

#48 CHANGE 4 LIFE PUBLIC HEALTH ENGLAND

Website / Social Marketing Campaign, since 2009

Topic for advocacy HEPA - Physical Activity and Health / Obesity and behaviour change / Education and active schools

<https://www.nhs.uk/change4life/cards#d1Fx3bXEtDp530up.97>

Description of the good example

Change4Life is a public health programme in England which began in January 2009 and is run by the Department of Health. It is the country's first national social marketing campaign to tackle the causes of obesity. Change4Life aims to help families and middle-aged adults make small, sustainable yet significant improvements to their diet, activity levels and alcohol consumption. One of its six healthy behaviours is 'Get going every day', which details why it's important to lead an active lifestyle and ways for adults and children to do this cheaply and easily. Change4Life has several sub-brands associated with physical activity including Bike4Life, Let's Dance with Change4Life, Play4Life, Swim4Life and Walk4Life.

Target - Who can best use this example or document?

Decision makers, State and local government, Department of Health, School settings.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

It helps us to understand how different sectors can contribute to advocacy and also act in the grassroots level.

Learning points - What can we learn from it?

National level campaigns provide resources and opportunities to a local community organisations with different priorities, approaches and expertise, by helping them build in capacity-building.

Further information

Public Health England

enquiries@phe.gov.uk

<https://www.nhs.uk/change4life>