



Stakeholder Q&A

Here you will find some of the questions people ask about the *Fit for Me* campaign. It's not an exhaustive list so feel free to ask a question about the campaign at hello@fitforme.info

What is Fit for Me?

Fit for Me is a campaign which aims to be the catalyst for a social movement across the city, encouraging, inspiring and engaging people to become more active.

The campaign was launched on 13th July 2016 and is part of the wider Liverpool Active City Physical Activity and Sport Strategy 2014 - 2021.

Fit for Me is based on a social marketing approach, using the best bits from social sciences and commercial marketing (sometimes seen as a baddie) and applying this to a social cause (making it work for good stuff), through a range of activities that can contribute to behaviour change.

The campaign has various press and media channels, advertising, and online presence including social media and events. Some of these will link to behavioural 'nudges' to support and encourage people to do small things to increase their physical activity levels.

Why the name Fit for Me?

Fit for Me was the campaign name chosen following lots of testing with the target groups we want to reach. Use of 'fit' in the campaign name is a play on words – we want it to clearly put across the messages that getting active can be whatever the right 'fit' is for everyone. So it's less about exercise and more about 'fitting' around everyday lives.

Who is the campaign for?

The campaign aims to engage all adults living and working in Liverpool. However, there are some priority groups for the campaign to speak to based on local inactivity data – women, pregnant women and parents of young families, plus all people aged 40-65 and those with Long Term Conditions (LTCs) tend to be less active than other groups.

What should people expect if they engage with the campaign?

They can expect not to be judged and to be supported to take part in whatever way they choose. This is not a top-down approach – it's about real people making real changes in their lives to get more active. Many of the messages are from these real people in Liverpool.

What's different about this campaign?

The campaign is based on solid and comprehensive insight and has been developed in response to feedback that the people of Liverpool want a campaign which includes people like them, is not stuffy or Patriarchal and tells them something new. They want easy to achieve goals – far away from Lycra and running marathons (but enabling them to achieve this in the long-term if they wish!)

So the campaign makes stars out of the real people of Liverpool who have themselves taken steps to change their lives through becoming more active.

Across the campaign, you'll see Betty at her Zumba session, Phil who was inspired to walk by becoming a father and Jenni, who swims to help, not hinder, her COPD.

How do we know it will have an impact?

The campaign has been a long time in the making! Time was well spent gathering data and insight to be sure that the campaign was the right fit for the people of Liverpool – and especially those groups that the campaign targets specifically.

Insight-gathering is a cornerstone of a good social marketing approach and the insight for this campaign is very comprehensive; it will be called on again and again as the campaign develops.

The Insight process has been developed and managed by LCC's Public Health Behavioural Insight Team, with support from Liverpool City Council (LCC) Community Services and Liverpool NHS Clinical Commissioning Group (LCCG). [Is it just for Liverpool?](#)

Yes. The campaign is for Liverpool residents and people who work in Liverpool. It also supports employers in Liverpool in enabling employees to become more active too.

Is the campaign for everyone?

The campaign aims to include no-one. It promotes existing provision in the city with the aspiration being that there is something for everyone. One of the key campaign messages is that it doesn't matter if you're big or small, old or young, very active or not at all – there are always ways in which a little bit of activity can find a place in your day. Plus, we know that engaging people with additional barriers, such as those linked to long term conditions, and supporting them to be more active is needed.

On the website you can find specific sections for people with long terms conditions, older people and families; there's something for everyone. And if it's not there, let us know!

Who's running the campaign?

The campaign is a key part of the Liverpool Active City Strategy 2014-21 programme of work, being delivered jointly by Liverpool City Council (LCC) and Liverpool NHS Clinical Commissioning Group (LCCG).

The Behavioural Insight and Change team within LCC Public Health is leading on the delivery of the campaign, in partnership with LCC Community Services and LCCG.

Is there a website?

There is – the campaign website www.fitforme.info is aimed at the public and highlights the amazing Ambassadors who are supporting the campaign with their real stories about getting active. The website also holds a quiz (How active are you?) plus information about activities, news and events.

Can people search for classes or clubs on the website?

Yes! There is an activity finder on the website which links to the Live Well Directory so that people can find activities near where they live or work.

There is also lots of information about the kinds of activities people might want to try, that are relevant to their individual level of fitness or ability and a short four question quiz will help them decide this.

How can my organisation get involved?

You can get involved in lots of ways... why not take part? Join in and feel good! You might want to put on a specialist class – thinking about how to encourage people who may not have done much activity to get involved. Or promote the campaign in your workplace, through your service, in your community...

You can also help spread the message on social media:

- Follow us on www.twitter.com/FitForMeLpool
- Like us on www.facebook.com/FitForMeLpool
- Share our website www.fitforme.info

Why not sign up to the e-newsletter too? This means you get sent all the recent news and information about the campaign. We'll let you know about any upcoming events and the campaign's successes across the year ahead. To sign up just e-mail hello@fitforme.info

Are there any events planned?

The campaign was launched with a series of high profile events across the city and we have continued to join up with local events since then.

If you know of any local events where you think the campaign could pitch up – let us know. There is an event form on our partner zone (top left hand side of the website) which you can complete and return to us using the contact details included in the form.

What will success look like?

In the shorter term, the aim for the campaign is to get the message out there and generate lots of awareness about physical activity – what it is, what it isn't and how to get involved. We want to make change easier, more achievable and more desirable. But of course what we really want is for the people of Liverpool to take the plunge and make their own steps to becoming more active.

The campaign will contribute the wider Liverpool Active City Strategy 2014-21– which aims to make Liverpool the most active core city in England by 2021. To achieve this vision, a delivery programme is being resourced via a partnership between Liverpool City Council, Liverpool NHS Clinical Commissioning Group and strategic stakeholders.

Liverpool is currently the 6th most active core city in England and over the next 5 years, the primary outcome is to enable an additional 51,500 people to undertake at least 30 minutes of physical activity every week, in bouts of 10 minutes or more. As the campaign focuses on the people of Liverpool, we are looking to support a social movement where people want this change for themselves, their families and their communities.

How do I find out more?

Visit our website, go to www.fitforme.info and our partner zone where you can find campaign briefings and key information as well as free resources to download.

Or you can email hello@fitforme.info for any enquiries and to be added to our campaign newsletter distribution list.

You can also contact Joy Wyche, Behavioural Insight and Change Practitioner and Campaign Lead ([joy.wyche @liverpool.gov.uk](mailto:joy.wyche@liverpool.gov.uk)) on 0151 233 8672.