



Dear Change4Life local supporter,

Welcome to your new look Change4Life update. This month we're focussing on Breakfast4Life, which aims to give us all a great start to the day!

As usual, we've also got a round-up of all the other Change4Life news that's been happening over the last month.

- Breakfast4Life
- Get your Breakfast4Life Toolkit!
- What can you do to help?
- How Are The Kids?
- Keep your eyes peeled!
- Mums are spreading the net
- Regional summits
- Toolkits reminder

breakfast4life

Change4Life was launched to help some families make changes to their lifestyles so that our kids can lead healthier, happier, longer lives. And an important part of this is eating a healthy breakfast which kick-starts our metabolisms and helps us concentrate better during the day because we're not distracted by hunger.

A healthy breakfast is something many of us miss out on, either because we choose options that are high in sugar or fat, or because we don't have time to have anything at all. People find it hard to know what to choose for what is called the most important meal of the day – which is where Breakfast4Life comes in.

As well as press activity, the initiative will include a schools visit by Public Health Minister Dawn Primarolo MP. Kellogg's and Pepsico are also running activity to support Breakfast4Life, and ContinYou – a community-learning organisation which works with young people to promote health messages – has helped us to develop the Breakfast4Life Toolkit.

get your breakfast4life toolkit now!

Your Breakfast4Life Toolkit is available from April. Developed with ContinYou's support, it is full of tips, information and activities for families on how to have a healthy breakfast – whether it's at home or on the go.

The toolkit also includes a guide on how you can speak to families about Breakfast4Life, as well as activity sheets, posters and a leaflet on what constitutes a healthy breakfast and how you can help everyone eat one!

To find out more please visit www.nhs.uk/change4life and go to 'partner tools' within the 'partners & supporters' section to download your free Breakfast4Life supporter's pack. If you would prefer to receive a Breakfast4Life pack in the post, please call 0300 123 3434* to reserve your pack.

what can you do to help?

There are lots of ways you can get involved with Change4Life if you work with families. Here are a few suggestions to get you started:

Chat to families about Change4Life – simply telling families that you're supporting the campaign and giving them more information is a great way to help.

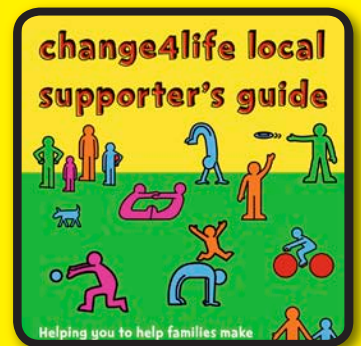
Put up a Change4Life display – if you've got access to a notice board or a spare bit of wall, why not put up a Change4Life poster?

Use our logo – if you run activities that encourage people to eat better or move more, you can add our logo to your materials.

Hold a Change4Life event – informal get-togethers such as coffee mornings are a great way to introduce Change4Life to families.

For more information, visit www.nhs.uk/change4life and download the 'Local Supporter's Guide' from the 'partner tools' page in the 'partners & supporters' area.

You can access our logo by registering on 0300 123 3434*.

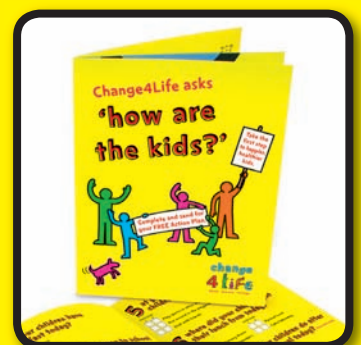


how are the kids?

It seems that there are thousands of mums, dads and carers who are asking themselves "how are the kids?", judging by the fantastic response we've had to our questionnaire.

Over 180,000 people have completed the 'How Are The Kids?' questionnaire, which asks parents simple questions about their kids' lifestyle and eating habits. And every family that responds gets a free personalised Action Plan which is full of hints and ideas on how they can make easy changes for healthier kids.

So don't forget to tell the parents and carers you talk to about the 'How Are The Kids?' questionnaire, which they can find on our website at www.howarethekids.com



keep your eyes peeled!

As you probably know by now, there are eight changes we're encouraging people to make to help them improve their family's diet and activity levels. And one of these habits will be promoted in the latest TV ads that will be on your screens very soon. From 30th March, the 'Me Size Meals' ad will be airing, focusing on the fact that parents often give their kids the same-sized portions as themselves when really they need much less.

Magazine inserts and doordrops about how to get your 5 A DAY will also be distributed up and down the country. And they'll even include a handy wallchart and some stickers for families to keep track of how much fruit and veg they eat.

So look out for the Change4Life family making an appearance near you soon!

mums are spreading the net

Netmums, the local online network for parents, has joined up with Change4Life to develop a programme which will help spread the word and get members' kids eating better and running about.

As well as weekly newsletters containing Change4Life tips and challenges, the website's homepage will have a dedicated Change4Life section on it promoting the hint or challenge for that week.

Netmums will also help by encouraging parents to post Change4Life activities on their Noticeboard, as well as by providing details of Change4Life roadshows and events on their local websites. Plus, parents will be able to use Netmums to sign up new local supporters and get more parents using the supporter toolkits.

This is just one of the many great partnerships that have been set up to help spread the Change4Life message – and we can't wait to put the rest into action too!

For more information, please go to www.netmums.com from mid-April.

regional summits

Three regions held their Change4Life launches during March.

The West Midlands summit at Aston Villa FC in Birmingham attracted over 200 regional delegates. Keynote speaker Professor Paul Gately gave an overview of the obesity crisis and all those attending took part in various workshops.

The Lowry Theatre on Salford Quays was the impressive venue for the summit in the North West. A breakfast meeting for chief executives and directors took place, before the main summit heard from national partners Kellogg's and The Co-Op. All 170 delegates then committed to Change4Life by signing a pledge-board.

The South West summit in Bristol focussed on the launch of Breakfast4Life, with Dawn Primarolo MP visiting a Breakfast Club before giving her keynote speech. Held at a circus and theatre school, the agenda included a special Change4Life performance by students, presentations from Dr Susan Jebb from the Medical Research Council and several workshops.

toolkits reminder

Although the Breakfast4Life Toolkit is about to be launched, don't forget about the Change4Life and schools packs that are currently available. Some of you who work in schools may have already received the schools pack through your NHS fruit and vegetable deliveries.

You can either download the Change4Life pack from the website (within 'partner tools' in the 'partners & supporters' area at www.nhs.uk/change4life) or call to order your packs on 0300 123 3434* (but hurry – stock is limited!).

Finally, thank you for supporting Change4Life and look out for more news next month, including details of Swim4Life which is on the way.

Your Change4Life Team



*Calls to 03 numbers should cost no more than geographic 01 or 02 calls, and may be part of inclusive minutes subject to your provider and your call package. We're open from 9am to 8pm, 7 days a week.

