

**CHANGE4LIFE**

**USED MAIL**

**TO GET**

**KIDS MOVING**

**EVERY DAY**

change  
4 life

Eat well

Move more

Live longer



**Royal Mail**

MarketReach

# BACKGROUND

England is facing an obesity crisis with over a third of UK children being overweight. Yet 79% of parents with an overweight child do not recognise it – and of those who do, 41% do not see a health risk.

Also, parents tend to overestimate how active their children are. Clinical guidelines state that children should do at least an hour of moderate or vigorous physical activity every day. This improves heart health, bone health and maintenance of a healthy weight (linked to reduced risk of cancer and type 2 diabetes) as well as self-confidence and social skills.

Change4Life had a challenge on their hands if they were going to change attitudes and behaviour of parents and children.



# SOLUTION

Building on a successful 2014 campaign, Change4Life and Disney partnered again to create a behaviour change intervention to help more children get their daily 60 active minutes by doing 10 Minute Shake Ups every day during the summer holidays.

Public Health England made 7-9 year-olds its target audience as this is when activity levels often start to drop off. It also looked to influence younger kids who like to emulate older children and siblings. Knowing that mums often run out of ideas and budget for keeping their kids entertained in the summer holidays the Change4Life activity pack was a perfect solution.

The strategy aimed to keep kids engaged all summer through a Disney team-based game that integrated offline activity with an online hub.

The first stage was to mail parents informing them of the scheme. Engaged parents then helped their kids choose a Disney team and ordered their own activity pack containing a team wristband with timer, activity cards, wildcards for children to invent their own Shake Ups, a team poster and stickers.

In today's digital world hosting the activity scheme online might have been an obvious solution, however the tangibility of the pack played a fundamental role in the scheme's success. Kids earned a sticker to add to their poster as a reward for each activity, taking them on a six-week journey. And they could only complete the most interesting part of the poster once they had done all their Shake Ups for that week.

Naturally, online also played a role. Children were encouraged to go online and add their Shake Ups to their personalised Team Zone and see their score increase. This also counted towards the Team Zone leaderboard score. Logging 14 or more Shake Ups in a week unlocked a Disney online reward, incentivising them to continue. Parents were also sent email offers, news about online content and reminders about the health benefits of their kids taking part.

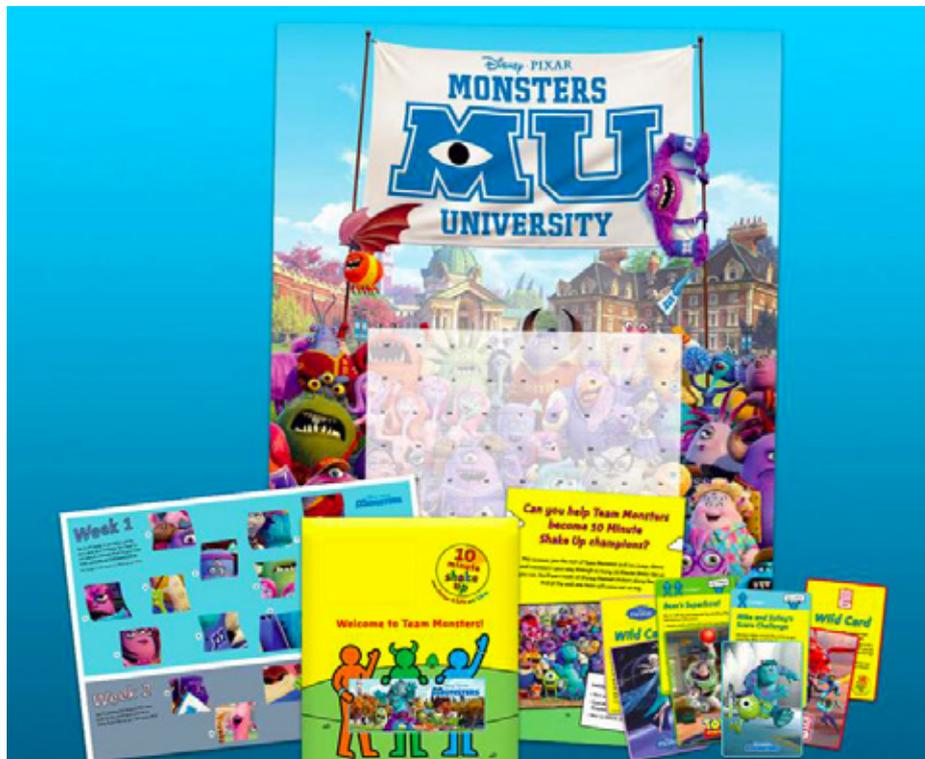


# RESULTS

The campaign clearly had mass appeal, with almost 700,000 registrations – 22% above forecast. And Change4Life’s goal to embed sustained healthy behaviours was achieved.

Children continued to log their Shake Ups in significant numbers throughout the summer, with similar numbers logged in week 6 (327,000) as in week 1 (373,000).

And the fact that wristbands have been selling on eBay provides further proof of just how valuable people found the campaign.



Source: DMA Silver Awards Winner 2015