CHANGE4LIFE - BE FOOD SMART CAMPAIGN

PARTNERS PR TOOLKIT

This document has been developed for Change4Life partners involved in the Be Food Smart campaign. It outlines key information, messaging, contact details and campaign assets.

Please ensure you stick to the embargo and do not promote the campaign before the launch on 7 January 2013.

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1. THE CAMPAIGN

For January 2013, Change4Life has developed a new campaign called ‘Be Food Smart’, which is designed to empower people to make smarter choices about what they eat and drink and capitalise on the positive intentions many people have to eat well in the New Year. Be Food Smart will encourage everyone in England to look out for the ‘hidden nasties’ - salt, fat and sugar - in many everyday foods and remind us all that eating too much of these can be bad for our health.

Be Food Smart is grounded in consumer research and Change4Life has developed the campaign based on the following insights:

- People are struggling in the recession so don’t want to hear about having less of anything, but do like simple swaps about getting more from their food, so we need to give fun ideas that are cheap, quick, tasty and healthy
- Our audience are not interested in rules that tell them what to do. They want simple building blocks and mental notes to empower them
- People have good intentions but motivation varies across the day and the week
Some dads tend not to see healthy eating as their responsibility and can undermine mums’ attempts to make changes.

Be Food Smart is an integrated campaign including TV, print and online advertising, direct marketing, partnership support and PR.

Launching nationally in the first week of January 2013, ground breaking new advertising across TV, radio and digital media will encourage people to join Change4Life for loads of ideas for cheap, quick and healthier breakfasts, lunches and evening meals - as well as hints and tips about eating well and money off healthier products.

A ‘Be Food Smart Taster Recipes’ leaflet containing tasty, healthier meal ideas, has been designed as a conversation opener for local authorities, the NHS, Change4Life supporters and partner outlets to distribute to encourage people to sign up to Change4Life. In exchange, once signed up to Change4Life (whilst stocks last), people will be sent the Be Food Smart Meal Mixer, a kitchen counter top flip book of two weeks worth of ideas for healthier meals, drinks and snacks, that can be mixed in 2,000 possible combinations.

In addition to the printed Meal Mixer, there is also an online version, which will enable easy meal planning and turn Change4Life recipes into shopping lists of ingredients. A new Be Food Smart Recipe Finder App will also help people plan meals on the move and generate shopping lists of ingredients to make healthier choices easier at the point of purchase. A Be Food Smart Quiz will feature on Facebook and can be embedded on partner websites to test people’s knowledge about food and also encourage them to sign up to Change4Life in order to receive a Meal Mixer.

The Taster Recipes leaflet will be made available through:

- Local authorities and Change4Life supporters
- Children’s Centres
- Partner outlets (including supermarkets and high-street retailers)
- Change4Life school sports clubs

Target Audience
- Families - lower income families, many of whom need inspiration for cooking and eating healthier meals on a budget.
- Adults - men and women, aged 35-65 years, from more deprived backgrounds (C2DE segments).

2. KEY MESSAGES

Key campaign messages are:
- There’s a surprising amount of ‘hidden’ fat, sugar and salt in lots of the food and drink we have everyday.
- Too much fat, sugar and salt can create dangerous levels of fat leading to some cancers, stroke, type 2 diabetes and heart disease.
- Join Change4Life for a free Be Food Smart pack with cheap, tasty, quick and healthier meal ideas plus exclusive special offers.
- Be Food Smart with Change4Life and enjoy your favourite foods but in a healthier way.
There are 4 steps to Be Food Smart:
- Watch the salt, cut back fat, sugar swaps and 5 A DAY

Campaign Overview Messaging:
This coming January, Change4Life launches its new Be Food Smart campaign which will encourage everyone in England to look out for the 'hidden nasties' - salt, fat and sugar - in many everyday foods and remind us all that eating too much of these can be bad for our health. It will empower people to make smarter choices about what they eat and drink.

What is Be Food Smart?
It's a new healthy eating campaign from Change4Life, the nationwide movement to help everyone eat well, move more, and live longer. It will run from January until the end of March 2013.

What's the inspiration for Be Food Smart?
Be Food Smart aims to tap into the willingness in the New Year to change behaviours for the better. The campaign hopes to reach families and adults while they are feeling inspired to make a healthier change.

How is Be Food Smart going to do this?
Be Food Smart launches early in January and will be promoted on TV, radio and digitally. Manufacturers and retail partners are supporting the campaign through special offers and in-store promotion. Our grass roots local supporters, local authorities and the NHS will be promoting the campaign with the people they work with across the country.

Change4Life has created a range of free resources to provide people with a huge variety of smart combinations of food and drink to try:

- **Be Food Smart Taster Recipes leaflet** – An engagement tool providing tasty, healthier meal ideas. Designed to be a good conversation opener for Change4Life grass roots local supporters, local authorities and the NHS to use when discussing healthy eating. It encourages people to sign up to Change4Life in order to receive the Be Food Smart Meal Mixer

- **Be Food Smart Meal Mixer** – A flipbook that includes two weeks’ worth of ideas for healthier meal ideas, plus drinks and snack ideas that can be mixed in 2,000 possible combinations

- **Be Food Smart Recipe Finder App** - Lots of healthier Change4Life recipes, which can be turned into shopping lists of ingredients to make healthier choices easier at the point of purchase

- **Be Food Smart Online Meal Mixer** – Over 100 healthier meal ideas available on the Change4Life website, which will enable easy meal planning as well as turning Change4Life recipes into shopping lists of ingredients.

- **Be Food Smart online quiz** – To test if you are food smart and share with friends on Facebook. The quiz will also be available to partners to embed on their own websites.

- **Promotional materials** - A range of promotional resources including posters and event kits will also be provided to partners to help support the campaign

How do I take part?
To sign up for a Taster Recipes leaflet, use the online Meal Mixer or find out how to download the app, search Change4Life online.

**Can I order the Taster Recipes leaflet to distribute?**
Change4Life partners and supporters can order copies of the Taster Recipes leaflet and other support materials to distribute via [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk) or 0300 123 1002.

### 3. TONE

- Positive and non-blaming
- Demonstrate there are simple things people can do to help them eat healthier meals
- Research has shown that people felt Be Food Smart is empowering rather than being nanny-state and lecturing. It is important to ensure this sense of empowerment is maintained throughout all communications - we aren't saying what people 'should' do but supporting them to make choices e.g. Change4Life uses enabling language such as “try swapping” and “watch out for”
- Demonstrate that being Food Smart doesn't mean you need to be a chef. It's not about cooking haute cuisine but using simple ingredients to make healthier and nutritious meals for the family. The food doesn't have to be expensive – and Change4Life is a great place to start with lots of free recipe ideas

### 4. RECOMMENDED BEHAVIOURS

All activity will encourage people to think more about these important behaviours:

- **‘5 A DAY’** – eating fruit and veg is really important for our health as they are good sources of vitamins, minerals and fibre. Aim for a variety of at least five a day, but remember they don’t all have to be fresh – peeled, frozen, juiced, dried or canned – they all count.

- Consider **‘sugar swaps’** – lots of food and drink is crammed full of sugar, but people can try ‘sugar swaps’, such as swapping a sugary drink for no added sugar drinks like water or skimmed milk, or they can switch sweet snacks for fruit or unsalted popcorn.

- **‘Watch the salt’** – many of us don’t realise that there’s lots of hidden salt in the food we buy every day, even in stuff that doesn’t taste salty, like bread, cereal, pizza and some sauces. It all adds up to people consuming more salt than they think, so people should go easy on the ketchup, soy sauce or mayonnaise, and skip adding salt the next time they tuck in.

- **‘Cut back fat’** – too much fat is bad for us, but we don’t realise how much fat is hidden in the foods that we eat. The fat that is really bad for us is saturated fat – the kind that’s found in butter, cheese, pies and fatty meats like streaky bacon and sausages. The good news is it is easy to be smart about fats – just choosing lower fat spreads, lower fat dairy products, and leaner cuts of meat is a great way to start.

- In addition, it is important for people to **‘be calorie smart’**. Calories help you plan how much you should be eating each day – ideally, you should be aiming for 400
calories for breakfast, 600 for lunch, and 600 for dinner, including drinks and snacks too – but if you use the Be Food Smart meal ideas, it’s easier to stay on the right track.

Further detail and healthier eating tips for adults and children, as well as tips on drinking less for adults, are available on the Change4Life website

5. PR OVERVIEW

PR activity around Be Food Smart will begin mid December and will follow the publication of the Childhood Obesity statistics and the Secretary of State response.

Activity will also go out which will target national, regional, online and broadcast media.

- 3 Jan soft launch based on PR survey
- 7 Jan main campaign launch and advertising begins
- January social media and consumer media
- February and March local and regional press supporting the Be Food Smart roadshows

6. PARTNER PRESS RELEASES

It is not essential that partners send press releases to the Change4Life team for approval, but in the spirit of true partnership, it would be great to see them and be sighted on planned activity. However, it is recommended that the below approved wordings are used in relation to the campaign:

80 words:
With January typically being a time for healthy lifestyle changes, Change4Life is calling upon the nation to get ‘Food Smart’ and learn about the hidden nasties in their food. The Be Food Smart campaign will highlight how healthier eating can be tasty, cheap and quick. For inspiration on healthier eating such as tips on cutting back fat and for exclusive family recipes sign up to Change4Life.

50 words:
This January, Change4Life is encouraging families across England to Be Food Smart and look out for the hidden nasties in food – salt, fat and sugar – and reminding us all that eating too much of these can be bad for our health. For healthier recipes and tips, search Change4Life online.

25 words:
Be Food Smart this year with Change4Life and look out for the 'hidden nasties' - salt, fat and sugar. Search Change4Life for tips on healthier recipe ideas.

Mentioning the campaign in materials
The Department of Health’s protocol for mentioning the campaign is as below (please note that 1. is the absolute minimum, but we would prefer for partners to use 2 or 3.)

1) In support of <<Change4Life logo>>
2) (Partner X) is in support of Be Food Smart - Change4Life’s January campaign to help us all eat healthier. Search Change4Life online to test your Food IQ and for healthier recipe ideas, tips and advice.

3) We’re supporting Be Food Smart - Change4Life’s January campaign to help us all eat healthier. If you want to help local families eat well through January and beyond search Change4Life online.

7. SOCIAL MEDIA

It would be fantastic if you could use your online channels to encourage followers to take the Food IQ Quiz and raise awareness of the campaign. We have included some suggested tweets and facebook posts about the campaign below.

Suggested Tweets:
• Do you know what hidden nasties are in your food? Test out your food knowledge. Search #Change4Life #BeFoodSmart
• Be Food Smart is launching to help everyone eat healthier meals. Search #Change4Life for more details #BeFoodSmart
• Spend less, be healthier, become Food Smart. Search #Change4Life to find out how #BeFoodSmart
• Want to make a healthy change? Search #Change4Life to find out how you can cook healthier meals #BeFoodSmart

Facebook Status
• Change4Life has launched Be Food Smart to get everyone eating healthier. Families and individuals all over the country will be taking the Food IQ Quiz to test their food knowledge. For more information and to check how Food Smart you are, search Change4Life online
• How Food Smart are you? Sometimes it can be hard to know what’s healthy and what’s not. If you want to test your knowledge about healthier food or try out some healthier recipes, search Change4Life online for details of the Be Food Smart campaign
• This is a good time to think about making a healthy change – check how much you know about food and learn some handy tips and ideas by taking our Food IQ Quiz

Social media advice
• Use the #BeFoodSmart hashtag within all tweets and encourage people to use the same – this will help the topic to trend and appear on more feeds
• Use the #BeFoodSmart hashtag at the end of offers or news you may tweet that encourage people to be active or eat healthily
• Engage with people who reply to your tweets/posts with questions or comments on operational questions, eg when, where, how, where to find more information etc
• If you are unsure of the answer to a question from someone on Twitter or Facebook, direct them to the Change4Life website or to the Change4Life Facebook page where they can contact someone who may be able to help
• Interact with relevant partners and follow their Twitter feeds – for example direct message local media outlets, local activity groups, local leisure centres etc and ask them to re-tweet messages
• If your followers or local organisations tweet about the campaign, please re-tweet their message to make sure it reaches all of your followers too
8. AVAILABLE ASSETS

All assets such as logos, visuals, Change4Life characters, etc. are available from the Change4Life Partnerships team. Please email c4lpartnerships@dh.gsi.gov.uk

The Change4Life website also has a wealth of behaviours, tips, activities and content that may be useful – including a meal planner tool to help you organise your food shopping and meals every week, and the recipes finder with healthier recipes for less - search Change4Life online

Additional assets via freud communications and the partnerships team at the Department of Health:
- Recipes and images
- Ministerial quotes
- Health statistics

9. CONTACT DETAILS

freud communications
- Content and assets: Vicky Morphew – Vicky.Morphew@freud.com 020 3003 6337 / 07809 645142
- Media relations: Jo Evans: Jo.Evans@freud.com 020 3003 6399 / 07958 461 540 or Hannah Berry: Hannah.Berry@freud.com 020 3003 6593 / 07780 439 979
- Overseeing: Sam Bevans – Sam.Bevans@freud.com 020 3003 6538 / 07970 436 985

(freud communications is also happy to review press releases where required)

Department of Health Media Centre: News desk contact - 07050 073 581

NOTE: Final press notices and a Q&A document will be circulated closer to launch