>) or access the Fit for Me quiz at fitforme.info/how-active-am-i/activity-quiz/.

Meet James.....



James is 48 years old and is from Woolton in Liverpool. James’ back and knee pain can make it hard for him to get active, but by sticking to low impact activities, like swimming and cycling, he’s able to enjoy an active life without injuring himself.as long term back and knee conditions.

Meet Carol.....



Carol is 56 years old and is from Speke in Liverpool. Despite being registered blind, Carol doesn’t let anything stop her. She’s changed her life for the better by walking more, going to fitness classes and quitting smoking, which has helped her to lose weight and make new friends.

Meet Dan Stinson.....



Dan is 57 years old and is from Mossley Hill in Liverpool. Dan was never very sporty, but swimming helps him manage his diabetes without medication. Being more active has given him the strength and confidence to get out there and try new things.

Meet Kerry Marie Fisher.....



Kerry Marie is 44 years old and is from Garston in Liverpool. Kerry Marie often found her busy life completely exhausting until she found the confidence to join her local running club. This has helped her make some beautiful new friendships and given her more energy to have fun with her four kids.

Meet Patricia.....



Patricia is 63 years old and is from Liverpool City Centre. Patricia used tai chi and dance as a way to ease her recovery from stress. Doing these activities regularly helps her feel calmer, stronger and more alert. Plus, she didn't start until she was 52, so it's never too late to join in.

Meet Dola.....



Dola is 57 years old and is from Fazakerley in Liverpool. Being more active has made a huge difference to Dola's life. She's gone from being on the edge of diabetes to living a healthy, active lifestyle. Now she sleeps better, has more energy and has lost weight too!

Meet Jayne.....



Jayne is 31 years old and is from Dovecot in Liverpool. Jayne finds karate really helps with her anxiety, as it makes her feel stronger, more relaxed and in control. She's also made some great new friends and now has much more belief in herself.

Meet Naheed.....



Naheed is 50 years old and is from Allerton in Liverpool. Naheed struggled with really high cholesterol until she decided to get active and change her life for the better. Now she's reduced her cholesterol, boosted her energy levels and become a great role model for her children.

- ENDS -

NOTES TO EDITORS

- The following people will be available to be interviewed in the week leading up to launch and thereafter, subject to availability:
 - Dr Maurice Smith, GP at Mather Avenue surgery in Allerton and Healthy Liverpool's 'Living Well' clinical lead
 - A Fit For Me Campaign Ambassador

Please contact Liverpool City Council press office for interview requests or if you require hi-resolution images of the campaign collateral or of our ambassadors.

- NHS Liverpool Clinical Commissioning Group (CCG) is responsible for commissioning (planning and buying) hospital and community health services for the people of Liverpool. It has a budget of around £840m a year. The CCG is made up of representatives from each of the city's 93 GP practices, and is led by a Governing Body consisting of GPs from across the city.
- Liverpool City Council is the lead delivery partner for the Liverpool Activity Strategy 2014-21 programme and works with a range of stakeholders, including Liverpool Clinical Commissioning Group and Sport England, to resource and deliver the vision and aims of the strategy
- The **Fit For Me** campaign is resourced via a partnership between Liverpool City Council and NHS Liverpool Clinical Commissioning Group.
- Local research shows that people in Liverpool think that it's become normal to be inactive. They don't know what being active means or how to start being more active. People don't realise that making small changes in their daily lives to become more active can make them feel better.
- The campaign recommends that if you're not very active at the moment, start small and aim to do at least 10 minutes of activity when you can. Once you've got started, you should try working towards doing 10 minutes or more on 3 or 4 days a week. Then, when you feel comfortable, work your way up to doing half an hour or more on 5 days each week (or 2 ½ hours across a week if you prefer).
- Join in with free local activities, special offers and motivational support at www.FitForMe.info, like our page on Facebook www.facebook.com/FitForMeLpool, follow us on twitter @FitforMeLpool (<https://twitter.com/FitForMeLpool>) or access the Fit for Me quiz at fitforme.info/how-active-am-i/activity-quiz/.