***Thank you for your support***

**Leeds Let’s Be Food Smart**

**Newsletter 5**

**May 2017**

The Change4Life ‘Be Food Smart’ campaign has been a real success both nationally with 4.6 million campaign packs delivered to schools, outstanding app download figures, engagement on social media and positive conversations with the public at roadshow events across the country and locally with fantastic partner engagement creating displays, delivering activities, supporting the use of the Leeds Food Detective and many interactions on social media. We continue to be amazed and inspired by the efforts of local partners to use the campaign as a platform to promote healthy eating to children and families in Leeds. Don’t forget the [national website](https://www.nhs.uk/change4life-beta/be-food-smart#PvbLP5D9oboWVKmt.97) and the [schools zone](https://campaignresources.phe.gov.uk/schools) contain lots of helpful information on healthy eating which can be used to compliment the activity focused Change4Life campaign over the summer (more information on this below). It’s important to support families to eat well and move more!

***Leeds recognised nationally for our contributions to the campaign***

Public Health England has recognised the local work we have been taking forward together to support the Be Food Smart Campaign in Leeds. A case study on the ways we have supported the campaign with limited resource budget will feature in the campaign evaluation report, to be released later this year. The case study recognises:

* the Public Health teams role in providing central leadership for the campaign
* the role of local partners providing access to the target audience and local trusted voices
* the utilisation of PHE materials to deliver nutrition and physical activity messages in a consistent way, and also adapted to the local context, the spokesperson, channel and other local brands

***Our challenge update***

At the start of this year’s campaign we set ourselves the challenge of increasing the signups for the campaign from 954 families in 2016. Unfortunately Public Health England has changed the way they evaluate the campaign which makes it more difficult to track this specific information. However we are now allocated a unique URL which will help us to track the results of our campaign activities more thoroughly. We now receive email open rate data to measure the impact of our own promotional activities against other local authority areas, which helps us demonstrate return on investment at a local level. We are pleased to share that 26,592 individuals were sent an email about the campaign in Leeds, which is significantly higher than both Liverpool and Manchester as a comparison. As the campaign progressed an average of 1 in 5 individuals opened the weekly support emails. This is really useful information which we can use to compare the success of our campaign support year on year.

***What next for the Leeds Food Detective?***

As you know we have been using the Leeds Food Detective shown below, as a figure head for our local campaign activity. The detective aims to encourage families to explore what is hidden within their favourite foods and drinks, with a view to making some simple swaps to reduce the fat, sugar and salt eaten. We want to continue to use the detective to promote this message. We are working with the Health and Well-Being Service and a local school to develop a treasure hunt resource for schools to help them to embed the campaigns messages into the school curriculum and effectively use the school zone resources. We anticipate that the guide will be ready early Autumn and will be circulated to schools prior to the next campaign in January 2018. For more information please contact: emma.strachan@leeds.gov.uk

In addition, the new resource we have been working on which explores the hidden salt, fat and sugar in common everyday food and drinks will soon be available in the Public Health Resource Centre. Due to the large variety of foods we have included in the resource, consolidating all the nutritional information has taken more time than first anticipated. We are sure the resource will be worth the wait and will be available in early July.

***Campaign Evaluation***

We are always keen to hear from partners on how to improve our approaches to planning our local campaign support. Please find a link below to a short survey to capture feedback on the campaign, this should take no longer than 10 minutes to complete and your feedback is extremely valuable to us: <https://www.snapsurveys.com/wh/s.asp?k=149631268209>

The survey will run throughout June and the feedback will be used to inform plans for the 2018 campaign.

**Other Updates**

***Leeds Child Healthy Weight Plan Launch***

The launch took place on the 23rd May 2017 with over 80 attendees. The event was a great success with support from local Councillors and speakers from PHE and the HENRY project. The most popular session was the speed sharing with many local partners sharing their examples of what has worked well with children and families to help improve their lives. A big thank you for supporting and contributing to the day, which made it such an energetic and inspiring morning. There is already a lot of good and effective work happening across Leeds and we need to continue to build on this. One key recommendation from the day is for us to create healthier environment we must work at many levels with many sectors and partners and with communities to achieve ‘healthy-weight’ environments.



***Change4Life - 10 Minute Shake Up***

Public Health England will be contacting all primary schools in England later this month to let them know about lesson plans and teaching resources for the Change4Life summer campaign, which will be available to download on the [School Zone](https://campaignresources.phe.gov.uk/schools) in early June. A newsletter will also be released to send through teacher networks later this month and campaign resources for consumers will be available to the Local Authority to share as soon as purdah ends. As soon as these are available we will update partners.

***Please continue to let us know what you are doing to support the Change4Life campaign? For any questions, more information or to share what you are doing please contact: Deb Lowe –*** ***deborah.lowe@leeds.gov.uk*** ***Emma Strachan –*** ***emma.strachan@leeds.gov.uk***