



Liverpool
City Council

NHS

**Liverpool
Clinical Commissioning Group**

PRESS RELEASE

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Team #FITFORME dash, dance and prance their way through the Radio City Liverpool Santa Dash

The Radio City Liverpool Santa Dash is the largest of its kind in the UK and this year a new team joined the race on behalf of local Liverpool campaign **Fit For Me**.

Fit For Me wanted to get involved with this year's fun event to encourage everyone taking part, and beyond, to use the race as a spring board to being more active. The campaign entered a **Team #FitForMe** and special Purple Santa into the event to represent **Fit For Me**, offering a selfie challenge to all entrants with the help of social media and Radio City's pre-race warm up.

Leading **Team #FitForMe** was Liverpool Choreographer Miguel Doforo, who took dance troupe MD Productions to three of the ITV Britain's got Talent programme's semi-finals and runs a Community Interest Company in Liverpool. Miguel said, "I'm proud to have put on the Purple Santa suit and taken part in the race to represent such an inspiring campaign – it really was something special and fun. There were loud comments of support from the crowd and loads of people wanted selfies which is great for the campaign."

"This time of year is all about having fun, the atmosphere in amongst the sea of red and blue Santa's was something else, the fact they were all taking part in physical activity was the icing on the cake."

We'd like to remind everyone who had a selfie taken with our Purple Santa to remember to post and tag **@FitForMeLpool** on Facebook. Everyone who does will be entered into a prize draw to win a Fitbit.

The campaign launched in July, and 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.

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.

Sandra Davies, Director of Public Health said “It’s difficult at this time of year to be motivated to be active, but I’d encourage everyone who has taken part in today’s Santa dash to use this to inspire and motivate your friends and family to continue move more.

“It doesn’t have to mean running a 5k every time, small steps are just as valuable as grand gestures. Walking to the paper shop or running round the house to get warm in the cold weather is all physical activity, and we’d encourage everyone to embrace that this Christmas.”

- ENDS -

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NOTES TO EDITORS

- The **Fit for Me** campaign is supported through a partnership between Liverpool City Council, Liverpool Clinical Commissioning Group and strategic stakeholders with the aim of encouraging people to adopt a more active lifestyle. It is part of Liverpool’s Physical Activity and Sport Strategy 2014-21 which sets out the vision for Liverpool to be the most active city in England by 2021.
- *Terms and conditions for the Fitbit competition can be found on the Fit For Me website, www.fitforme.info. Closing date to be entered into the prize Draw by posting on Facebook and tagging the campaign is 15th December.
- Like and follow our social pages at: www.facebook.com/FitForMeLpool and [@FitforMeLpool](https://twitter.com/FitForMeLpool) (<https://twitter.com/FitForMeLpool>).
- 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 ten minutes of activity when you can. Once you’ve got started, you should try working towards doing ten 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).



- 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
- National recommendations from Chief Medical Officer, Dame Sally Davies, says that physical activity includes everyday activity such as walking and cycling to get from A to B, work-related activity, housework, DIY and gardening. It also includes recreational activities such as working out in a gym, dancing, or playing active games.
- MD Productions have launched a new initiative, Blank Canvas, using performing arts as a tool to inspire, engage and get active for free – anyone anywhere any age - across the City Region. The project will be supported by local businesses. mD Productions have a team of professional key workers who will wrap a support system around the whole creative journey. www.mdproductionsltd.com Twitter: <https://Twitter.com/mdproductionsmd> Facebook: www.facebook.com/mdproductionsltd
- If you require hi-resolution images of the campaign collateral or of our ambassadors please contact Philippa.rowley@liverpoolccg.nhs.uk.