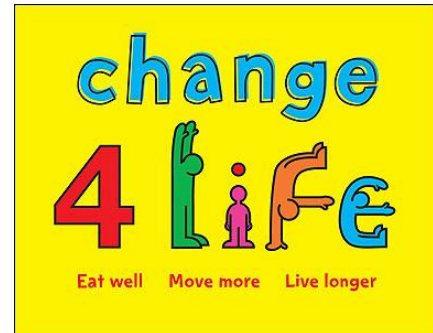
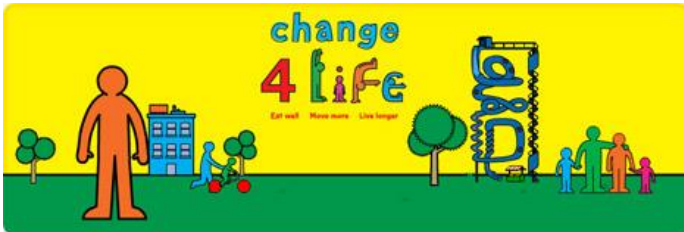




## Change4life



Change4life is a society-wide movement that aims to help families eat well, move more and live longer by changing behaviour.

The programme is focused on families at present but is due to expand to target other groups of people so that everyone can benefit from the nationwide initiative.

Change4life as well as being about communicating the message about getting people to eat well, move more and live longer has various advice, toolkits, promotional materials, case studies available on the website. There is a helpline that is also available and there has been work done at the national level to promote the key messages that the movement aims to communicate, for example through television adverts and poster campaigns.

There are a number of sub brands including Walk4life, Swim4life, Muckin4life, Let's Dance with Change4life, Play4life and Start4life. All of these have toolkits are available on the Change4life website, <http://www.nhs.uk/change4life/Pages/PartnerTools.aspx> and there are further links to individual pages for these sub brands. National Governing Bodies can establish their own brands, eg. Athletics4life.

Organisations are encouraged to align their activities to the initiative and promote the initiative and its principles wherever possible. There are a set of principles and guidance that have been produced on the website, which organisations should follow when using the brands and materials. The initiative relies heavily on organisations being involved and supporting the initiative.

You can find out more detail at <http://www.nhs.uk/Change4life/Pages/Default.aspx> and register as a member or a partner and encourage individuals and organisations to register with the initiative.

Promoting activity toolkit is a website with useful resources and tools for promoting activity, such as the activity search tool, communication tools and poster design tools, which are aligned to the Change4life branding system. Refer to <http://www.promotingactivitytoolkit.com/> for more details.