



‘Fit for Me’ Liverpool-wide physical activity campaign briefing

Background

Fit for Me is a bold campaign, launched in July 2016, that aims to inspire the people in Liverpool to start being more physically active. Achieving this goal will be a huge step towards an ambitious, yet achievable, vision of making Liverpool the most active core city in England by 2021.

With national research showing that almost 25% of people aged 16 and over in Liverpool are currently inactive and a further 11% are minimally active and therefore not meeting the recommended guidelines of 150 minutes per week, Liverpool NHS Clinical Commissioning Group, Liverpool City Council and partners are taking action.

Through Fit for Me, we aim to spark a social movement that inspires local people to start being active by showing them how much they can personally benefit, through real life success stories from people like them, and by making it as easy and fun as possible for them to join in and feel good.



Insight based

Through in-depth insight research, core key messages have been identified to engage our local target audience. Delivering these messages is a vital part of inspiring the people of Liverpool to become more active.

Key messages

- **Anyone can join in:** 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 aren't 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

Target groups

The campaign targets all adults, particularly those aged 16 – 65 in the city who are inactive or minimally active.

There are some specific groups which the campaign will initially focus on, that data shows are more likely than other groups to be inactive...

- People aged 40 and over
- Women
- People with long term health conditions
- Pregnant women
- Mothers of young children

The campaign belongs to people in Liverpool. It's from local people and it's for local people. This is not a top-down campaign, it's the catalyst for a social movement that people in the city can own and build upon.

Campaign mix

The campaign has several cornerstone features, based on understanding how to motivate, engage and inspire people in Liverpool to take steps towards a more active life. These include:

- **Inspirational stories from local people:** campaign advertising and PR has given local people, of all ages and abilities, a voice to share their inspirational stories about how they've overcome the things that stopped them being active in the past and how it makes them feel good.
- **A website all about being active:** The campaign website gives the people of Liverpool a place to go for tips, inspiration, videos, tools, support, free stuff, special offers and more. This isn't a 'fitness' website. It's a website that focuses on things that everyday people can fit around their lives, needs and ability levels. The website is designed to help people take their first steps towards being more active, suggesting activities that fit into everyday life, like walking, 10 minute activities, dancing at home and having a kick about with mates. We are also active on social media and have an e-newsletter to keep everyone up to date with local offers and what's going on.
- **Community activity:** Our community teams – the Physical Activity and Sport team and the Community Health Ambassador team are engaging local communities in the campaign and joining up with local events where possible



- **Getting everyone involved in the campaign:** We have developed resources for partners across the city to use to promote the campaign to their staff and service users. This will help us build our movement and inspire more people to be more active in all aspects of their lives

Advertising and promotion

The campaign uses a range of ‘channels’ to deliver the campaign message and has a strong digital presence – through the campaign website and social media accounts. It also uses digital advertising to target messages in the right place and at the right time.

The adverts feature real people and their stories – including their inspiration for becoming more active and the benefits they have found from doing so.



Join in with FREE local activities, special offers and motivational support at FitForMe.info

Supported by Liverpool City Council NHS ECHO 74 RADIOCITY
Like Facebook.com/FitForMeLpool



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How to get involved

There are lots of ways that you can get involved and support our campaign. We have developed 'Fit for Me' as a brand and campaign that our partners can own and build upon with their local communities and service users.

Here are some suggestions:

- Join in and feel good- everyone can benefit from being more active!
- Encourage your family and friends to get involved
- Follow us on www.twitter.com/FitForMeLpool
- Like us on www.facebook.com/FitForMeLpool
- Share our website www.fitforme.info
- Promote the campaign in your workplace, through your service, in your community

Please find below some examples of copy that you could use when communicating with your audiences about the campaign. This can be used across a range of channels, for example websites, e-bulletins and newsletters. We have also included examples of posts and tweets to share from social media platforms.

Short copy – for email, bulletins and websites (160 words)

Find out how being active could be the right fit for you

When we hear about being active, it's not just about running marathons or going to the gym and all that sort of stuff. Being active can be whatever you want it to be.

It can mean walking, swimming or taking the stairs instead of the lift. As long as it gets your heart beating a bit faster and makes you breathe a bit harder, it counts.



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. Being active makes you feel good. 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.

There are loads of great activities for you to choose from in Liverpool, however fit (or unfit) you think you are. Visit fitforme.info for more information

Long copy – for more in-depth publications including newsletters (300 words)

Find out how being active could be the right fit for you

<Insert organisation/group name> is supporting the Fit for Me campaign.

When we hear about being active, it's not just about running marathons or going to the gym and all that sort of stuff. Being active can be whatever you want it to be.

It can mean walking, swimming or taking the stairs instead of the lift. As long as it gets your heart beating a bit faster and makes you breathe a bit harder, it counts.

Being active makes you feel good. 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 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.

So where do you start? Everyone's different and we all have different lifestyles and abilities that affect what we do. Healthcare professionals suggest any activity we do should last at least 10 minutes, make you breathe a bit harder and get your heart beating a bit faster:

- *If you're not very active at the moment, start by doing 10 minutes of activity where you can*
- *Once you've got started, try working towards doing 10 minutes or more on 3 or 4 days a week*
- *Then when you feel comfortable, move up to half an hour or more on 5 days a week (or 2 and a half hours across a week if you prefer)*

There are loads of great activities for you to choose from in Liverpool, however fit (or unfit) you think you are. Visit fitforme.info for some suggestions, including advice on getting started, real life stories, free activities and special offers.



Social media

Please use your social media channels to promote and engage with our campaign.

We have two campaign hashtags...


#FitForMe

#JoinInFeelGood



We've included some sample tweets and posts for you to promote the launch of our campaign below, but please also retweet and share the posts on our campaign pages which will include pictures and videos. This will help us to build a local audience that we can speak to and engage in physical activity.

Facebook	Twitter	Asset
<p>If you've not been active in a while it can be hard to know where to start. Take the #FitForMe online quiz for personalised advice and to see how you can join in and feel good</p> <p>http://bit.ly/29qFFM9</p> <p>#JoinInFeelGood</p>	<p>Want to become more active, but don't know where to start? Take the #FitForMe quiz</p> <p>http://bit.ly/29qFFM9#JoinInFeelGood</p>	<p>http://bit.ly/29qFFM9</p>
<p>Being active can make you feel good. Take the first step towards a more active life by taking the #FitForMe online quiz to get the personalised advice you need to join in and feel good</p> <p>http://bit.ly/29qFFM9</p> <p>#JoinInFeelGood</p>	<p>Being active can make you feel good. Take the #FitForMe quiz to get started</p> <p>http://bit.ly/29qFFM9</p>	<p>http://bit.ly/29qFFM9</p>
<p>Have you taken the #FitForMe online quiz yet? Check out your result and take the first step towards a more active life. It only takes a minute, so why not find out</p>	<p>Have you taken the #FitForMe online quiz yet? It only take a minute! Take the first step towards a more active life</p> <p>http://bit.ly/29qFFM9</p>	<p>http://bit.ly/29qFFM9</p>



<p>how you could join in and feel good</p> <p>http://bit.ly/29qFFM9</p>		
<p>Fit for Me shows you how to be more active. Join people across Liverpool who are feeling good through a more active lifestyle.</p> <p>Join in with FREE local activities, special offers and motivational support @FitForMeLpool or by visiting http://bit.ly/FFM01012</p>	<p>Join people in Liverpool who feel good from being active with FREE local activities & special offers</p> <p>http://bit.ly/FFM01012#FitForMe</p>	<p>Website link: http://bit.ly/FFM01012</p>
<p>It doesn't matter what shape, size or age you are – being active can make you feel good.</p> <p>Visit http://bit.ly/FFM01012 to get support to be more active and to join in with FREE local activities, special offers and motivational support</p> <p>#FitForMe #JoinInFeelGood</p>	<p>It doesn't matter what shape, size or age you are - being active can make you feel good</p> <p>#JoinInFeelGood http://bit.ly/FFM01012</p>	
<p>Find out from people all over Liverpool how being active could make you feel good</p> <p>#FitForMe #JoinInFeelGood</p> <p>http://bit.ly/FFM01012</p>	<p>Find out from people all over Liverpool how being active could make you feel good</p> <p>#FitForMe http://bit.ly/FFM01012</p>	<p>Campaign advert available from our You Tube channel https://www.youtube.com/channel/UC283XcPocnJfQGLcOEj7YXw</p>



<p>It doesn't matter if you've been active before, or if you're an absolute beginner, being more active can make you feel good!</p> <p>Visit http://bit.ly/FFM01012 to get support to be more active and to join in with FREE local activities, special offers and motivational support</p> <p>#FitForMe #JoinInFeelGood</p>	<p>It doesn't matter if you've been active before or you're a beginner – get going and feel good! Find the right #FitForMe http://bit.ly/FFM01012</p>	
<p>It doesn't matter how fit or unfit you feel, being more active can make you feel good!</p> <p>Visit http://bit.ly/FFM01012 to get support to be more active and to join in with FREE local activities, special offers and motivational support</p> <p>#FitForMe #JoinInFeelGood</p>	<p>It doesn't matter how fit or unfit you feel, being active can make you feel good! Join in and find the right #FitForMe http://bit.ly/FFM01012</p>	
<p>People across Liverpool are already feeling good through a more active lifestyle. If it's the right fit for them, it could be the right fit for you!</p> <p>Visit http://bit.ly/FFM01012 to get support to be more active and to join in with FREE local activities, special offers and motivational support</p> <p>#FitForMe #JoinInFeelGood</p>	<p>Find out how being active could be the right #FitForMe Join in with @FitForMeLPool and feel good http://bit.ly/FFM01012</p>	<p>Campaign advert available from our You Tube channel https://www.youtube.com/channel/UC283XcPocnJfQGLcOEj7YXw</p>



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<p>Having trouble sleeping? Find out how being active could be the right #FitForMe For FREE local activities, special offers and motivational support visit http://bit.ly/FFM01012</p>	<p>Having trouble sleeping? Find out how being active could be the right #FitForMe http://bit.ly/FFM01012 #JoinInFeelGood</p>	<p>Website link: http://bit.ly/FFM01012</p>



<p>#JoinInFeelGood</p> <p>Need a confidence boost? Find out how being active could be the right #FitForMe For FREE local activities, special offers and motivational support visit http://bit.ly/FFM01012</p> <p>#JoinInFeelGood</p>	<p>Need a confidence boost? Find out how being active could be the right #FitForMe http://bit.ly/FFM01012 #JoinInFeelGood</p>	<p>Website link: http://bit.ly/FFM01012</p>
<p>If you're not very active at the moment, try starting small. Walking is a good place to start, but if you're busy try some quick 10-minute activities, like dancing to the radio, doing some gardening or walking up and down stairs.</p> <p>Find out more about how you can be more active and start feeling good at http://bit.ly/FFM01012</p> <p>#FitForMe #JoinInFeelGood</p>	<p>Even being active an extra 10 minutes each day can help you to start feeling good! Find out more http://bit.ly/FFM01012 #FitForMe</p>	<p>Website link: http://bit.ly/FFM01012</p>
<p>Being active is not just about running marathons or going to the gym and all that sort of stuff. Being active can be whatever you want it to be.</p> <p>It can mean walking, swimming or taking the stairs instead of the lift. As long as it gets your heart beating a bit faster and makes you breathe a bit harder, it counts.</p> <p>Find out more about how you can be more active and start feeling good at http://bit.ly/FFM01012</p>	<p>Being active can be whatever you like—walk more or take the stairs instead of the lift! More ideas @ http://bit.ly/FFM01012 #JoinInFeelGood</p> <p>Being active can be anything—as long as your heart beats faster and you breathe harder it counts! http://bit.ly/FFM01012 #JoinInFeelGood</p>	<p>Website link: http://bit.ly/FFM01012</p>



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