You may wish to discuss this update with your relevant colleagues and networks including PCTs, Local Authorities and community groups.

In this update, you can read about:

1. Introducing the Great Swapathon
2. Making the most of the Great Swapathon in your local area
3. Success story shared
4. Win a visit from a London 2012 mascot
5. Campaign Round Up

1. Introducing the Great Swapathon

The new Change4Life campaign launching in January is designed to make the most of people’s willingness to make lifestyle changes in January. As they plan their new year’s resolutions, we’re calling on them to pledge to make small, manageable swaps as well – we’re calling it the Great Swapathon.

It will be launched with high profile activity, supported by Your Great Swapathon, an online tool, which will give users tips and let them set their own goals and monitor progress. The Your Great Swapathon tool will be available for people to use on both the Change4Life site and our Facebook page and is available for to put on third party websites. If you would like further information regarding this, please contact c4lpartnerships@dh.dsi.gov.

Can we mention anything about partnerships at this stage and to this audience?

2. Making the most of the Great Swapathon in your area

We hope that the high profile activity generated by The Great Swapathon will help to support the healthy eating and physical activity promotion work already being undertaken. Some ideas we have given people are to:

- use the Change4Life assets and The Great Swapathon editorial content in your communications
- order free resources and materials to promote The Great Swapathon and distribute to families
- promote swap messaging as part of existing healthy living campaigns
- encourage people who need to increase their activity levels to swap sedentary activities for new active hobbies. The toolkits are full of ideas and useful resources
- plan local activity with community groups which encourages people to trial healthy behaviours
- use the Change4Life ‘Snack swapper’ tool to help people identify healthier alternatives
- order and use the ‘Top Tips for Top Kids’ and ‘Swap It, don’t Stop It’ leaflets to talk to families about healthy eating and physical activity and give them inspiration
3. Success story shared

Please find an example below of a success story we have received from one of our supporters, which hopefully demonstrates what can be achieved. If you’ve run a successful event or activity in support of Change4Life, please send the details through to c4lpartnerships@dh.dsi.gov.

NHS Coventry’s Big Pledge

NHS Coventry encouraged residents to get active by challenging them to collectively take enough steps to walk to the moon. A guide was produced that converted a range of activities from swimming to housework into an equivalent number of steps.

The campaign included an interactive website for people to upload their steps and participate in league tables and competitions. Everyone who signed up was given a free pedometer to help them count their number of activity steps.

To kick-start the campaign, eight Coventry schools were selected to receive a special visit from the ‘Big Pledge’ double-decker bus. Pupils who signed up were given a free physical activity goody bag, including a frisbee, water bottle and pedometer, plus details of how to log onto the dedicated social-network style website. To help get the general public onboard, the Big Pledge bus made several visits to the Ricoh Arena shopping centre.

4. Win a visit from a London 2012 mascot

Also in January, there’ll be a SmallSteps4Life competition for schools to enter. It’s part of Get Set+, the official London 2012 education programme.

All the primary and secondary schools in England will be invited to set challenges for the official London 2012 mascots, Wenlock and Mandeville. The challenges will be around one of the SmallSteps4Life themes: healthy eating, getting active and feeling good. The winning school will get a visit from either Wenlock or Mandeville.

Not only will the SmallSteps4Life competition be great fun for the children but it will also help support work to improve their health and wellbeing. The competition launches on the 17th of January 2011 and closes on the 18th of February. Winners will be announced in March and the visits from the mascots will be happening in April.

If you, or anybody who works with schools that you know, would like to take part in the competition, the first step is to register for SmallSteps4Life here (need to add link).

And don’t forget it’s easy to put the Your Great Swapathon tool on your website so that your web visitors get their very own personalised swaps. Just email us on c4lpartnerships@dh.dsi.gov to find out how.

5. Campaign Round Up

- Follow Change4Life on Facebook and Twitter You can keep up to date and find out about activities taking place around England by joining our 16,000 Change4Life Facebook fans (by clicking ‘like’) or following Change4Life on Twitter.
• **Share your stories**  Sharing your stories of Change4Life events or activities you’ve run helps us to recruit and inspire more campaign supporters. Please send your photos, a summary of what you did on the day, how many people you think came along, who in your local area you’ve worked with and any other information you think we will find helpful or interesting to [c4lpartnerships@dh.gsi.gov.uk](mailto:c4lpartnerships@dh.gsi.gov.uk)

The next campaign update will be later in December when we’ll have further information about The Great Swapathon.