

28 July 2010

**Gateway reference: 14555**

**TO:**

Directors of Public Health  
SHA Directors of Communications  
Regional Obesity leads

*Room 450  
Richmond House  
79 Whitehall  
LONDON  
SW1A 2NS*

*Tel: 020 7210 5212  
Sian.jarvis@dh.gsi.gov.uk*

**CC:**

Regional Directors of Public Health

Dear Colleague,

**Change4Life Community Fund  
Invitation to bid for funding for regional communications activity 2010**

This document invites you to bid for funds from the DH budget to pay for regional communications activity in support of the Change4Life campaign.

**Background**

Increasing rates of obesity threaten the health and happiness of our children and increase the burden of preventable disease. This is a serious concern, not only for the Department of Health, but for the regional NHS and local authorities who are responsible for the health of their local populations.

Change4Life aims to change the lifestyles of English families with respect to those behaviours – food and activity – that lead to people becoming overweight and obese. The Department of Health has committed substantial funds to this campaign, with a high profile public presence (television, newspapers, public relations, outdoor, direct marketing and digital advertising, all supported by web and telephony). As well as the campaign launched in 2009 targeting families with 5-11yr olds and the launch this February of the adult “Swap it, Don’t Stop it” campaign targeting 45-65yr olds there will also be ongoing communications and campaign activity during 2010/11. Successes to date – including many of last years regionally funded campaign – can be seen in the “One Year on Report”. Key achievements of the first 18 months include: over 444,000 families signed up for Change4Life and over 31,000 people have joined the campaign as local supporters to help families change their behaviour.

The DH spend is augmented by the activities of other Government departments (DoE, FSA, Defra, DCMS and DfT), NGOs and commercial partners. This approach has produced a cross-societal movement, in which individuals and organisations that have the trust of the public work together to inspire and facilitate behaviour change.

It is the DH's belief that, for the movement to have credibility, it needs to be supported at a local community level, by those who are closest to the needs and profile of their community. In consequence, NHS trusts, NGOs, schools and local authorities are being invited to join up their own activities and to use the Change4Life brand and sub-brand identities.

The response from local areas, particularly from the NHS and local government, has been overwhelmingly positive, with unprecedented offers to co-brand and fund additional activity at a local level. DH believes there is an opportunity to give additional impetus to this growing alignment, by setting aside a pot of money from the national budget for regional use.

### **Change4Life in 2010/11**

After scrutiny by the Efficiency Reform Group (ERG) the government has agreed for the Change4Life Community Fund to continue to run, albeit at a lower level of centrally funded support than last year.

With this in mind it has been agreed that DH will devolve up to £250,000 of the Change4Life marketing budget to the regions in 2010/11, depending on quality of the bids. With this approval comes the expectation that maximum value will be extracted and that 'free' channels (such as NHS comms) and other channels (such as PR and partnership activity) as well as 'word of mouth' networks will be used to their fullest to ensure maximum impact and value.

### **Role for the SHA communication & Directors of Public Health**

Behaviour change theory and practice indicate that before people will change their diet and activity levels, they need to move through a number of attitudinal stages:

- They need to be concerned that "fat in the body" has health consequences (*"This isn't about how I or my children look, it's about diabetes, cancer, heart disease and lives cut short"*)
- They need to accept that their families are at risk and take responsibility for reducing that risk (*"This isn't about bad parents or very fat children, it's about my children"*)
- They need to know what they need to do to change (know the behaviours and be able to relate them to their lives)
- They need to believe that change is possible (believe that others around them are changing). All submissions should refer to social norming (i.e. how the activity makes a behaviour seem 'normal' and 'what people do around here'.)

DH sees the benefit of regional NHS and local involvement most directly in the last of these four stages.

The DH has set aside some money from the central budget to fund local communications activity. Applications for funding will need to meet **all** of the following criteria:

1. Applications must concentrate on the messages that are key for the DH campaign.

2. Applications must sequence their activity with DH media where possible.

All activity must carry the Change4Life branding or one of the sub-brands and adhere to the Change4Life brand guidelines. Change4Life brand guidelines can be found at:

[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_089230](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_089230)

3. The activity proposed is of a *marketing communications* nature, rather than for instance infrastructure changes, local insight projects or weight loss services.
4. The activity promotes and demonstrates local uptake of *one or more* of:
  - a. the 8 behaviours amongst families with children aged 0-11 e.g. 5-a-day, sugar swap, cut back fat, up and about, 60 active minutes, meal time, snack swap, me size meals, or
  - b. the 6 behaviours amongst 45-65 year old overweight or obese adults e.g. up and about, portion swap, snack swap, 5-a-day, fibre swap, drink swap.Where possible, integrate with the central 'push' to support one of the Change4Life sub-brands, e.g. Walk4Life in Sept/Oct, Healthy Eating Nov/Dec etc. This integration has been shown to produce better results than activity in isolation
5. The application must show local partnership working so that the activity involves more than one regional or local organisation acting in concert e.g. members might include PCTs, local authorities, district councils, community projects, social enterprises, local non-government organisations/ charities. Bids can also be supported by local businesses, please show any business support in your bid.
6. Clear evidence of cost-savings and achievement of extra value through all communications channels with particular focus on free and 'word of mouth' channels, but also including channels such as LA publications, intranets, club memberships and events and 'word of mouth' as well as local PR, partnership activity, or "in kind" support from local businesses.
7. A quantifiable and costed evaluation methodology and reporting plan is included within the proposal to demonstrate clear value (see template at Annex C).

Applications will be considered more favourably if they can *also* demonstrate meeting any of the following criteria:

8. Match funding is provided from approved local/regional budgets that require no further clearance.
9. The activity can deliver benefits "in kind" such as involvement of extensive grass roots people resource via multiple local projects
10. Strong engagement with and commitment from "local supporters" (e.g. childminders, teachers, GPs, practice managers, community volunteers, relevant local businesses, libraries, play groups, job centre staff etc) to

register with Change4Life and display or distribute Change4Life posters and leaflets.

11. Recruitment of new “local supporters” by encouraging registration via:  
<http://www.nhs.uk/change4life/Pages/Partners.aspx>
12. Usage of existing Change4Life materials, to show better integration and cost-saving. These include direct mail materials, digital assets, leaflets and other collateral. A list of the materials available by target groups is available at:

<http://www.nhs.uk/change4life/Pages/PartnerTools.aspx>

Change4Life brand guidelines can be found at:

[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_089230](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_089230)

### **Please show clearly where you are meeting these selection criteria when filling in the relevant areas of the application form (Annex A).**

The SHA Director of Communications and the Director for Public Health have been chosen to submit proposals because they understand the needs and characteristics of their regions, have strong links to the Change4Life team at the DH and are able to involve all interested parties in the local partnerships.

Each region can put forward a number of bids from different local partnerships across the region.

Completed applications must then be signed and supported by both the SHA Director of Communications and the Director for Public Health.

### **What is the benefit to SHAs & LAs in participating?**

SHAs and LAs have shown consistent enthusiasm, both among DoCs and DsPH, for the Change4Life campaign. This funding will allow them to highlight the risks of excess weight gain (including but not limited to type 2 diabetes, cancer and heart disease) for their populations, and encourage them to trial or take up behaviours that combat obesity. This fund will allow communications activity that would otherwise not be affordable at a regional level.

### **What do we want this communication to achieve?**

Convince people that:

- Change4Life is happening in their region
- People like them are getting involved and making changes
- they should trial or take up one or more of the 8 family behaviours and/or the 6 adult behaviours (ideally active behaviours over the summer period).

## **When will the activity run?**

Wherever possible activity should coincide with the Change4Life campaign calendar to maximise efficiency.

## **Who are we talking to?**

Our target audiences are

- parents of children under 11, particularly those whose current behaviours indicate that their children are at risk of current or future weight gain.
- 45-65 year old overweight or obese adults

## **How much funding is available?**

£250,000 is being set aside from the 2010/11 DH budget which we are encouraging applicants to match fund.

## **What is the role of SHA Dir of Comms, ROLs, and DPHs?**

We ask that you provide oversight and coordination of projects locally so that funds were spent efficiently and resources used to maximise impact, e.g. where can bids build on each other / share resources? As regions differ in how they manage these resources we would ask that you agree to assign this oversight and coordination role as appropriate to your local arrangements.

## **Who can apply for this funding?**

The application must show local partnership working so that the activity involves more than one regional or local organisation acting in concert e.g. members might include PCTs, local authorities, district councils, community projects, social enterprises, local non-government organisations/ charities. Bids can also be supported by local businesses.

## **How will the funding be allocated?**

Each of the ten SHA regions is invited to submit ideas for funding, using the template found at Annex A.

Bids should be signed by both the SHA Director of Communications and the Regional Director of Public Health.

It is permissible to submit bids for more than one activity per region, however bids from the same organisation should be under the same application.

Each application would be considered by DH for an award of between £1,000 and £50,000. Where the bid has stated that match funding will be provided it must come from approved budgets that require no further clearance.

Bids will be awarded on merit and no organisation is guaranteed funds.

Proposals should be sent, via email, to:

[C4LPartnerships@dh.gsi.gov.uk](mailto:C4LPartnerships@dh.gsi.gov.uk)

Subject marked: **Community Fund Application**

If you have any queries please feel free to call or email

Malcolm Fawcett

[Malcolm.Fawcett@dh.gsi.gov.uk](mailto:Malcolm.Fawcett@dh.gsi.gov.uk)

Tel: 020 7972 6517

Charlie Greenwood

[Charlie.Greenwood@dh.gsi.gov.uk](mailto:Charlie.Greenwood@dh.gsi.gov.uk)

Tel: 020 7972 5241

### **Timescales**

The Community Fund invitations to bid commence 28<sup>th</sup> July.

Deadline for receipt of bids would be no later than midday Friday 27<sup>th</sup> August.

Successful bids would be announced week commencing Monday 6<sup>th</sup> September.

If there is a particular reason why you cannot meet this timescale please contact Malcolm Fawcett, or Charlie Greenwood in the central DH team

Yours sincerely,



Sian Jarvis

Director-General, Communications

### **Annexes**

Annex A: Application

Annex B: Evaluation criteria

Annex C: Change4Life Communities Fund evaluation grid

Change4Life brand guidelines can be found at:

[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_089230](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_089230)

## Change4Life Community Fund Application

Please show clearly where you are meeting selection criteria when filling in relevant areas of this application form.

<b>Region:</b>
<b>Give details of your proposal including how and where you intend to spend the budget (500 words maximum)</b>
<b>EVALUATION</b> Please note that all applications must be accompanied by a completed evaluation grid that can be found at Annex C. Please read the guidance on evaluation found at Annex B.
<b>How will this activity support Change4Life's objectives?</b>
<b>Explain why you believe funding this activity locally will be more effective than central activity</b>
<b>Budget required:</b>

<b>Will this be match funded by the SHA?    Yes/No</b>	
<b>Required Signatures</b>	
<b>Director of Communications:</b>	<b>Director of Public Health</b>

## **Annex B**

### **Community Fund Evaluation “must haves”**

1. Activity must be evaluated at a proportionate level, with the allocation of between 5% and 10% of total spend to ensure that this is done rigorously.
2. A formal evaluation plan must be developed at the outset of the marketing process, including clear, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives. Please provide this in the evaluation grid provided at Annex C to accompany your application at Annex A.
3. Robust, consistent and benchmark-able data on marketing activity must be collected. Ideally trend data will be available to show impact of any marketing material, e.g if you were to use funds to communicate Swim4Life messages for a women’s swimming project then you would need data to show uptake of swimming for that group both pre and post the behaviour change messaging was implemented.
4. Ensure all marketing evaluations focus on a range of key performance indicators (KPIs) that are critical to success – both in terms of behavioural influence and return on investment/cost-effectiveness. KPIs should come out of the activity's (SMART) objectives. Given the relatively low budgets likely to be allocated to any one bid it is better to have fewer more focussed KPIs. Evaluation need not be expensive a lot of performance data is free - e.g. phone call data, registration numbers.
5. Where applications are for funds below £5,000 KPIs could be reduced to 1 or 2. However more qualitative data – such as case studies, media coverage and photos would be necessary.
6. Please do not use awareness as an isolated measure of success. The key is to capture what the communication activity has got the recipient to 'do', as 'think' often isn't a proxy for do.
7. Use a test-learn-refine process within and between channels based on previous marketing activity e.g. last year’s regional campaigns.

## Annex C

### Change4Life Communities Fund evaluation grid

Each application for funding must include this grid populated to show the evaluation process planned. You may expand the grid to contain further information as necessary.

Activity	Objective	Target	What we intend to measure to show positive change	Source