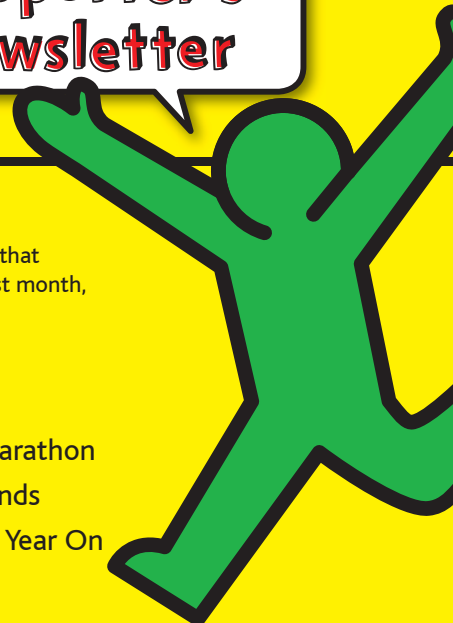


Dear Change4Life local supporter,

Welcome to your April Change4Life update. This month's lead story is the launch of Swim4Life, our initiative that aims to get us all back in the water! You'll also find all the latest news and Change4Life activities from the last month, including an update on Healthy Weight, Healthy Lives: One Year On.

We hope you enjoy the issue!

- Swim4Life launches
- Get your Swim4Life toolkit!
- Change4Life goes from strength to strength
- New 60 active minutes TV ad
- Convenience store vouchers launch
- Change4Life at The Flora London Marathon
- Change4Life launches in East Midlands
- Healthy Weight, Healthy Lives: One Year On



swim4life makes a splash!

Hot on the heels of Breakfast4Life comes Swim4Life, our latest initiative that helps us all get 'up and about' and have some fun!

Swimming is such a good way for families to be active and enjoy themselves. It doesn't matter how old you are, being in the water helps us move around and stay healthy, and can also be a great way to unwind and just have fun.

And there's never been a better time to get down to the local pool. From 1st April 2009, lots of local councils are providing free swimming for kids aged 16 and under (many are offering it to 60s and over too), which makes it the perfect way to keep them occupied during half-term! You can find out more about free swimming [here](#).

Finally, we'd like to thank the Amateur Swimming Association for helping us develop the Swim4Life toolkit.

get your swim4life toolkit!

The best way to get kids and their families in the water is to download the Swim4Life toolkit from the Change4Life website. It's packed with loads of fun games that either you can pass on to the families you work with, or parents/carers can play themselves with their kids in the pool.

On the website you'll also find videos showing you some of the games, the Swim4Life Local Supporter's Guide, and our Top Tips that give you things to think about before you take your group to the local pool. And if you own or run sessions at a pool, there are Top Tips for pool providers too, helping you with everything from advertising your pool to ideas for who you can partner with to make the most of Swim4Life.

You can download the Swim4Life toolkit next month by visiting www.nhs.uk/change4life and going to 'tools' within the 'partners and supporters' area. Then you'll have everything you need to run sessions yourself or encourage parents to take their kids themselves!

everyone's talking about change4life

In February, we told you about how well the Change4Life message is spreading, especially the numbers of people who recognise the logo and remember seeing the advertising. Well, the latest tracking survey results have surprised even us as the campaign goes from strength to strength.

Now nearly two-thirds of mums (63%) have heard of Change4Life, and over three quarters (77%) recognise the Change4Life logo. The survey also revealed that nearly three-quarters of mums (74%) have seen the Change4Life TV ads. And more people are remembering them too, with 73% now saying that they stuck in their minds.

But the good news doesn't stop there. The number of mums saying that the ads made them think about their children's health in the long term has jumped up to 81%, with similar numbers saying they made them think about the link between eating unhealthily/not doing physical activity and serious diseases.

This is fantastic news, and shows that people are really talking about Change4Life. So it's a great time for you to help families get involved!

60 active minutes tv ad airing now

The latest Change4Life TV ad is planned to air from the end of April, and this time we're focusing on '60 active minutes'.

As one of the 8 Change4Life habits we're promoting, it highlights the fact that kids need to do at least 60 minutes of physical activity every day (this doesn't have to be in one go) to get their heart beating faster than usual. This helps them burn off energy to prevent them storing up excess fat in the body, which can cause serious illnesses.

The ad tells the story of a child who spends too much time during the day sitting around watching TV, flicking through magazines and gaming. When the family realises that this could affect her future health, they start doing different types of physical activity throughout the day, such as walking to school, cycling and playing on a video game dance mat.

We're hoping to re-run these in the summer to help reinforce the Change4Life message. So look out for the Change4Life family making another appearance on our screens soon!

convenience stores help kids change4life

We all know that it can be tricky getting kids to eat healthy food. But now there's a new scheme that should encourage them to think about snacks other than crisps, chocolate and sweets, and it's all in support of Breakfast4Life.

A number of convenience stores in the North East have started offering 50p-off vouchers towards fruit and veg. They are given to schools and are then handed out to the children, helping them get the best start to the day and reduce the amount of salt, fat and added sugar in their diets.

The scheme will be extended in the summer to 120 stores.

change4life gets its running shoes on!

On 26th April, 36,500 men and women donned their running gear and lined up for one of the most famous races in the world – The Flora London Marathon. But this year, there was one more presence at the starting line.

Change4Life had pride of place on the starting gantry as well as banners at the Cutty Sark and other points along the 26-mile route. This branding at such a high-profile event is great news for us and means our message was seen by potentially millions of people on television, as well as by all the runners and spectators at the race.

This partnership with Flora also meant that we were able to include Change4Life information in the pack given to the media and could have the TV ad playing in the media centre. In addition, we were at the Expo during the week where runners picked up their race numbers.

We hope to be at more big events in the future, so keep a look out for us!

change4life launches in east midlands

The latest Change4Life regional summit took place in Mansfield's Civic Centre on 3rd April, attended by delegates from health organisations, community groups and local charities and partners.

Presentations included a local GP talking about the adverse effects of obesity on his community, a summary of the research behind Change4Life, and a film about a breastfeeding group in Leicester.

There was also an interactive quiz as well as a special performance by a local dance company that got everyone tapping their feet! And for food lovers there was a cookery demonstration by Clive Harris, chef at Flores Brasserie in Leicester, showing how easy it can be to prepare healthy, tasty meals.

healthy weight, healthy lives: one year on

As you may know, Change4Life is part of the Healthy Weight, Healthy Lives government plan to help people maintain a healthy weight. It was first published in January 2008 and outlined our ambition for England to be the first major nation to reverse the rising levels of obesity.

The plan's initial focus is on children at the moment, and the aim is that by 2020 we will have reduced the number of overweight and obese children to 2000 levels. The One Year On report has just been published and sets out the plans for reducing obesity over the next few years. Along with continuing our work with families, during 2009/2010 we will be extending Change4Life so it helps other groups, including very young children and some ethnic minority groups.

You can read the 'One Year On' report in its entirety [here](#).

Thanks again for supporting Change4Life and look out for more news next month.

Your Change4Life Team

