



Dear Change4Life local supporter,

Welcome to your August Change4Life update. This month we feature the launch of Play4Life, here to help families get up and about through play.

We also have details of Change4Life taking over the airwaves, ASDA's latest initiative to sell not-for-profit bikes to get us all cycling, and MuckIn4Life which is getting people active through conservation projects in their local area. Of course, you'll find all the other Change4Life news too.

Please note that we will now be sending the Change4Life local supporter newsletter every other month, so it will be even more packed with Change4Life news!

- It's play time!
- Play4Life toolkit now available
- Change4Life on the air!
- Volunteers 'MuckIn' to help local areas
- Working with national partners
- Getting active in the sunshine
- Change4Life toolkits and case studies

it's play time!

Play4Life is the fifth initiative from Change4Life. It focuses on encouraging families to play as a fun way to get up and about and keep active together.

The launch of Play4Life was timed to coincide with National Play Day on 5th August, run by Play England. The theme of the day was Make time! (to play) and thousands of people did just that, from small-scale neighbourhood get-togethers to large public events.

To help promote the importance of play, Change4Life contacted 110,000 people with information on how to get involved with play activities over the summer holidays.

play4life toolkit now available

We've produced the Play4Life Toolkit to give you specific ideas on how you can raise awareness of the benefits of play and encourage families you work with to use play to get up and about.

The pack demonstrates how easy it is to have fun playing without going far from home or buying expensive toys. It's full of tips, games, editorial and posters for you to promote activities you may be running.

The indoor and outdoor games are designed to inspire everyone to play, so please pass them on to the families you work with. They all promote play as a fun way to stay active and spend time together as a family.

You can download the Play4Life Toolkit now by clicking [here](#).

change4life on the air!

Change4Life has been taking over the airwaves recently, with two fantastic radio promotions.

Throughout the north of England, Real Radio's 'Kids Out For Summer' promotion, in association with Change4Life, encouraged schools to organise their own activity and sports days, whilst our partnership with the national Heart radio network lasts for the whole of August. It offers great prizes and invites listeners to show us how they've made a Change4Life.

On TV, Change4Life is sponsoring the daily GMTV 'Summer of Fun' slot and Friday's 'The weekend starts here' segment. They'll each last from 27th July for one month and focus on keeping the kids active and occupied over the summer holidays.

In the press, we've joined forces with 60 regional newspapers to feature Change4Life lifestyle hints and tips, plus information on local events and groups to join. Check your local paper for ways you and the families you work with can get involved.

volunteers 'muckin' to help local areas

MuckIn4Life provides fun, free activities for families so they can get active and help local conservation organisations look after our natural environment at the same time.

There are lots of ways families can join in the fun, from bird watching and bat spying to wildlife gardening and bracken bashing. We're letting everyone know how to get involved over the summer through press and radio advertising across 50 regional publications and 30 local radio stations.

The [MuckIn4Life](#) website features a search option for details of local volunteering opportunities, plus case studies of achievements so far. The Stuff4Kids pages provide lots of ideas to keep children occupied during the summer holidays too.

Please tell families you work with about MuckIn4Life – and look out for the colourful MuckIn4Life touring van somewhere near you this summer!



working with national partners

We've been asked many times why we work with 'big business'. Our National Partners are familiar brands that reach a huge number of people and can talk to our audience in ways that we can't – and we use this to help influence people's behaviour.

We're working with a number of commercial partners to help make changes in food manufacturing, shopping habits, supporting new activity schemes and spreading the word in the press, on television and on the radio.

With the support of these partners we can help even more people make a Change4Life. To become a national partner, organisations have to agree to our terms of engagement and complete an application form that proposes how their organisation will support the Change4Life campaign.

A good example is ASDA supporting Bike4Life by selling 70,000 not-for-profit bikes as part of their 'Pedal Power' initiative. Find out more by clicking [here](#).



getting active in the sunshine

Since the end of July, the Change4Life summer survival kit has been sent to 185,000 families all across England.

The kit consists of a letter, activity pack and either a free 'snakes and ladders' game mat or a pedometer, depending on the age of the children in the family. The pack also tells people their scores from the 'How Are The Kids?' questionnaire they filled out earlier in the year. If they haven't already filled it out, it prompts them to complete the questionnaire so we can work out how healthy their family is.

The activity pack features hints, tips and web links to cycling, swimming and lots of other activities. Plus there are lots of different free offers and the chance to enter a free prize draw to win bikes for all the family.

Check whether any of the families you work with have received a Change4Life survival kit – and let us know if it has encouraged them to have a more active summer, as we'd love to feature them in one of our case studies!

change4life toolkits and case studies

The range of Change4Life Toolkits continues to grow. They cover all the benefits of eating a healthy breakfast, swimming, walking, cycling and playing. If you work in a school, don't miss our Schools Pack to help support your Healthy Schools status.

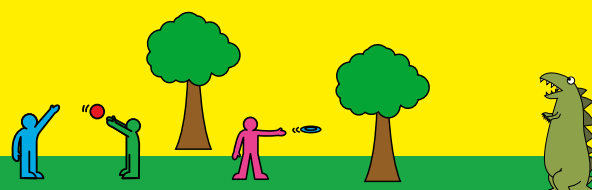
Each toolkit has a local supporter guide, posters to advertise your Change4Life events, activity sheets and tips leaflets to pass on to parents that help them change their lifestyles for the better. We recently sent you an email asking for stories you have about Change4Life activity in your area for our case studies section – these will appear on our website soon.

We're adding new Change4Life Toolkits and materials to the website all the time, so visit www.nhs.uk/change4life regularly and make the most of them. If you don't have internet access you can request hard copies by calling 0300 123 3434*, but please note stocks of these are limited.

Finally, we'd like to remind you again to get as many people as possible in your organisation or group signed up with Change4Life. The more people who register, the easier it is for us to keep everyone up to date with the latest news and support materials. Our one-step registration has been made much quicker and simpler – so ask them to sign up on the website now!

Thanks again for supporting Change4Life and look out for more news in the Autumn.

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.

