



## Key campaign messages for the public

### Primary messages

- Fit for Me is a campaign which aims to **inspire people living or working in Liverpool to be more physically active.**
- **Almost 25% of adults in Liverpool are currently inactive\***, Fit for Me aims to change this
- 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 if 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** – as well as helping to **protect you from serious illnesses such as heart disease and dementia**
- Being active can be whatever you want it to be. It can mean **simple things** like walking more, taking the stairs instead of the lift or finding active ways to spend the weekend with the kids. **As long as it gets your heart beating a bit faster and makes you breathe a bit harder, it counts.**
- The campaign features **local people from across the city sharing their real stories** about how they have become active and **how this has improved their lives.**

\* Sport England Active Lives Survey 2015-16 Year 1 report. Inactive is defined as 'not participating in at least 30 minutes of sport or recreational walking / cycling on at least one day per week'

### Secondary messages

- 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 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).
- The campaign is being supported by Liverpool City Council, Liverpool NHS Clinical Commissioning Group and key partners across the city
- Join in with free local activities, special offers and motivational support at [www.fitforme.info](http://www.fitforme.info) you can also follow us @FitForMeLpool or like [www.facebook.com/FitForMeLpool](https://www.facebook.com/FitForMeLpool)