



# 10-MINUTE MOTIVATIONS COMMUNICATIONS TOOLKIT

**LAUNCH: 8<sup>TH</sup> JANUARY 2018**

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## SUMMARY

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From 8<sup>th</sup> January 2018, the 10 Minute Motivations sub-campaign will be re-introduced to support the main campaign approach for Fit For Me and one of the





campaign's important key messages; focusing on taking a small steps approach to introducing activity into people's lives.

The sub-campaign has been previously run in 2016. We are building on the success of this and using our evaluation data to update and re-refresh our creative content and key messages, to particularly focus on the 40 – 60 age group.

We have also developed two short films featuring our Campaign Ambassador's Kerry and Des with key messages to target two particular segments within this target audience.

Kerry: <https://youtu.be/5ZvkYkb3t64>

Des: <https://youtu.be/q-p0RqMJ0IQ>

The main campaign activity will be online, through digital advertising and social media directing individuals to the 10 Minute Motivations webpage [www.fitforme.info/ten](http://www.fitforme.info/ten) where the films will be hosted along with advice and top tips for people to embed 10 minutes activity into every day.

## **FIT FOR ME**

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The Fit for Me campaign is Liverpool's flagship physical activity campaign, launched in July 2016, with the aim of inspiring people living and working in Liverpool to become more active. Since its launch the campaign has reached over 100,000 people across the city.





The campaign is part of the Liverpool Active City Strategy 2014-21, led by Liverpool City Council, Liverpool NHS Clinical Commissioning Group and key partners with the aim of making Liverpool the most active core city in England by 2021.



The campaign targets adults aged 16+, with a particular focus on those who are inactive or fairly active and was launched using the images and stories of real people from Liverpool. These Fit for Me 'Ambassadors' tell of their success becoming more active, referencing their inspiration and the range of benefits they have experienced.

Since its launch the campaign has built a social movement in the city using this real-life stories approach, alongside other elements and sub-campaigns. The core activities of the campaign from launch have been:

- A website to offer information, motivation, support and free offers – including a quick and simple quiz
- Roadshow and community activity to engage face to face with the Fit for Me campaign messages, and
- Working with a range of partners to spread the campaign message widely.





## 10-MINUTE MOTIVATIONS SUB-CAMPAIGN



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From 8<sup>th</sup> January 2018, the 10-minute motivations sub-campaign has been introduced to support the main campaign approach and one of the campaign's important key messages.

10 Minute Motivations focuses on encouraging people to build 10 minutes of activity into their daily routine as the campaign recommends that if you're not very active at the moment you can start small and aim to do at least 10 minutes of activity when you can.

The campaign particularly targets individuals aged 40-60 years old, living and working in Liverpool. There are 2 particular segments within this age group where we have focused key messages and have developed 2 short campaign films, featuring 2 of our campaign Ambassadors who are aligned to these segments:

- Segment 1 : Female mostly aged 40-55 years old, in full time work with a family (most likely to have children under 16)
- Segment 2: Males mostly aged 45-54 years old, some retired with no long term conditions.

The sub-campaign complements the main Ambassador-led approach of Fit for Me and is not intended to replace it. Therefore all existing artwork and assets should remain live and run alongside this sub-campaign.





## **Key Messages**

The sub-campaign has been designed to promote the message that becoming more active can be as easy as building 10 minutes more activity into your daily routine, but it supports all the existing campaign messages which have not changed.

### **The Fit for Me key messages remain:**

- Anyone can join in: Fit for Me is for everyone - It doesn't matter what shape, size or age you are. Whether you've been active in the past or you're an absolute beginner. However fit, or unfit, you may be, being active is something that can help us all feel good.
- 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. It can also help to protect against serious illnesses like heart disease and dementia
- Start with 10 minutes and work your way up: 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)
- Being active can be whatever you want it to be. A lot of people are not going to start by joining a gym or running for long distances, so it's important to help these people understand that simple things like walking more, taking the stairs instead of the lift or finding active things to do with the kids, all count as being active. As long as it gets your heart beating a bit faster and makes you breathe a bit harder, it counts.



## PRESS RELEASE

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# 10 Minute Motivations re-launched for 2018

Getting more active could be the best resolution you make this January - and just ten minutes of physical activity a day could make all the difference.

This is the latest health advice from Liverpool's Fit for Me campaign, which gets a re-boot this month to help encourage people across the city to get moving over New Year and beyond.

Developed in partnership by Liverpool City Council and NHS Liverpool Clinical Commissioning Group, Fit for Me has already reached more than 100,000 people across the city since it first launched in summer 2016.

But latest research shows that around 25% of people living in the city are still inactive, and a further 11% are fairly active (not reaching the recommended guidelines of 150 minutes of physical activity per week) - with one of the main reasons given for this being a lack of time in their busy lives.

That's why Fit for Me will be encouraging everyone to take part in short bursts of activity this January, starting with just 10 minutes at a time.

Anyone can take part and find ideas for 10 Minute Motivations as well as top tips to help you get started by logging onto: [www.fitforme.info/ten](http://www.fitforme.info/ten)

You can also get inspired by watching two Fit for Me Ambassadors sharing their own real life stories about their journey to becoming more active as short films here:

Des: <https://youtu.be/q-p0RqMJ0IQ>

Kerry: <https://youtu.be/5ZvkYkb3t64>

Dr Maurice Smith, a GP at Mather Avenue Surgery in Allerton and NHS Liverpool CCG's Clinical Lead for Living Well said:





“As the New Year starts, perhaps we’ve resolved to do things differently; to drink a bit less perhaps, to lose a bit of weight, or maybe to join the gym – but often these type of New Year’s resolutions can be hard to keep. That’s where the 10 Minute Motivations come in. Believe it or not, you don’t need to spend hours and hours exercising to live an active lifestyle. In fact, just doing 10 minutes of physical activity here and there can make a big difference to your health and wellbeing.

“Taking part in the 10 minute motivations is all about committing to doing ten minutes more of physical activity each day – which is something we can all do. Whether that’s hopping off the bus a stop early, walking the kids to school instead of driving, or taking a short walk during your lunch break – as long as it gets your heart beating a bit faster and makes you breathe a bit harder, it all counts.”

Cllr Tim Beaumont, Mayoral Lead for Wellbeing Liverpool City Council said:

“Getting a bit more physical activity into your day is one of the best changes you can make this year to improve your health and wellbeing. Being inactive puts people at a much higher risk of becoming overweight, as well as developing long-term illnesses such as type two diabetes, heart disease and dementia.

“Making small changes to how active you are can offer a wide range of health benefits. It can give you more energy, help keep you healthy, make you feel less tired or stressed, lift your mood, improve your sleep and boost your confidence.

“It doesn’t take long to feel the benefits either. It’s all about finding the right fit for you – something that you enjoy, perhaps something you can do with a friend or family member, or just something that can fit into busy life.”

**Join in with free local activities, special offers and motivational support at [www.fitforme.info](http://www.fitforme.info) or see how active you are by taking the Fit for Me quiz at [fitforme.info/how-active-am-i/activityquiz/](http://fitforme.info/how-active-am-i/activityquiz/)**

**You can also look out for the campaign on Facebook and Twitter  
[@fitformelpool](#) [#fitformelpool](#) [#JoinInFeelGood](#)**







## EMAIL/NEWSLETTER/WEBSITE SUGGESTED COPY

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### **Public facing copy:**

The New Year has rolled in and many of us have resolved to do things differently; eat or drink less perhaps, or join the gym. But for many of us, time is often the biggest hurdle to achieving a healthier lifestyle.

Believe it or not, you don't need to exercise for hours every day to have an active lifestyle. In fact, just 10 minutes in your normal daily routine can make a big difference – whatever activity you choose, it's finding the right fit for you which is most important.

Struggling for ideas? That's where Fit For Me's 10 Minute Motivations Campaign comes in. Visit [www.fitforme.info/ten](http://www.fitforme.info/ten) for lots of ideas and top tips to help you get started. You can also take inspiration from short films of people in Liverpool such as Kerry and Des, sharing their own story of how they overcame hurdles to become active.

Kerry: <https://youtu.be/5ZvkYkb3t64>

Des: <https://youtu.be/q-p0RqMJOIQ>

As always there will be lots of activity on our social media pages so please follow us (@fitformelpool #fitformelpool #JoinInFeelGood) to be kept up to date during January and February.







**Stakeholder copy:**

During January 2018, the 10 minute motivations sub-campaign has been introduced to support the main campaign approach for Fit For Me and one of the campaign's important key messages.

10 Minute Motivations focuses on encouraging people to build in 10 minutes of activity into their daily routine as the campaign recommends that if you're not very active at the moment you can start small and aim to do at least 10 minutes of activity when you can, building this up to the recommended guidelines.

Two of the Fit For Me Campaign Ambassador's feature in two short films, sharing their own real life stories on their journey to becoming more active. The films are featured on the campaign webpage [www.fitforme.info/ten](http://www.fitforme.info/ten) along with lots of tips and advice to help people to get started.

To support the campaign you can visit our Partner Resources area of the Fit For Me website where the campaign communications toolkit and other resources are freely available. If you require any further information please contact Campaign Lead [joy.wyche@liverpool.gov.uk](mailto:joy.wyche@liverpool.gov.uk)







## CAMPAIGN ASSETS

The campaign builds on the existing creative by utilising the brand colours and fonts. There are a number of assets available for general partner use to support the sub-campaign activity, including those which are listed in the table below.

| ITEM                                       | FORMAT                       | DESCRIPTION  |
|--|------------------------------|--|
| 10-minute motivations poster 1<br>BRIGHTEN | PDF<br><br>A4 printed poster | Poster using the headline<br>BRIGHTEN UP YOUR DAY<br><br>Copy reads:<br>Adding ten minutes more activity to your daily routine can help you feel calmer, happier and more energetic.               |
| 10-minute motivations poster 2<br>LIGHTEN  | PDF<br><br>A4 printed poster | Poster using the headline<br>LIGHTEN YOUR MOOD<br><br>Copy reads:<br>Adding ten minutes more activity to your daily routine can help you feel more relaxed, happier and boost your confidence too. |





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|--|----------------------------------|--|
| <p>10-minute motivations poster 4<br/>FORGOTTEN SLEEP</p>  | <p>PDF<br/>A4 printed poster</p> | <p>Poster using the headline<br/>FORGOTTEN WHAT A GOOD NIGHTS SLEEP FEELS LIKE?</p> <p>Copy reads:<br/>Adding ten minutes more activity to your daily routine is a great way to start sleeping better and feel more relaxed.</p>     |
| <p>10-minute motivations poster 5<br/>FORGOTTEN WALK</p>   | <p>PDF<br/>A4 printed poster</p> | <p>Poster using the headline<br/>FORGOTTEN HOW A WALK CAN CLEAR YOUR HEAD?</p> <p>Copy reads:<br/>Adding a ten minute walk to your daily routine is a great way to lift your mood and boost your confidence.</p>                     |
| <p>10-minute motivations poster 6<br/>FORGOTTEN DANCE</p>  | <p>PDF<br/>A4 printed poster</p> | <p>Poster using the headline<br/>FORGOTTEN HOW FUN IT IS TO DANCE?</p> <p>Copy reads:<br/>Adding ten minutes more activity to your daily routine is a great was to start feeling more energetic, reduce stress and have a laugh.</p> |
| <p>DIGITAL ADS</p>  | <p>ANIMATED GIFS</p>             | <p>Animated GIF digital adverts available in MPU, leaderboard and skyscraper formats. Adverts available for the following:</p> <ul style="list-style-type: none"> <li>• Brighten up your day</li> <li>• Lighten your mood</li> </ul> |
| <p>WEB BANNER</p>   | <p>JPEG</p>                      | <p>Available for use in email footers, linked to the website 10-minute motivations page <a href="http://www.fitforme.info/ten">www.fitforme.info/ten</a></p>   |





## **Accessing Resources**

- All posters are freely available to download within the partner resource area of the Fit For Me website:  
<http://liverpooldigitalservices.org/production/fitforme/partner-resources/index.html>
- For digital assets including web banners and digital adverts please contact [joy.wyche@liverpool.gov.uk](mailto:joy.wyche@liverpool.gov.uk)
- The Campaign Ambassador films are hosted on youtube and the following links can be shared:

Des: <https://youtu.be/q-p0RqMJ0IQ>

Kerry: <https://youtu.be/5ZvkYkb3t64>

If you require any different formats or original files/versions contact [joy.wyche@liverpool.gov.uk](mailto:joy.wyche@liverpool.gov.uk) these are also available with subtitles.

## **SOCIAL MEDIA**

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Stakeholder's own social media channels can be used to promote and engage with the Fit for Me campaign and this sub-campaign in particular. Sample social media posts are included below to promote the launch of the 10 minute motivations sub campaign, but please also RT, like and share posts directly from the social media accounts below:

- Twitter (account name @FitForMeLpool)
- Facebook (account name @FitForMeLpool)





Whenever you are sharing your own information relating to the campaign please take account of the following points:

- please tag our accounts above so that we can share your content
- the campaign Hashtags will remain the same as the rest of the campaign **#FitForMe #JoinInFeelGood** please include them wherever possible
- partners are asked to use the following bitly addresses to point to the Fit for 10 minute motivations page, to allow us to evaluate the campaign more effectively <http://bit.ly/2c9fKhz>

### **Facebook and Twitter - example tweets and posts**

| Facebook  | Twitter   |
|---|---|
| <p>If you've not been active in a while, did you know that just 10 minutes activity a day can be enough to make a difference to your overall health and wellbeing?<br/>@FitforMeLpool #JoinInFeelGood<br/><a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p> | <p>Did you know just 10 mins activity a day can make a difference to your overall health and wellbeing? @FitforMeLpool<br/><a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>  |
| <p>Fit For Me Ambassador Kerry finds time to do 10 minutes activity a day to help her feel more energetic and boost her confidence<br/><a href="https://youtu.be/5ZvkYkb3t64">https://youtu.be/5ZvkYkb3t64</a><br/>@FitforMeLpool #JoinInFeelGood</p>                   | <p>Just 10 minutes physical activity a day can help you to feel more energetic and boost your confidence too. Watch<br/><a href="https://youtu.be/5ZvkYkb3t64">https://youtu.be/5ZvkYkb3t64</a> to be inspired @FitforMeLpool<br/>#JoinInFeelGood</p> |
| <p>Fit For Me Campaign Ambassador Des finds time to do 10 minutes activity a day to help him feel happier, more relaxed and clear his head<br/><a href="https://youtu.be/q-p0RqMJOIQ">https://youtu.be/q-p0RqMJOIQ</a><br/>@FitforMeLpool #JoinInFeelGood</p>           | <p>Just 10 minutes physical activity a day can help you to feel happier, more relaxed and clear your head. Watch<br/><a href="https://youtu.be/q-p0RqMJOIQ">https://youtu.be/q-p0RqMJOIQ</a> to be inspired @FitforMeLpool<br/>#JoinInFeelGood</p>    |





|   |  |
|---|--|
| <p>Do you have a really busy life and find it hard to keep active? Doing just 10 minutes of activity has been proven to make us feel better and improve our health. Visit <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a> for more information on how to start now @FitForMeLpool #JoinInFeelGood</p>                             | <p>Really busy? Want to keep active? 10 mins activity in your day can make a difference to your health. Visit <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a> @FitForMeLpool #JoinInFeelGood</p> |
| <p>10 MINUTE MOTIVATION: Try taking the scenic route if you're walking the kids to school or nipping to the shop. Taking a different, slightly longer route can help to increase activity even just a little bit @FitForMeLpool #JoinInFeelGood <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>                               | <p>Got ideas for your own 10 minute motivation? Send them to @FitForMeLpool #JoinInFeelGood <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>  |
| <p>10 MINUTE MOTIVATION: Give yourself a lift; take the stairs. Taking the stairs is a great example of how you can fit being active into your daily routine. It's not a big change but it can really help you move towards a more active life @FitForMeLpool #JoinInFeelGood <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p> | <p>Rather than sit watching the ads try running on the spot. If that's not your thing take a look at these @FitForMeLpool #JoinInFeelGood <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>    |
| <p>10 MINUTE MOTIVATION: Powerwalk to the paper shop. Take a morning powerwalk to the local newsagents and back. This is a good way to wake up and keep up to date with the news @FitForMeLpool #JoinInFeelGood <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>   | <p>10 MINUTE MOTIVATION: Take a morning powerwalk to the local newsagents and back @FitForMeLpool #JoinInFeelGood <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>                            |
| <p>10 MINUTE MOTIVATION: Make your work-break work for you. Get away from your desk now and then for a quick 10-minute walk. If your work in an office with stairs, walking up and down these can give you a really quick and energetic workout.</p>  | <p>10 MINUTE MOTIVATION: Get away from your desk now and then for a quick 10 minute walk. @FitForMeLpool #JoinInFeelGood <a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>                     |





|  |  |
|--|--|
| <p>@FitForMeLpool #JoinInFeelGood<br/><a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>  |  |
| <p>Got ideas for your own 10 minute motivation?<br/>Send them to @FitForMeLpool #JoinInFeelGood<br/><a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>  | <p>10 MINUTE MOTIVATION: Give yourself a lift; take the stairs @FitForMeLpool #JoinInFeelGood<br/><a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p>                            |
| <p>Add some activity to TV breaks<br/>Rather than wasting time watching the adverts, try 10 minutes of jogging on the spot when you're watching TV. If that's not your thing, or you'd like to try other activities like this, take a look at these @FitForMeLpool #JoinInFeelGood<br/><a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p> | <p>10 MINUTE MOTIVATION: Try taking the scenic route if you're walking the kids to school @FitForMeLpool #JoinInFeelGood<br/><a href="http://bit.ly/2c9fKhz">http://bit.ly/2c9fKhz</a></p> |

Social media images for use with the above. These are available to use download on the Partner Resource area of the website.







## FAQs

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### **When does the campaign start and end?**

The campaign will be introduced from 8<sup>th</sup> January 2018. Digital advertising will run for 6 weeks, up to 19<sup>th</sup> February. However, posters can remain up after this date.

### **What can I do to support this sub-campaign?**

If you use social media, post about the sub-campaign – and about Fit for Me generally. Stakeholders are encouraged to Re-tweet, like and share posts directly from the Fit for Me campaign pages – individually and through organisation social media pages.

Posters can be downloaded from our partner resource area of the website. Put the posters in a prominent place such as a busy waiting room, and you can use the digital assets on your email footers or websites.

### **Should I take down the other Fit for Me posters I already have?**

No. These remain the main campaign creative and should be kept in place.





## FURTHER INFORMATION

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On 17<sup>th</sup> January we will also be hosting 2 briefing sessions to enable local stakeholders, providers and organisations to find out more about the Fit for Me Campaign, the 10 minute motivations campaign and how you and your service users can benefit. There will also be information available about the support you can access from Liverpool City Council's PAS Development Team.

Sessions will be running at Lifestyles Everton Park, Great Homer Street, L5 5PH at:

- 9.30-10.30am
- 1.30-2.30pm

To book on to one of the briefing sessions, and/or for further information about the Fit for Me campaign and how you can get involved locally, please contact [hello@fitforme.info](mailto:hello@fitforme.info)

For further information, specifically related to communications please contact:

**Joy Wyche, Fit For Me Campaign Lead**

**Public Health, Liverpool City Council**

**E: [joy.wyche@liverpool.gov.uk](mailto:joy.wyche@liverpool.gov.uk) Tel: 0151 233 8672**

**You can also visit our website [www.fitforme.info](http://www.fitforme.info) where you can sign up to the campaign newsletter.**

