

Dear Change4Life Local Supporter,

Welcome to your autumn Change4Life newsletter. This month we focus on the launch of new toolkits, partner activity involving top footballers and some exciting news that's bound to get people talking about Change4Life.

We also have details of how teachers are helping pupils make a Change4Life in the classroom, how thousands of people have been inspired to get on their bikes and much more...

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a busy autumn for change4life

Over the next few weeks we focus on three of the eight Change4Life changes: sugar swaps, me size meals and 5 A DAY.

The Change4Life campaign continues with a TV advertisement tackling the difficult issues of snacking on foods high in fat and sugar, and fussy eaters. In the ad, which runs from 19th October to 15th November, parents are encouraged to request a **Snack Swapper** – an interactive wheel showing easy ways to swap unhealthy snacks with healthier options – seen being used in the advert.

We are also distributing 400,000 Snack Swappers via magazines and over a million through schools and childminders. In line with this activity, the **'Eat happy this autumn'** pack has been sent to 200,000 families who signed up to Change4Life, a follow-up to the Summer Survival Kit. It includes tips and recipes, competitions, puzzles and a Snack Swapper.

Co-op, one of our commercial partners, is supporting the Snack Swapper activity too by playing short animations on its till screens and in-store radio ads promoting healthy snacking.

Please talk to the families you know about it and encourage them to get their own Snack Swapper by calling **0300 123 1018*** and you can request your own by visiting www.orderline.dh.gov.uk To see our online Snack Swapper, click [here](#).

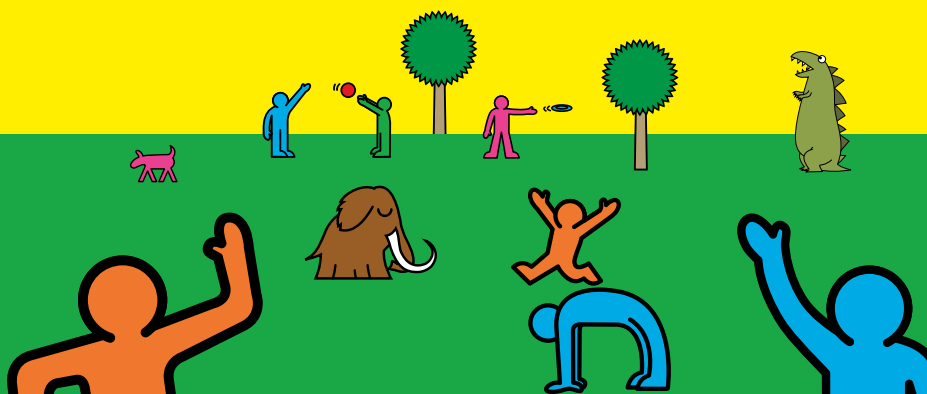
change4life goes from strength to strength

Over 23,000 of you have now joined Change4Life as Local Supporters. We'd like to say a huge thank you for all your hard work in supporting families in your area make changes for a healthier future.

This month we hit the one million mark for total visits to our website, showing that our message is really getting out there. The campaign is also growing at a grass-roots level as over 5 million items of Change4Life support materials have been requested by 13,000 NHS employees. Our latest tracking research shows that public awareness and understanding of Change4Life remains high, particularly amongst mothers, who say that they think Change4Life is clear, trustworthy, supportive and fits into their lifestyles.

This is great news, but we're going to need your continued support to maintain campaign momentum and continue to get even more families involved with Change4Life.

If there's anyone you know who you think could spread the Change4Life message, please ask them to register as a Local Supporter by calling **0300 123 3434*** or by visiting www.nhs.uk/change4life



lampard and henry score for change4life

A new advertising campaign launched on 5th October to encourage parents to spend more time playing with their children, featuring top international football stars Frank Lampard and Thierry Henry.

The advertisements appear on billboards and bus sides, as well as online until December. The campaign was funded by Change4Life partner PepsiCo to support Play4Life.

Using such popular and influential role models gives us extra credibility when we speak to parents and children about the importance of exercise and play as part of a healthy lifestyle. The message of the ads is very simple: Active parents make active kids.

Frank Lampard said: "Once you have found what it is you love doing, the passion can stay with you for life. It's about getting out there and discovering a sport or an activity you love and in doing so staying fit and healthy."

If you'd like to download and print out your own copies of the ads, email us at c4lpartnerships@dh.gsi.gov.uk



early years toolkit reaches toddlers and pre-school children

We know that unhealthy habits picked up in childhood can lead to health problems in later life, which is why we have launched the Early Years Toolkit for those working with toddlers, pre-school children and their families.

The toolkit will be sent to over 3,000 Sure Start Children's Centres and will contain low-cost healthy recipes, tips for fussy eaters, posters and lots of ideas on how to keep youngsters moving around and having fun.

You can order the Early Years Toolkit by calling **0300 123 3434*** or download it [here](#) – just go to 'Tools' within the 'Partners and Supporters' area.

December sees the launch of our Dance4Life Toolkit, which focuses on 'up & about' and '60 active minutes'. We are working with several national organisations from the dance industry to create it.

Look out for the toolkits online and please use them to encourage families you work with to make a Change4Life.



teachers help pupils improve well-being

From this month, teachers across the country are getting involved with SmallSteps4Life, a new programme being introduced to the classroom to motivate pupils to improve their health and well-being.

SmallSteps4Life is a sub-brand of Change4Life and aims to help primary and secondary school pupils set themselves small, realistic lifestyle challenges (either as individuals or as groups) around three themes – Healthy Eating, Getting Active and Feeling Good.

SmallSteps4Life is being led by the Food Standards Agency, with teachers and young people playing a vital role in helping to develop the website. This will allow schools to promote what they are doing and share their experiences to inspire other schools across the UK.

So, if you work in a school, get your colleagues and pupils to check out the website at www.direct.gov.uk/smallsteps4life or just click [here](#) to see for yourself.



the simpsons make a change4life!

The Simpsons is a hugely popular show the world over. Now Homer, Marge, Bart, Lisa and Maggie have become the latest family to make a Change4Life.

From 5th October to Christmas Day 2009, Change4Life is sponsoring The Simpsons on Channel 4 at 6pm every weekday. This gives us a fantastic opportunity to reach families at an ideal time in the day – to remind parents about what their kids are eating and encourage them to get up and about as a family.

While some characters in The Simpsons are known for having a poor diet and taking little exercise, the family do often sit around the dining table together, are clearly a tight-knit family, and Bart and Lisa lead very active lifestyles.

You'll see short sponsorship clips at the beginning, middle and end of each show featuring the Change4Life characters with the line: 'Change4Life – supporting The Simpsons. Sometimes.'

thousands skyride in london

The last Skyride of the summer took place in September with over 65,000 cyclists getting on two wheels and having fun on the streets of London.

Cyclists of all ages and abilities joined Mayor Boris Johnson, Olympic gold medalist Sir Chris Hoy, actress and model Kelly Brook and a host of other celebrities and Olympic cyclists for the biggest public cycling event ever held in the capital. The 15km route took in iconic landmarks including Buckingham Palace, St Paul's Cathedral and The Tower of London.

The aim of the Skyride events, organised by Sky, is to encourage people to get back on their bikes and enjoy a fitter, healthier lifestyle. There were also free weekly Skyride Local events with trained ride leaders from British Cycling, allowing families and friends to ride together in smaller groups within a safe and social environment.

Look out for more Skyrides next year!



congratulations to change4life winners!

As we mentioned in June's update, this year saw the first ever ITV Feelgood Factor Award being presented at The Daily Mirror Pride of Britain Awards. This award is part of ITV's support of Change4Life and recognises those who help others change their lives through health and fitness, and this year's winner showed particular courage in helping others.

Andy Dalby-Welsh, who is partially blind, teaches cricket, football, trampolining and other sports to children with sight problems, making an enormous difference to their lives. He is also at the forefront of developing blind cricket all over the world and is a very worthy winner of this award.

Also an 11-year-old girl has won a competition to invent a new swimming stroke. Ella came up with her idea for 'Dolphinella' while she was on holiday. She said: "I love dolphins and I just put my name on the end of the word. It's really easy to pick up and loads of fun too."

Health Secretary Andy Burnham at the Great North Swim announced her as the winner, and Ella and her friends have also been filmed at their local swimming pool for BBC's Newsround, which you can watch by clicking [here](#).

Now there's a new way to get active in the pool this autumn!

Finally, we'd like to let you know that we'll be trying to capture some of your fantastic Local Supporter activity in a tour of neighbourhoods in the coming months. You may be visited by one of our interviewers for your thoughts on the campaign, and keep sending us your photos and stories of your Change4Life activity.

And of course, please remind as many people as possible in your organisation or group to sign 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 is now very quick and simple too!

Thank you again for supporting Change4Life and look out for our next update coming soon to your inbox.

Your Change4Life team

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

