The Great Swapathon Resources

The Great Swapathon, a new and innovative Change4Life campaign, is launching in January and this document outlines the resources available to help you support it. The campaign aims to encourage adults and families to make small, simple swaps for a healthier lifestyle. The activity will be high profile and we would like your help to promote and run local activity that encourages healthy eating, physical activity and adults drinking less alcohol to create and support a sense of change on a mass scale.

We recommend that anyone involved in supporting Change4Life at a local level should register as a Local Supporter – this includes all health care professionals. Registered supporters will receive regular Local Supporter Newsletters by email, with information about the launch of our toolkits and the latest news on the campaign.

You can register as a Local Supporter at www.nhs.uk/Change4Life/Pages/Partners.aspx

THE GREAT SWAPATHON MATERIALS

Change4Life support materials are free and can be ordered online from the Department of Health Orderline (you will need to register as an Orderline customer) or by calling 0300 123 1002. You can link to the Orderline via our Change4Life pages on the DH website at: Change4Life

Here’s a list of what’s available:

The ‘top tips for top kids’ leaflet offers eight tips that correspond to the eight behaviours we want at-risk families to change. They range from tips on how to reduce sugar and fat in kids’ diets to fun and free ways to increase physical exercise.

You can give this leaflet out to the public in GP surgeries, clinics, pharmacies, clubs, gyms etc and use it to chat to families about Change4Life, telling them you support the campaign and signposting them to the website or helpline to get involved.

The ‘swap it don't stop it’ leaflet has tips for adults who want to lose weight and become more active, ranging from advice on how to build activity into everyday life and how to achieve their five a day to ways they can cut down on calories in drinks without having to say no.

This leaflet can be given out to the public in GP surgeries, clinics, pharmacies, clubs, gyms, etc and use it to chat to adults about Change4Life, telling them you support the campaign and signposting them to the website or helpline to get involved.
The Snack Swapper is a little wheel device that shows healthy options to sugary, salty or fatty snacks. For instance, if you usually like to snack on a biscuit, turn the wheel to reveal the word biscuit in one window and in the opposite window you’ll see an healthy option such as rice cakes or grapes. We hope you agree this is a fun way to think about making healthy food choices.

You can use The Snack Swapper to help families think about small changes they can make as part of The Great Swapathon.

Inspire families to get cooking with this set of six recipe cards. These simple recipes are full of great ideas for eating well at home.

The double-sided Great Swapathon poster is a great way to promote the campaign and encourage families to make small, simple swaps for a healthier lifestyle.

It also lists ten top swaps and shows the web address and telephone number for further information.

If you’re planning to promote The Great Swapathon through a newsletter or via your website, you can download copy explaining what the campaign is all about at Change4Life.
CHANGE4LIFE BRAND GUIDELINES AND ASSETS

If you run activities that encourage people to make healthier food choices and do more physical activity, you can add our logo to your materials and use our font, characters and images to create your own Change4Life support materials. We have developed brand guidelines and a range of brand assets to help you do this.

The brand assets include the Change4Life logo, the sub-brand logos (such as Walk4Life), the Change4Life characters, our font, character alphabets and images. We ask all Local Supporters keen to align with Change4Life, who want to use the assets, to read the brand guidelines beforehand to understand the campaign principles.


We have recently added two new reference documents to this section of the website that you might also find useful: ‘Language Guidelines for Change4Life’ and ‘8 Lifestyle Changes’.

We have placed the brand assets on a secure page on the Change4Life website. To gain access to them you need to follow these steps:

**Step 1:** Register as a Local Supporter online:
www.nhs.uk/Change4Life/Pages/Partners.aspx

**Step 2:** Receive a welcome email from Change4Life containing a link to the brand assets in their protected location on the NHS website.

Once registered, you will also receive regular Change4Life Local Supporter Newsletters by email and be the first to know about tools for you to use and suggestions for how you might use them with families.

We have recently improved the registration process. If you have registered but not received any emails from Change4Life, you may need to register again using the new process.

Thanks for your continued support.