CAMPAIGN TOOLKIT

THE CAMPAIGN WILL CONTRIBUTE TO IMPROVING THE OVERALL HEALTH AND WELLBEING OF ADULTS AND CHILDREN ACROSS ST HELENS
ABOUT ACTIVE ST HELENS

Active St Helens will launch in May 2019, the campaign will contribute to improving the overall health and wellbeing of adults and children across St Helens in a bid to encourage inactive residents to become active by signposting walking, running, swimming, cycling activities offered by St Helens Council and partner organisations.

OUR OBJECTIVES

• Deliver an integrated, co-ordinated campaign utilising a range of media to raise awareness of physical activity programmes (swimming, cycling, walking and running only)
• Target ‘deprived’ areas to motivate and encourage behaviour change
• Raise awareness of the health benefits of physical activity
• Combat negative perceptions of the cost of exercising

THE FACTS

• IN ST HELENS, 32% OF ADULTS ARE INACTIVE
• 70% OF CHILDREN DO LESS THAN 30 MINUTES ACTIVITY A DAY
• THE HEALTH OF ST HELENS RESIDENTS IS GENERALLY WORSE THAN THE ENGLAND AVERAGE
• SELF-HARM AND SUICIDE WORSE THAN ENGLAND AVERAGE

DIABETES

• 30 PEOPLE A YEAR IN ST HELENS SUFFER A DIABETES AMPUTATION
• 80% OF PEOPLE WITH TYPE 2 DIABETES ARE OVERWEIGHT OR OBESE AT DIAGNOSIS
• ALMOST 17,000 PEOPLE IN ST HELENS ARE SUSPECTED TO HAVE PRE-DIABETES

THE CAMPAIGN

The creative features colourful vector style images across four themes – swimming, walking, running and cycling directing people to www.activesthelens.co.uk, Facebook/activesthelens and Twitter/activesthelens.

The campaign features a twelve month digital campaign focusing on high impact display creatives, including skin takeovers, billboards, in article and double height MPU’s, in premium positions. Additionally, a remarketing campaign to stay engaged with interested people across social media and targeting a younger audience through platforms such as Snapchat and Instagram will also be exploited.

#BEYOUROWNHERO
Video case studies featuring local residents, promoting the signposted activities, talking about their own experiences and the benefits of exercise alongside the hashtag #beyourownhero will also form part of the digital campaign.

Print media will be used to promote the activities, raise awareness and encourage behavioural change.

KEY MESSAGES

- Adults (19-64) should try to be active daily and should do at least 150 minutes of moderate intensity activity, in bouts of 10 minutes or more, each week.
- Adults (19-64) should try to be active for 30 minutes, 5 days a week.
- Adults (19-64) should undertake muscle strengthening activity at least twice a week, such as, yoga, exercising with weights, or carrying heavy shopping.
- Physical activity contributes to wellbeing and is essential for good health.
- Physical activity can reduce the risk of many chronic conditions, like coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions.
- Active St Helens provides access to safe and affordable opportunities to engage in physical activity.
- The spectrum of physical activity includes active play, sport, recreation, work active transport and active living.
- The health benefits from physical activity will vary depending on the frequency, intensity and type of activity.

Spread the Word

Visit: www.activesthelens.co.uk

Follow Active St Helens on:

facebook: @ACTIVESTHELENS
twitter: @ACTIVESTHELENS
instagram: @ACTIVESTHELENS

use the #beyourownhero and share our messages on your social media accounts (for ideas see our social media toolkit below)

Organise an Event

Celebrate Active St Helens by organising an awareness event in the community; a walk, bike ride, a run, flash mob or sports festival. Whatever you plan, you will help reach more people and make them aware of the importance to be active.
SOCIAL MEDIA TOOLKIT (SUGGESTED TWEETS)

GENERAL

• Adults (19-64) should try to be active for 30 minutes, 5 days a week. #beyourownhero
• Whether it’s a walk to the shops, a gentle jog, a swim or a cycle, just give it a go and #beyourownhero
• Make a pledge today and be in worth a chance of winning holiday vouchers worth £1500 #beyourownhero
• Help spread the word about the benefits of physical activity! Share these tool and resources with your community today: activesthelens.co.uk
• Physical activity can help prevent heart disease and improve your sleep. And it has other benefits, too! Learn more here - activesthelens.co.uk
• For support, advice and to find out what’s happening in your local area, visit activesthelens.co.uk

WALKING

• You may not realise it, but May is National Walking Month and now the evenings are lighter for longer, this makes it the perfect time to get outside, and get walking. #beyourownhero
• Walking has a whole host of different health benefits that you can use to motivate you to introduce walking into your daily lives #beyourownhero
• It’s like a walk in the park! Seriously, just give it a go and #beyourownhero
• May is National Physical Fitness & Sports Month! Find out how you can get #active this month – activesthelens.co.uk
SOCIAL MEDIA TOOLKIT (SUGGESTED TWEETS)

SWIMMING
• You don’t have to throw yourself into the deep end, just give it a go and #beyourownhero
• Swimming helps maintain healthy weight, healthy heart and lungs. Find out how you can give it a go – activesthelens.co.uk
• Swimming has so many different health benefits that could motivate you in your day to day life. #beyourownhero

CYCLING
• You don’t have to get yourself in a spin, just give it a go and #beyourownhero
• Mark your calendar – 8-16 June is #BikeWeek. Riding a bike can easily be a part of everyday life, why not give cycling a try! #beyourownhero
• Let’s get rolling! Cycling – it’s healthy, green, fast and fun. Join the #7daysofcycling challenge and #beyourownhero #BikeWeek
• Leave your car at home and try cycling to work. #cycletoworkday #beyourownhero
• Did you know it’s 20 times cheaper to maintain a bike than a car? Cycling to work could save you a pretty penny! #cycletoworkday #beyourownhero
SOCIAL MEDIA TOOLKIT (SUGGESTED TWEETS)

RUNNING

- You don’t have to run away from the idea, put your trainers on and give it a go. #beyourownhero
- You don’t have to push yourself, get your trainers on and just give it a go! #beyourownhero
- Running is a fun way to lose and maintain weight. Get your trainers on and give your best shot! #beyourownhero
- Running with a partner not only helps to keep you motivated, but is a fun way of having a catch up! #beyourownhero

June 2019 – March 2020 awareness days will be tweeted/posted from the Active St Helens social media accounts – please follow us and then share and like the posts.