



# Take Life On Stakeholder Pack



healthier  
scotland  
SCOTTISH GOVERNMENT



# Take Life On

## What is Take Life On?

Take Life On aims to improve the nation's health in simple, achievable stages, so that Scots can take life on, one step at a time.

The campaign is focused on empowering people to make small changes to their everyday lives, in terms of diet and physical activity, to help reduce the risk of serious illness and help them feel good about themselves.

The latest phase of Take Life On forms part of the Government's commitments to 'reduce the rate of increase in the proportion of children with their Body Mass Index outwith a healthy range by 2018' and to increase their levels of physical activity.


To help achieve this, the campaign is focused on motivating behavioural change amongst children and parents/carers of children. This will involve promoting the benefits of regular physical activity, such as walking, cycling, and active play to help minimise levels of sedentary behaviour, and directing people towards a more healthy diet and lifestyle.

## Take Life On 2011

2011 saw the launch of a new Take Life On campaign, targeting parents of 7-11 year olds to raise awareness of the recommended physically activity guideline of 60 minutes a day for children.

The six-week campaign, which launched in January 2011, involved television, radio and online advertising, and was supported by field marketing and a partnership with retailer Morrisons. This partnership aimed to show that healthy food can be inexpensive and easy to prepare, to help influence behaviour change at point of purchase.

As a result of the campaign:

- over two thirds (79%) of people with children 15 years or younger at home were motivated to change their behaviour by the advertising
  - there was a 20% increase in awareness of the 60 minute guideline amongst the target audience
  - the Morrisons activity showed a 176.5% uplift of the free fruit items on offer during the promotion, which was sustained with a 93% uplift in fruit sales following the promotion (in conjunction with a store offer)
  - web hits increased by 518% year on year, with over 28,000 visits during the campaign period.
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# Take Life On 2012

Following the success of last year's activity, the 60 minute Take Life On campaign will run again this year to continue to increase awareness of the recommended health guideline and drive behaviour change. This will continue to be complemented with a healthy eating partnership, which this year will be run in conjunction with Lidl.

As with last year, the core audience is C1C2DE adults aged 25-50 with a particular bias to mums/head of household.

## Advertising:

The campaign will run from 13 February, supported by television, online and radio advertising.

## Field marketing:

To complement the advertising campaign, the message will be taken direct to our audience via a field marketing tour of shopping centres in target areas, including:

- **18-19th February The Forge, Glasgow Parkhead**
- **25-26th February Rivergate Centre, Irvine**
- **3-4th March Clydebank Shopping Centre, Dumbartonshire**
- **10th March The Overgate Centre, Dundee**
- **11th March The Wellgate, Dundee**
- **17th March Oak Mall, Greenock**
- **18th March Braehead, Renfrewshire**
- **24th March The Kingdom Shopping Centre, Fife**
- **25th March Trinity Centre, Aberdeen**

\* Please note these events may be subject to small scheduling changes.

## Take Life On in-store promotions:

A promotional partnership with Lidl supermarket will run throughout January.

The promotion is focused on showing healthy food can be inexpensive and easy to prepare, to help influence families to purchase healthier choices. Lidl will have healthy recipe cards, swap options and Take Life On signage throughout all 91 Lidl stores.

In-store activity is planned for the following eight Lidl stores in Scotland in January:

- **6th King Street, Aberdeen**
- **7th Southward Street, Dundee**
- **13th Leslie Road, Glenrothes**
- **14th Allison Street, Ayr**
- **20th Grovepark Street, Maryhill**
- **21th Custom House Way, Greenock**
- **27th Main Street, Coatbridge**
- **28th Alderstone Road, Livingston**

### Radio promotion:

Real Radio will be promoting Take Life On through a four week 'Family Fortunes' quiz format on Ewen and Cat's Breakfast Show, where families can win prizes by entering a competition based on healthy eating and active lifestyles.

This will be trailed from 13 February, with the promotion running from 05 March.

### Online:

The campaign website – [takelifeon.co.uk](http://takelifeon.co.uk) – will regularly be updated and carry a weekly Take Life On blog authored by a host of guest bloggers including experts, mum and dad, campaign ambassadors and other key stakeholders. Our digital agency (Union Digital) for the campaign will be in touch to supply a link to the TLO website and it would be great if you would consider

hosting the link on your own page.

A new Facebook page will also be launched to promote campaign messages and activity, and signpost audiences to activities happening on the ground locally.

### Media opportunities:

As part of the PR campaign, two editorial platforms are scheduled for March 2012, including:

- **5th March Life Matters**

Week long radio promotion, running across all Bauer stations, featuring case studies, experts and comment, with a supporting webpage.

- **19th March Local Press**

Take Life On local press column and supporting features in 110+ local titles across Scotland

## How can I get involved?

- Tell us what you're doing in your area to help children get active. We want to hear about projects and initiatives which people can access locally to help boost their child's activity levels, which can be promoted via PR and digital channels.
- Support the Take Life On tour when it comes to your local area. We'll be launching these tours in regional media and we may need help with local, on the ground experts in health, play and exercise to communicate campaign messaging to key audiences.
- 'Like' our Facebook page and link in relevant content to help our followers access information on active play and healthy lifestyles or host a link to our website – [www.takelifeon.co.uk](http://www.takelifeon.co.uk) on your own webpage.
- Become a guest blogger. We'd love to hear from anyone interested in contributing to our weekly online blog.
- Provide case studies and comment for the local press and Life Matters platforms. We need to make these platforms as local as possible, so if you have any good examples, or success stories, please get in touch.
- Promote Take Life On within your organisation. We can provide logos and images for leaflets, publications and the web, and also have campaign collateral such as empty belly posters, activity charts and recipe cards which can be downloaded via the campaign website, [takelifeon.co.uk](http://takelifeon.co.uk)

**We look forward to working with you to promote this year's Take Life On campaign.**

**If you'd be keen to get involved or are looking for more information on the Take Life On campaign, please contact the Take Life On PR team at Consolidated PR:**

**By email: [takelifeon@consolidatedpr.com](mailto:takelifeon@consolidatedpr.com)**

**By phone: 0131 240 640**

**By post: Hobart House, 80 Hanover Street, Edinburgh EH2 1EL.**