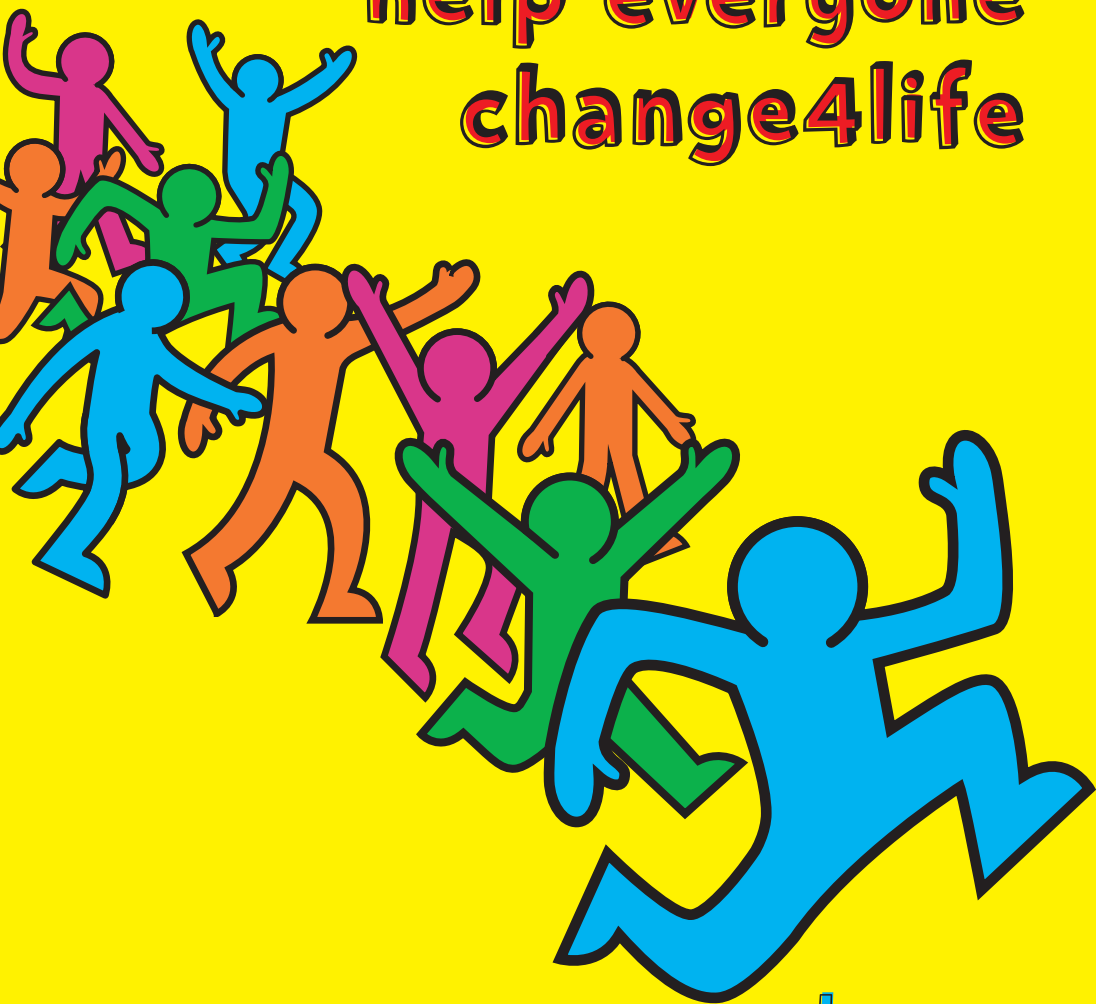


together we can  
help everyone  
change4life



Handy hints for  
people who can  
lend their support.

change  
4 life

Eat well Move more Live longer

# we've made a great start

Change4Life has really taken off, thanks to everybody getting behind it with such enthusiasm. Over 360,000 families have signed up so far, with 77% of mothers saying they've heard of Change4Life. This is, in big part, thanks to the Local Supporters (who include healthcare professionals, teachers, community and charity workers, and local government staff) who have really got stuck in and instigated some brilliant events and ideas to get the community eating better and moving more.

## how can you help?

Your links with your local community put you in a valuable position to keep people informed about Change4Life – so please get involved if you can.

One of the most important things you can do is register as a Local Supporter. This means that we'll be able to communicate with you directly and keep you up to date with any new Change4Life developments and ideas that could work well for your area. Please register at:

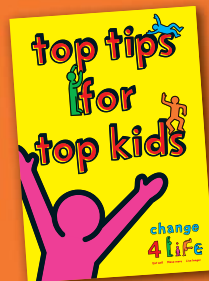


[www.nhs.uk/change4life/pages/partners.aspx](http://www.nhs.uk/change4life/pages/partners.aspx)

## Order your support materials FREE!

You can order your materials to give out and put up in your practice or office at [www.dh.gov.uk/change4life](http://www.dh.gov.uk/change4life) – you'll need to register with the DH Orderline first.

There are loads of fun activity sheets for kids to try out, posters to put up wherever you can and info leaflets for mums and dads. So please have a look and order anything you think is relevant and useful – use the product codes to help you order online.



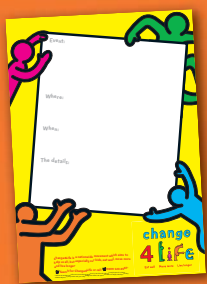
C4L034



C4L002

In the meantime, here are just a few ideas to consider for your community:

- GP practices can publicise and participate in any Change4Life events your PCT may be organising – for example walking groups and classes about healthy food and portion size. GPs can also send patients directly to Change4life via the website ([www.nhs.uk/change4life](http://www.nhs.uk/change4life)) and the phone number (0300 1234 567\*).
- Pharmacists can put Change4Life stickers on prescription bags or Change4Life leaflets in the bags themselves.
- Health Visitors and Midwives can download the Local Supporters' Toolkits on the website to introduce mums to the 8 healthy habits, and co-brand any existing clubs for mums (such as Breastfeeding or Breakfast clubs).
- Local Authorities can co-brand existing activities such as family fun days and sports events, as well as use the blank, Change4Life branded posters to advertise what's coming up. The Swim4Life Toolkit also offers ideas and games that those who provide free swimming might find useful.
- PCTs can combine resources, knowledge and facilities with Local Authorities to promote Change4Life.
- Teachers can use the Schools' Pack and support materials for playtime activities, or to stimulate classroom discussions.
- And everybody can put up posters, display the handouts and leaflets and leave the activity sheets and stickers out for kids – don't forget, they're all free!



C4L001



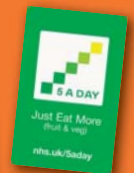
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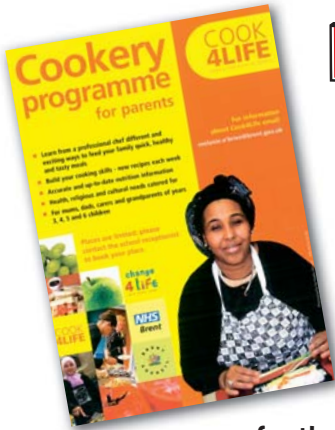
C4L006



C4L004



C4L003



# look what's already going on

## NHS Brent gets cooking

A fantastic link up with Cook4Life, this initiative in Brent aims to get parents and kids learning the basic principles of a healthy diet – and cooking for themselves rather than reaching for the takeaway menu.

And because the kids are having so much fun while they're doing it, what they learn is going to form the basis of a healthy diet for life.

## Bellyfunk101 in Croydon

Thanks to Natasha Yazdabadi, a Local Supporter in Croydon, the residents are getting healthier, happier and hipper! She combines Jamaican Dancehall, Belly Dancing and Hip Hop in her dance classes for kids – and it's going down a storm.

Natasha says

**“All children deserve a fun environment to get fit and active – and our classes provide just that.”**



## Burnley's changing

Your support can be as simple as the Change4Life display in the Healthy Living Centre in Burnley, Lancashire.



## Say low-fat cheese!

NHS London found a great way to encourage people to Change4Life with the 'Go London Health Pledge'. They asked families to make a pledge to eat more healthily and take more exercise. Each family had their picture taken in the Change4Life board and printed out as a constant reminder of their pledge.



## Van-tastic!

In East Lancashire the Healthy Lifestyle Team have branded a van with the Change4Life logo and characters. The van takes the team around the region delivering cooking sessions to help at-risk families learn how to cook simple, low-fat meals and how to make sure kids get the right portion sizes.



## Feeling inspired?

If you've got a great idea for a class or event in your community, then register as a Local Supporter so we can help you get it off the ground.

Register here [www.nhs.uk/change4life/pages/partners.aspx](http://www.nhs.uk/change4life/pages/partners.aspx)

# 8 easy ways to change4life

These are the 8 habits we're asking families to adopt – and don't forget, you can use the Change4Life materials to help them do it.

## sugar swaps

Getting parents to swap sugary drinks for water, milk or unsweetened juice.

## me size meals

Helping parents to feed their children the correct portion sizes for their age and size.

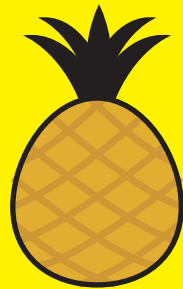


## 5 a day

Helping parents to get at least 5 portions of fruit and veg into their kids every day.

## 60 active minutes

Making sure that children spend at least an hour a day running around or playing sport.



## meal time

Helping families to eat 3 proper meals a day to combat snacking.



## snack check

Educating parents on the right types of snacks to give their kids.

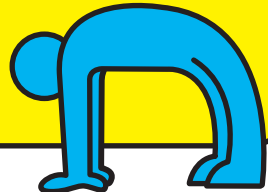
## cut back fat

Helping parents understand how to cook the family's meals in a healthier way.



## up and about

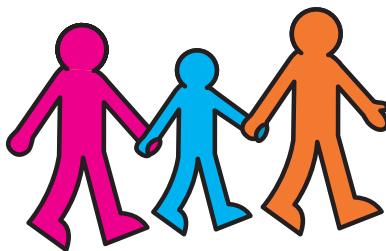
Keeping kids active and helping mums and dads with ways to get them running about.



# don't forget you can use the change4life branding and toolkits too

Once you register as a Local Supporter you'll be able to access our logo, characters, font, images and 7 sub-brands – like Walk4Life and Swim4Life. Using the Change4Life brand on your local marketing materials about health and fitness can help increase impact and boost your own message.

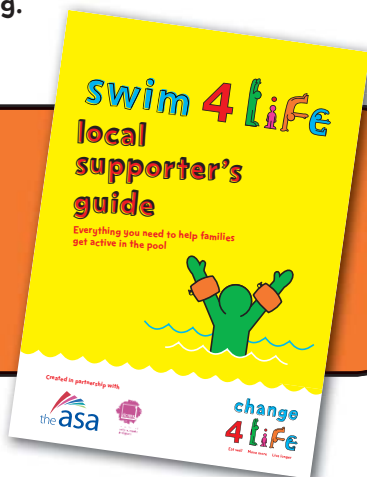
There are some simple brand guidelines to follow so please have a read so you can see how to use these in your area. The guidelines can be found in the Reference Materials section on the website.



## toolkits

As a Local Supporter, you'll also be able to download some useful toolkits from the Partners and Supporters area. They're each based around the 8 habits we're trying to help families to adopt and include info on how to talk to families about Change4Life, as well as ideas on how to help parents get kids eating breakfast, cycling, swimming and walking.

Visit [www.nhs.uk/Change4Life/Pages/PartnerTools.aspx](http://www.nhs.uk/Change4Life/Pages/PartnerTools.aspx) to register as a Local Supporter and download all the tools you need.



# Make sure you're up to speed with Change4Life!

Register as a Local Supporter at  
[www.nhs.uk/change4life/pages/partners.aspx](http://www.nhs.uk/change4life/pages/partners.aspx)  
or call **0300 123 3434\***

\*calls to 03 numbers should cost no more than geographic 01 or 02 UK-wide calls,  
and may be part of inclusive minutes subject to your provider and your call package.  
Our offices are open from 9am to 8pm, 7 days a week.



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