



# 'Fit for Me' Liverpool-wide physical activity campaign briefing July 2016

## Background

*Fit for Me* is a bold new campaign 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 63% of adults in the city are currently inactive, and a common belief that being inactive is normal, 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 these target groups. 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 will speak with all adults aged 16 – 65 in the city who are inactive or underactive.

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

- 40-60 year olds
- Women
- People with long term health conditions
- Pregnant women
- Mothers of young children

There are also some specific areas of the city where the campaign will be more visible than others, which have been identified as key area within the wider Active City strategy...

- Allerton and Hunts Cross
- Anfield
- Belle Vale
- Central
- Clubmoor
- Cressington
- Croxteth
- Everton
- Garston
- Kensington & Fairfield
- Kirkdale
- Norris Green
- Old Swan
- Speke
- Tuebrook & Stoneycroft

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, launched on 13<sup>th</sup> July 2016, aims to provide the tools to become a social movement for the city. Plans for across the year and into 2017 are being developed – though this Summer and Autumn will see the bulk of the activity.

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 will make heroes of local people, of all ages and abilities, and gives them 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 will also be active on social media and have an e-newsletter to keep everyone up to date with local offers and what's going on.
- **Roadshow and community activity:** An interactive event road show will engage with people across the city, inspiring them to join in. We will be present at big events like Liverpool International Music festival (LIMF), but also running standalone events in the city centre. Radio City presenters and their street team will be supporting events. At the same time our community teams – the Physical Activity and Sport team and the Community Health Ambassador team will be engaging local communities in the campaign
- **Getting everyone involved in the campaign:** The Liverpool Echo and Radio City are our campaign partners and will be helping us to get everyone involved with the campaign. We are also developing 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 will use a range of 'channels' to deliver the campaign messages, including outdoor advertising (including Bus stop, Phone box and Billboard Ads), A strong digital presence – through the campaign website and social media accounts, and using digital advertising to target messaging in the right place and at the right time.



In addition, the campaign has partnered with two of the city’s key media outlets – The Liverpool Echo and Radio City – who will use their mighty media power and respected links with real [people in Liverpool to boost the campaign’s present across the year.

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

Advert that will feature in the launch period of the campaign are below...

**“I do zumba because it makes me feel more positive and confident.”**

Betty, 42, from Penny Lane, Liverpool

Join in with FREE local activities, special offers and motivational support at [FitForMe.info](http://FitForMe.info)

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



**“I walk because it gives me the energy to have fun with my family.”**

Paul, 38, from Old Swan, Liverpool

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





**"We walk every day  
because it helps us  
feel healthier, stronger  
and happier together."**

Tom & Julie, 67 & 63, from  
Garston, Liverpool

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special offers and motivational  
support at [FitForMe.info](http://FitForMe.info)

Supported by  Liverpool  
City Council  **NHS**  **ECHO74**  **RADIO4**

 Like Facebook.com/FitForMeLpool

**FIT FOR ME**  
JOIN IN. FEEL GOOD.

Adults in Liverpool will be encouraged to take a new, free online quiz, which educates them about physical activity and gives them a starting point to get going. They will be encouraged to visit the Fit for Me website (for FREE local activities, special offers and motivational support). People will also be encouraged to follow Fit for Me on Facebook and to sign up for the Fit for Me e-newsletter to keep up to date with the latest events and special offers.

### Supporting the campaign

Everyone can get involved in this campaign.

- Take part – join in and feel good!
- Follow us on [www.twitter.com/FitForMeLpool](https://www.twitter.com/FitForMeLpool)
- Like us on [www.facebook.com/FitForMeLpool](https://www.facebook.com/FitForMeLpool)
- Share our website [www.fitforme.info](http://www.fitforme.info)
- Promote the campaign in your workplace, through your service, in your community

A campaign communications toolkit containing information and resources to help communications leads in partner organisations to promote the campaign is available. It includes key messages, suggested copy, ideas for social media activity and details about how to order printed campaign materials. Contact [publichealth@liverpool.gov.uk](mailto:publichealth@liverpool.gov.uk) to receive the toolkit and to keep up with the latest campaign developments.